



285402

LEGISLATIVE ACTION

Senate	.	House
Comm: FAV	.	
04/13/2010	.	
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The Committee on Transportation and Economic Development
Appropriations (Fasano) recommended the following:

Senate Amendment (with title amendment)

Between lines 1106 and 1107
insert:

Section 24. Subsections (1) and (5) of section 479.261,
Florida Statutes, are amended to read:

479.261 Logo sign program.—

(1) The department shall establish a logo sign program for
the rights-of-way of the interstate highway system to provide
information to motorists about available gas, food, lodging,
camping, attractions, and other services, as approved by the



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13 Federal Highway Administration, at interchanges through the use
14 of business logos and may include additional interchanges under
15 the program.

16 (a) As used in this chapter, the term "attraction" means an
17 establishment, site, facility, or landmark that is open a
18 minimum of 5 days a week for 52 weeks a year; that has as its
19 principal focus family-oriented entertainment, cultural,
20 educational, recreational, scientific, or historical activities;
21 and that is publicly recognized as a bona fide tourist
22 attraction.

23 (b) The department shall incorporate the use of RV-friendly
24 markers on specific information logo signs for establishments
25 that cater to the needs of persons driving recreational
26 vehicles. Establishments that qualify for participation in the
27 specific information logo program and that also qualify as "RV-
28 friendly" may request the RV-friendly marker on their specific
29 information logo sign. An RV-friendly marker must consist of a
30 design approved by the Federal Highway Administration. The
31 department shall adopt rules in accordance with chapter 120 to
32 administer this paragraph, including rules setting forth the
33 minimum requirements that establishments must meet in order to
34 qualify as RV-friendly. These requirements shall include large
35 parking spaces, entrances, and exits that can easily accommodate
36 recreational vehicles and facilities having appropriate overhead
37 clearances, if applicable.

38 ~~(c) The department may implement a 3-year, rotation-based~~
39 ~~logo program providing for the removal and addition of~~
40 ~~participating businesses in the program.~~

41 (5) At a minimum, permit fees for businesses that



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42 participate in the program must be established in an amount
43 sufficient to offset the total cost to the department for the
44 program, including contract costs. The department shall provide
45 the services in the most efficient and cost-effective manner
46 through department staff or by contracting for some or all of
47 the services. The department shall adopt rules that set
48 reasonable rates based upon factors such as population, traffic
49 volume, market demand, and costs for annual permit fees.
50 However, annual permit fees for sign locations inside an urban
51 area, as defined in s. 334.03(32), may not exceed \$3,500 ~~\$5,000~~,
52 and annual permit fees for sign locations outside an urban area,
53 as defined in s. 334.03(32), may not exceed \$2,000 ~~\$2,500~~. After
54 recovering program costs, the proceeds from the annual permit
55 fees shall be deposited into the State Transportation Trust Fund
56 and used for transportation purposes.

57
58 ===== T I T L E A M E N D M E N T =====

59 And the title is amended as follows:

60
61 Delete line 112
62 and insert:

63
64 purposes; amending s. 479.261, F.S.; removing a
65 provision authorizing the Department of Transportation
66 to rotate certain logo signs relating to gas, food,
67 and lodging services on the rights-of-way of the
68 interstate highway system in the state during a
69 specified period; reducing the annual permit fees for
70 businesses participating in the interstate logo sign



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program; creating part III of ch. 479, F.S.; creating