# **99-420 MAINE TURNPIKE AUTHORITY**

**Chapter 2: REGULATIONS FOR THE INSTALLATION OF LOGO SIGNS ON THE MAINE TURNPIKE**

**SUMMARY:** The purpose of these regulations is to provide guidance for the installation of lodging, camping, and attraction logo signs on the rural sections of the Maine Turnpike. These regulations establish the size, shape, manner and location of logo signs and describe the procedure for applying to the Authority for permission to erect a logo sign and the criteria used by the Authority to select among applicants. The Authority may contract with a private vendor to implement the logo sign program.

**Section 1: General Requirements**

1. The use of logo signs shall be limited to areas primarily rural in character and to areas where adequate sign spacing can be maintained.

2. Logo signs for lodging, camping, and attractions may be installed at interchanges on the Maine Turnpike that are rural in character. Applications from at least two qualified services must be approved before installation of a logo sign assembly at an interchange which is rural in character.

3. Logo signs may be installed at a Maine Turnpike interchange that is rural in character, and that connects to a non-Maine Turnpike Interstate system if subsequent interchanges on that non-Maine Turnpike system have additional signing directing motorists to the applicable services.

The Maine Turnpike Authority may allow the MaineDOT or New Hampshire DOT to install logo signs on the Maine Turnpike if in the Authority’s judgment installation of the logo sign is reasonably necessary to inform the travelling public of services available on an interchange located beyond the northern and southern limits of the Maine Turnpike.   Said logo signs will only be allowed if, in the Authority’s judgment, there is adequate space available for the signs and the signs will not interfere with the Authority’s current or future operations.  Said signs will be consistent with all provisions of this rule, including physical specifications and destination qualifications, except for the following:

(a) said logo signs will be installed and maintained by the applicable state agency at that agency’s expense pursuant to a revocable license granted by the Authority; and

(b) said logo signs will be allowed for destinations offering food and gas if room is available and said destinations qualify for a logo sign under the rules of the applicable state agency.

4. Logo signs shall not be permitted for food and gas on the Maine Turnpike other than for: (a) Turnpike Service Plazas, (b) at southbound locations south of mile marker 6.0 and (c) at northbound locations north of mile marker 103.

5. Logo for two or more types of service may be displayed on the same sign assembly.

6. More than one logo sign assembly may be installed at a qualified interchange exit only when three or more qualified services are available for each of two or more types of service.

7. The number of logo sign assemblies at a qualified interchange exit may not exceed two for each type of service or a total of four for all types of services.

8. Each sign assembly may display no more than six 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.

9. At interchanges where conditions allow for only one logo sign assembly, signs shall be arranged to allow for a minimum of two types of service and, when applicable, one of these service types shall be attractions.

10. 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 Maine Turnpike in the direction of original travel, except as provided in subsection 3, above.

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

12. Each service shall be required to have a mainline as well as a ramp sign unless the Authority determines that the interchange cannot support ramp logo signing (See Section 5) in which case only mainline signs will be allowed. In the event that ramp signing is limited, the Authority will determine priority based on the criteria defined in Section 9.

13. 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’s industry will be cause for the Authority to deny a logo sign or to remove one which has been permitted, as outlined in Section 11 below.

**Section 2: Definitions**

1. **Authority**. "Authority" means the Maine Turnpike Authority.

2. **Maine Turnpike**. “Maine Turnpike” means Interstate 95 from Kittery to Augusta under the jurisdiction of the Authority which is part of the interstate system as described in the *United States Code*, Title 23, section 103(e), 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 lodging, camping or attractions.

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 is erected along the Maine Turnpike 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. **Rural in Character .** For the purposes of this logo rule only, “rural in Character ” interchanges include all interchanges that provide full access to the Maine Turnpike, but specifically excludes , exits 45, 47, 52, 102 and 103 which do not qualify.

8. **Attraction.** A cultural, historical, natural or major recreational site, or a leisure/ recreational activity destination.

**Section 3: Service Requirements**

The following services shall be available on site.

1. **LODGING**

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

A. Be licensed by the applicable state or local agency;

B. Provide adequate sleeping accommodations

C. Provide modern sanitary facilities;

D. Have adequate off-street parking for customers.

E. Be available 7 days a week.

2. **CAMPING**

Eligible camping services shall:

A. Be licensed by the applicable state or local agency;

B. Provide sanitary facilities and potable water.

C. Have adequate parking accommodations.

D. Be open at least 3 consecutive months per year.

3. **ATTRACTIONS**

1. Eligible attractions shall:

A. Provide modern sanitary facilities and potable water

B. Provide attendants on site and/or conduct tours on regular basis

C. Be open at least 3 consecutive months per year.

D. Provide adequate parking accommodations

E. Meet specific eligibility guidelines, as described in section 9, below.

2. Preference will be given to attractions that provide activities in two or more of the cultural, historical, or recreational categories.

3. **GUIDELINE CRITERIA FOR SIGNING ATTRACTIONS**

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

**Eligibility of Sites**

A. **Natural Phenomenon** – Natural phenomenon shall be limited to features created by nature. (see also, Area of Natural or Scenic Beauty).

B. **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.

C. **Cultural Site** – Cultural sites shall be limited to any facility for the performing arts, exhibits, or concerts.

D. **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.

E. **Arena** – Arena shall be limited to stadiums, coliseums, civic or convention centers, auditoriums, sports complex, fair grounds, or race tracks.

F. **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.

G. **Leisure Activity** –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; a casino, which shall have facilities open to the public that offer gaming tables and machines operating all year.

H. **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.

1. **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, or cross-country (Nordic) skiing, with lifts and groomed trails.

J. **Zoos, Botanical Gardens, Wild life park/preserves and Aquariums** - Limited to facilities open to the public in which specimens are cared for and exhibited.

**Section 4: Distance to Services**

1. The maximum distance services shall be located from the end of an off-ramp to qualify for logo signing shall be 3 miles for camping and lodging. , In the event that no lodging or camping services are available within this distance, the Authority may in its sole discretion extend the distance in 3 mile increments up to 15 miles until an eligible service is located. See the table in section 3 for maximum distances to attractions. Any camping, lodging, and attraction not located on the connecting public highway shall be required to install additional signing to direct motorists to these services. This may include logo signs installed on Maine Department of Transportation (Maine DOT) maintained public highways. All signs shall be installed at no cost to the Authority.

2. The distance to lodging, camping, and 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.

**Section 5: 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 motorists ability to respond to official guide, warning or regulatory signs;

3. Any other limitations or space restrictions which may negatively impact the safety of the traveling public.

**Section 6: 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 facility name under which it commonly operates, in conjunction with the design or layout of a logo sign.

**Section 7: Logo Size and Shape**

Logo signs shall be rectangular in shape, and shall be 36 inches high and 48 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 8: 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 9: 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 10: 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 11: Location of Sign Assemblies**

1. **MAINLINE SIGN ASSEMBLIES**

A. 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.

B. If a service 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.

C. 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 facility 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 horizontally and the following priority of services displayed from top to bottom: lodging, camping, and attractions.

D. The number of sign assemblies shall be limited to one for each 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: camping, lodging, and attractions.

2. **RAMP SIGN ASSEMBLIES**

A. 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 ½ 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 if located more than ½ mile from the exit ramp. Directions shall be indicated by arrows.

B. 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 12: Eligibility Survey**

The Authority 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 Authority. No more than one logo sign per service shall be permitted along an approach to an interchange regardless of the number of services provided by a facility

**Section 13: Logo Permits**

1. Application for a logo sign shall be made on forms furnished by the Authority. Applications will be processed and permits issued based on criteria developed by the Authority. These criteria will include, but not be limited to:

A. Distance from interchange

B. Number of Annual Visitors

C. Period of Operation (Annual vs. Seasonal)

D. For Attractions, number of activity categories (i.e. cultural, historical, recreational)

2. Competing interchange services for logo signing which exhibit similar characteristics in the categories outlined above may be selected based upon order of form receipt. Prioritization will be given to those service locations that had previously been signed by the Authority on a supplemental guide sign but was removed or is planned to be removed by the Authority.

3. Eligible services who receive a permit shall furnish logo signs constructed to specifications to the Authority. Once a permit is issued, the Authority or its vendor shall be responsible for physically installing logo signs and assemblies.

**Section 14: Duration of Logo Permit**

Duration of logo permits will be pursuant to the terms of a rental agreement between the Authority, or its designee, if any, under section 13, and the applicant.

**Section 15: Removal or Relocation of Logo Signs**

1. The Authority shall permanently or temporarily remove (or relocate if possible) logo signs under the following circumstances:

A. If the space occupied by logo signage is needed for other highway signs;

B. In instances where signs will interfere with highway construction and maintenance activities; and

C. For other safety or operational reasons.

D. At the expiration or cancellation of the logo sign permit

2. Failure to comply with any of the requirements of this chapter two or with the terms of a logo sign rental agreement to be executed between the Authority and each participant shall result in cancellation of the logo permit and removal of the logo sign. The service facility shall be notified and given 30 days to come into compliance before the sign is removed and the permit cancelled.

3. For safety reasons, a logo sign may be removed immediately. The Authority shall make a reasonable attempt to notify the business of the logo sign removal.

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

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

**Section 16: Replacement**

The participating service shall be responsible to provide new panels to the Authority or its vendor for reinstallation when in the opinion of the Authority 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 service.

**Section 17: Financial Responsibility**

1. Approved logo signs may be installed and maintained by a contractor approved by the Authority who may charge appropriate fees for the implementation of the logo sign program.

2. The Authority shall bear no cost for the design, implementation and maintenance of the logo sign program. All costs shall be borne by the participant as outlined in a logo sign agreement to be executed between the Authority and the participant at the time a logo sign is approved or renewed.

**Section 18: Implementation**

The Authority 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.

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