

# MEMORANDUM

TO: Cape Elizabeth Conservation Committee  
FROM: Maureen O'Meara, Town Planner  
DATE: October 24, 2019  
SUBJECT: Signage

## Introduction

The Conservation Committee has deployed significant quantities of signage on town trails and open space. With the adoption of the Dog Ordinance amendments, signage notifying trail users of policy is advisable to promote compliance. At this time, a comprehensive review of greenbelt signage policy may be appropriate to preserve town branding and present uniform signage on town open space.

## Existing Signage program

Below is a summary of current signage practice.

### *Metal signs*

The town has purchased metal signs with logo which are the most common and durable in use. These include the 8 1/2 x 11" trailhead sign and a variety of 4" trail signs. The signs are purchased in quantity to reduce costs.

## Logo



8 1/2" x 11" Trail head - 48 signs



4" x 5" - 500+ signs



4" x 5" - 25 signs



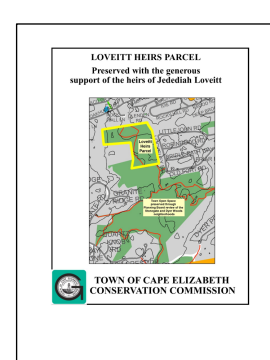
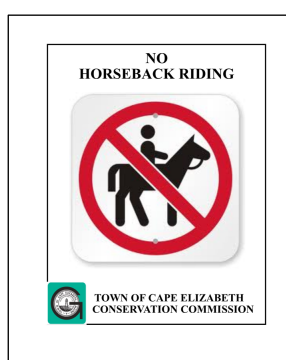
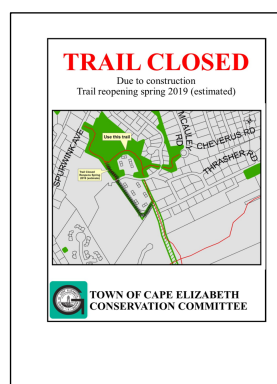
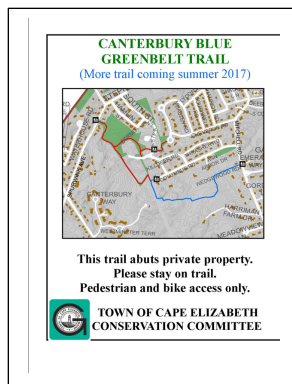
4" x 5" - 500+ signs



4" x 5" - 500+ signs

*Laminated signs*

The town has 8 1/2" x 11" laminated paper that can be used with a laser printer to make signage. This approach has been extensively used to quickly make and post signage. A standardized template that includes the greenbelt logo and Conservation Committee referenced is the base for the signage. Over 2 dozen signs have been made.




**NO MOTORIZED VEHICLES**



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**NO SNOWMOBILES ON BRIDGE**




TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

Limited hunting is permitted in Winnick Woods.  
Blaze orange vests may be **BORROWED AND RETURNED** to this kiosk when you end your visit.



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**PEDESTRIAN EASEMENT**



Cyclists **MUST DISMOUNT** and walk on lawn area.  
Thank you.

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**PRIVATE PROPERTY**

**NO**

**PUBLIC ACCESS**

The Canterbury on the Cape Association appreciates your cooperation

**PLEASE PICK UP AFTER YOUR DOG**




**DOGS MUST BE LEASHED IN THE PARKING LOT**

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

YOU ARE NOW ENTERING  
RIVERSIDE MEMORIAL CEMETERY.

This is a place of quiet contemplation.

Note that:  
\* No trail access from dusk to dawn.  
\* Dogs must be on leash.



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**NO ADMITTANCE**


**STAIRS CLOSED**

**REPAIR UNDER WAY**

Please don't leave your vehicle by the stairs. [www.capeelizabeth.com](http://www.capeelizabeth.com)


TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

TRAIL SECTION IS TEMPORARILY **CLOSED**  
IMPROVEMENT IS IN PROCESS



NO PASSAGE DURING CONSTRUCTION

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**PLEASE TAKE YOUR TRASH WITH YOU (FISHERMEN TOO!)**

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

Turn right  
Please stay on trail



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**NO TRAIL ALTERATIONS ARE ALLOWED WITHOUT PRIOR PERMISSION OF THE CONSERVATION COMMITTEE**



PLEASE DO NOT BUILD ANY TRAILS, JUMP, BURN OR OTHER ALTERATIONS ON ANY TRAIL WITHOUT THE WRITTEN PERMISSION OF THE TOWN OF CAPE ELIZABETH CONSERVATION COMMITTEE.  
IN SOME CASES, CRIMINALLY TRAILING CAN BE PRIVATE PROPERTY AND VIOLATING CONSERVATION TRAILS CAN BE A VIOLATION OF THE CONSERVATION TRAILS ACT.

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**WALK BIKE ACROSS LAWN**



TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**ATTENTION TRAIL USERS!**



A pilot project to rehab Winnick Woods trails will be underway: **June 18 - 29, 2018**  
Please avoid trails where rehab is underway.  
Thank you.

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE

**SHARE THE TRAIL**



**YIELD TO**

TOWN OF CAPE ELIZABETH  
CONSERVATION COMMITTEE



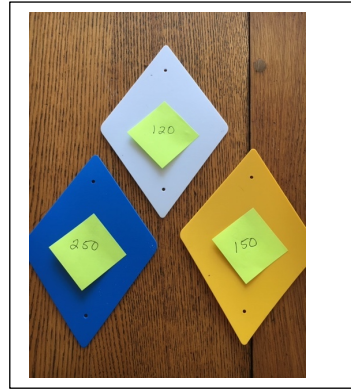
Town of Cape Elizabeth  
Open Space

# No Dumping

of anything



Town of Cape Elizabeth Conservation Commission



The Town has begun deploying colored diamond trail markers at Winnick Woods and Canterbury to aide in navigation on properties with a dense trail network. At this time, we are out of orange markers and have blue (250), yellow (150) and white (120).

### Wood Signage

The town has installed 2 large wooden signs at "destination" locations. These signs are at Winnick Woods and Cliff House Beach Park. The signs are in the range of 2 1/2' x 2" in size with a dark green background, logo and good lettering.

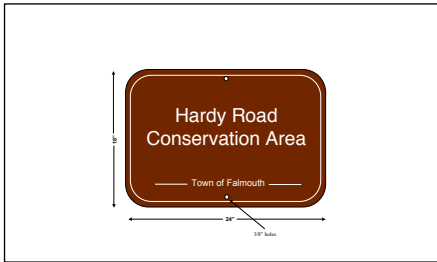


### Examples of other signage

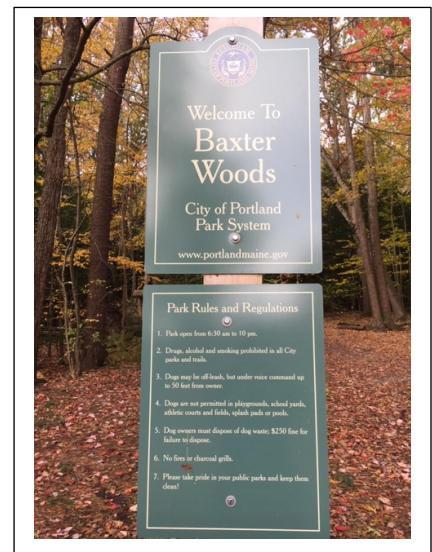
The Conservation Committee has noted signage from other locations that should be considered. Below are some samples.



Falmouth



Baxter Woods, Portland



*Robinson Woods, CELT*



Goals for Signage

To begin the signage review, the Conservation Committee may want to agree on overall signage goals before discussing the specifics of design. Some elements to consider follow.

- Branding - The Conservation Committee has invested a decade plus into creating a consistent brand to educate trail users that the trail is maintained by the Town of Cape Elizabeth. This is important to maintain financial and political support for public trail policy.
- Town wide open space consistency - Again, the Conservation Committee has been working to maintain some consistency in trail signage across all town

maintained trails. This not only supports branding, but also (hopefully) more success in trail users abiding by use policies.

- Restraint - The Conservation Committee has tried to balance the need for signage while also avoiding sign clutter. A review of signage may make it possible to replace multiple existing signs with a comprehensive sign to be installed on multiple trails. Decisions about what to include on such a sign and how large it should be will be needed.

- Modernize - The Conservation Committee has discussed elements to include on a sign, how signs coordinate online, etc. This review is timely for considering new approaches.

- Dog Ordinance - Signage that supports newly clarified dog rules on town open space should be installed soon. (The new ordinance took effect October 9, 2019) What elements of town policy should be on the signage? Voice and Site control, on leash within 10' of a parking lot, no more than 3 unleashed dogs, disposal of pet waste, failure to obey rules may result in loss of off leash privileges, others?