A bill to be entitled
An act relating to transportation; amending s. 479.261, F.S.; revising requirements for the logo sign program of the interstate highway system; revising the definition of the term "attraction"; removing provisions for permits to be awarded to the highest bidders; authorizing the department to implement a rotation-based logo program; revising contract provisions for related services; requiring the department to adopt rules that set reasonable rates based on certain factors for annual permit fees; requiring that such fees not exceed a certain amount for certain sign locations; providing for distribution of proceeds from such fees; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsections (1), (3), (4), and (5) of section 479.261, Florida Statutes, are amended to read:

479.261 Logo sign program.--

(1) The department shall establish a logo sign program for the rights-of-way of the interstate highway system to provide information to motorists about available gas, food, lodging, and camping, attractions, and other services, as approved by the Federal Highway Administration, at interchanges through the use of business logos and may include additional interchanges under the program. A logo sign for nearby attractions may be added to this program if allowed by federal rules.
(a) As used in this chapter, the term "attraction" means as used in this chapter is defined as an establishment, site, facility, or landmark that which is open a minimum of 5 days a week for 52 weeks a year; that which charges an admission for entry; which has as its principal focus family-oriented entertainment, cultural, educational, recreational, scientific, or historical activities; and that which is publicly recognized as a bona fide tourist attraction. However, the permits for businesses seeking to participate in the attractions logo sign program shall be awarded by the department annually to the highest bidders, notwithstanding the limitation on fees in subsection (5), which are qualified for available space at each qualified location, but the fees therefor may not be less than the fees established for logo participants in other logo categories.

(b) The department shall incorporate the use of RV-friendly markers on specific information logo signs for establishments that cater to the needs of persons driving recreational vehicles. Establishments that qualify for participation in the specific information logo program and that also qualify as "RV-friendly" may request the RV-friendly marker on their specific information logo sign. An RV-friendly marker must consist of a design approved by the Federal Highway Administration. The department shall adopt rules in accordance with chapter 120 to administer this paragraph, including rules setting forth the minimum requirements that establishments must meet in order to qualify as RV-friendly. These requirements shall include large parking spaces, entrances, and exits that...
can easily accommodate recreational vehicles and facilities
having appropriate overhead clearances, if applicable.

(c) The department may implement a 3-year, rotation-based
logo program providing for the removal and addition of
participating businesses in the program.

(3) Logo signs may be installed upon the issuance of an
annual permit by the department or its agent and payment of an
application and permit fee to the department or its agent.

(4) The department may contract pursuant to s. 287.057 for
the provision of services related to the logo sign program,
including recruitment and qualification of businesses, review of
applications, permit issuance, and fabrication, installation,
and maintenance of logo signs. The department may reject all
proposals and seek another request for proposals or otherwise
perform the work. If the department contracts for the provision
of services for the logo sign program, the contract must
require, unless the business owner declines, that businesses
that previously entered into agreements with the department to
privately fund logo sign construction and installation be
reimbursed by the contractor for the cost of the signs which has
not been recovered through a previously agreed upon waiver of
fees. The contract also may allow the contractor to retain a
portion of the annual fees as compensation for its services.

(5) At a minimum, permit fees for businesses that
participate in the program must be established in an amount
sufficient to offset the total cost to the department for the
program, including contract costs. The department shall provide
the services in the most efficient and cost-effective manner
through department staff or by contracting for some or all of the services. The department shall adopt rules that set reasonable rates based upon factors such as population, traffic volume, market demand, and costs for annual permit fees. However, annual permit fees for sign locations inside an urban area, as defined in s. 334.03(32), may not exceed $5,000 and annual permit fees for sign locations outside an urban area, as defined in s. 334.03(32), may not exceed $2,500. After recovering program costs, the proceeds from the annual permit fees shall be deposited into the State Transportation Trust Fund and used for transportation purposes. Such annual permit fee shall not exceed $1,250.

Section 2. This act shall take effect upon becoming a law.