

DRAFT (November 18, 2015)

**Advertising,
Sponsorship,
Directional, and
Wayfinding Signage on
Multi-Use Trails**

Policy

Prepared for:

**SATS Multi-Use Trails
Jurisdictions Committee**



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DEFINITIONS

Acknowledgement Signs – Signs that are intended only to inform trail users that a trail-related service, product, or monetary contribution has been sponsored by a business, organization, or individual(s). Acknowledgement signs can be posted as independent sign assemblies or on trail amenities such as benches, water fountains, bike repair stations, or trash cans.

Advertisements/Advertising Signs – Signs or other devices that promote commercial products or services through slogans, provide information on where to obtain the products and services, or include telephone numbers or internet addresses.

Business Directional Signs – Signs that are sponsored by a business and direct trail users to the business.

Wayfinding Signs – Signs that direct trail users to public facilities.

INTRODUCTION

To enhance the user's experience on multi-use trails in Sangamon County it is desirable to provide amenities, keep the trails maintained, and provide wayfinding guidance along the corridors.

Financial support of a trail or provision of a particular trail element could be provided by offering individual, business, or organizational sponsorships. Although some amenities, such as bike repair stations, a parking lot, a bench, and a water fountain have already been donated, there is no established policy 1) clarifying what types of donations are needed, 2) outlining the process for making donations, or 3) stating how donations will be acknowledged. Additionally, directional and wayfinding signage similar to that found on roadways would be helpful, particularly since the view of surroundings from the trail is limited.

Trails funded with federal grants must meet federal standards for signage on the trail. The SATS Multi-Use Trails Jurisdictions Committee has prepared this policy with guidance from the Federal Highway Administration and the Illinois Department of Transportation. It is intended to provide trail jurisdictions with specific and consistent ideas to promote trail sponsorships and provide useful directional information to trail users.

SIGNAGE RESTRICTIONS

Although there is a desire to provide sponsorship opportunities for the trails and useful directional information for users, the Multi-Use Trails Jurisdictions Committee is committed to maintaining the scenic value and non-commercialization of the trails. To this end and to further compliance with federal standards the following sign restrictions apply along the multi-use trails.

- 1. Advertising signs are prohibited.** Signs for the sole purpose of promoting goods, services, businesses, or events will not be allowed anywhere along the trails with the exception of Business Directional Signage.
- 2. Sponsorship signage cannot be visible outside of the trail.** Sponsorship signage is meant to recognize contributions to trail infrastructure and should simply acknowledge donors to trail users. Sponsorship signage cannot function as an advertisement.

MULTI-USE TRAIL SPONSORSHIP OPPORTUNITIES

Individuals, businesses, and organizations wishing to support the trails through monetary or in-kind donations will be offered the following opportunities.

1. Trail Sponsorship

A trail sponsor provides dollars for the maintenance of a specific trail. Money donated is used for trail repair, mowing, brush clearing/cutting, snow removal, and educational elements.

Sponsorship is for a three-year period with a commitment of \$1,000 per year payable in one lump sum or annually.

Sponsorship recognition will be through the following:

- Sign posted at two access points showing name of sponsor. No logo or other information will be included.
- Name or logo posted on the trail jurisdiction's website recognizing the sponsor's support.
- Name or logo included on the Sangamon County Multi-Use Trails brochure.

TRAIL SPONSORSHIP SIGN LOCATIONS

TRAIL NAME	JURISDICTION	LOCATIONS FOR SPONSORSHIP SIGNS	
Interurban Trail	Springfield Park District	Park Street Parking Lot Trailhead	Hazel Dell Road Parking Lot
Interurban Trail	Village of Chatham	Plummer Boulevard Access Point	Walnut Street Access Point
Lost Bridge Trail	Springfield Park District	IDOT Parking Lot Trailhead	Hilltop Road Access Point
Lost Bridge Trail	Village of Rochester	Main Street Parking Lot	Taft Road Access Point
Sangamon Valley Trail	Sangamon County	Bunker Hill Road Trailhead	Stuart Park Connector
Wabash Trail	Springfield Park District	Park Street Parking Lot Trailhead	Robbins Road Trailhead

The signs will consist of a top sign stating name of trail and the word "Sponsors". Below that sign will be individual signs with the name of each sponsor. An example is shown on the next page.



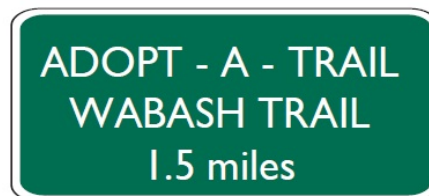
Sponsorship Sign Example

2. Adopt-A-Trail Sponsorship

Adopt-A-Trail sponsors will clean a specific segment of the trail and parallel green space along the trail at least three times a year. Trail segments available for adoption are listed below. The trail jurisdiction will provide trash bags and debris pickup and hauling. Adopt-A-Trail sponsors may keep and haul away for resale all recyclable trash they pick up.

Adopt-A-Trail sponsorship includes a \$50 annual payment by the sponsor to be used for the maintenance of signage and amenities on the trail.

Sponsorship recognition will be through an Adopt-A-Trail sign posted along the sponsor's segment with the sponsor's name as shown below. No logo or other information will be included.



Adopt-A-Trail Sponsorship Sign Example

ADOPT-A-TRAIL SPONSORSHIP SEGMENTS

TRAIL NAME	JURISDICTION	ADOPT-A-TRAIL SPONSORSHIP SEGMENTS TERMINI		Mileage
Interurban Trail	Springfield Park District	Park Street Trailhead	MacArthur Blvd. Tunnel	3.0
		MacArthur Blvd Tunnel	Woodside Road	2.0
		Woodside Road	Piper Glen Golf Course	1.5
Interurban Trail	Village of Chatham	Piper Glen Golf Course	Walnut Street	1.8
Lost Bridge Trail	Springfield Park District	IDOT Trailhead	Hilltop Road	3.8
		Hilltop Road	Sangamon River	1.1
Lost Bridge Trail	Village of Rochester	Sangamon River	Cardinal Hill Road	2.4
Sangamon Valley Trail	Sangamon County	Bunker Hill Road	Iles Avenue	1.2
		Iles Avenue	Old Jacksonville Road	1.4
		Old Jacksonville Road	Washington Street	1.3
		Washington Street	Stuart Park Connector	2.2
Wabash Trail	Springfield Park District	Park Street Trailhead	Chatham Road	0.7
		Chatham Road	Veterans Parkway	1.0
		Veterans Parkway	Robbins Road	0.4

3. Amenity Sponsorship

The trail user's experience is enhanced by amenities along the trail that provide respite or support. Each trail jurisdiction has identified where along each trail specific amenities are desired. A sponsor can select one or more to purchase. *An amenity not identified as being needed should be carefully considered before being approved.*

An Amenity Sponsor will contribute the cost of the amenity and the cost of installation.

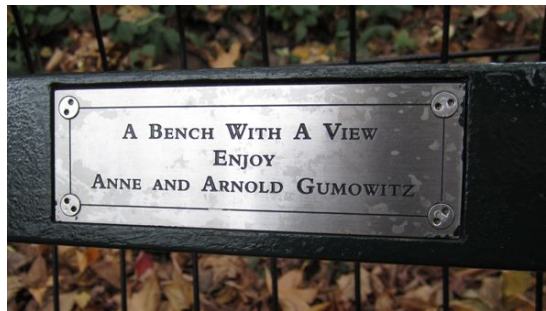
Sponsorship recognition will be through the following:

- An acknowledgement sign with the sponsor's name will be placed on or near the amenity.
- Donors contributing \$1,000 or more will also have their name or logo posted on the trail jurisdiction's website recognizing the sponsor's support.

- Donors contributing \$1,000 or more will also have their name or logo included on the Sangamon County Multi-Use Trails brochure.

Amenities that can be sponsored include:

- Benches or picnic tables
- Shelters
- Bike repair stations
- Trash cans
- Portable toilets
- Water fountains
- Parking lots



Amenity Sponsorship Sign Example

BUSINESS DIRECTIONAL AND WAYFINDING SIGNAGE

Recognizing that trail users may be recreating or using the corridor as a transportation route, directional and wayfinding signage can be very useful. Businesses that have goods or services that appeal to trail users/travelers may want to direct them to the business location. Providing wayfinding signage to public facilities, points of interest, or community places will also support use of the trails as recreation/travel corridors.

1. Business Directional Signage

Businesses that wish to direct trail users to their place of business may do so by purchasing a Business Directional Sign using the following standards.

- The sign will contain the business name and an arrow. No logo or other information will be included.
- Business Directional Signs are limited to businesses within 1 mile of the trail sign.

A Business Directional Sign will cost \$500 per year. Money will be used to maintain signs and amenities along the trail.



***Business Directional Signage
For Business Off the Trail
Example***



***Business Directional Signage
For Business On the Trail
Example***

2. Wayfinding Signage

Wayfinding signage to public facilities, points of interest, and community places will be installed where needed as illustrated below.

