

MAINE STATE LEGISLATURE

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122nd MAINE LEGISLATURE

FIRST REGULAR SESSION-2005

Legislative Document

No. 175

H.P. 126

House of Representatives, January 13, 2005

An Act To Permit Logo Signs on the Maine Turnpike

Reference to the Committee on Transportation suggested and ordered printed.

Millicent M. MacFarland
MILLICENT M. MacFARLAND
Clerk

Presented by Representative VALENTINO of Saco.

Cosponsored by Representatives: HOGAN of Old Orchard Beach, MAZUREK of Rockland, SAMPSON of Auburn, Senators: DAMON of Hancock, DIAMOND of Cumberland.

2 **Be it enacted by the People of the State of Maine as follows:**

4 **Sec. 1. 23 MRSA §1201-A** is enacted to read:

6 **§1201-A. Logo signs on turnpike system**

8 **1. Logo signs authorized.** The Maine Turnpike Authority may authorize the placement of logo signs within the right-of-way of the Maine Turnpike according to the following provisions.

10 A. A logo sign may not be larger than existing service information signs permitted on the Maine Turnpike.

12 B. Logo signs may be installed only on portions of the Maine Turnpike that are rural in character.

14 C. Applications from at least 3 qualified businesses must be approved before installation of a logo sign panel at an exit.

16 D. A logo sign may include only logos for gas, food, lodging and camping. Logos for 2 or more types of service may be displayed on the same sign panel. More than one logo sign panel may be installed at an exit only when 3 or more qualified businesses are available for each of 2 or more types of service. The number of logo sign panels at an exit may not exceed one for each type of service or a total of 4 for all types of services.

18 **2. Fees.** The Maine Turnpike Authority shall establish an initial fee for the production and placement of a logo sign and an annual fee to cover the maintenance costs. Fees charged must approximate direct costs.

20 **3. Rules.** The Maine Turnpike Authority shall adopt rules to regulate the size, shape, manner and location of logo signs. The rules must describe the procedure for applying to the Maine Turnpike Authority for permission to erect a logo sign and the criteria used by the Maine Turnpike Authority to select among applicants. Rules adopted pursuant to this subsection are major substantive rules as defined in Title 5, chapter 375, subchapter 2-A.

22 **SUMMARY**

24 This bill authorizes the Maine Turnpike Authority to install logo signs on the Maine Turnpike and directs the Maine Turnpike Authority to adopt major substantive rules to establish application and installation procedures.