



McLEOD COUNTY HIGHWAY DEPARTMENT

POLICY FOR: Specific Service Signing

Revised 5/1/02

PREFACE:

The following Policy has been established to provide guidelines for the public and for McLeod County sign technicians to follow in order to ensure consistent signing practices.

BACKGROUND:

McLeod County maintains approximately 405 miles of County State Aid Highway and County Highway, including all signing that lies within the Right of Way. Private businesses are not allowed to place signs within the Right of Way. In an effort to allow these businesses to advertise, and yet maintain safe and consistent signing practices the following Policy will apply.

BASIS OF POLICY:

Who can participate?

- The McLeod County Highway Department will erect Specific Service Signs for the following types of businesses only:
 1. Resorts
 2. Motels
 3. Restaurants
 4. Campgrounds
 5. Gasoline Service/Retail Motor Fuel Businesses
 6. Places of Worship
 7. Rural Businesses
 8. Tourist Oriented Businesses
- The Specific Service Signs will only be installed in locations where the business is not readily visible from the County road intersection to be signed, and effective directional advertising is not possible.

What Size, Type, and Legend of Sign are used?

- The Specific Service Sign size is 18" high by 72" long.
- The Signs will only be made of aluminum sheeting covered with VIP™ reflective sheeting.
- The Signs will display the business name only, and be limited to 2 lines of text with a maximum of 13 characters per line, including spaces.



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How much does it cost?

- The Signs must be paid for prior to fabrication and installation.
- The cost of each Sign is listed in the McLeod County Highway Department's current fee schedule, which is adjusted annually.
- The cost of each Sign includes all costs associated with fabrication and erection (labor, materials, and equipment).
- The business owner will bear the full cost of any repair, replacement, or additional maintenance required of each Sign, resulting from damage, vandalism, or any other such occurrence beyond the control of McLeod County.

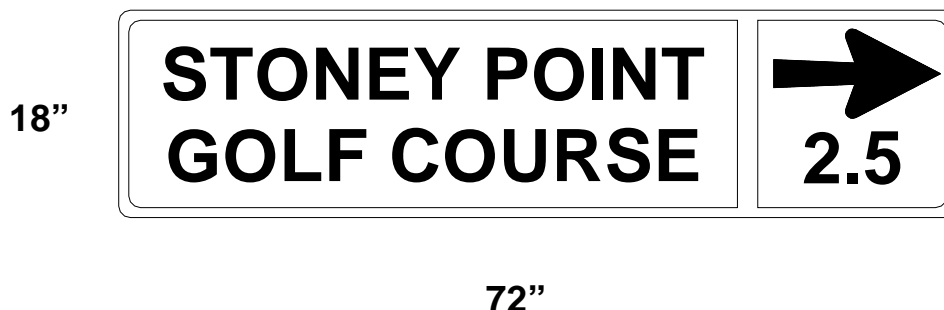
How do I sign up?

- The business must fill out the Specific Service Sign Application attached to this policy.
- The Specific Service Sign has a certain life span. Each application is only valid for a fixed period of time, which is listed on the application.

SUMMARY OF THE POLICY:

This Policy was developed to provide qualified businesses a means to advertise their business within the County Right of Way in a way that will ensure consistent and warranted signing practices for the good of McLeod County and its citizens.

EXAMPLE OF SPECIFIC SERVICE SIGN





McLEOD COUNTY HIGHWAY DEPARTMENT

SPECIFIC SERVICE SIGNING APPLICATION

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Business Name: _____
Applicant Name: _____
Street Address: _____
City, State, Zip: _____ Phone: _____

Signing Location *: Intersection of CR or CSAH _____ And _____
(* Must include a Location Map) Township: _____

Number of Signs Requested (circle): 1 2 (All signs must contain the same legend)

Direction of travel to be signed (if only 1 sign is requested):
(Circle one)

Eastbound Westbound Northbound Southbound

Exact distance from signed intersection to business:
(Round to nearest 1/10 of a mile) _____ Miles

Direction to business from signed intersection (circle one):

East West North South

Exact Business name to be shown on sign:
(Show all characters including spaces, 13 characters per line maximum)

Grid for business name line 1

Line 1

Grid for business name line 2

Line 2 (if needed)

Individual Sign Fee: \$ _____ X _____ signs = \$ _____ (Must be paid in advance)

Make checks payable to: McLeod County Treasurer

Return Application and appropriate fee to: McLeod County Highway Department
1400 Adams Street SE
Hutchinson, MN 55350



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CERTIFICATION OF COMPLIANCE

- RESORT: I (We), the undersigned, do hereby certify that this business is licensed by the State Department of Health as required by Minnesota Statute 157.03.
MOTEL:
RESTAURANT:
CAMPGROUND: I (We), the undersigned, do hereby certify that this camping area does possess a State Department of Health license, as required by Minnesota Statute 327.15, and that the following criteria will be met: (1) A minimum of 15 spaces available; (2) Modern sanitary facilities (flush, chemical, or incinerator toilet) and drinking water available; (3) Services available 24 hours per day
GASOLINE SERVICE STATION/RETAIL MOTOR FUEL BUSINESS: I (We), the undersigned, do hereby certify that the "gasoline service station" or "retail motor fuel business" provides services including fuel and oil, restroom facilities and drinking water, public access to a telephone, and provides continuous operation at least 12 hours per day, 7 days per week.
PLACE OF WORSHIP
RURAL BUSINESS: Type of business (We), the undersigned, do hereby certify that the rural business is open a minimum of 8 hours per day, 6 days per week, 12 months per year or for a seasonal business 8 hours per day, 6 days per week during the normal seasonal period.
TOURIST ORIENTED BUSINESS: Type of business (We), the undersigned, do hereby certify that the tourist oriented business is open a minimum of 8 hours per day, 6 days per week, 12 months per year or for a seasonal business 8 hours per day, 6 days per week during the normal seasonal period.

Further, I (we) do hereby certify that this business conforms to all applicable laws and regulations concerning the provisions for public accommodations without regard to race, religion, color, sex or national origin.

I (We) also certify, (1) my business is not readily visible from the County highway intersection to be signed; and (2) effective directional advertising is not possible.

I (We) agree to accept the sign format, design, and location determined by McLeod County, in compliance with all pertinent state signing standards, and to make payment in advance prior to sign installation.

I (We) do also agree to participate in any additional maintenance and/or sign replacement costs for the specific service sign(s) resulting from damage, vandalism and other such occurrences beyond the control of McLeod County. I (We) agree to pay McLeod County for all current costs required to repair the sign panel and/or sign structure. If total replacement is required, I (we) agree to pay McLeod County, in advance, the current cost for a new sign panel and/or sign structure. In addition, I (we) understand that I (we) will be billed in advance for replacement costs at the time the signs must be refurbished due to natural deterioration.



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CERTIFICATION OF COMPLIANCE (Continued)

Additional guide (trailblazing) signing from the highway intersection/interchange to the business will be responsibility of the applicant and the local road authority.

All signing is installed on a first come, first served basis. If two businesses apply at the same time, year-round businesses have priority over seasonal businesses.

Inappropriate business names are not permitted to be displayed on sign panels.

Applicant may obtain the salvaged sign panel within 30 days of removal, on condition that the sign shall not be reinstalled on any public right of way nor shall it be reinstalled in any location so as to be visible to any motor vehicle on the McLeod County highway system.

I (we), the undersigned, herewith accept the terms and conditions of the regulations of the McLeod County Highway Department and agree to fully comply herewith to the satisfaction of the McLeod County Highway Department. The McLeod County Highway Department may remove the sign(s) for any failure to comply with these terms and/or non-payment of any repair or replacement costs.

BUSINESS

Date: _____

Applicant's Signature: _____

Business Name: _____

(PLEASE PRINT)

McLEOD COUNTY HIGHWAY DEPARTMENT

Approval Date: _____

Valid from: _____ **to** _____ **Renewal Date:** _____

Authorized by: _____
County Engineer