

**COMMERCIAL SIGNAGE POLICY
FOR THE DOWN EAST SUNRISE TRAIL
*Revised: 11/01/2010***

Purpose Statement

The purpose of this Policy is to establish uniform standards to regulate the installation, maintenance and removal of Official Business Directional Signs along the Down East Sunrise Trail (DEST). This Policy sets forth comprehensive standards for the location, number, design, size, and materials, and sets forth permit application procedures and fees for the installation, maintenance and removal of such Signs. Authority for this Policy and implementation by the Trail Manager and the Sunrise Trail Coalition (STC) is provided by the Maine Department of Conservation.

This Policy is intended to allow for directional signage for businesses that visitors can travel to directly from the multi-use trail. The intent of this Policy is to provide Trail Users with relevant information that will enhance their recreational experience and contribute positively to the DEST's economic impact on local businesses and communities. At the same time, the Policy is intended manage the scenic impact of signage along the DEST.

This Policy establishes standards for the placement of Signs within two types of Sign Assemblies along the DEST:

- Information Kiosks located at Trailheads that will include business listings to provide information useful to Trail Users arriving in town and looking for a place to eat/stay/shop or for Trail Users embarking on a trip.
- Official Business Directional Sign Assemblies located along the DEST at intersections with Public Ways intended to improve the recreational experience of Trail Users already on the DEST by providing directional information to services accessible from, but not directly visible from the DEST.

Non-compliant Signs will be removed by the Trail Manager.

Section 1. DEFINITIONS

- A. *Business Sign*- A business sign is a sign in accordance with this Policy to be placed and maintained within a Information Kiosk.
- B. *Information Kiosks* - Information Kiosks means wooden or other structures placed at identified Trailheads along the DEST. The purpose of Information Kiosks is to enhance the recreation experience of Trail Users by providing relevant trip planning information about the DEST as well as information about available services located in the immediate proximity

- C. *Logo* – A single or multicolored symbolic design of a business, service facility, or point of interest used to identify its product or services.
- D. *Official Business Directional Signs* – An Official Business Directional Sign is a sign erected and maintained in accordance with this Policy and used to indicate to the Trail Users the route and distance to public accommodation, facilities, commercial services, and points of scenic, historical, cultural, recreational, education, and religious interest. The second line of the legend may be used to indicate additional directional information such as a trail or route number or the name of the street.
- E. *Permittee* – The lawful holder of a validly issued Permit under this Policy.
- F. *Public Way* – Public Way means any road or trail, including but not limited to, any State Highway, municipal road, county road, unincorporated territory or other road dedicated to the Public Way; or any public trail, including but not limited to, ITS trails or other trails dedicated to the public. Where applicants request signs at the junction of trails or private roads, the Trail Manager may request applicants to produce documentation of land owner permission prior to erecting Sign Posts.
- G. *Sign Assembly* – A Sign Assembly is the tiering of more than one Official Business Directional Sign on a Sign Post.
- H. *Sign Posts* – Sign Posts shall be made of pressure treated 10’ x 4” x 4” wood stained brown. Posts shall be set 3’ to 4’ in the ground where practicable.
- I. *Traffic Control Sign or Device* – Traffic Control Sign or Device means an official route marker, warning sign, sign directing traffic to or from a community, or sign regulating traffic which has been erected by the Trail Manager or other designated person or agency.
- J. *Trail Head* – An official trail entrance as designated by the Trail Manager.
- K. *Trail Manager* – Trail Manager means the person designated by the Maine Department of Conservation with responsibility for managing the DEST and enforcing this Policy.
- L. *Trail Users*. Trail User means any person using DEST in an authorized manner. The DEST is a multi-use trail open to pedestrians, ATV users, snowmobilers, equestrians, and bicyclists. Trail Users are responsible for obeying all applicable State and Federal laws and local ordinances, including registration of off-road vehicles allowed on the Trail. Trail Users are responsible for obeying any posted signs, including but not limited to any Traffic Control Signs or Devices, indicating that certain Public Ways intersecting the DEST may be closed to certain Trail Users.

SECTION 2. OFFICIAL BUSINESS DIRECTIONAL SIGNS

Subsection 2A. LOCATION

1. General Requirements

Official Business Directional Signs shall be located within the right-of-way of the DEST on approaches to intersections where Trail Users must change direction from the Trail to another Public Way to reach a business, service, or point of interest or where appropriate at T-intersections.

A business, service facility, or point of interest shall not be permitted more than one Sign at any one intersection approach. Each place of business, service or point of interest shall be eligible for a maximum number of two Official Business Directional Signs along the DEST (one in each direction).

Official Business Directional Signs shall be located so as to minimize their impact on scenic views along the Trail (notably water views); to avoid visual conflict with other signs; to have the least impact on the scenic environment and to take advantage of the natural terrain. Official Business Directional Signs shall not be permitted at locations where directional information contained thereon may be misinterpreted, misleading, or otherwise confusing to Trail Users or the traveling public on proximate rights of way (e.g. intersecting snowmobile, ATV or hiking trails).

Traffic Control Signs or Devices placed at intersection approaches subsequent to the placement of Official Business Directional Sign Assemblies shall have precedence as to location and may require the relocation of Official Business Directional Sign Assemblies by the Trail Manager.

2. Lateral Clearances

Official Business Directional Signs shall be located on Sign Posts placed by the Trail Manager or the Permittee. The Trail Manager will attempt to locate Sign Posts approximately 5' from the edge of the maintained DEST trail surface in order to maintain sufficient lateral clearance widths. In areas where this lateral clearance is impractical due to terrain or other concerns, the Trail Manager may at his or her discretion opt not to place a Sign Post or may adjust the lateral clearance width.

3. Distances

The Trail Manager shall endeavor to place Sign Posts for Signs within 150' of the intersection with the nearest Public Way.

4. Sign Assemblies

There shall be a maximum of 5 Official Business Directional Signs per Sign Assembly and each Sign shall be mounted three inches from the next Sign below or above it. In order to reduce Sign proliferation, there shall be no more than two Sign Assemblies (one in each direction) located within 500 feet of the intersection of a Public Way.

When and where demand for Official Business Directional Signs exceeds capacity, the STC shall work with affected businesses to identify an appropriate alternative approved by the Trail Manager.

Where practical and warranted, the Trail Manager shall attempt to locate Sign Assemblies so that a single Sign Assembly is visible to Trail Users coming from either direction (e.g. at T-intersections).

5. Vertical Distances

Sign Assemblies shall be erected so as to provide a minimum of 42 inches (3 ½ feet) vertical clearance between the lower edge of the bottom Sign and the ground. The upper edge of Signs shall be no higher than 7 feet.

Subsection 2B. MATERIALS

Sign panel material shall be high-density overlaid plywood a minimum of one-half inch thick or other material sufficiently durable and weather resistant so as not to deform under normal conditions of weather and use.

Subsection 2C. SIGN STANDARDS

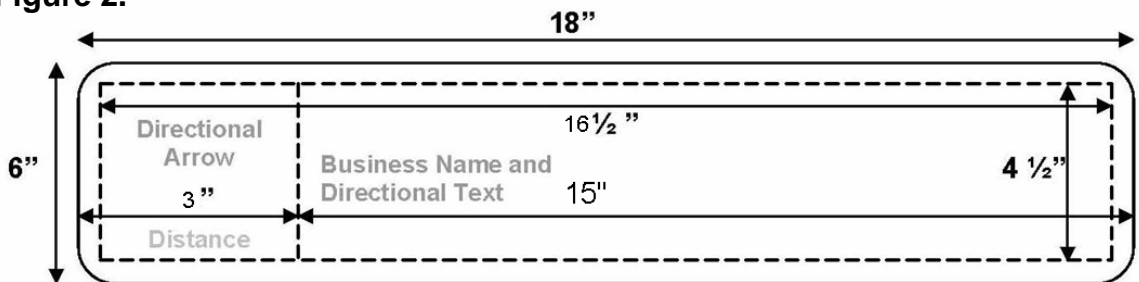
1. General

Sign legends shall be specific in identifying the name of the appropriate business, service facility or point of interest, and the distance there from along the appropriate Public Way. The Sign may also include information such as an address or directions (e.g. “left at the flashing light”).

2. Size

Sign sizes, layout, and letter sizes shall conform to the dimensions and details shown in Figure 2.

Figure 2.



3. Color

The background color of all Signs shall be Forest Green. All legends and borders shall be reflective silver. The edges and back of the Signboards shall be sealed and painted brown.

4. Lettering and Layout

All lettering used in the name of the business, service facility or point of interest, including the directional legend, shall be Helvetica medium lower-case lettering with initial upper-case. The maximum letter size shall be 2". All lettering shall fit within a ¾" margin from the edge of the Sign (see Figure 2).

Directional legend shall be located on the left edge or the right edge of the Sign depending upon whether a left turn or a right turn is required. The distance in miles from the intersection to the business, service facility, or point of interest shall be shown below the directional arrow.

Lay-out of the Signboard and legend shall conform to good graphic layout principles.

5. Symbols and Logos

With the exception of directional arrows, symbols and logos may not be used on Official Business Directional Signs located along the DEST.

6. Installation, Maintenance and Removal

Sign Post location shall be determined by the Trail Manager. The Permittee will be responsible for installation, maintenance and removal of the Sign or Sign Post as specified by the Trail Manager.

Signs which become lost, stolen, defaced or otherwise damaged or deteriorated shall be replaced by the Permittee.

The Permittees whose Official Business Directional Signs no longer offer traveler assistance or no longer are applicable because of business name changes, business relocations, or for any other reason, shall notify the Trail Manager and shall remove at their own expense such Sign or Sign Post.

Failure to properly maintain the Sign panel by the Permittee or to notify the Trail Manager that Signs are no longer applicable may result in removal of such Signs by the Trail Manager at the Permittee's expense.

Subsection 2D. WAIVER

Whenever the Trail Manager determines that at a particular approach to an intersection the standards for Sign Assemblies or Sign Posts as set forth in this Policy will adversely affect trail safety or result in an undue negative impact on the scenic and recreational experience for Trail Users, the Trail Manager may impose more stringent standards including prohibition.

Whenever the Trail Manager determines that a change in distances, lateral or vertical clearances, number of Signs per Sign Assembly, and number of Sign Assemblies at an approach to an intersection will not interfere with trail safety nor adversely impact visual quality, the Trail Manager may in consultation with the Sunrise Trail Coalition waive the requirements contained in Section 2 of this Policy.

In place of Official Business Directional Sign Assembly, the Trail Manager may recommend installation of an Official Information Kiosk.

Section 3. INFORMATION KIOSKS

Subsection 3A: LOCATIONS

Information Kiosks will be placed at identified Trailheads along the DEST. The Sunrise Trail Coalition will review annually the need for additional Information Kiosks and make recommendations to the Trail Manager.

Subsection 3B: MATERIALS

The construction of Information Kiosks should be similar to the existing Information Kiosk in Machias.

Subsection 3C: KIOSK STANDARDS

Each kiosk will have two sides:

- The Trail Manager will be responsible for the placement of maps and relevant trail information on one side.
- The Sunrise Trail Coalition will be responsible for the placement of information on other side that will include a detailed local map, business listings, East Coast Greenway information, STC information.

Business Sign Sizes

- Large: 5.5” x 8.5”
- Small: 5.5” x 4.25
- Businesses will send a PDF, JPG or Word document of their Business Sign to the STC; the STC will print and post the approved Business Sign to insert into the Information Kiosks.

Section 4. PERMITS

1. Review and Approval of Application

The STC shall post application forms and procedures to apply for an Official Business Directional Sign and/or Business Sign within an Information Kiosk to www.sunrisetrail.org. Printed copies of the application form will be available at the office of the Trail Manager.

Application for an Official Business Directional Sign or Business Sign shall be made on forms furnished by the Sunrise Trail Coalition. Applications will be processed and permits issued in the order of receipt of completed applications by the Sunrise Trail Coalition.

Any application for an Official Business Directional Sign or Business Sign is subject to review by the Department of Conservation. The Department shall have final responsibility and authority to determine the specific size and location of any Sign. Signs not meeting the intent and purpose of the law or the criteria established in this Policy shall not be approved or erected.

2. Conformity with Laws

The applicant for any Official Business Directional Sign or Business Sign is responsible for ensuring that the proposed Sign is in conformity with all applicable municipal sign ordinances. Non-conforming Signs will be removed by the Trail Manager.

3. Application Fees

Applications shall be accompanied by an initial permit fee, determined by the Sunrise Trail Coalition in consultation with the Department of Conservation, for each Sign requested. The initial permit fee will apply to installation for the remainder of the calendar year but will not be prorated for any fraction of the year. Permit fees for seasonal businesses will reflect additional maintenance costs.

4. Renewal Fees

Permits for each Sign are to be renewed annually at a fee determined by the STC in consultation with the Department of Conservation. The STC will send an annual renewal notice to the Permittee in the current business year.

Failure to pay renewal fees within thirty days from receipt of renewal notice will result in removal of Signs by the Trail Manager or STC designee. Renewal fees are not refundable.

5. Non-transferability

Permits for the installation of Official Business Directional Sign or Business Sign are not transferable. Except: Business name change with same ownership; new ownership, but same business name; or change of legend.

Section 4. HEARINGS

In instances where an application is not approved, the STC shall return the application and permit fee stating the reason(s) for refusal and giving the applicant an opportunity to correct any defects and resubmit or to request an evidentiary hearing within 15 days. Upon written request by the applicant for such hearing, a hearing shall be duly scheduled to be held within 20 days. The Trail Manager shall provide written notice of date, time and place of hearing. The Trail Manager and representatives of the STC shall conduct the hearing to review the application disapproval. A written decision containing findings of fact shall be rendered within 10 days from hearing conclusion with copy mailed by the Trail Manager to the applicant and STC President. Any judicial review of such decision shall be as provided by law.