

REFERENCE TITLE: logo sign programs; ADOT

State of Arizona
Senate
Forty-eighth Legislature
Second Regular Session
2008

SB 1473

Introduced by
Senator Gould: Representative Groe

AN ACT

AMENDING SECTION 28-7311, ARIZONA REVISED STATUTES; RELATING TO LOGO SIGN PROGRAMS.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Section 28-7311, Arizona Revised Statutes, is amended to
3 read:

4 28-7311. Logo sign programs; rules; definitions

5 A. The department may establish a logo sign program. Notwithstanding
6 sections 28-648, 28-7048 and 28-7053, as part of the program the department
7 may contract with a third party to install and maintain specific services
8 information signs, known as logo signs, on certain portions of the completed
9 interstate highway system in this state. The third party shall agree in the
10 contract to:

11 1. Furnish, install, maintain and replace signs for the benefit of
12 business advertisers who provide gas, food, lodging, **TWENTY-FOUR HOUR**
13 **PHARMACY SERVICE**, attraction and camping facilities for the general public.

14 2. Lease advertising space on the signs to operators of the facilities
15 prescribed in paragraph 1 of this subsection.

16 B. In addition to the program established in subsection A of this
17 section, the department may establish a rural logo sign program.
18 Notwithstanding sections 28-648, 28-7048 and 28-7053, as part of this program
19 the department may contract with a third party to install and maintain
20 specific services information signs, known as logo signs, on any class of
21 state highway, other than a segment of the interstate highway system, located
22 outside of an urbanized area with a population of one hundred thousand or
23 more persons. The third party shall agree in the contract to:

24 1. Furnish, install, maintain and replace signs for the benefit of
25 business advertisers that provide gas, food, lodging, **TWENTY-FOUR HOUR**
26 **PHARMACY SERVICE**, attraction and camping facilities for the general public.

27 2. Lease advertising space on the signs to operators of the facilities
28 prescribed in paragraph 1 of this subsection.

29 C. The department shall adopt rules to implement and operate the logo
30 sign programs, **INCLUDING A REQUIREMENT THAT LOGO SIGNS NOT BE INSTALLED**
31 **PURSUANT TO THIS SECTION IF THERE IS A PRIVATE BILLBOARD AVAILABLE TO MEET**
32 **THE NEEDS OF THE ADVERTISER**. Costs incurred under the programs established
33 by this section shall be paid under agreements negotiated between the third
34 party and the business advertisers.

35 **D. RATES CHARGED UNDER THE LOGO SIGN PROGRAM SHALL BE EQUIVALENT TO**
36 **THE FAIR MARKET VALUE FOR PRIVATE BILLBOARD ADVERTISING.**

37 ~~D.~~ E. For the purposes of this section:

38 1. "Population" means the population determined in the most recent
39 United States decennial census or in the most recent special census as
40 provided in section 28-6532.

41 2. "Urbanized area" means an urbanized area as defined in the
42 decennial census by the United States bureau of the census.