

MAINE STATE LEGISLATURE

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117th MAINE LEGISLATURE

SECOND REGULAR SESSION-1996

Legislative Document

No. 1864

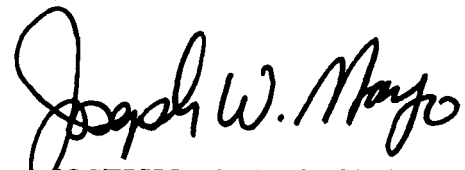
H.P. 1359

House of Representatives, March 19, 1996

An Act to Facilitate the Implementation of a Logo Sign Program on the Interstate.

Reported by Representative STROUT for the Joint Standing Committee on Transportation pursuant to Joint Order H.P. 1340.

Reference to the Committee on Transportation suggested and ordered printed.


JOSEPH W. MAYO, Clerk

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

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3 **Sec. 1. 23 MRSA §1912-B, first ¶**, as enacted by PL 1995, c.
4 416, §1, is amended to read:

6 Pursuant to rules adopted under this section, the
7 commissioner may authorize the placement of logo signs within the
8 right-of-way of the interstate system. A logo sign may not be
9 larger than existing service information signs permitted on the
10 interstate highway. ~~More than one sign per exit is prohibited.~~
11 ~~A logo sign may include logos for tourist attractions, such as~~
12 ~~museums or other locations of public interest. To the fullest~~
13 ~~extent possible, the commissioner shall ensure that each logo~~
14 ~~sign include at least one logo for gas, one logo for food and one~~
15 ~~logo for lodging. Logo signs may be installed only on portions~~
16 ~~of the interstate highway that are rural in character. A logo~~
17 ~~sign may include only logos for gas, food, lodging and camping.~~
18 ~~Applications from at least 3 qualified businesses must be~~
19 ~~approved before installation of a logo sign panel at an exit.~~
20 ~~When 3 or more qualified businesses providing the same service~~
21 ~~are located at an exit, a separate sign panel must be installed~~
22 ~~for that service.~~ Rules adopted under this section must regulate
23 the size, shape, manner and location of logo signs and must
24 describe the procedure for applying to the department for
25 permission to erect a logo sign and the criteria used by the
26 department to select among applicants. The commissioner shall
27 charge establish an initial fee for the production and placement
28 of a logo sign and an annual fee to cover the maintenance costs.
29 Fees charged must approximate direct costs.

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STATEMENT OF FACT

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35 This bill restricts logo signs on the interstate highway to
36 areas of the interstate that are rural in character. It allows
37 logo signs only for businesses providing gas, food, lodging and
38 camping. It specifies that a separate logo sign must be
installed for a particular type of service if 3 or more qualified
businesses are located at an exit.