

17 DEPARTMENT OF TRANSPORTATION

229 OFFICE OF THE COMMISSIONER

Chapter 206: RULES FOR THE INSTALLATION OF GAS, FOOD, LODGING, CAMPING AND ATTRACTIONS LOGO SIGNS ON THE RURAL PORTIONS OF THE INTERSTATE HIGHWAY SYSTEM

SUMMARY: The purpose of these rules is to regulate the installation of gas, food, lodging, camping and attraction logo signs on rural portions of the interstate highway system. These regulations establish the size, shape, manner and location of logo signs and describe the procedure for applying to the Department for permission to erect a logo sign and the criteria used by the Department to select among applicants. The Department may contract with a private vendor to implement the logo sign program.

Section 1: General Requirements

The installation of logo signs shall be limited to areas which are primarily rural in character, and which have signs adequately spaced to provide proper maintenance and driver readability.

Logo signs for gas, food, lodging, camping and attractions may be installed at rural interchanges on the interstate system. Applications from at least 2 qualified services must be approved before installation of a logo sign assembly at an interchange.

Logos for 2 or more types of service may be displayed on the same sign assembly.

More than 1 logo sign assembly may be installed at a rural interchange exit only when 3 or more qualified services are available for each of 2 or more types of service.

The number of logo sign assemblies at a rural interchange exit may not exceed 2 for each type of service or a total of 4 for all types of services.

Any sign assembly may display no more than 6 logos. Where more than six services of a specific service type qualify for a logo sign, they may be displayed on one other logo sign assembly.

Logo signs shall not be permitted at locations where the directional information contained may be misinterpreted, misleading, or otherwise confusing to the traveling public. No logo signs shall be permitted at interchanges which do not provide return access to the interstate highway in the direction of original travel.

Each service type may have not more than one mainline logo and one ramp logo in each direction on the interstate highway. Logo signs permitted must be for the closest interchange to the service.

Logo signs may also be installed on certain connector highways where it is necessary to establish continuity with logo signs erected on the Maine Turnpike.

Each service shall be required to have a mainline as well as a ramp sign unless the Department determines that the interchange cannot support ramp logo signing (see Section 6) in which case only mainline signs will be allowed. In the event that ramp signing is limited, permits will be issued in the order of receipt of applications by the Department. If excess applications are received on the same day, preference shall be given to the service nearest by roadway distance to the interchange.

Any service that is in violation of any provision of the *Maine Traveler Information Services Act*, 23 M.R.S.A. §1901 *et seq.* (as amended) shall not be eligible to establish or maintain a logo sign. The failure of a service to comply with any other applicable laws and/or to maintain professional standards in keeping with the prevalent practices in the service industry will be cause for the Department to deny a logo sign or to remove one which has been permitted, as outlined in Section 13.

Section 2: Definitions

1. **Department.** “Department” means the Maine Department of Transportation.
2. **Interstate highway or interstate system.** “Interstate highway” or “interstate system” means any state highway under the jurisdiction of the Department which is part of the interstate system as described in the United States Code, Title 23, section 103e, as amended.
3. **Logo sign.** “Logo sign” means a sign provided by a service to identify the service’s trademark and/or name for facilities which provide gas, food, lodging, camping or attraction.
4. **Logo sign assembly.** “Logo sign assembly” is either the mainline sign assembly or the ramp sign assembly.
5. **Mainline sign assembly.** “Mainline sign assembly” means the base unit of a sign to which logo signs are attached and which are erected along the interstate in advance of an exit to direct motorists to a particular service.
6. **Ramp sign assembly.** “Ramp sign assembly” means the base unit of a sign to which logos are attached and which are erected along an off-ramp to direct motorists to a particular service.
7. **Attraction.** A cultural, historical, natural or major recreational site, or a leisure/recreational activity.

Section 3: Service Requirements

The following services shall be available on site.

1. GAS

Gas stations shall provide all of the following during all hours of operations including but not limited to:

- A. Be licensed by the applicable state or local agency;
- B. Water, oil, and at least two grades of fuel;
- C. Sanitary facilities for public use;.
- D. Drinking water;

- E. If the gas station is also a convenience store, the brand of gas sold shall be displayed on the logo sign; and
- F. Minimum hours of operation shall be from 7:00 a.m. to 8:00 p.m., 7 days a week.

2. **FOOD**

Food services such as restaurants or eating establishments shall:

- A. Be licensed by the applicable state or local agency;
- B. Have rest rooms for patron use; and
- C. Serve food for a minimum of 12 consecutive hours within the time frame of 7:00 a.m. to 11:00 p.m., 6 days a week.

3. **LODGING**

Lodging services such as hotels, inns, motels, cabins, or bed and breakfasts shall:

- A. Be licensed by the applicable state or local agency;
- B. Have modern bathroom facilities for patrons;
- C. Have adequate off-street parking for patrons.

All eligible lodging services, including bed and breakfasts, shall be available 7 days a week.

4. **CAMPING**

Eligible camping services shall provide the following:

- A. Be licensed by the applicable state or local agency;
- B. Sanitary facilities and potable water;
- C. Shall be open at least 3 consecutive months per year; and
- D. Have adequate parking accommodations.

5. **ATTRACTION**

In order to qualify for an Attraction logo sign, a site must have:

- A. Public restroom facilities and drinking water;
- B. Attendants on site and/or conduct tours on a regular basis;
- C. Continuous operation/accessibility for at least 3 consecutive months;
- D. Adequate parking for normal attendance; and
- E. Meet specific eligibility guidelines (see next page) developed by the Department.

Table 1 - GUIDELINE CRITERIA FOR SIGNING ATTRACTIONS #

TYPE	SPECIFIC CRITERIA	LOCAL INTEREST	REGIONAL INTEREST
Natural Phenomenon	Visitors (Yrly)	5,000	50,000
	Distance from Interchange (MI.)	10	50
Historic Site/District	Visitors (Yrly)	5,000	50,000
	Distance from Interchange (MI.)	10	20
Cultural Site	Attendance (Yrly)	5,000	50,000
	Distance from Interchange (MI.)	10	30
Amusement Park	Attendance (Yrly)	50,000	200,000
	Distance from Interchange (MI.)	5	30
Arena	Attendance (Yrly)	100,000	250,000
	Distance from Interchange (MI.)	5	20
Area of Natural or Scenic Beauty	Attendance (Yrly)	5,000	50,000
	Distance from Interchange (MI.)	10	50
Leisure Activity	Attendance (Yrly)	10,000	50,000
	Distance from Interchange (MI.)	10	30
Museum	Attendance (Yrly)	5,000	100,000
	Distance from Interchange (MI.)	10	30
Recreational Area	Attendance (Yrly)	5,000	50,000
	Distance from Interchange (MI.)	10	100
Zoo, Botanical Garden, Wild-Life Parks/Preserve & Aquariums	Distance from Interchange (MI)	10	30
	Attendance	5000	100,000

Attendance for local interest attractions may be halved and mileage doubled for areas where the interstate directional AADT is less than 5,000 vehicles.

Section 4: Eligibility of Sites

1. **Natural Phenomenon** – Natural phenomenon shall be limited to features created by nature. (see also, Area of Natural or Scenic Beauty).
2. **Historic Site/District** – Historic sites or districts shall be limited to structures or sites that have definite historical significance as determined by the Maine Historical Society.
3. **Cultural Site** – Cultural sites shall be limited to any facility for the performing arts, exhibits, or concerts.
4. **Amusement Park** – Amusement parks shall be limited to a permanent area which is open to the general public for at least three months per year and which offer at least three of the following activities: swimming, entertainment rides, picnicking, hiking, food services, boating and/or riding.
5. **Arena** – Arena shall be limited to stadiums, coliseums, civic or convention centers, auditoriums, sports complex, fair grounds, or race tracks.
6. **Area of Natural or Scenic Beauty** – An area of natural or scenic beauty shall be limited to a naturally occurring area of interest to the general public, including State or National Parks, wilderness areas, mountain ranges, lakes, rivers, deserts, and similar areas.
7. **Leisure Activity** – These activities include: A golf course, which shall have facilities open to the general public that offer at least 18 holes for play on a regulation size facility that operates for at least five months a year; or a casino, which shall have facilities open to the public that offer gaming tables and machines operating all year.
8. **Museum** – A museum shall be limited to facilities open to the public at least 200 days per year, in which works of historic, artistic, or scientific value are cared for and exhibited.
9. **Recreational Area** – A recreational area shall be limited to those areas that include any of the following activities: boating, fishing, bicycling, kayaking, rafting, picnicking, snowmobiling, and skiing. A ski area shall have facilities that offer downhill, alpine, and cross-country (Nordic) skiing, with lifts and groomed trails.
10. **Zoo, Botanical Garden, Wild life parks/preserves and Aquariums** shall be limited to facilities open to the public.

Section 5: Distance to Services

The maximum distance a service is located from the end of an off-ramp in order to qualify for logo signing shall be 3 miles for gas, food, lodging and camping, distances for attractions are as shown in **Table 1 - GUIDELINE CRITERIA FOR SIGNING ATTRACTIONS**. In the event that no service providing gas, food, lodging or camping is available within this distance, the Department may extend the distance in 3-mile increments up to 15 miles until an eligible service is located.

The distance to gas, food, lodging, camping or attraction services shall be measured by computing the travel length from the terminal of an exit ramp to the nearest point along the public highway where the nearest existing driveway entrance to the service is reached. Driveway length and width shall not be considered when making such distance computations.

If the service is not located on the route the interchange serves, the service will need to apply to the Department's Official Business Directional Sign (OBDS) program for continuity signs in order to be eligible for a logo sign.

Section 6: Interchange Eligibility Criteria

The following criteria shall be used to determine whether any portion of a particular interchange has physical characteristics capable of supporting logo signage without detriment to motorist safety:

1. In instances of curvature, ramp curvature that does not interfere with sight distances necessary for motorists to view the signs;
2. Other sight distance restrictions which impede the safe and orderly flow of traffic or restrict the motorist's ability to respond to official guide, warning or regulatory signs; and
3. Any other limitations or space restrictions which may negatively impact the safety of the traveling public.

Section 7: Logo Design

Logos shall be limited to a symbol or trademark, and/or a legend message identifying the name or abbreviation of the specific service under which it commonly operates. Logos shall not be approved that resemble an official traffic control device, for example a stop or yield sign. There shall be no other trade name, trademark, or enterprise other than the specific service name under which it commonly operates, in conjunction with the design or layout of a logo sign.

Section 8: Logo Size and Shape

Logo signs shall be rectangular in shape, and shall be 24 inches high and 36 inches wide on mainline sign assemblies.

Logo signs shall be rectangular in shape, and shall be 18 inches high and 24 inches wide on ramp sign assemblies.

Section 9: Logo Legends

Legends shall refer to the name of the service. Logo legends on mainline signs shall not contain more than two lines of copy. The minimum legend character size shall be six inches in height on mainline signs. Ramp signs shall not contain more than three lines of copy. The minimum legend character size shall be four inches in height on ramp signs.

Highway Gothic Series B is the recommended letter style with no more than 80% condensing allowed.

Section 10: Logo Color

The logo sign shall be finished in a neat manner, free of cracks, wrinkles, blisters, discoloration, burrs, buckles and warps and shall present a smooth light surface of uniform color. All logo colors shall be

made from either standard Type III white reflective sheeting, and shall meet all applicable requirements of “Section 719 Signing Material” of the State of Maine Department of Transportation Standard Specifications for Highways and Bridges, latest revision.

Section 11: Materials

Logo sign material shall be aluminum sheeting which complies with the latest revision of the State of Maine Department of Transportation Standard Specifications, Highways and Bridges for Section 719.04 “Aluminum Sheets”.

Section 12: Location of Sign Assemblies

1. Mainline Sign Assemblies

Mainline sign assemblies shall be erected between the previous interchange and at least 800 feet in advance of the first exit direction sign closest to the interchange from which the services are available. There shall be at least 800 feet spacing between the logo sign assemblies and other highway signs.

If a service facility meets the criteria for approval at more than one interchange, signing will be allowed only from the exit providing the most direct route in each direction.

Once services are selected for a particular assembly, the first approved service from which an application was received will have its sign placed on the top left of the assembly and the second service of the same type will be on the next space horizontally. In cases where two types of services are combined on the same assembly, logos will be arranged with similar services grouped vertically and the following priority of services displayed from left to right: gas, food, lodging, camping, and attractions.

The number of sign assemblies shall be limited to two for a specific type of service along an approach to an interchange. At double exit interchanges the top section shall display logos for the first exit and the lower section shall display logos for the second exit. Specific service signs at double exit interchanges shall be limited to four logos each and shall be displayed successively in the direction of travel in the following order: attractions, camping, lodging, food, and gas.

2. Ramp Sign Assemblies

Ramp sign assemblies shall be installed along the ramp for service facilities which have logos displayed along the interstate unless the service is readily visible from the ramp terminal or if there is only one direction of travel possible at the end of the ramp and the service is less than one-half mile from the end of the ramp.

Logos on ramp signs shall be duplicates of the corresponding logos installed along the main roadway and shall be grouped in the same manner as mainline signing. Ramp sign assemblies shall include distances to the nearest mile to the service facilities if located more than one-half mile from the exit ramp. Directions shall be indicated by arrows.

Signs along the ramp shall be installed on the right side of the ramp, unless circumstances, including but not limited to physical layout and visibility, require left side installation. Spacing shall be provided between all ramp sign assemblies and between ramp sign

assemblies and other highway signs to provide motorists adequate time to read all the messages on the ramp.

Section 13: Eligibility Survey

The Department may survey services for which an application is submitted to determine eligibility for logo signs. Information relative to the eligibility of a specific interchange or exit ramp may be obtained from the Department. No more than one logo sign per service facility shall be permitted along an approach to an interchange regardless of the number of services provided by a facility. The survey will also determine if the entity is eligible for continuity signage off the interstate system. All logo signs shall have continuity signage if the entity is not located on the roadway the interchange is located on.

Section 14: Logo Permits

Applications for a Gas, food, lodging and camping logo signs shall be made on forms furnished by the Department. Applications will be processed and permits issued based on selection through a lottery system if the individual sign panels are deemed full. Permits shall be issued for a three year period. At the end of the three years a new lottery will be undertaken to determine the next selection of permits.

Applications for an attraction logo sign shall be made on forms furnished by the Department. Applications will be processed and permits issued based as follows: Three permits will be issued for a three year period to the highest bidder, minimum bid is the logo cost per sign at the time of the application. The remaining three permit slots shall be filled through a lottery system. These permits will be issued for a three year period. At the end of the three years a new lottery and new bidding process will be undertaken to determine the next selection of permits.

Competing interchange services for logo signing, which have similar characteristics in the criteria listed above, may be selected based upon order of application form receipt.

Eligible services who receive a permit shall furnish logo signs constructed to specifications to the Department or its contracted vendor. Once a permit is issued, the Department or its vendor shall be responsible for installation of the logo signs and assemblies.

Section 15: Replacement

The participating service shall be responsible to provide new panels to the Department or its vendor for reinstallation when in the opinion of the Department existing panels require replacement, including but not limited to replacements due to wear, vandalism and accident. Damaged or worn logo panels shall be returned to the business.

Section 16: Changes in Participating Service

If a participating service facility is sold, the new owner shall submit an application for continuation in the logo program within 30 days of change in ownership if the service wants to continue participation. An initial fee shall be charged if any changes to the installation are required as a result of the change in ownership. If the service facility is sold for a different use the privilege to participate in the logo program shall be offered to the next qualified service. Services that withdraw from the logo program shall not be reimbursed.

Section 17: Existing Attraction Signing

Existing signs on the interstate that the Department determines is better suited for logo signage will be removed from the interstate by December 31, 2015. The Department will notify the entity 30 days before removal.

Section 18: Removal of Logo Signs

The Department shall permanently or temporarily remove or relocate, if possible, logo signs under the following circumstances:

1. If the space occupied by logo signage is needed for other highway signs;
2. In instances where signs will interfere with highway construction and maintenance activities; and
3. For other safety or operational reasons.

Failure to comply with any of the logo program rules shall result in cancellation of the logo permit and removal of the logo sign. The service shall be notified and given 30 days to come into compliance before the sign is removed and the permit cancelled.

For safety reasons, a logo sign may be removed immediately. The Department shall attempt to notify the service of the logo sign removal.

In the event that a rural interchange is deemed to be no longer rural, the logo signs shall be removed the following year when the signs are due for renewal of their annual fees.

Section 19: Relocation of Logo Signs

If Department projects or operations involving maintenance, design, utilities, traffic control, drainage or construction necessitate the removal or temporary or permanent relocation of logo signs, the Department shall relocate, if practicable, the logo signs to a new location at Department expense and shall notify the service of the relocation.

The Department shall determine the following:

1. If the services still meet applicable guidelines for signing;
2. If the relocation of existing logo signs is possible; and
3. Whether additional signs or changed signs are needed as a result of changes in routing.

Factors considered in the initial location selected for signage as set forth in this part shall apply in considerations for relocation.

The cost of relocating or changing the existing logo signs due to Department initiated actions shall be borne entirely by the Department. The cost of installing new or added logo signs, if necessary, shall be the responsibility of the logo applicant.

Section 20: Financial Responsibility

Approved logo signs may be installed and maintained by the Department or an approved contractor, whoever installs or maintains shall charge appropriate fees for the implementation of the logo sign program.

Section 21: Implementation

The Department may contract for the provision of services relating to the logo sign program including recruitment and qualification of services, review of applications, permit issuance, fabrication, installation, and maintenance of logo signs.

STATUTORY AUTHORITY: 23 M.R.S.A. §1912-B

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