



Monument Feature and City Logo Panel Design Guidelines

UTAH DEPARTMENT OF TRANSPORTATION

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A. Applicability

The following guidelines have been developed to assist in the design, review, and potential approval of proposed monument features or city logo panels. These guidelines are to be used in conjunction with UDOT Policy 08A-02, Placement of Monument Features or City Logo Panels on State Highways. However, they may not overrule or circumvent any portion of the policy.

A **monument feature** is defined as any freestanding structure or feature, non-integral or non-required highway feature that will communicate the name of a local municipality. A monument feature may incorporate a municipality name, logo, graphic seal, or slogan that is associated with the municipality.

A **city logo panel** is defined as any wall mounted panel, non-integral or non-required highway panel that will communicate the name of a local municipality. This does not include city/municipality boundary signs as defined by Policy 06C-13.

UDOT retains sole discretion for determining the location, appropriate size, content, colors, and other elements of the features proposed for installation on the State highway system.

Proposals for the installation of monument features or city logo panels will be accepted only from municipalities.

B. General Design Guidelines

Design of proposed monument feature or city logo panel will:

1. Conform to applicable requirements of the Highway Design Manual, Manual on Utah Unified Traffic Control Devices (MUUTCD) and Encroachment Permit Requirements.
2. Conform to the guidelines and requirements presented below (see Sections C through H).

C. Location and Placement

Monument Features

The preferred location for a monument feature is outside of State right-of-way, in which case these guidelines would not apply. The local entity should first consider feasible alternatives in lieu of placement of a monument feature within the State highway right-of-way.

If the monument feature cannot be located outside the state right-of-way, then the following placement conditions apply. On State highways, monument features may be located in the right-of-way at the city's entrance. On freeways or expressways, monument features will not be allowed in the right-of-way except immediately adjacent to off-ramp termini and they should not be visible from the mainline of the facility.

Monument features are to be located in accordance with applicable requirements of the *AASHTO Roadside Design Guide*. In general, locations are to be beyond the required clear zone or otherwise placed to minimize the likelihood of being struck by an errant vehicle and located where maintenance can be safely performed. Monument features will not be allowed in the roadway median or placed on or beneath any UDOT structure.

Creative design is encouraged. Monument features should make a positive contribution to the general appearance of the roadway and community in which they are located. Acceptable design shall take into consideration adjacent surroundings and local context. An approvable monument feature shall be appropriate to its proposed setting and community context and in proper size and scale with its surroundings.

City Logo Panels

City logo panels may only be located on interstate or limited access highway interchanges. The number of panels allowed per interchange is limited to one in each direction of mainline traffic. The interchange must be located inside city limits in order to have a city logo panel. If there are multiple interchanges within the city limits, the city will be allowed to have city logo panels at only one location.

The panels will be allowed to be placed on structure wing walls provided the wall space is adequate to accommodate the panel (see Section E). Panels will not be allowed to be placed on parapets, girders, barriers, or beneath the UDOT structure.

The city may opt to place the official city name and/or highway name on the bridge parapets as long as the location requirements above are met. The design of the parapets must meet the requirements as set in the Structures Design and Detailing Manual (SDDM), drawing WS-20I (Parapet Formliner Details).

D. Size & Proportion

Monument Feature Size

A monument feature shall be proportional in size to the area where the feature is to be located. The maximum allowable monument feature size shall be determined based on roadway speed and complexity (See Table 1). However, maximum dimensions shall be limited to 20 feet in length and 10 feet in height.

Table 1 – Maximum Allowable Feature Size

| Roadway Speed (MPH) | Road Complexity* | Maximum Allowable Size (sq ft) |
|---------------------|------------------|--------------------------------|
| 25 | Simple | 50 |
| 25 | Complex | 78 |
| 30 | Simple | 72 |
| 30 | Complex | 112 |
| 35 | Simple | 98 |
| 35 | Complex | 153 |
| 40 | Simple | 128 |

| | | |
|-----|---------|-----|
| ≥40 | Complex | 200 |
|-----|---------|-----|

***Simple:** 2-3 lanes, limited maneuvering **Complex:** ≥ 3 lanes, significant maneuvering

Calculation of Size

Monument feature size will be calculated by means of the smallest square or rectangle that will encompass the extreme limits (width and height) of the features components (see Figure 1).

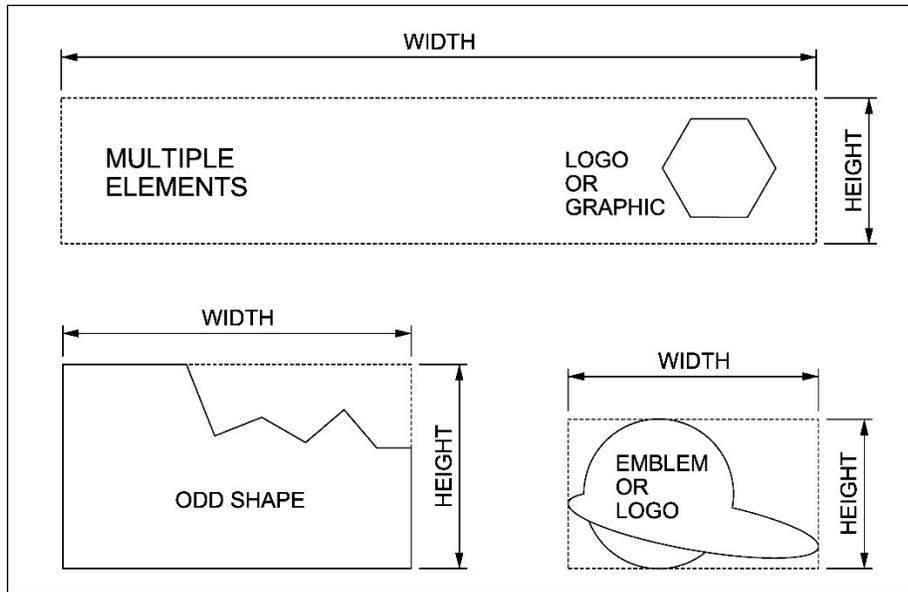


Figure 1 – Feature Area

Copy Area and Negative Space

The copy area of a feature is that portion of the feature face encompassing the lettering and the space between the letters, as well as any symbols, illustrations, or other graphic elements. It is a critical component of effective feature design because it establishes the relationship between the message and the negative space necessary to provide the feature with reasonable legibility over distance.

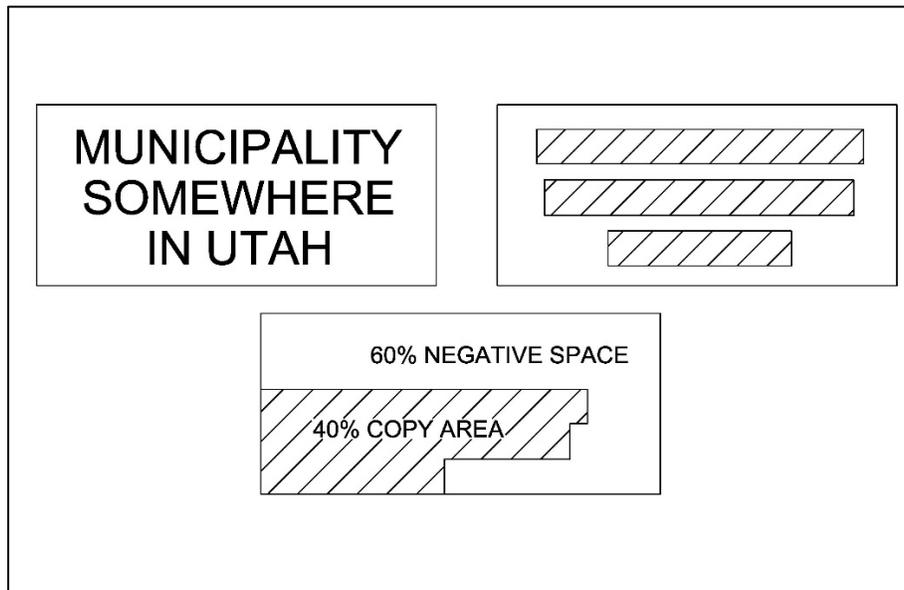


Figure 2 - Negative Space vs. Copy Area

Negative space is the open space surrounding the copy area of a feature that is the background and remaining portion of overall feature area. It is essential to legibility. Negative space ideally should not be less than 60 percent of the feature area. The 40/60 relationship between the copy area and negative space is a recommended standard. It is intended only to establish a measurable baseline for the negative space component of a feature, such that a reasonable expectation of legibility will exist.

Letter Size

Carefully consider the proportion of the lettered and graphic area to the overall size of the feature background. When letters and graphics take up too much of a feature, they actually become harder to read. Large letters are not necessarily more legible than smaller ones.

The acceptable average letter size (AALS) will be determined based on the overall size of the feature, the number of letters in the proposed message, and the 40/60 relationship between the copy area and negative space presented in Figure 2. AALS for a proposed feature will be determined based on the following equation; however maximum allowable letter height is limited to 42 inches.

$$AALS = \sqrt{\frac{FEATURE\ SIZE \times 0.40 \times 144}{\# OF PROPOSED LETTERS}}$$

AALS (inches) FEATURE SIZE (square feet)

City Logo Panel Size

A city logo feature shall be proportional in size to the area where the sign is located. The maximum allowable panel size is 50 square feet. The city logo panel size must be proportional to the structural wall area on which it is being placed. To accomplish this, the panel must have a minimum 2 foot clear wall space around the outer limits of the feature.

E. Legibility

Use a brief and simple message, the fewer words, the more effective the feature or panel. A feature or panel with a succinct message is easier to read, looks cleaner, and is more attractive because it is less cluttered. Avoid hard-to-read, overly intricate typefaces. Such typefaces reduce a feature's or panel's ability to communicate effectively. Fonts should be selected to provide clarity and artistic integrity.

F. Materials and Color

Monument feature and city logo panel materials and colors should be selected based the following guidelines and requirements:

1. Select colors and materials in accordance with applicable sections of the UDOT Aesthetics Guidelines.
2. Select colors that enhance legibility for both day and night viewing. Contrast can be used effectively to increase clarity.
3. Consider the colors of surrounding developments and the streetscape when selecting monument feature colors. Use colors and finishes that are compatible with the local surroundings.
4. Select high-quality, durable, and low maintenance materials. Use of materials that require low or no maintenance can minimize exposure of workers and others to potential risks.
5. Select monument feature materials that are compatible with surrounding development and the local streetscape. Consider the architectural design of surrounding buildings and select complementary materials.
6. Select materials to contribute to legibility. For example, glossy finishes on features are often difficult to read because of glare and reflections.
7. Select materials that are durable for the projected life span of the project.

G. Illumination

Propose illumination of monument feature shall conform to the following requirements:

1. Illumination must be designed to minimize impact on adjacent uses and roadway operations.
2. When monument features other than channel letters are internally lit, only the copy area should be illuminated. The feature background or field should be opaque and of a non-reflective material.

3. Raceways, conduits, and other electrical components should be concealed from public view.
4. External lighting fixtures that project light on a monument feature from above or below must be approved by UDOT. The visual impact of proposed lighting should be considered in lighting selection.
5. Light fixtures should be simple and unobtrusive in appearance and size. Light fixtures should be positioned as to not obscure the feature's message and graphics.
6. Light sources should be shielded and such that the light source is directed away from passersby. Light sources should be directed against the feature such that it does not shine onto adjacent property or cause glare for motorists and pedestrians. Bare light bulbs shall not be exposed.

Illumination of city logo panels is not allowed.

H. Treatments Not Allowed.

The following treatments are unacceptable:

1. Content containing religious, political, special interest, private or commercial messages of any sort, including but not limited to, symbols, logos, business names, trade names, jingles, or slogans.
2. Display of telephone numbers, street addresses, or internet addresses.
3. Treatments that create a distraction to the motoring public, for example, the proposed monument feature shall be large enough to interpret, but not be so large that it demands attention from the motorist.
4. Reflective or glaring surface finishes.
5. Illumination that impairs or distracts the vision of transportation system users. Other lighting may be permitted.
6. Display of blinking, intermittent or moving lights, including changeable message features or digital displays.
7. Moving elements (kinetic art) or simulated movement.
8. Use of or simulated colors or combinations of colors usually reserved for official traffic control devices described in the FHWA Manual on Uniform Traffic Control Devices.
9. Location and/or designs that restrict required sight distance.

10. Negative impacts to existing highway features, such as: existing features, irrigation systems, necessary drainage patterns, and facilities.
11. Protrusion or spanning over travel lanes or roadbed.
12. Interference with official traffic control devices or interfere with the operational right-of-way above the roadway.
13. Overly cluttered features with too much information on them to be attractive or comprehended from a moving vehicle. Visual overload defeats the purpose.
14. Unusual shaped features (unless directly related to the municipal logo). Features that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.
15. The use of too many different colors and fonts on a feature. Colors, fonts or combinations thereof that interfere with legibility should be avoided. Too many colors overwhelm and negate the basic function of the feature, which is to communicate.
16. Amateur or poorly-crafted features.
17. The use of pole type free-standing signs (*lollipop signs*).

I. Review/Approval Process

Proposed monument or city logo features submittals will be reviewed for approval or denial in accordance with UDOT Policy 08A-02 (Placement of Monument Features or City Logo Panels on State Highways), UDOT Policy 08A-03 (Project Aesthetics and Landscaping Plan Development and Review) and with primary considerations to safety, appropriateness, aesthetics, access for maintenance purposes, and the message being communicated. If the proposed monument feature or city logo panel is not part of a construction project, the local municipality must get approval through the UDOT Region Permit's Office.

J. Financial Responsibilities

All costs for proposed monument feature or city logo panel design, construction, access, maintenance, and if required, removal of the feature or panel, shall be the responsibility of the local municipality.

K. Maintenance

A maintenance agreement for the care, upkeep, and operation (i.e., electrical/lighting for monuments) of the monument feature or city logo panel will be established between the local municipality and the UDOT Region. Maintenance access shall be as stipulated by the UDOT Region in the agreement/permit and should be provided from outside the highway right-of-way, wherever possible. The maintenance agreement will also stipulate that the

local municipality will hold harmless, indemnify, and defend the State against any action associated with a monument feature or city logo panel.

The local municipality will keep the monument feature or city logo panel clean, free of graffiti, and in good repair, for its duration, including restoration work resulting from graffiti removal.

M. Removal

When a UDOT construction project necessitates the removal of a monument feature or city logo panel, the local municipality shall remove it at their expense. The municipality will not be compensated for the feature.

The local municipality shall also remove monument features or city logo panels, which in the opinion of UDOT create a concern due to deterioration or inadequate maintenance. UDOT will notify the local entity when it has determined that the feature or panel requires special attention. In the event the local entity fails to maintain, repair, rehabilitate, or remove the monument feature or city logo panel in a timely manner, UDOT may remove it after 60 days following written notification to the local entity and bill the local entity for all costs associated with the removal and restoration of the area.