APPLICATION FOR OFFICIAL BUSINESS DIRECTIONAL SIGN (OBDS)

FOR TIC USE

DATE RECD

CK# AMT RECD

APP#

The undersigned hereby applies for an Official Business Directional Sign and encloses the required check or money order of $175.00 per sign payable to VT Agency of Transportation. A separate application is required for each sign requested. A non-refundable annual renewal fee of $100.00 per sign will be billed to applicant. **The application must be filled out completely or it will be returned to you; please refer to the accompanying instructions**. From the date the application is received until the sign is erected (provided it is approved) it will be 90 to 120 days, depending on the availability of crews to install signs.

9-DIGIT FEDERAL ID#_____

E-MAIL ADDRESS_____

1. Your own name and your business address or other post office address:_____

2. Legal name of business:_____

3. Business phone number:_____

4. If business offers public accommodations, approvals by agencies listed below are required before OBDS applications can be approved:

   We (have have not) been approved by the Vermont Department of Health
   We (have have not) been approved by the Vermont Department of Labor & Industry Fire Prevention Division

5. **Business** is located in town/city of_____ on highway route # _____leading from (which town) _____ to (which town) _____ and _____ miles (north south east west) of **nearest** intersection (of 2 town highways, town and state highways, or 2 state highways) _____

6. We wish to have an **OBDS** located in town/city of _____ on highway route # _____ leading from (which town) _____ to (which town) _____ and _____ **feet** (north south east west) of nearest highway/mileage marker number _____/_____/_____ (see instruction sheet for definition of highway mileage marker)

7. Please state name and address of owner of property at proposed location of OBDS; **this is required to process the application**. See note in instructions.

_____

8. An existing assembly of OBDS (stands does not stand) at proposed location, containing OBDS for: _____

_____

9. I hereby certify that the proposed location meets the Vermont Transportation Board Traffic Safety Regulations, and that it is not within the following distances:

   a. 200 feet of any traffic control sign or device
   b. 750 feet approaching and 200 feet beyond the intersection of two numbered highways or a signalized intersection
   c. 200 feet approaching and 200 feet beyond the intersection of a numbered state highway with a town highway or street
   d. 100 feet approaching and 100 feet beyond the intersection of unnumbered highways
   e. 750 feet approaching and 200 feet beyond a railroad grade crossing
   f. 200 feet of another OBDS assembly, if an existing assembly at the proposed location already has three OBDS on it; three is the maximum; see instructions

"The location of an existing traffic control device or the need for a new device, shall take precedence over the location of an official business directional sign, either existing or proposed." (Vermont Transportation Board Traffic Safety Regulations)

10. **Wording** desired on the OBDS (limited to legal name of business, directional arrow and **mileage from sign to business**. Each line takes approximately 13 characters if no TIC symbol or business logo is used on sign; a TIC symbol or business logo reduces the number of characters per line. Punctuation and spaces between words count as characters. **NO DESCRIPTIVE ADVERTISING MAY BE USED**. If a TIC symbol or business logo is used, it will appear in space marked 1 below. **The TIC reserves the right to abbreviate text requested by applicant.**

1. (Symbol or business logo) 2a. _____ 3. _____(arrow)

   2b. _____ 4. _____ (mileage)

Key:
1. Optional TIC symbol or business logo. Circle appropriate TIC symbol below or request specifications for business logo.
2. 13 characters on each of 2 lines, counting spaces and punctuation as one character each; subtract 3 characters if symbol or logo used.
3. Arrow indicating left or right turn.
4. Mileage, including fractions in tenths, **from requested sign location to place of business**.

Standard symbols adopted by the Travel Information Council for use on Official Business Directional Signs; others may be available. **No charge for standard symbols; distinctive business logos must be provided at applicant's expense.**

Lodging - Food - Crafts/Antiques - Recreation - Goods & Services

On separate sheet of paper, attach a detailed diagram showing location of business and location of requested sign.

Return application to: Agency of Transportation, Travel Information Council, 1 National Life Drive, Montpelier, VT 05633-5001.

Signature of applicant and title_____ Date _____

THIS SIDE FOR REVIEW BY DISTRICT COMMITTEE:

This application was received on _____ by the undersigned members of the Travel Information Council District Committee for Transportation District No. ____ and we have:

_____ Approved application Date _____

_____ Disapproved application Date _____

Reason for disapproval: _____

_____

_____

_____

_____

Suggested alternative location proposed by District Committee:

_____

_____

_____

_____

Signed: _____
Business Representative

_____
Public Representative

_____
Regional Planning Representative

INSTRUCTIONS FOR COMPLETING APPLICATION FORM FOR
OFFICIAL BUSINESS DIRECTIONAL SIGN (OBDS)

Please complete all items on the application form. If you have questions about any of the items, please call the Sign Control Section at (802) 279-9599. First year license fee of $175.00 per sign must accompany the application; make check payable to VT Agency of Transportation and mail to Agency of Transportation, Business Sign Program, 1 National Life Drive, Montpelier VT 05633-5001. The renewal fee is $100.00 per year per sign.

1. Applicant's name and business address: Please print or type your name and the mailing address of your business. You are the contact person unless you specify another individual by name. Please include your e-mail address if you have one, and the federal ID number for your business.

2. Name/nature of business: How are you listed with the Vermont Secretary of State's Office? **The only name we can use on the OBDS is your legal name; we need either a corporate name or a DBA**. If you aren't registered, you must do so; call the Secretary of State's Office at (802) 828-2386 to find out what to do. What kind of business do you operate?

3. Phone numbers: Please list two phone numbers where you can be reached if we have questions.

4. Accommodations: If you offer accommodations, you must be approved by the Vermont Department of Health and by the Department of Labor and Industry's Fire Prevention division before we can act on your application. **This is mandatory**. You can reach the Health Department at (802) 863-7221 and the Fire Prevention Division at (802) 828-2106.

5. Business location: What town or city is the business physically located in? What is the name or number of the street or highway on which the business is located? On which side of the street is the business located? Where does the highway lead (from what town to what town, or from what street to what other street)? How far is the business from the nearest intersection of two roads, and what are the names or numbers of those roads?

6. OBDS location: Finding a location is the applicant's responsibility. Be specific in this section; tell us *exactly* where you want the sign. Our personnel cannot approve applications or install signs if they can't find the site. *We will return incomplete applications for further information*. Where do you wish to have the sign placed? What town is the sign to be erected in, on what street or highway? A highway mileage marker is a green 6"x8" plaque with three rows of numbers, usually located every 2/10 of a mile on alternating sides of the road. This is the preferred way of locating the OBDS, but if you cannot find one in a reasonable distance, use another recognizable feature or building. How far is the sign location from the closest mile marker or other unique landmark, and in which direction? Is the proposed location on the same or the opposite side of the road as the marker or other feature? What is the E-911 address of the property at the location?

7. Property owner: The OBDS is owned by the state and is placed in the state (or town) right-of-way, but the applicant is required to obtain the verbal consent of the person who owns the adjacent land. Consent is required even if there are already OBDS at the site selected. If you don't know the landowner, check with your Town or City Clerk to find out. Indicate that you have permission from the owner, even if other signs are present there. **Without the owner's consent, the application is incomplete.**

8. Existing sign: If an OBDS **for an individual business** already stands at a location which would work for you, you may ask to have your sign placed on that assembly, provided there are no more than 2 signs on the posts already (no more than three signs are placed on one assembly). **PLEASE NOTE: OBDS for individual businesses are never placed on posts with Travel Information directional signs; these have a row of five logos on the top board, while the bottom board says "Travel Information" and gives specific directions to one of our information plazas, or to an information booth.** Please indicate whether an assembly is located at your preferred location, and if one is, list the signs on it.

9. Certification: Please check this list carefully to be certain that the location you select meets all the conditions; if you're not sure about any of them, please call us for assistance.

10. Wording: The text is limited to the legal name of your business (corporate or DBA) and any directional information (next left, 2nd right, etc.) **The distance in section 4 of the OBDS is from the sign location to your business – not from the OBDS to the turn to your business.** If you wish to use a logo other than one of the standard symbols supplied by us, you must have the logo made at your expense. If you plan to use a unique logo, please wait to have it made until we notify you that the application has been approved.

A diagram showing the location of your business and the proposed sign location is essential to the person from our District Committee who reviews the application, as well as to the AOT crew who installs the sign. Label the roads, landmarks, distances and directions clearly. Please be sure to sign the application.

Note regarding your on-premise sign: Your business sign on your property **must** be in place before the District Committee can review your application. If it is not the District Committee will either disapprove the application or send it back to our office without taking action. **This is particularly important where an applicant has requested a sign on the same highway as the business.**

Remember: Be complete, be specific, and include your check. Please call if you have any questions. From the date we receive the application until the OBDS is installed (if it is approved), it will be 90-120 days, depending upon the availability of crews to install signs.

Revised 04/16/12

VERMONT'S OFFICIAL BUSINESS DIRECTIONAL SIGN PROGRAM

Vermont's landmark sign law was adopted in 1968. It banned off-premise advertising (small signs as well as billboards) and provided for a system of State-owned Official business Directional Signs (OBDS) and information plazas to replace them. The law applies to town highways as well as to State highways. No signs are allowed on limited-access highways (the interstates and parts of other Federal or State highways) or on their ramps.

The OBDS is directional in nature and is intended to direct travelers from one highway to another. Signs are limited to the town in which the business is located, except in instances where no appropriate location within the town is available.

Signs are not put up on the same highway on which a business is located unless a business can demonstrate that its own on-premise sign is not adequately visible to the traveler for reasons over which the business has no control. These include obstructions on adjoining property, contours of the land or other geographic features. Visibility simply means being able to **see** a sign, not necessarily to **read** it; the readability of a sign is something which a business can control. Adequate visibility is 500 feet in a 50 MPH zone (400 feet at 40 MPH, 300 feet at 30 MPH and so on). **If a business is requesting an exception to this rule, it should submit a letter explaining what the circumstances are.**

Any legally-registered Vermont business may apply for up to four signs at different locations in its town. Only one sign is permitted in either direction on the same highway. The text on an OBDS is limited to the legally-registered name of the business (recorded by the Secretary of State) and to directional information (2nd left, next right, etc.).

Signs are available with or without a symbol. If a business has a distinctive logo it wishes to use, the logo must be provided by the business, and made to State specifications. Specifications are available upon request. It is advisable **not** to have logos made until you have been notified that the application has been approved. **Use of a symbol reduces the number of characters which can be used by 25%.**

The business selects the sign locations. If an OBDS stands at a place which would serve the applicant's needs, and if there are no more than two OBDS already on the posts, the applicant may request that its sign be placed at that location. If the posts are full, the applicant must find another site at least 200 feet away (see item #9 on the OBDS application form).

Signs are erected in the highway right-of-way, but applicants must obtain the oral consent of the owner of the land adjacent to where the sign is to be placed. If the identity of the landowner is not evident, call the town or city clerk to obtain the information.

The approval, fabrication & installation process takes 90-120 days. Applications are reviewed by a citizen committee in the transportation district in which the business is located. If the district committee recommends approval, the sign is ordered and installed by the Agency of Transportation.

If an application is denied by the district committee, the applicant is notified by certified mail and may appeal the denial to the State Travel Information Council (TIC). The TIC meets at least four times a year. If the Council approves the appeal, the signs are made and installed; if the appeal is denied, the applicant's license fee is refunded.

All signs are reviewed periodically for conformity to the TIC's Rules of Procedure. A review may find that conditions exist at the time of the exception have changed (visibility of the on-premise sign has improved, obstructions have been removed, or additional on-premise signing has been added). In this event, the TIC may order removal of the OBDS if it is not in conformance with the guidelines for making exceptions to the Rules. Before final action is taken, the business is notified and may appeal the decision to deny renewal.

Application forms must be filled out completely and signed by the applicant. A fee of $175.00 per sign is payable with the application. This covers the license fee for the first twelve months. Subsequently, businesses are sent a renewal notice. The renewal license fee is $100.00 per sign per year.

Questions about the forms, the sign law in general or the TIC Rules of Procedure may be addressed to Sign Control at (802) 279-9599. Applications should be submitted to:

Agency of Transportation
Travel Information Council
1 National Life Drive
Montpelier, Vermont 05633-5001

Rule 14. Location of Official Business Directional Signs

a. Except where a hardship to the traveling public can be demonstrated by the applicant, the location of official business directional signs, in addition to those restrictions contained in Title 10 V.S.A. Chapter 21, and in the Traffic Safety Regulations adopted pursuant to Section 490 thereof, shall be subject to the following conditions:

1. Official business directional signs shall be located in the same town as the applicant/business, service or point of interest to which the sign directs attention, unless one or more of the following conditions are present:

(a) The location of the sign must be in a town other than that of the applicant business in order to satisfy the Traffic Safety Regulations. In such a case the sign shall be located as close to the business' turnoff as possible;

(b) (1) The business is located on a highway which does not have a state-assigned route number, and (2) the turnoff from the numbered route is in another town, and (3) this turnoff is the business' only access point from the nearest highway with a state-assigned route number;

(c) There is an absence of State destination signs directing travelers to the town in which the business is located; or

(d) The absence of an official business directional sign creates a safety hazard to the traveling public.

2. Official business directional signs shall be located prior to those intersections of public highways where the traveler must change direction from one highway to another highway in order to reach the business or point of interest. However, individual business directional signs shall not be approved on highways where there is an information directional sign which directs travelers to a state or locally operated information plaza or information office or booth and travel to that information source will cause neither undue inconvenience to the traveler nor traffic congestion.

3. Signs may be approved on the same highway as the business, or its legal on-premise signing, only when, in the opinion of the Travel Information Council, the traveling public is subject to an unsafe situation without one or more official business directional signs. For the purposes of these Rules, an unsafe situation shall exist when there is insufficient visibility of the business' on-premise signing which cannot be improved by the applicant/business, such as; (a) obstructions on applicant/business' property which cannot be removed; (b) obstructions on adjoining property which the adjoining property owner cannot or will not remove; (c) physical or natural features which the Travel Information Council finds cannot be altered or removed by the applicant business; or (d) some other circumstance over which the applicant/business has no control.

4. Consideration will be given to limitations placed on the size, location or design of on-premise signing by local zoning ordinances which cannot be waived. The safety hazard may exist which a traveler who is specifically looking for the applicant/business has insufficient advance visibility of the business' on-premise signing to allow the traveler to signal, slow and turn into its driveway safely. Adequate visibility shall be determined by the Travel Information Council in consultation with the Agency of Transportation.

b. In all cases where the applicant believes that the proposed location for an official business directional sign should be approved because of hardship to the traveler, where the proposed location fails to satisfy conditions 1, 2 or 3 of Section a above, the applicant shall submit to the district committee

a claim of hardship together with any evidence he/she wishes to present in support of his/her claim. Where hardship has been demonstrated to the satisfaction of the district committee, it may approve locations for official business signs which are otherwise in violation of subsections 1, 2 or 3 of Section a of this rule. Where hardship has not been demonstrated to the satisfaction of the district committee, it shall disapprove the application. In all cases where the applicant claims exception to subsection 1, 2 or 3 of Section a because of hardship, the district committee shall state with particularity the reasons for which it approves or disapproves the application.

c. In all cases where hardship is claimed by the applicant, the determination of the district committee shall be subject to review by the Travel Information Council.

d. Nothing in this rule shall be construed to limit the right provided by law to any applicant or other person to appeal any decision of a district committee.

e. Pursuant to Title 10 V.S.A. Section 499(c), the following procedure is established whereby all official business directional signs previously approved as hardship exceptions to Section a, subsections 1, 2 or 3 will be reviewed periodically with conformance with current policies and regulations, and those found to be non-conforming will be removed at the end of their current license year. On or before March 1 of each year, the Sign Control Section and the Travel Information Council district committees will review approximately one-third of all official business directional signs and determine which appear to be non-conforming with present policies and regulations of the Travel Information Council and the Traffic Safety Regulations adopted pursuant to title 10 V.S.A. Section 490. They will submit recommendations to the Travel Information Council as to which official business directional signs are non-conforming. The Council will determine which signs are non-conforming and will so advise the applicant/business by letter. The letter will notify the applicant/business of its opportunity to petition the Travel Information Council for review of the determination of non-conformance.

If the applicant/business so petitions within 30 days of the date of the letter, an appeal hearing will be scheduled. If the applicant/business is able to prove that there is sufficient hardship on which to base continued approval of the official business directional sign as a hardship exception to this Rule, the Council may vote to renew the license for one more year or until the next scheduled review. If the applicant/business is not able to show that there is sufficient justification on which to approve the hardship exception, the council may vote not to renew the license in which case the sign will be removed at the end of the current licensing year. The applicant/business has the right to judicial review of the Council's decision under Title 10 V.S.A. section 484(d).

Approved by the Travel Information Council January 18, 1989
Filed with the Secretary of State's Office February 16, 1989
Adopted as a Final Rule May 26, 1989
Effective date June 7, 1989

VERMONT AGENCY OF TRANSPORTATION
BUSINESS SIGN PROGRAM
1 National Life Drive
Montpelier, VT 05633-5001

Specifications for business logos to be provided by applicant for Official Business Directional Sign

SIZE: 13-3/4" wide by 14" high with 1-1/2" radius on all four corners
Please note on the back of the logo which side is the top.

MATERIAL: Scotchlight #3290 engineer grade vinyl sheeting – Reflective Silver (VT 28), self-adhesive, with pressure-sensitive backing:

OR Scotchcal #3650 vinyl sheeting – Non-reflective white, black, red, *etc*., self-adhesive, with pressure-sensitive backing;

OR equivalent; adhesive-backed paper is ***not*** acceptable.

PAINT: Good quality, bulletin grade or weather-resistant exterior grade.

COLORS: No restrictions on background or foreground colors.

BACKING The finished logo **must** be mounted on a piece of background material of one of the types listed above, trimmed to the dimensions shown; cut-outs with no backing behind them are unacceptable. The area of the sign reserved for logos is covered with white, non-reflective vinyl.

RESTRICTIONS: Logo may **not** contain telephone numbers, web sites or advertising; the same restrictions apply to business signs.

MAIL TO: Travel Information Council
Agency of Transportation
Business Sign Program
1 National Life Drive
Montpelier VT 05633-5001

Please ship the logo(s) <u>flat</u>, not rolled; this will prevent wrinkling or curling.

WHEN: As soon as possible ***after*** you have been notified that the application has been approved. **Do *not* send logos with the application.**

QUESTIONS: Call the Travel Information Council, Business Sign Program:
Phone: 802-279-9599
Fax: 802-828-2848
E-mail: toni.may@vermont.gov

Revised 12/15/15

SAMPLE OBDS INFORMATION SHEET

This is a version of the sheet used by the Transportation Agency to order OBDS; it is provided to give applicants guidance on how to lay out the text for their signs.

BUSINESS _____

TOWN _____

ROUTE # _____ **BACKGROUND COLOR: BLACK**

#1 A BOARD WITH STANDARD SYMBOL OR BUSINESS LOGO - LENGTH 72" 13-15 characters, depending on width

LOGO SUPPLIED BY BUSINESS OR STANDARD SYMBOL															←	DIRECTIONAL ARROW - UP, LEFT, RIGHT OR DIAGONAL
EITHER LOGO OR SYMBOL TAKES 15" OF SPACE															←	TOTAL MILEAGE TO BUSINESS FROM SIGN

#2 B BOARD WITH TEXT ONLY, NO SYMBOL OR LOGO - LENGTH 72" 16-18 characters, depending on width

																←	DIRECTIONAL ARROW - UP, LEFT, RIGHT OR DIAGONAL
																←	TOTAL MILEAGE TO BUSINESS FROM SIGN

One block is required for each letter, punctuation mark, and space between words. A directional arrow and mileage are required in the spaces indicated. Text is limited to the name of the business as registered with the Secretary of State; advertising, phone numbers and web addresses are not permitted. A logo or symbol takes 15" of space on an A board; if directions to a business are required, there may not be room for a logo or symbol. Your proposed layout may be altered by VTrans staff if necessary. If you have any questions, call VTrans staff at 802-279-9599.

APPLICATION FOR A VERMONT INFORMATION PLAZA ADVERTISING PLAQUE

PART A

Name of company to be invoiced _____

Billing address _____

Business phone _____ Contact name _____

Generic heading requested (circle one): **LODGING** FOOD** CRAFTS/ANTIQUES RECREATION GOODS/SERVICES**

****Must be approved by VT Dept of Health or Dept of Labor & Industry Fire Prevention Division; see other side for note**

Plaza locations requested (see list on Part B of form) _____

PLAQUE FORMAT:

All plaques are made of magnetic vinyl and measure 6”x6” actual size. After reading the descriptions below, please select one of the formats and provide us with the information requested.

FORMAT #1: Typeset by us in Helvetica Medium (48 and 19 pt.); room for 8 lines of text only, no logos.

FORMAT #2: Typeset by us; room for 3 lines of text and logo (supplied by applicant) not to exceed 1-1/2” high and 4” wide.

FORMAT #3: Camera-ready copy provided by applicant (see other side for details).

I wish to have my plaque(s) in: **___Format #1 (text only) ___Format #2 (with my logo) ___Format #3 (camera-ready)**

Information for Formats 1 and 2: Please complete the following. Numbers 1 through 5 below will appear on the plaque.

1. **Name of business** (15 characters per line) _____

_____

NOTE: Numbers 2, 3 and 4 have a limit of 22 characters per line.

2. **Owner, Lessee or Host(s)** (circle one) _____
3. **Location** (Town or city, route number or road/street name; use #5 to give more precise directions if necessary) _____

_____

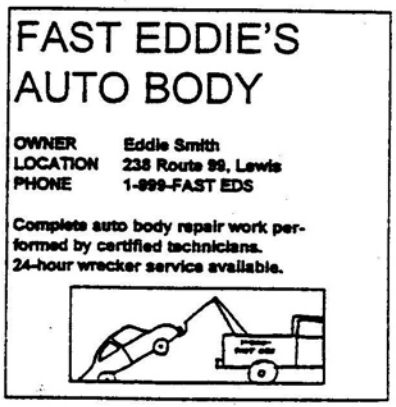
4. Phone (Use area code with day or evening number if appropriate) _____
5. Text: Limit of 37 characters per line, including spaces and punctuation; 8 lines for Format 1, 3 lines for Format 2. Use this space to describe your business, services, seasons, location, house, access from major routes, etc. Please print or type neatly.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

If using Format 2, please enclose a logo for each plaque. **The logo must be made of a semi permanent, self-adhesive material and must not exceed 1-1/2” high or 4” wide.** Instructions for Format 3 are below.

Format Option #1

Format Option #2



5. Continued

   Format #3: Applicant may provide camera-ready copy which meets the following specifications:

   -Fully camera-ready, requiring no additional work.

   -Image area no larger than 5-1/2”x5-1/2”.

   -No photographs or half-tones.

   -All line art and copy must be in black on a matte white background.

   -Mechanical must be at 100% - same size as finished plaque.

   -No “bleeds”; copy or drawings cannot go right to the edge.

6. If offering food or public accommodations, please circle the appropriate statement:

   We have have not been approved by the Vermont Department of Health

   We have have not been approved by the Department of Labor and Industry Fire Prevention Division.

7. We have enclosed a check for the plaque(s) ordered.

   Prices: One plaque, $25; each additional plaque, with no copy changes, $22.50

   Number of plaques ordered _____ Total enclosed $_____

Signature _____

Please include a check for the total number of plaques ordered; make check payable to **Travel Information Council** and mail it with the application to: **Agency of Transportation, Travel Information Council, 1 National Life Drive, Montpelier, VT 05633-5001**.

If you have any questions, please call the Sign Control Section at (802) 279-9599

VERMONT INFORMATION PLAZA PLAQUE ORDER FORM

PART B

Business name

In the space below, please circle the location(s) of the information plaza(s) where you wish to have a plaque placed.

REGION	***PLAZA # AND LOCATION***
NORTHERN:	19. Vermont Wildflower farm, Charlotte, US 7
	41. Ferry dock, Port Kent, NY, opposite Burlington
	56. Jeffersonville, Mobil station, jct of VT 15 & VT 108
	74. Derby Line, southbound rest area, I-91
CENTRAL:	27. Randolph southbound rest area, I-89
	37. Groton, Upper Valley Grill, US 302
	47. Pittsford, New England Maple Museum, US 7
	76. Hancock, VT 125 adjacent to library
	80. Bethel, Texaco station, VT 107 at I-89 Exit 3
	88. West Rutland, Sunoco station, Bus US 4
SOUTHERN:	10. Londonderry, Mtn Marketplace, jct VT 11 & 100
	89. Sunderland, at Skyline Drive, VT 7A

Questions? 802-279-9599

08/08/16