

**SB3031**



**95TH GENERAL ASSEMBLY**

**State of Illinois**

**2007 and 2008**

**SB3031**

Introduced 4/10/2008, by Sen. Dale E. Risinger

**SYNOPSIS AS INTRODUCED:**

225 ILCS 440/4.08

from Ch. 121, par. 504.08

Amends the Highway Advertising Control Act of 1971. Requires the Department of Transportation to regulate the use of business logos displayed along various freeways and to establish standards, specifications, and financial responsibility for a program of placing business logos on specific service panels. Sets forth guidelines for the program and certain sections of highways to which the program shall not apply. Effective immediately.

LRB095 20745 RAS 49239 b

FISCAL NOTE ACT  
MAY APPLY

**A BILL FOR**

1 AN ACT concerning regulation.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Highway Advertising Control Act of 1971 is  
5 amended by changing Section 4.08 as follows:

6 (225 ILCS 440/4.08) (from Ch. 121, par. 504.08)

7 Sec. 4.08. Areas of interest to traveling public; business  
8 logos.

9 (a) Signs, displays and devices giving specific  
10 information in the interest of the traveling public may be  
11 erected and maintained by the Department within the  
12 right-of-way on the Interstate System and on other freeways  
13 with full control of access in areas designated by the United  
14 States Secretary of Transportation, pursuant to Title 23, U.S.  
15 Code, Section 131 (f). Signs giving specific information  
16 regarding tourist oriented businesses in the interest of the  
17 traveling public may also be erected and maintained by the  
18 Department within the right-of-way on rural non-interstate and  
19 non-freeway State highways. Such signs, displays and devices  
20 shall conform to national standards promulgated by the  
21 Secretary pursuant to such authority.

22 (b) The Department shall regulate the use of business logos  
23 displayed along various freeways. The Department shall

1 establish standards, specifications, and financial  
2 responsibility for a program of placing business logos on  
3 specific service panels. The displayed business logos shall  
4 provide motorists with travel related directional information  
5 to facilities offering gas, food, lodging, camping, and 24-hour  
6 pharmacies. The program shall apply to freeways within the  
7 State that are under the jurisdiction of the Department;  
8 however, because of the close spacing of interchanges, presence  
9 of existing critical directional signs, and congestion in the  
10 densely populated Chicago, Peoria, and St. Louis metropolitan  
11 areas, this program shall not apply to the following sections  
12 of highways:

13 (1) Interstate 57 from the southerly Chicago city  
14 limits northerly to its terminal with Interstate 94;

15 (2) Interstate 55 from Interstate 294 northerly to Lake  
16 Michigan;

17 (3) Interstate 90;

18 (4) Interstate 94 from the southerly Chicago city  
19 limits northerly to the Wisconsin state line;

20 (5) Interstate 290;

21 (6) Interstate 55/70 from Interstate 255 southerly to  
22 the Missouri state line;

23 (7) Interstate 64 from, but not including, Exit 6  
24 westerly to the Missouri state line;

25 (8) Interstate 74 through Peoria between and including  
26 the Sterling Avenue interchange (Exit 88) and the

1 Washington Avenue interchange (Exit 95), except for the  
2 eastbound off-ramp to Sterling Avenue and the westbound  
3 off-ramp to Washington Street;

4 (9) Interstate 74 from, and including, Exit 4 northerly  
5 to the Iowa state line;

6 (10) Interstate 394, except for the Glenwood Dyer Road  
7 and US 30 interchanges; or

8 (11) any other freeway in Cook and DuPage Counties.

9 In an urbanized area where 3 consecutive freeway interchanges  
10 are each spaced less than one and one-quarter miles apart, logo  
11 signing shall not be provided.

12 (Source: P.A. 90-272, eff. 7-30-97.)

13 Section 99. Effective date. This Act takes effect upon  
14 becoming law.