

City of Pequot Lakes
Policy Outlining Standards for
Trailblazing Signs

Adopted 9/5/17
Amended 11/7/17

This Policy has been prepared in the interest of safety and public welfare as a guide in preparing applications for Trailblazing signs on roads under the City of Pequot Lakes jurisdiction.

Definitions:

1. Trailblazing Sign: A rectangular sign panel no greater than 72” X 18” displaying the name of a specific business and the direction to the business.
2. Trailblazing Sign Assembly: A combination of Trailblazing Sign panels on a single sign structure to be placed within the right-of-way. A maximum of four sign panels will be allowed on a sign structure.
3. Specific Trailblazing Sign: A rectangular sign panel no greater than 72” X 18” displaying the name of a specific business not readily visible from Patriot Avenue.
4. Specific Trailblazing Sign Assembly: A combination of Specific Trailblazing sign panels on a single structure to be placed within the right-of-way. A maximum of four sign panels will be allowed on a sign structure. There shall be two locations for a Specific Trailblazing Assembly. One location shall direct traffic to Rasmussen Road near the Business Park. The second location shall be determined by demand.

Installation:

Trailblazing Signs should be installed in accordance with all of the following:

1. Priority of installation –
 - a. Trailblazing Sign Applications will be accepted on a first come, first serve basis. Said applications are available at Pequot Lakes City Hall and at www.pequotlakes-mn.gov.
 - b. A business shall not be allowed to “bump” another business from a Trailblazing Sign.
 - c. A business may apply for one northbound Trailblazing Sign and one southbound Trailblazing Sign.
2. Sign Placement –
 - a. No Trailblazing Sign shall be placed at a location that will interfere with other necessary signing as determined by the Commissioner of Transportation. Requests will be denied if space is unavailable.
 - b. A Trailblazing Sign shall be installed on the right side of the roadway.
 - c. Trailblazing Signs should be installed approximately 300 feet from any in-place signs on a conventional roadway. In-place signs are not to be removed to accommodate Trailblazing Signs.
3. Sign Panel Design –
 - a. Each sign panel shall include the business name and a directional arrow.
 - b. Mount left directional panels above right directional panels.
 - c. Only one business shall be displayed on a sign panel.

- d. Proper name abbreviations may be used as determined by the City Administrator/Clerk.
 - e. Inappropriate business names shall not be allowed to be displayed on sign panels.
 - f. Business panels will not be allowed on Trailblazing Signs.
4. Location –
- a. “Location A” shall be on the east side of Patriot Avenue at the intersection of County Road 168;
 - b. “Location B” shall be located 300 feet north of Location A or any in-place signs on Patriot Avenue.
 - c. “Location C” shall be south of County Road 17 along the west side of Patriot Avenue.
 - d. “Location D” shall be determined if proper placement can be achieved from any in-place signs.
 - e. There shall be no Trailblazing Signs nor Specific Trailblazing Signs allowed in the Downtown Mixed Use Zone.

Sign Criteria –

- a. All businesses and service organizations located within the City of Pequot Lakes shall be allowed to apply for a Trailblazing Sign.
- b. The fee for a Trailblazing Sign or a Specific Trailblazing Sign shall be \$350 for a three (3) year period.
- c. If a situation arises that is not covered by this policy, the City Administrator/Clerk shall make the final determination

Anyone requesting the installation of a Trailblazing Sign shall complete the Pequot Lakes Application for Installation of a Trailblazing Sign available at the Pequot Lakes City Hall and on the city website: www.pequotlakes-mn.gov.