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HOUSE OF REPRESENTATIVES  
COMMONWEALTH OF PENNSYLVANIA

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Tourist Oriented Destination Signs

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House Subcommittee on Highways and Tourism  
and Recreational Development

Hagg's Hotel  
Third and Main Streets  
Shartlesville, Pennsylvania

Tuesday, February 27, 1996 - 10:00 a.m.

--oOo--

BEFORE:

- Honorable Dennis Leh, Chairman of Subcommittee
- Honorable Robert Godshall, Majority Chairman of  
Tourism & Recreational Development Committee
- Honorable David Argall
- Honorable Sheila Miller
- Honorable Matt Wright
- Honorable Leroy Zimmerman
- Honorable Thomas Michlovic, Minority Chairman of  
Tourism & Recreational Development Committee
- Honorable Joseph Battisto
- Honorable Ralph Kaiser
- Honorable Chris Sainato

KEY REPORTERS

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**ALSO PRESENT:**

**Eric Bugaile**  
**Majority Executive Director**  
**Transportation Committee**

**Thomas Blikle**  
**Majority Executive Director**  
**Tourism & Recreational Development Committee**

**Jody Hafner**  
**Minority Executive Director**  
**Tourism & Recreational Development**

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1                   CHAIRMAN LEH: Good morning. It's  
2                   10 o'clock. I'd like to call this joint hearing  
3                   of the Subcommittee on Highways and Tourism to  
4                   order. My name is Dennis Leh. I'm State  
5                   Representative from eastern Berks County. I'm  
6                   also the Chairman of the Subcommittee on  
7                   Highways and House Transportation Committee.

8                   With me today I have the Majority  
9                   Chairman of Tourism, Representative Bob  
10                  Godshall, and the Democratic Chairman of  
11                  Tourism, Representative Tom Michlovic from  
12                  Pittsburgh. Also other members that I'd like to  
13                  start on my far right, would you like to  
14                  announce who you are and what county you  
15                  represent.

16                  REPRESENTATIVE MILLER: I'm State  
17                  Representative Sheila Miller. This is my  
18                  legislative district, the 129th.

19                  REPRESENTATIVE BATTISTIO: I'm State  
20                  Representative Joe Battisto and I represent the  
21                  Poconos in the northeast Monroe County.

22                  REPRESENTATIVE ZIMMERMAN: I'm State  
23                  Representative Leroy Zimmerman from Lancaster  
24                  County.

25                  REPRESENTATIVE ARGALL: My name is

1 Dave Argall, portions of northern Berks and  
2 eastern Schuylkill Counties.

3 REPRESENTATIVE GODSHALL: State  
4 Representative Robert Godshall. I chair the  
5 Tourism and Recreation Committee in the House  
6 from Montgomery County.

7 REPRESENTATIVE MICHLOVIC: Tom  
8 Michlovic from Allegheny County. I'm the  
9 Minority Chairman of the Tourism Committee.

10 REPRESENTATIVE SAINATO: State  
11 Representative Chris Sainato from Lawrence  
12 County.

13 REPRESENTATIVE WRIGHT: State  
14 Representative Matt Wright from Bucks County.

15 REPRESENTATIVE KAISER: I'm Ralph  
16 Kaiser from Allegheny County.

17 CHAIRMAN LEH: Thank you very much.  
18 Today's hearings are going to center around the  
19 concept of the Department of Transportation  
20 placing signs for tourists attractions on public  
21 highways. I think this issue was brought to the  
22 forefront by Representative Dave Argall. Dave,  
23 I'd just like to turn it over to you for some  
24 opening comments.

25 REPRESENTATIVE ARGALL: Thank you,

1 Dennis. For some time now the House Tourism  
2 Committee has been meeting with a variety of  
3 individuals on ways to create more jobs through  
4 tourism in Pennsylvania in the future. We have  
5 heard time and time again, I think that within  
6 the next few years tourism will be the single  
7 largest provider of jobs in Pennsylvania and we  
8 have been looking for ways to encourage that;  
9 that very necessary job creation.

10 One of the concerns that we have  
11 heard, no matter where we have gone, I have  
12 heard it in my district. I know I've heard it  
13 on the floor of the House from some of my  
14 colleagues, is that, it's very difficult to find  
15 some of our smaller attractions as well as,  
16 quite honestly, some of our larger attractions.

17 Some of the people here today that  
18 will be testifying have spoken to us personally.  
19 I know that several of the members of these  
20 committees have corresponded with the Department  
21 of Transportation, you know, can you help these  
22 people with a sign? Can you help them with a  
23 billboard? All too frequently the answer comes  
24 back no. Under our existing rules and  
25 regulations and the laws that you folks have

1 enacted, we are not allowed to do that.

2 We picked up a little bit here, a  
3 little bit there. With the assistance of the 2  
4 committee chairmen, what we have done is tried  
5 to focus on that issue today. Because what we  
6 have found in the past is, we would just get  
7 small bits of information. Today, I really want  
8 to thank both committees for coming to  
9 Representative Miller's district here and  
10 focusing on this.

11 We are here not only because Berks  
12 County is a real focus for tourism. When I  
13 spoke to Wendy Nagle, she had suggested that we  
14 come up here because too many times, perhaps, in  
15 Berks County all we think of is outlets. If you  
16 want to visit the outlets, we will certainly  
17 encourage that. But, there is another element  
18 and the heritage here in Pennsylvania Deutsch is  
19 something that we wanted to take a look at today  
20 as well.

21 I want to also thank Dennis and  
22 Sheila for all their help in bringing the  
23 committees here today.

24 CHAIRMAN LEH: Thank you, Dave.  
25 Representative Godshall, do you have anything to

1 add?

2 REPRESENTATIVE GODSHALL: I just want  
3 to say that we have -- our committee has met, I  
4 think that time when we were down with Wendy in  
5 Berks County. We had people from Crystal Caves  
6 that were there concerned about, again, how do  
7 we get people to find us with the sign problems  
8 that we had. This has come up in a number of  
9 our meetings around the state. I know it's a  
10 problem. I'm glad that we can be here to  
11 address it. I think my co-partner here on this  
12 committee, Chairman Tom Michlovic, I believe has  
13 the same comments or reservations.

14 REPRESENTATIVE MICHLOVIC: I'll, in  
15 light of what was said, just pass it onto  
16 Representative Leh.

17 CHAIRMAN LEH: First person to  
18 testify is Thomas E. Bryer, Director of Bureau  
19 of Highway Safety and Traffic Engineering for  
20 the Department of Transportation. Will the  
21 gentleman with you be speaking also?

22 MR. BRYER: He may be.

23 CHAIRMAN LEH: Would you like to  
24 state your name for the record?

25 MR. BRYER: Yes.



1 MR. ALEXANDER: Mark Alexander, with  
2 PennDOT.

3 MR. BRYER: Mark is in charge of our  
4 signing program. Good morning. My name is Tom  
5 Bryer. I'm the Director of Bureau of Highway  
6 Safety and Traffic Engineering with PennDOT.  
7 With me is Mark Alexander. Mark is in charge of  
8 our signing program within the Bureau.

9 I'm here to give you some additional  
10 information on signing in Pennsylvania. I'll  
11 start with an overview and then get into some of  
12 the details of the signing programs which relate  
13 to tourism.

14 I'm going to read some of this. I  
15 apologize for that. The purpose of highway  
16 signing is to help insure safety by providing  
17 for the orderly and predictable movement of all  
18 traffic throughout the nation's highway system.  
19 This is a national definition. It provides  
20 guidance and warnings as needed to insure the  
21 safe and informed operation by individual  
22 motorists.

23 In Pennsylvania, as in all the other  
24 states, we follow the Federal Manual on Uniform  
25 Traffic Control Devices for Streets and Highways

1           This is a national manual that we would  
2 follow. It's used as a guide for developing our  
3 highway signing requirements.

4           Not only does this insure general  
5 uniformity throughout the country, but Section  
6 6121 of our Vehicle Code requires that the  
7 Department develop a manual that shall correlate  
8 with, and as far as possible, conform to the  
9 system set forth in the most recent edition of  
10 the MUTCD and other standards issued by the  
11 Federal Highway administration of U.S. DOT.

12           We recognize that signing can enhance  
13 tourism and economic development and have  
14 considered this in the development of our  
15 signing programs. Limitations are placed on the  
16 amount of signing, however, because a  
17 proliferation of signs can reduce the  
18 effectiveness of the most important signs and  
19 overload the driver's ability to receive and  
20 make decisions on sign messages; thereby  
21 potentially, negatively impacting safety.

22           This is especially true for older  
23 drivers whose population in Pennsylvania is  
24 growing larger every day. In fact, we are  
25 continuing to make a conscious effort to

1 decrease the amount of legend on a sign to aid  
2 the older driver, so that the information can be  
3 assimilated quicker. In Pennsylvania, we  
4 operate on the philosophy that motorists for the  
5 most part have a predetermined designation and  
6 use our numbered traffic route system and  
7 highway signing to aid in their ability to reach  
8 that destination.

9 It should also be noted in Section  
10 6125 paragraph (b) of the Vehicle Code which  
11 states, no person shall place or maintain nor  
12 shall any public authority permit upon any  
13 highway any official traffic control device  
14 containing any commercial advertising except for  
15 business signs included as part of official  
16 motorist service panels or roadside area  
17 information panels approved by the Department.

18 I will now describe in greater detail  
19 some of the various components of our highway  
20 signing program that relate to tourism and  
21 economic development. There are 3 of them.

22 First is attraction signs. Second is  
23 our tourist oriented directional signs, and then  
24 the third is our logo program. You will be  
25 hearing more about the logo program later on in

1 the testimony.

2 Attraction signs. For many years the  
3 Department has allowed for the installation of  
4 attraction signs within the highway right-of-  
5 way. Examples of several attraction signs are  
6 shown in Exhibit A. This is a Bob's Lakeside  
7 Resort, 3 miles, Harrisburg General, half mile,  
8 et cetera. That is part of the attraction signs  
9 on conventional highways, non-freeways.

10 Exhibit B is a copy of the listings  
11 of those facilities which are eligible for this  
12 type of signing on conventional highways,  
13 highways not considered freeways or interstates.  
14 This list has evolved over time to include those  
15 facilities which meets the types of categories  
16 described above. A few of the important aspects  
17 of the program which should be noted are as  
18 follows:

19 First of all, it applies only to  
20 urban areas except for freeways and interstates  
21 where it applies to both urban and rural areas.  
22 The TODS program, Tourist Oriented Directional  
23 Signs, apply to some of the rural areas.

24 The individual facilities are  
25 responsible for the costs associated with sign

1 installation. Most facilities must have a  
2 minimum attendance of about fifteen thousand per  
3 year. Signing is generally provided from the  
4 closest number of traffic routes. Signs will  
5 not be provided if U-turns or other illegal  
6 movements are required to access the facility  
7 and the motorist cannot readily return to their  
8 original direction of travel.

9 Regular hours of operation are  
10 maintained and the facility is open to the  
11 public at least six days each week for at least  
12 three consecutive months. Sufficient space  
13 exists to maintain a minimum spacing between  
14 signs at all required sign locations.

15 Finally, no more than six attraction  
16 signs may exist in advance of any intersection.

17 In addition to the above  
18 requirements, a limited amount of signing is  
19 permitted along our interstates and freeways if  
20 the attraction satisfies the additional warrants  
21 indicated in Exhibit C. You can turn to that if  
22 you want. These added warrants are based on  
23 nationally accepted practices identified in the  
24 American Association of State Highway and  
25 Transportation Officials' Guidelines for the

1        Selection of Supplemental Guide Signs for  
2        Traffic Generators Adjacent to Freeways.

3                    Exhibit D is a copy of the warrants  
4        that are based on the national level. If you  
5        compare the two, they are pretty equivalent to  
6        each other. Pennsylvania's may be a little more  
7        flexible than what's on the national level.

8                    The MUTCD also allows one  
9        supplemental sign to be placed in advance of  
10       freeway interchanges and requires that all major  
11       signs along freeways have a minimum of 800 feet  
12       between them.

13                   The next category of signs is Tourist  
14       Oriented Directional signs. In 1993 the  
15       Department developed our, we would call it TODS  
16       program as an acronym, in response to needs of  
17       the business communities which had been forced  
18       to remove many of their billboards due to strict  
19       enforcement of the Outdoor Advertising Control  
20       Act.

21                   That act is a federal law which  
22       requires the states to issue permits after  
23       application is made for billboards in areas  
24       zoned commercial or industrial and that meets  
25       the minimum spacing requirements. Signs for

1           which permits have not been issued and are  
2           within certain minimum prescribed distances of  
3           the highway right-of-way are removed.

4                       Our TODS program is patterned after  
5           the program outlined in the national manual.  
6           The signs provide business identification and  
7           direction information for those businesses whose  
8           major portion of income or visitors are derived  
9           during the normal business season for motorists  
10          not residing in the immediate area of the  
11          business. TODS are identical to the attraction  
12          signs in appearance and the implementation of  
13          the program mirrors the attraction signing  
14          program. The primary distinction between the  
15          programs is that TODS only applies to  
16          conventional highways in rural areas which is in  
17          conformance with the provisions of the national  
18          manual.

19                      Also, I would like to note that the  
20          Department is working to adopt the national  
21          manual as our regulation for traffic control  
22          devices with additions and modifications where  
23          appropriate. Primarily, where we have certain  
24          requirements that are mandated by the Vehicle  
25          Code that say we have to do certain things.

1 This will include the TODS program, but also  
2 replace all our current regulations which cover  
3 signs, traffic signals and pavement markings.  
4 Our current schedule calls for submission of the  
5 proposed regulation to our Office of Chief  
6 Counsel by the end of this fiscal year.

7 The last program that we have is the  
8 logo signing program. In 1984, the Department  
9 began a logo signing program. These are the  
10 large blue signs seen along the interstate and  
11 freeways which display businesses' logo panels  
12 for gas, food, lodging and camping services. An  
13 example of the logo signs is shown on Exhibit E.

14 It is noted that the Federal Highway  
15 Administration is considering a fifth logo for  
16 general type attractions, but limited approval  
17 has only been granted to two states so far.  
18 That, I believe, is New York and Kentucky on  
19 just certain limited portions on the interstate,  
20 and almost as a demonstration, on a  
21 demonstration basis.

22 Signs are installed based on  
23 willingness of eligible businesses to  
24 participate and the specific operational,  
25 geometric and physical characteristics of the



1 interchange to accommodate the signing. Again,  
2 the Department's program requirements are  
3 patterned after the nationally accepted  
4 practices found in the national manual.

5 The logo program is administered for  
6 the Department by the Pennsylvania's Logo  
7 Signing Trust in accordance with the guidelines  
8 developed by the Department. The Trust is a  
9 nonprofit group established through the  
10 Pennsylvania Travel Council. The Board of  
11 Trustees is comprised of 7 members; one  
12 representing each of the 4 types of services, a  
13 representative of the Outdoor Advertising  
14 Association, a representative of the traveling  
15 public and a representative of the Department.

16 Eligibility for participation in the  
17 program is based upon an assortment of criteria  
18 which vary by type of service. Some examples of  
19 the criteria include distance from the  
20 interchange, operating hours, seating capacity  
21 and services available. Again, these are  
22 criteria that we didn't develop in Pennsylvania,  
23 but were developed on a national basis.

24 To participate, businesses pay an  
25 initial fee of \$4650 for each mainline sign, 150

1 for each sign located along the exit ramp, and  
2 200 for each subsequent trailblazer which may be  
3 necessary. In addition to the initial  
4 participation fee, there is an annual  
5 maintenance fee of \$150 for each mainline sign  
6 and \$75 for each ramp and trailblazer sign. The  
7 businesses are also responsible for providing  
8 their individual logo panels. All funds are  
9 used for the engineering, construction,  
10 maintenance and administration of the program.

11 The logo program has been popular for  
12 both the traveling public and the business  
13 community. I think you'll hear more about that  
14 program later on in the testimony.

15 I trust that this information is of  
16 assistance to the committee. Signing is an  
17 important component of the highway system and  
18 its effective use can significantly enhance the  
19 safety of the traveling public and promote  
20 tourism. We must always guard against the  
21 proliferation of signs which can degrade rather  
22 than enhance safety. Thank you.

23 CHAIRMAN LEH: Thank you, Mr. Bryer.  
24 One question I have with regards to the TODS  
25 signs, what would be the cost to the individual

1 applying for the sign? I don't believe you  
2 touched on that.

3 MR. ALEXANDER: The current cost is  
4 \$250 per sign in addition to a one hundred  
5 dollar administrative fee. However, if no signs  
6 were approved, the one hundred dollar fee is not  
7 assessed.

8 CHAIRMAN LEH: The one hundred dollar  
9 fee is a one time only? In other words, if you  
10 have more than one sign that's --

11 MR. ALEXANDER: That's correct,  
12 regardless of the number of signs approved --

13 CHAIRMAN LEH: It's \$100 and plus  
14 250?

15 MR. ALEXANDER: Per sign.

16 MR. BUGAILE: Do you have an annual  
17 maintenance fee?

18 MR. ALEXANDER: No.

19 MR. BRYER: In addition to the  
20 testimony, we have copies of the policies in  
21 these 3 programs which we'll leave with the  
22 committee.

23 CHAIRMAN LEH: Another question I  
24 have, and that will end the questions for me.  
25 With regards to the logo signing program, the

1 criteria for granting those signs, the distance;  
2 in other words, if I have a business, say I sell  
3 gasoline, how far or how close must I be to that  
4 intersection?

5 MR. BRYER: I know Mark knows that  
6 off the top of his head.

7 MR. ALEXANDER: The distance for gas  
8 services is one mile. We do have a provision,  
9 though, for when the interchange spacing becomes  
10 excessive, that distance can be increased up to  
11 2 miles.

12 CHAIRMAN LEH: For gas. Is that also  
13 for lodging and food also? Do you go up to one  
14 mile for those?

15 MR. ALEXANDER: No. Those distances  
16 differ for -- For food the distance is 2 miles  
17 and can be extended up to 3 miles; again, for  
18 more rural areas where the spacing of  
19 interchanges is more distant.

20 CHAIRMAN LEH: Okay.

21 MR. ALEXANDER: Lodging is up to 5  
22 miles. Again, with the logic being that, a  
23 motorist would be more willing to drive a  
24 greater distance to find an accommodation  
25 overnight than a motorist would be to just get

1 off to get gasoline and get back on with their  
2 travels.

3 CHAIRMAN LEH: Representative  
4 Godshall, do you have any questions?

5 REPRESENTATIVE GODSHALL: I do. On  
6 page 7 of the testimony, I don't understand  
7 quite a bit. This is a logo signing program.  
8 The initial fee to participate -- These are the  
9 blue signs along the interstate. The initial  
10 fee to participate is \$4,650. Who established  
11 that? Where did that figure come from?

12 MR. ALEXANDER: That was established  
13 by the Trust.

14 REPRESENTATIVE GODSHALL: By the  
15 Trust?

16 MR. ALEXANDER: The Pennsylvania Logo  
17 Signing Trust and voted on by those 7 trustees  
18 that are members of the Trust.

19 REPRESENTATIVE GODSHALL: So, that  
20 fee was established -- And ever since this has  
21 been in effect, has been -- I mean, that fee is  
22 stable? It hasn't been increased or decreased?

23 MR. ALEXANDER: That fee has changed.  
24 I don't have the specific information with me.  
25 My best recollection is that, the fee has been

1 modified once during the program. It was a  
2 lesser amount. I can't recall the exact  
3 previous figure, but it's my -- To the best of  
4 my knowledge right now, that figure was  
5 increased one time over the approximate 12 years  
6 the program has been in existence, and that was  
7 approximately 1992.

8 REPRESENTATIVE GODSHALL: Now, that's  
9 for a mainline sign which is an exit. It says  
10 an exit coming up, Shartlesville Exit. That's  
11 the big highway sign where you are announcing  
12 the exit, right?

13 MR. ALEXANDER: Yes, sir, that would  
14 be the large sign out on the main interstate  
15 highway.

16 REPRESENTATIVE GODSHALL: That's a  
17 one-time fee. Then we have 150 for each sign  
18 located along the exit ramp.

19 MR. ALEXANDER: Yes, sir.

20 REPRESENTATIVE GODSHALL: What does  
21 that mean?

22 MR. ALEXANDER: Again, using the Exit  
23 8 off of Interstate 78 as an example, after you  
24 exit onto the ramp, when you reach the end of  
25 the ramp there's a sign there to tell you

1           whether you need to turn left or right to  
2           continue on. The provisions of that program say  
3           that that sign is not required if the facility  
4           is immediately available at the end of the ramp.

5                    REPRESENTATIVE GODSHALL: For that  
6           you pay \$150?

7                    MR. ALEXANDER: A one-time fee, yes,  
8           sir.

9                    REPRESENTATIVE GODSHALL: That's a  
10          one-time fee also?

11                   MR. ALEXANDER: No. The \$150 is the  
12          initial fee.

13                   REPRESENTATIVE GODSHALL: So, that's  
14          a one-time fee along with the 4650 is a one-time  
15          fee. Now we come to the subsequent trailblazer  
16          signs and \$200 for each of those.

17                   MR. ALEXANDER: Yes.

18                   REPRESENTATIVE GODSHALL: Where are  
19          they located?

20                   MR. ALEXANDER: If after you turn at  
21          the end of the exit ramp off of the interstate,  
22          if a subsequent turn was required--again, using  
23          this facility as an example--after you exit  
24          Interstate 78, you make a right turn. You come  
25          to the stop sign and then you have to make a

1 left to get to this facility, there's an  
2 additional sign required to make that left.

3 REPRESENTATIVE GODSHALL: That's \$200  
4 fee. That's a one-time fee, then, also?

5 MR. ALEXANDER: That's correct.

6 REPRESENTATIVE GODSHALL: Then it  
7 says for each subsequent trailblazer which may  
8 be necessary -- Okay. In addition to the  
9 initial participation fee there is an annual  
10 maintenance fee of 150 for each mainline sign  
11 and \$75 for each ramp and trailblazer sign.

12 MR. ALEXANDER: That's correct.

13 REPRESENTATIVE GODSHALL: I under-  
14 stand that at this point, but I guess I'm not  
15 quite convinced why we need a -- Now, these are  
16 all along the highway right-of-ways? These are  
17 in the right-of-ways?

18 MR. BRYER: Yes.

19 REPRESENTATIVE GODSHALL: You are not  
20 paying anything to a property owner. It's in  
21 PennDOT's right-of-way?

22 MR. BRYER: Yeah. The second set of  
23 cost is for the maintenance of the sign.  
24 Particularly like the trailblazer signs and the  
25 exit ramp signs frequently get knocked off so



1           they have to be replaced. That's why the  
2           maintenance fee on those is \$75 per year.

3                   REPRESENTATIVE GODSHALL: But, say  
4           this was advertised as Haag's Hotel right at the  
5           end of the ramp where I came off 78 and made a  
6           left turn. That was obviously Haag's Hotel sign  
7           which -- Are you telling me you put these signs  
8           up and keep them --

9                   MR. BRYER: I'm not sure whether it  
10          was or not.

11                   MR. ALEXANDER: The Pennsylvania Logo  
12          Trust actually administers the program. They  
13          administer it in a manner that's consistent  
14          with -- If the Department were doing it  
15          themselves, which means that they follow the  
16          same standards, same construction standards,  
17          same bidding practices for contractors that the  
18          Department would follow.

19                   So, the Haag's Hotel pays these fees  
20          for the installation of those signs which then  
21          bear their logo panel.

22                   REPRESENTATIVE MICHLOVIC: I think  
23          he's asking, if it's knocked down, does this  
24          contractor come out and replace it or does  
25          Haag's Hotel's guys go up there?

1 MR. ALEXANDER: No. All the work is  
2 done by the Logo Trust. If the sign is knocked  
3 down, that's part of what their annual  
4 maintenance fee covers. The only cost above and  
5 beyond these costs that the facility or business  
6 would incur is, for example, if their logo panel  
7 that was on that sign were damaged, since they  
8 provide that and it had to be replaced, they  
9 would have to provide a new logo panel.

10 But, in terms of maintaining,  
11 repairing -- A lot of the signs, of course, will  
12 be damaged after this winter that will have to  
13 be repaired. The businesses will not incur any  
14 of those costs other than their standard  
15 maintenance fees.

16 REPRESENTATIVE GODSHALL: Just a  
17 couple other questions. I'm still confused. I  
18 saw this big sign right at the end of the road  
19 where I made my left turn to come down here.  
20 What happens if I own that ground? I know it's  
21 PennDOT's right-of-way, but I own the ground.  
22 It's my property. My house is right behind that  
23 sign. Say it's my property. The ultimate  
24 right-of-way is PennDOT's. You can put this  
25 sign in front of my house on PennDOT because

1           it's your right-of-way?

2                       MR. BRYER: I believe we have that  
3           authority.

4                       MR. ALEXANDER: Representative, that  
5           situation does come up from time to time and  
6           because too much of the general public, they  
7           view this type of sign as nothing but pure  
8           advertising, they are sensitive to placing,  
9           again, what they perceive is nothing but an  
10          advertising sign, in front of their yard. We  
11          try as best we can to be flexible in where those  
12          signs go in terms of not, again, putting one  
13          directly in front of what somebody sees as their  
14          yard, even though it may be the Department  
15          right-of-way. We have moved signs from time to  
16          time in order to try to address those concerns.

17                      REPRESENTATIVE GODSHALL: I'm just  
18          totally unfamiliar with the whole problem.  
19          That's where I'm -- A follow-up to that or  
20          getting off that subject for a second, up in the  
21          Poconos where you see a sign posted, it's a  
22          piece of wood, and you have 30 different signs:  
23          Hemlock Hills, Hemlock Lodge, Hemlock this.  
24          There's may be 30 different little directional  
25          signs on a post at a given corner. How is that

1 regulated and why is that happening if you have  
2 all these rules and regulations?

3 My country club, for instance, had a  
4 sign up for like 30 years. All of a sudden you  
5 guys started some kind of a -- they come to me a  
6 couple of times, why has our sign been taken  
7 down? When I see up in the Poconos that you can  
8 see may be 30 directional signs on one given  
9 corner, which has to be on a road right-of-way  
10 also?

11 REPRESENTATIVE MICHLOVIC: Excuse me  
12 a second. Perhaps, let's clarify this. When  
13 you talk about trailblazer signs and exit ramp  
14 signs, you are talking about specifically  
15 PennDOT's signs with the blue background with  
16 the name of the establishment or attraction?

17 MR. BRYER: Right.

18 REPRESENTATIVE MICHLOVIC: You are  
19 not talking about the sign off of this ramp  
20 which is Haag's Hotel's own sign, are you?

21 MR. BRYER: If it's their own sign,  
22 no.

23 REPRESENTATIVE MICHLOVIC: What are  
24 these trailblazer signs? Are they PennDOT  
25 design signs?

1 MR. BRYER: Yes. I guess we don't  
2 have an example of those. Is there one of  
3 those -- Let's see if we can find an example of  
4 what --

5 (Documents produced)

6 REPRESENTATIVE GODSHALL: That clears  
7 up a lot for me. I was thinking you were  
8 talking about, obviously, their own signs. I'm  
9 not sure that I have seen, and I guess I have  
10 some of these other signs that you are talking  
11 about. I was looking at massive personal signs,  
12 or whatever.

13 REPRESENTATIVE MICHLOVIC: These are  
14 trailblazer signs as well. They are all on blue  
15 background?

16 MR. ALEXANDER: Yes.

17 REPRESENTATIVE GODSHALL: Okay. That  
18 clarifies that whole situation.

19 CHAIRMAN LEH: I'd like to start at  
20 my far right, Representative Miller and then  
21 just come left.

22 REPRESENTATIVE MILLER: Two things.  
23 One, where you are talking about these fees,  
24 especially the maintenance fees and it says that  
25 they have to pay an annual fee, are we talking

1           about one fee per sign that might have 6  
2           different businesses advertised on it, or are we  
3           saying each of those businesses on that sign  
4           must pay that annual fee?

5                       MR. BRYER: I believe it's each of  
6           the businesses have to pay that.

7                       REPRESENTATIVE MILLER: Okay. The  
8           second thing, getting back to a comment that  
9           Representative Godshall made, especially in this  
10          area, some of the winery signs are creating  
11          quite a problem for me because there are people  
12          who object to that particular business. They  
13          are located right outside of their farmstead or  
14          their home. Do they have any kind of appeal  
15          rights within the Department? I mean, I support  
16          the signage but --

17                      MR. BRYER: There is special  
18          legislation that was just enacted about 2 years  
19          ago on winery signs. There is a mandate for the  
20          Department to put these signs in, that the  
21          legislators gave us.

22                      REPRESENTATIVE MILLER: That's fine,  
23          but I'm just asking, within the Department, and  
24          legislation doesn't always address every problem  
25          that comes up. Is there anything that a

1 constituent who disagrees with what's on there,  
2 whether it's wineries or whether it's any other  
3 type of amusement that might be advertised, is  
4 there any appeal process for that?

5 MR. BRYER: There is no formal appeal  
6 process, but like Mark had said, if an  
7 individual does contact the Department, we will  
8 work with them, within the boundaries of the way  
9 we can operate. If we can get some consensus  
10 between the parties, we will.

11 REPRESENTATIVE MILLER: Thanks.

12 CHAIRMAN LEH: Representative  
13 Battisto.

14 REPRESENTATIVE BATTISTO: Thank you,  
15 Mr. Chairman. Some questions about shopping  
16 centers. On the highway shopping center  
17 attraction signs, you don't allow for specific  
18 business, commercial businesses, but does the  
19 sign simply say "plaza shopping center" with  
20 something like that or -- How much print do you  
21 allow on a shopping center sign? That's the  
22 question.

23 MR. ALEXANDER: We will sign for  
24 shopping centers from conventional roads if they  
25 have a minimum number of stores. We will allow

1 the specific name of the shopping center or  
2 shopping plaza to go up there, normally whatever  
3 they are locally known by or how they advertise  
4 their self is generally what they would want on  
5 a sign, of course.

6 The amount of legend or words that we  
7 would allow on a sign is dictated by our  
8 standard for those attraction signs that were  
9 shown on Exhibit A. Certainly, there is a  
10 limitation to the amount of words that can be  
11 put on there.

12 REPRESENTATIVE BATTISTO: For  
13 example, my district, we are competing with  
14 Reading a little bit. We have a rather large  
15 outlets area that's very popular called the  
16 Crossings. That's a specific name of the  
17 shopping center. Would you allow the name  
18 Crossings Shopping Center on the highway sign?

19 MR. ALEXANDER: I believe so. We  
20 would allow that. Again, if it could fit  
21 without -- The problem is, you don't want to  
22 make the letters so small that they can't be  
23 visible. You can make it fit without increasing  
24 the size of the sign, but then it wouldn't be  
25 legible. But theoretically, sure, we would



1 allow the Crossings Shopping Center on a sign.

2 REPRESENTATIVE BATTISTO: There are  
3 many stores, but there is just one -- Do you  
4 determine whether or not a shopping center sign  
5 is allowed by the size of the shopping center?  
6 Is that it?

7 MR. ALEXANDER: We do require a  
8 minimum of 30 individual stores.

9 REPRESENTATIVE BATTISTO: With  
10 respect to the factory sign that you allow, how  
11 do you determine, for example, what factory or  
12 why are factory signs, I guess needed in the  
13 first place? I guess maybe that's my question?  
14 Maybe for delivery trucks, I'm not sure.

15 MR. ALEXANDER: The inclusion of  
16 factory signs predates me. As Mr. Bryer  
17 indicated in his testimony, that list has  
18 evolved rather than was just set down and  
19 adopted on a single day. I, quite frankly,  
20 don't know the history of the factory.

21 REPRESENTATIVE BATTISTO: Thank you.  
22 Thank you, Mr. Chairman.

23 CHAIRMAN LEH: For the sake of time,  
24 I would just like to ask the committee members  
25 to limit their questions to the issue and we

1 will have before us shortly people from the Logo  
2 Signing, the Trust. If you have any questions  
3 for the Trust, please hold them for that time.  
4 Any further questions? Representative  
5 Zimmerman.

6 REPRESENTATIVE ZIMMERMAN: Not at the  
7 present time.

8 CHAIRMAN LEH: Representative Argall.

9 REPRESENTATIVE ARGALL: Just one,  
10 Representative Leh. You heard my opening  
11 comments. You gave us an extensive, I think,  
12 overview of the Department's current policies.  
13 We keep hearing that the current policies need  
14 to be upgraded in some way. Is the Department  
15 looking at that at all, or are you telling us  
16 that you are perfectly satisfied with what you  
17 have got?

18 MR. BRYER: Our policies have evolved  
19 through time. They are not cast in stone, and  
20 as things change, we change with them. It's  
21 really a delicate balance of -- Our primary  
22 concern is the safety of the motorists. If we  
23 can do that and promote tourism both at the same  
24 time, that's what we are going to do.

25 REPRESENTATIVE ARGALL: Is the

1 Department actively looking at other states that  
2 may have better programs according to commercial  
3 officials? I'm trying to see what's happening  
4 within the Department right now.

5 MR. BRYER: We are looking at what's  
6 happening in other states. I think my testimony  
7 had indicated that a couple states are looking  
8 into putting attraction signing out on the  
9 freeways. That would be part of the logo  
10 program. That would be a fifth logo. We are  
11 following that and seeing what happens.

12 The concern with doing that,  
13 obviously, from a safety perspective is one of  
14 information overload. If that can be done  
15 without a serious negative impact on safety,  
16 that's something that we'll definitely pursue.

17 REPRESENTATIVE ARGALL: Thank you.

18 CHAIRMAN LEH: Representative Wright.

19 REPRESENTATIVE WRIGHT: Yes.

20 Anheuser Bush runs series of theme parks around  
21 the country. Bush Gardens is the largest. We  
22 have one of them here right in Pennsylvania,  
23 it's in my legislative district, Sesame Place;  
24 well over a million visitors a year. Right off  
25 of I-95, major north-south route of the East

1 Coast boarder, but there is not a direct exit  
2 off of I-95. You have to get off onto  
3 Interstate U.S. 1 and it's a quarter mile to the  
4 very first exit and there's Sesame Place.

5 They have been looking for years to  
6 try to get the large brown tourism size signs,  
7 the full size one that Anheuser Bush has in all  
8 the other states; I mean, in their Texas  
9 facilities, in their Florida facilities, and in  
10 their Virginia facilities, off the interstates.  
11 Route 64 down in Williamsburg, for instance, a  
12 major interstate, right coming into town one of  
13 those huge big brown signs off the side of the  
14 road that identifies it.

15 Now, I haven't heard anything about  
16 these large brown amusement sign attractions  
17 that generates huge amounts of money into the  
18 economy.

19 When we tried to pursue this before,  
20 Pennsylvania, quote, was not allowed to do it,  
21 when we talked with District 6 Management. But,  
22 yet -- They said that federal government won't  
23 allow those big large brown signs. We can find  
24 numerous examples in other states. To be honest  
25 with you, I thought that was sort of a copout on

1 PennDOT saying we're not allowed, but yet, we  
2 can, obviously, find those examples.

3 Why can't the State of Pennsylvania  
4 allow these large brown tourism attraction signs  
5 for, obviously, the huge sites that attract  
6 hundreds of thousands, millions of people a  
7 year?

8 MR. BRYER: Are you familiar with any  
9 of the details of what happened down there?

10 MR. ALEXANDER: Yes. Exhibit C is  
11 our criteria or warrant for allowing large, what  
12 we call supplemental guide signs along  
13 interstates. That's the type of signing that  
14 you are referring to, Representative, that would  
15 affect a facility like Sesame Place. We do  
16 allow for a facility like that.

17 The difficulty, as I recall, with  
18 Sesame Place is the fact that where you have to  
19 exit there at Interstate 95, you are now onto  
20 another high-speed, limited access facility, and  
21 the spacing between I-95 and I think it's Oxford  
22 Road --

23 REPRESENTATIVE WRIGHT: Yes. That's  
24 the first exit.

25 MR. ALEXANDER: -- there's only

1 several hundred feet there. To get a motorist  
2 off, set them up to get another sign in that  
3 they have to exit there is virtually impossible.  
4 Now, again, I can't recall all the specifics,  
5 but that matter has been looked at quite a few  
6 times. Unfortunately, just due to the specifics  
7 of the location, it's not been possible to find  
8 an adequate signing solution.

9 REPRESENTATIVE WRIGHT: I just want  
10 to follow-up with a comment about that. It's  
11 one of the largest attractions in the State of  
12 Pennsylvania, with the number of people. They  
13 are heavily marketed in the New York Market, the  
14 Baltimore Market, the Washington Market and  
15 being a member of the Tourism Committee, they  
16 get everybody up the expressway and they can't  
17 get them off. And because of the nature of the  
18 area with large billboards, we won't allow these  
19 new building of billboards within the area.

20 The comment I'm trying to make is  
21 that, that's an obvious example, not Bob's Bed  
22 and Breakfast. This is an obvious example of  
23 where, I think some of the rules that were so  
24 steadfast in stone here needs to be a little  
25 more flexibility to allow big large commercial

1 development like this to have ability to get off  
2 because people drive right by. They have to go  
3 up an exit or two. They have to get off, they  
4 have to get directions from the local gas  
5 station and get back on the expressway.

6 MR. BRYER: If it was a simple exit;  
7 not an exit to another freeway and then an exit  
8 off of that, there wouldn't be any problem. I  
9 think it's just the physical conditions of that  
10 situation that are causing the problem. It's  
11 the safety concerns. That's something we can  
12 look at again. That's what I can tell you.

13 REPRESENTATIVE GODSHALL: I just want  
14 to say, I'm from Montgomery County right across  
15 from Bucks. I know that area down there. My  
16 kids went over to Sesame Place also. You say  
17 it's a safety, and it is safety, but it's also a  
18 safety problem when you go through that exit and  
19 you're sitting there in the middle wondering  
20 which way to go. That's a real safety, you  
21 know, a hazard.

22 So, if you can't put something right  
23 there, you could put something maybe on each  
24 side of that you turn sharp right, or whatever,  
25 when you get off. It's a hazard. When you're

1 sitting out there with cars coming every  
2 direction and you have no idea which way to go.  
3 Thank you.

4 CHAIRMAN LEH: Representative Kaiser.

5 REPRESENTATIVE KAISER: Just one  
6 quick question. When I got off the interstate  
7 and I hit the stop sign here, there was a sign  
8 to the hotel make a left and also Miniature  
9 Village to the right. As long as you are on  
10 private property PennDOT -- even though they are  
11 so close to the road and they're not in the  
12 right-of-way, PennDOT can't do a thing about it,  
13 is that correct?

14 MR. BRYER: I'm going to say yes, but  
15 it has to do with the Outdoor Advertising  
16 Control Act, which neither of us are completely  
17 familiar with. If that does take precedence,  
18 then they are to be removed. Mark, can you  
19 comment on the conditions under which that takes  
20 place?

21 MR. ALEXANDER: Generally speaking,  
22 advertising signs located off premise must be in  
23 either areas zoned industrial or commercial. It  
24 gets into some specifics about whether they are  
25 profit or nonprofit, what type of highway



1 facility it is. But, for most of the federal  
2 aid highways, if it's not zoned commercial or  
3 industrial, outdoor advertising, off-premise  
4 advertising signs cannot be installed.

5 Again, I don't think any of the  
6 states in the country, though, have ever been  
7 received well this federal law that requires  
8 them to go out and police private property of  
9 advertising signs. While there was some mention  
10 made to some signs that may, in fact, even be on  
11 PennDOT right-of-way that should not be there.

12 The point is that, we can't even  
13 police our own right-of-way adequately, I'm not  
14 going to sit here and tell the committees that  
15 we are out there removing all this illegal  
16 advertising signs off of the right-of-ways. So,  
17 in fact, their signs may not should be there,  
18 but we don't have the resources to police them  
19 all.

20 REPRESENTATIVE KAISER: If you get a  
21 sign in the right-of-way, you just tell the  
22 people and, basically, they remove it then?

23 MR. BRYER: If it's on our  
24 right-of-way, yeah.

25 REPRESENTATIVE KAISER: You remove it

1 or they remove it?

2 MR. BRYER: We give them the  
3 opportunity to remove it first. If they don't  
4 after a certain period of time, we will remove  
5 it.

6 CHAIRMAN LEH: Only if it's not a  
7 political sign, then they remove it quickly.  
8 Representative Michlovic.

9 REPRESENTATIVE MICHLOVIC: You said  
10 at one point in your testimony that the logo  
11 program is popular. How do you know that? Just  
12 because people are cooperating. Do you know  
13 that they like it?

14 MR. BRYER: We have gotten a lot of  
15 our interchanges have them in it, so the  
16 businesses that are out there certainly think  
17 it's to their worth. I guess about 6 months ago  
18 we had a --

19 REPRESENTATIVE MICHLOVIC: My point  
20 is, they don't have any alternative?

21 MR. BRYER: Right.

22 REPRESENTATIVE MICHLOVIC: If they  
23 don't go with the logo program, you wipe their  
24 signs off the highway. What you may see as  
25 popular is to them no alternative.

1 MR. BRYER: That's possible. We did  
2 do a limited survey of drivers. The drivers  
3 really liked it.

4 REPRESENTATIVE MICHLOVIC: Because it  
5 sort of alerts them to something coming up.  
6 It's standard.

7 MR. BRYER: It's standard.

8 REPRESENTATIVE MICHLOVIC: The other  
9 question I have is, are you exploring any  
10 high-tech alternatives? High-tech, just  
11 alternative like a radio station. I saw an ad  
12 for one coming up here, turn your station to  
13 this channel. Are we attempting to get  
14 motorists to take a look at that?

15 MR. BRYER: I don't know if you've  
16 heard about the Intelligent Transportation  
17 System.

18 REPRESENTATIVE MICHLOVIC: Right,  
19 with rental cars.

20 MR. BRYER: That's part of it. We  
21 are looking towards getting into this area; not  
22 so much in the rental cars, but there's other  
23 ways of getting information out besides signs.  
24 And not just signs to get to a certain highway,  
25 but to commercial locations. It's using

1 computers, the Internet, what we call Highway  
2 Advisory Radio Systems. We are looking towards  
3 potentially doing a demonstration in the  
4 Philadelphia area within, I'll say the  
5 foreseeable future. I think 5 to 10 years from  
6 now you are going to see some major changes in  
7 the way motorists get their information.

8 REPRESENTATIVE MICHLOVIC: Thank you.

9 CHAIRMAN LEH: Thank you, Mr. Bryer;  
10 thank you, Mr. Alexander. Next person we are  
11 going to hear from is Mark E. Moore, the General  
12 Manager of Crystal Cave, Kutztown, Pennsylvania.  
13 I'd just like to make a request of the committee  
14 here that we keep our questions precise and  
15 short as possible.

16 MR. MOORE: Basically, I want to  
17 point out is the fact that a lot of signs that  
18 you pointed out that you've seen today fell  
19 under the grandfather clause. They have been up  
20 for such a long period of time that they were  
21 there preceding a lot of these acts and laws  
22 that have been put in place.

23 I know, fortunately, the cave has had  
24 several of our signs up for a long period of  
25 time, most of which would not be legal under the

1 new regulations today. We have lost at least 80  
2 outdoor directional signs to the facility in  
3 probably the past 20 or 25 years. None of these  
4 have been able to be replaced either because of  
5 zoning or other restrictions, regulations in  
6 reference to how signs can be applied for and  
7 put up.

8           The few that we do have, again, like  
9 I said, most of them do fall under the  
10 grandfather clause because they have been there  
11 for such a long period of time. We have been  
12 fortunate enough to get one of the blue state  
13 signs for Exit Number 11 coming down off of  
14 Route 143. Again, it was just timing. It was  
15 lucky for us that we got our application in, and  
16 we applied for Exit Number 12, but there were  
17 already 2 locations that were going to be placed  
18 in that exit so, therefore, we had to go to Exit  
19 Number 11. I think a lot of the attractions or  
20 other locations aren't that lucky where they can  
21 choose 2 directions in which visitors can come.

22           Again, it was what we thought an  
23 expensive application to get people to us, but  
24 again it was an alternative that we had to adopt  
25 because it was one of the only ways to get more

1 signs to get people to come to the caverns.

2 The outside signs are probably one of  
3 the most direct and immediate means of getting  
4 visitors to come to the cave. Although we have  
5 an annual budget for advertising of over  
6 \$100,000 a year, we have to get this spontaneous  
7 traveler off the road.

8 When Interstate 80 and 81 were open,  
9 we had to combine loss of attendance of 30,000  
10 visitors a year. None of these visitors have  
11 been able to be regained. Again, those are your  
12 spontaneous travelers; the ones who see your  
13 signs ahead of time, have time in their day on  
14 their summer trips, or whenever, to be able to  
15 take a country drive 8 miles off the interstate  
16 and be able to see one local attraction.

17 With the fewer signs that we have,  
18 the people don't have the ability to make those  
19 decisions that they can take the time to come  
20 and see us or they don't have enough warning  
21 ahead of time that the ramp is coming up to make  
22 that decision. So, the signs again are an  
23 extremely major part of the visitation to the  
24 cavern as well as whatever other advertising  
25 that we do do.

1           I don't know what I can do to inform  
2           you or help you make the decision that you need  
3           to. But I know that whatever the state decides,  
4           you also have to make sure that the townships  
5           can also be more lenient with these signs. If  
6           we are able to get a sign location acceptable in  
7           the township, maybe the state would have  
8           something that would disagree with it and not  
9           able to have a sign put up or vice versa. So,  
10          therefore, the two would have to agree on  
11          whatever is decided so that we can go forward  
12          and get more signs and give the visitors more  
13          time and better directions in coming to the cave  
14          itself.

15                 I have a lot of statistics. We have  
16                 been in business for 126 seasons now. I have  
17                 been the General Manager for 15 years. I can  
18                 probably answer most of the questions that you  
19                 do have in reference to signage. I have some  
20                 statistics in writing that I can read to you,  
21                 but, basically, I want to give my time to you to  
22                 ask me questions and that would maybe better  
23                 serve the panel today. If anybody has any, go  
24                 ahead and I will try to answer them the best  
25                 that I can.

1                   CHAIRMAN LEH: Thank you, Mr. Moore.  
2                   I have one. I'm very familiar with your  
3                   location there. It used to be within my  
4                   legislative district up till 1992. Exactly now,  
5                   if you could expand the usage of signs, where  
6                   would you like to see them? It's for my own --

7                   MR. MOORE: I tried to get a map. We  
8                   had a map in the office and it had a pin in  
9                   every spot along the highway where we had signs.  
10                  There are so few pins on it anymore that we no  
11                  longer have the map.

12                  Basically, the high traffic areas of  
13                  the Poconos, southeastern Pennsylvania, we even  
14                  had signs in New Jersey, Maryland and Delaware,  
15                  although, there is only one out-of-state  
16                  directional sign that we still have. Basically,  
17                  any visibility is good, depending on where you  
18                  can put it if it's on a place it has enough  
19                  visibility and the right number of travelers.

20                  CHAIRMAN LEH: Do you utilize any of  
21                  the large billboard sign companies?

22                  MR. MOORE: We do, although that's a  
23                  very expensive proposition. Some of the large  
24                  billboards that you see are in excess of \$18,000  
25                  a year. That's quite a sum particularly since



1 we are now just a seasonal operation.

2 As our attendance continues to  
3 dwindle, we are probably at one of the lowest  
4 points that we have been in the past 15 years as  
5 far as the number of visitors to the cave. We  
6 used to be open 365 days a year, but the traffic  
7 and the travelers just are not there anymore.  
8 The signs are not available to they pull them  
9 down to make our hours longer and to make a  
10 longer season for us. We would like to use more  
11 of them, but they are just not cost-effective  
12 for us.

13 CHAIRMAN LEH: Thank you. We start  
14 from my left this time. Representative Kaiser,  
15 representative Wright.

16 REPRESENTATIVE WRIGHT: Off of one of  
17 the exits, I don't remember which exit it was,  
18 you said you do have one of the blue advertising  
19 signs.

20 MR. MOORE: Yes.

21 REPRESENTATIVE WRIGHT: Do you also  
22 utilize those trailblazers as follow-ups?

23 MR. MOORE: Because 143 is such a  
24 windy road with a few offtakes, yes, they are.  
25 In fact, several of them are down because of the

1 snow we had and the snow removal process.  
2 Hopefully, they will be put back up shortly.  
3 Yes, we do. There are several trailblazers  
4 along the way because of the various turns you  
5 take to come down to the cavern itself.

6 REPRESENTATIVE WRIGHT: Are you  
7 pretty satisfied with that aspect? I mean, are  
8 they doing what they are intended to do?

9 MR. MOORE: For the most part. There  
10 are a few places we actually could use some  
11 more, but they have helped definitely. Like I  
12 say, we took our second choice as far as our  
13 exit. Exit Number 12 would have been a much  
14 better choice and a shorter route and a lot  
15 easier for the larger motor homes and the motor  
16 coaches that do come to the cavern. But, again,  
17 there are already 2 locations on that exit so we  
18 went to Exit Number 11, which now poses a  
19 problem because of the Virginville Bridge.

20 There's now a weight restriction on  
21 that bridge and they're talking about tearing it  
22 out and putting in a new one. When they do  
23 that, they are not quite sure how they are going  
24 to redirect the traffic. They certainly can't  
25 send it over to the historic covered bridge



1 signs also that we had lost, depending upon the  
2 duration of time that they were down. We had  
3 one in New Jersey, for example, that had come  
4 down because the tractor ran into it in the  
5 farmer's field. Because it was not replaced  
6 within a certain period of time, it was not able  
7 to be reconstructed, although we were willing to  
8 move it closer or further away from the road  
9 where it was more visible. We tried everything  
10 we could to try to make it possible, but they  
11 said it was not.

12 REPRESENTATIVE GODSHALL: The state  
13 tried that on a state park program. If you had  
14 a cabin in a state park and you lost that cabin,  
15 burned or whatever, we changed the law, I  
16 remember back a few years ago to say that, if  
17 you lose that cabin, you can resurrect that same  
18 cabin, same square footage and so forth.

19 I guess I'm not quite sure why, if  
20 you have a sign that predates any new law, that  
21 if that sign for what, because a snowplow  
22 knocked it down that you can't put it back up.  
23 I have a problem with that. That's Number 1.

24 Number 2. On the situation as far as  
25 2 signs per exit, I'm not sure I would totally

1           agree with that either. We are talking about  
2           Exit 11 and Exit 12. It's hard for me to  
3           believe that only 2 would be allowed, you know,  
4           for what reason? If somebody comes in there  
5           with a huge new facility, a huge new amusement  
6           park, they are not going to get a sign?

7                       MR. MOORE: That's correct.

8                       REPRESENTATIVE GODSHALL: As it was  
9           said earlier by Mr. Bryer, they are looking at  
10          this whole situation. I'm hoping they are and  
11          allowing some flexibility into some of this  
12          situation. I can't believe that there's a  
13          requirement that only 2 signs are going to be --  
14          anything above 2 is a hazard. When I, again,  
15          look up to the Poconos in Joe Battisto's area, I  
16          can see a hundred signs at an intersection.

17                      I just hope that we are looking at  
18          some of that, Mr. Bryer, and looking at possibly  
19          placing some flexibility into some of this.

20                      MR. BRYER: I think that the  
21          limitation is on the interstate system. You can  
22          definitely go more than 2 signs on the  
23          conventional highway system. That's basically a  
24          federal requirement of no more than 2  
25          supplemental signs on the interstate system.

1 MR. ALEXANDER: Prior to an exit.

2 MR. BRYER: Prior to an exit. Once  
3 you are off on a conventional highway, 3 or more  
4 are fine.

5 REPRESENTATIVE GODSHALL: But you've  
6 got to get somebody off of that highway at that  
7 exit to see the next sign down the road.

8 MR. BRYER: Right.

9 REPRESENTATIVE GODSHALL: Thank you.  
10 That's all I have.

11 CHAIRMAN LEH: With regards to the  
12 Chairman's comments about the grandfather sign,  
13 it's my understanding that the signs are  
14 grandfathered, but should they be removed for  
15 whatever purpose, whether they are knocked down  
16 or whatever, that's a changed sign and,  
17 therefore, they're illegal under law.  
18 Pennsylvania law, I think, mirrors the federal  
19 law, so they are grandfathered in. But, any  
20 change in the status of that sign makes it  
21 illegal, even if it's knocked down by a PennDOT  
22 snowplow. Representative Argall.

23 REPRESENTATIVE ARGALL: After our  
24 meeting in Berks County with the Tourism  
25 Committee, I brought the kids down. So, I saw

1 the cave for the first time since I was a Cub  
2 Scout. I'm curious. Of the people that come  
3 down, do you get a lot of complaints from people  
4 saying they had difficulty finding your site  
5 because you are a little bit off the beaten path  
6 from the interstate?

7 MR. MOORE: That's true. The cave  
8 was not able to choose its location. Basically,  
9 we are where we are at and we're not going to  
10 move. Some people have found that the blue  
11 signs have been a help. But, we still get  
12 continuous calls on cellar phones, where are  
13 you? Either our personal signs that we have on  
14 private land are so far apart that they get  
15 lost, or they were looking in the wrong  
16 direction when a sign they should have been  
17 observing pointed to the direction that they  
18 needed to turn.

19 So, yeah, people are still  
20 continually complaining that they cannot find  
21 us. Even our street signs are down. We have  
22 been asking for the past 2 years to have them  
23 put back up because Crystal Cave is on Crystal  
24 Cave Road. It's easy for you to find us if the  
25 sign is there. Again, people are still having a

1 hard difficulty locating us.

2 REPRESENTATIVE ARGALL: So the blue  
3 signs help, but --

4 MR. MOORE: They help, but it's not  
5 enough.

6 CHAIRMAN LEH: Representative  
7 Zimmerman.

8 REPRESENTATIVE ZIMMERMAN: Mark, I  
9 remember a number of years ago your signs were  
10 quite a distance from the cave. What's the  
11 furthest sign from the cave?

12 MR. MOORE: The furthest sign right  
13 now is on Route 57 in New Jersey. It's probably  
14 a half hour across the border. That's the  
15 outmost one. Right now they are probably  
16 within -- almost all of them within a half hour,  
17 40-minute drive.

18 REPRESENTATIVE ZIMMERMAN: Do you  
19 have any problems obtaining permission or  
20 getting access to signs other than billboards  
21 from a distance?

22 MR. MOORE: There's a few that we do  
23 have problems because of where they are located,  
24 either in dense thicket with poison ivy and pine  
25 trees. As far as maintaining some of them, it's



1 a little difficult. We had received notice from  
2 the state that we're going to get a hundred  
3 dollar fine and have a permit removed because we  
4 weren't servicing a sign. It's a continuous  
5 problem with them, yes, but we do maintain them  
6 on a regular basis continually.

7 REPRESENTATIVE ZIMMERMAN: Thank you.

8 CHAIRMAN LEH: Representative  
9 Battisto.

10 REPRESENTATIVE BATTISTO: No  
11 questions.

12 CHAIRMAN LEH: Representative Miller.

13 REPRESENTATIVE MILLER: One question.  
14 Did you see an increase in tourist traffic after  
15 you got the TOD sign at whichever exit that was?

16 MR. MOORE: No, we did not.

17 Basically with the economic factors involved as  
18 well, we have had a continuous decline in  
19 attendance for the past 4 seasons. It was  
20 steady for a year or two prior to that and then  
21 there was also a decline previous to those years  
22 as well. So, it's been on a downhill slump for  
23 quite sometime, and the numbers have not been  
24 able to be recovered.

25 CHAIRMAN LEH: Representative

1 Michlovic.

2 REPRESENTATIVE MICHLOVIC: In light  
3 of these laws and just the trend, it appears  
4 that that trend is going to continue; that you  
5 are going to have to do with less signs. You  
6 are not going to be able to be putting signs in  
7 New Jersey to come to an attraction.

8 Have you investigated other  
9 alternatives of marketing? You talked about  
10 people calling you by cellar phone. Are you  
11 attempting at all to tap into that new  
12 technology and advertise so that that might be a  
13 use, or radio bands, or whatever?

14 MR. MOORE: As far as while the  
15 motorist is traveling to reach us?

16 REPRESENTATIVE MICHLOVIC: Or even  
17 prior to it. Internet.

18 MR. MOORE: We are on the Internet.  
19 We are also a member of a company in New England  
20 who just came out with a CD Rom program that  
21 lists all the caves in the United States. In  
22 fact, I just received it last weekend, their  
23 first-run copy. We are also in a lot of the  
24 journals in reference to visitations,  
25 attractions and so on in Pennsylvania.

1                   We have done probably almost  
2                   everything we can and some to excess in  
3                   reference to radio, TV, newspaper. In fact, we  
4                   are in over 57 newspapers in Delaware, New  
5                   Jersey, Pennsylvania and Maryland and New York  
6                   that we advertise in. We are pretty extensive.  
7                   With the volume of income that we have, the  
8                   number of attendance and the amount of dollars  
9                   spent on advertising, it is an excessive amount,  
10                  yes.

11                   REPRESENTATIVE GODSHALL: Fifty-seven  
12                  newspapers is a hell of a lot and that's  
13                  expensive. Thank you.

14                   CHAIRMAN LEH: Thank you, Mr. Moore.  
15                  Thank you very much, Mark. For anybody who  
16                  hasn't seen the Crystal Cave, I would recommend  
17                  it. It's a lot of fun. It's a good attraction  
18                  for the family.

19                   Next we have Cheryl A. Steigerwalt,  
20                  Manager of J.E.M. Classic Car Museum, in  
21                  Andreas, Pennsylvania. Where is Andreas?

22                   MS. STEIGERWALT: We are between  
23                  Leighton and Tamaqua on Route 443.

24                   J.E.M. has been trying for quite some  
25                  time now to be able to get the TODS or an

1 attraction sign placed up on the area where 309  
2 and 443 are, indeed, the same road. That area  
3 right now has a sign standard with one  
4 attraction sign on it. That attraction sign is  
5 for the public golf course that's located off of  
6 443.

7 Unfortunately, to get an attraction  
8 sign placed, you have to fall under one of the  
9 guidelines set in the Traffic Engineering and  
10 Operations Manual. A golf course in order to be  
11 able to participate in the attraction sign only  
12 has to be a public golf course and have 9 holes.  
13 If that's it, they can have a sign placed.

14 Museum has to fall under the  
15 historical site which sounds fine when you read  
16 the regulations. Unfortunately, you have to be  
17 recognized by the Pennsylvania Historical Museum  
18 Commission as an historic attraction. I wrote  
19 to the Pennsylvania Historical Museum Commission  
20 and they sent me a piece of paper with several  
21 items listed on it. In order to qualify to  
22 become recognized by them, you have to also fall  
23 under one of these categories. J.E.M. falls  
24 under none of them.

25 If our building was dilapidated,

1 falling apart and in need of federal money, we  
2 would then qualify and we would also qualify for  
3 an attraction sign. I find that kind of pitiful  
4 because we keep our building in excellent shape  
5 and our grounds in excellent shape, we can't get  
6 an attraction sign.

7 J.E.M. is an nonprofit organization.  
8 We are set up as a charitable trust. All the  
9 monies taken in, go right back out to charities  
10 again. It's very hard for us to advertise. We  
11 advertise as much as we can, but when you don't  
12 have people coming in to support the museum,  
13 it's very difficult to find the money to do the  
14 advertising.

15 People pass by J.E.M. up on that area  
16 309 where it also intersects and is also part of  
17 443. They also come down off the turnpike, 209  
18 and into Jim Thorpe, never know J.E.M. is there.  
19 Once they tour Jim Thorpe, they pick up our  
20 brochures and think, oh, wouldn't that be just  
21 wonderful. They either can't find us coming  
22 from Jim Thorpe or else they run out of time  
23 after touring through that town.

24 We are located in an area that is  
25 very near Tamaqua, very near Panther Valley.

1 Panther Valley has the switch back. They also  
2 have a coal mine museum, the mine tours.  
3 Tamaqua is working very diligently with 2001  
4 Partnership trying to get tourism into the area.  
5 We think J.E.M. is a big asset. It's  
6 unfortunate we have not been able to get signs  
7 up.

8 We believe we are missing a lot of  
9 people. We too get a lot of phone calls from  
10 cellar telephones. People driving around trying  
11 to find us. They are up and down 309 and cannot  
12 find where to get off to find J.E.M. They are  
13 up and down 209 or they are down at the Pocono  
14 Train Museum which gets a lot of traffic due to  
15 the fact that there's shopping there. Traffic  
16 comes off the turnpike, off of 209, they come to  
17 shop or they come up as far as Normal Square and  
18 head into the Panther Valley area never reaching  
19 our stretch of 443.

20 We'd like very much to see some of  
21 these regulations relaxed a little bit. The  
22 standard is already there and, yet, we cannot  
23 get a sign put up.

24 They talk about safety and billboards  
25 and all the lettering on the billboards, it's a

1 lot for people have to read. Yes, we are  
2 looking into putting up signs on private  
3 property. We are hitting a lot of trouble in  
4 the townships. When we do find people with  
5 ground that will allow us to put them on, the  
6 townships won't. We are running into a great  
7 deal of difficulty. I have been working for 2  
8 years trying to get signs up. It's not an easy  
9 job.

10 Not only that, you get signs put up,  
11 they are a blight on the landscape. They block  
12 people's views of the beautiful scenery in our  
13 area. They are hard to read. There is a lot of  
14 print on a billboard sign. When you're looking  
15 at putting up a large sign for a lot of money,  
16 you put a lot of print on it.

17 The signs that PennDOT put up, the  
18 TOD and the attraction signs are small. They're  
19 neat. They're easy to read. You pull up if  
20 there's 5 attraction signs on the sign  
21 standards, it's easy enough to read all 5 of  
22 them without blocking traffic. I sat up here at  
23 the intersection reading all those billboards.  
24 I was just lucky nobody came up behind me until  
25 I got finished reading everything.

1                   To me a TODS or attraction signs  
2                   would be much more easy to read, much safer. I  
3                   keep hearing PennDOT talking about safety, and  
4                   yet, they don't cooperate with us putting TODS  
5                   or attraction signs up, and you have to put  
6                   billboards up, which I think does take away from  
7                   safety. I'd just like to see us try to do  
8                   something with PennDOT to ease up these  
9                   restrictions.

10                   I will leave a copy of the  
11                   Pennsylvania Historical Museum Commission paper  
12                   here to show you what a museum has to do to  
13                   qualify to be recognized by them. It's  
14                   phenomenal. Basically, most of them have to do  
15                   with needing money. If you don't take money  
16                   from the government, which is taking money from  
17                   the taxpayers, then you don't qualify to be  
18                   recognized. You don't qualify for a PennDOT  
19                   sign.

20                   I'll also leave a copy of the Traffic  
21                   Engineering and Operations Manual section on  
22                   attractions signs so you can see how easy it  
23                   becomes for things like a golf course and how  
24                   difficult it can become for something like a  
25                   museum. Thank you.



1                   CHAIRMAN LEH: Thank you, Cheryl.  
2 Representative Godshall.

3                   REPRESENTATIVE GODSHALL: Not right  
4 now. Thank you.

5                   CHAIRMAN LEH: Representative Miller.

6                   REPRESENTATIVE MILLER: Nothing,  
7 right now. Thank you.

8                   CHAIRMAN LEH: Representative  
9 Battisto.

10                  REPRESENTATIVE BATTISTO: Sort of a  
11 comment and maybe a question. I concur fully  
12 with some of the things this lady said, Ms.  
13 Steigerwalt. I head up in the Poconos and Bob  
14 and I have talked about a Litter Control and  
15 Beautification Committee. While I have a great  
16 reservation about outdoor advertising signs, and  
17 I have nothing against the industry, but these  
18 large signs all over the place and routes, I  
19 think we should really look more closely at our  
20 highway signing for attractions and for  
21 businesses, or for operations like J.E.M.  
22 Classic, because, frankly, it's sort of a crazy  
23 Catch 22. The manual says you can't have a sign  
24 unless you have so many people attending this  
25 attraction, and you can't get people to go there

1 unless you have the signing.

2 I had this problem with a historical  
3 site in my district. Finally, after 2 and a  
4 half years, I finally convinced somebody to put  
5 a sign up there for this historical site. I  
6 think you have the same situation with respect  
7 to your location.

8 Frankly, from a standpoint of public  
9 policy in the state, I think we should be much  
10 more conservative about the Outdoor World  
11 because those signs, I think when they  
12 proliferate, and they have proliferated certain  
13 areas, they do distract the traveler from  
14 enjoying the beauty of Pennsylvania. As you  
15 said, tourism is our second leading business. I  
16 know I talk to many people who travel the New  
17 England States say that we are much too liberal  
18 with respect to signing outside of the highways.

19 On the highways, I believe we should  
20 really look more closely because those kinds of  
21 attractions, I think, warrant some kind of  
22 consideration. I think we ought to try to find  
23 a way to do that. Thank you very much.

24 CHAIRMAN LEH: Representative  
25 Godshall.

1                   REPRESENTATIVE GODSHALL: I just want  
2 to say, I agree with what Representative  
3 Battisto just said. But, the Tourism Committee  
4 had a meeting up in the Poconos and -- Where  
5 were we at?

6                   REPRESENTATIVE BATTISTO: Woodlock  
7 Pines.

8                   REPRESENTATIVE GODSHALL: Woodlock  
9 Pines, and that's way in the middle of nowhere.  
10 I don't know how many turns we had to make on  
11 that road, and without a little sign at every  
12 intersection I'd still be looking for that  
13 place. It was a foggy, rainy night, but at  
14 every intersection there was a small sign and  
15 that helped to guide anybody there. Without  
16 that, I don't know how you ever got there.

17                   REPRESENTATIVE BATTISTO: I'm going  
18 to debate Bob here because he is absolutely  
19 right. I use that as an example of a place  
20 that's unsigned really, with the exception, with  
21 the exception of those little directional. I  
22 fully concur with that, Bob, I know exactly what  
23 you're talking about.

24                   But, I say the Woodlock Pines  
25 attracts people because the quality of its

1 operation. It doesn't have any billboards.  
2 That's the kind of signing I'm talking about,  
3 billboards, and the proliferation, close signs,  
4 for example, on any state highway, whether it be  
5 611 or that highway going up there, whatever it  
6 is, Route 6, allowing signs too close together,  
7 you really can't pick out one from the other.  
8 He choose a place that's probably one of the  
9 most difficult to find in the world, but people  
10 find it, yes. The directional signs help you,  
11 but people go there because of the quality of  
12 the attraction.

13 REPRESENTATIVE GODSHALL: That's  
14 exactly the same that we're just debating about  
15 Crystal Cave. Crystal Cave is there, apparently  
16 some back roads that lead into it. Without  
17 those small directional signs, it's just a  
18 difficult situation.

19 REPRESENTATIVE BATTISTO: In fact,  
20 that's exactly what Ms. Steigerwalt really  
21 needs, those small directional signs.

22 MS. STEIGERWALT: We are in a  
23 situation where our stretch of 443 where we're  
24 located is bounded on either end, one by 209 and  
25 where 248 comes in, and the other where 309 is,

1           443 junctions with 309 at that point. We are  
2           right in that little stretch. Traffic bypasses  
3           us on both ends. At that one end there is a  
4           standard for attraction signs. It only has one  
5           attraction sign on it being the golf course.

6                     If we just had that little attraction  
7           sign there pointing in that direction, we would  
8           be able to catch people off of 309 and they  
9           would head down our stretch of 443 and find us.  
10          Without that little sign there, we are looking  
11          right now of putting up a large billboard up in  
12          that intersection, and that's a shame. We are  
13          going to have to spend a lot of money to do that  
14          and it's going to be another blight up there at  
15          an intersection that has enough blight.

16                    CHAIRMAN LEH: Representative  
17          Battisto.

18                    REPRESENTATIVE BATTISTO: I just want  
19          to ask Representative Argall a question. I  
20          think you wrote a letter to Mr. Bortree, two or  
21          a couple, and why wouldn't she be able to have a  
22          sign at that point? What route is that?

23                    MS. STEIGERWALT: That's 309 and 443  
24          actually is along there. We can't have an  
25          attraction sign there because we don't qualify

1 under these guidelines.

2 REPRESENTATIVE BATTISTO: Attendance  
3 wise or what?

4 MS. STEIGERWALT: No, attendance wise  
5 we are fine. It's at the historical site. We  
6 are a museum. To qualify as an historical site,  
7 we have to be able to register with the  
8 Historical Commission. We don't qualify to  
9 register with them.

10 REPRESENTATIVE ARGALL: Have you  
11 thought about maybe putting in a grotto and  
12 becoming a religious site?

13 MS. STEIGERWALT: We did consider  
14 that. Yes, we have considered that.

15 REPRESENTATIVE ARGALL: It's a shame  
16 you have to play some of these games. Did you  
17 also check -- I just checked some of these  
18 recreational activity, specialty shop, would you  
19 qualify?

20 MS. STEIGERWALT: We didn't qualify  
21 under any of those. Under PennDOT's rules we  
22 qualify as a historical site. But, you have to  
23 be registered with the Museum Commission and we  
24 don't qualify, for some reason, under their  
25 guidelines. We have vehicles from 1902 right on

1 up to 1966. I think we are educational. I  
2 think we do have a historic significance in the  
3 area and we cannot qualify.

4 CHAIRMAN LEH: Representative Argall,  
5 was that your question?

6 REPRESENTATIVE ARGALL: That was it.

7 CHAIRMAN LEH: Representative  
8 Michlovic.

9 REPRESENTATIVE MICHLOVIC: How many  
10 visitors do you have in a year?

11 MS. STEIGERWALT: That varies. If  
12 you count just paying visitors. We allow all  
13 civic groups, all school groups, all scout  
14 groups, all church groups in for nothing, we  
15 charge nothing to those groups. If you count  
16 all those we have several thousand visitors a  
17 year. That's because I send letters out to all  
18 these organizations inviting them to come, and  
19 it's free of charge, and they do come.

20 REPRESENTATIVE MICHLOVIC: You said  
21 earlier that you meet the minimum requirements.  
22 I thought the minimum requirement --

23 MS. STEIGERWALT: Yes, we do.

24 REPRESENTATIVE MICHLOVIC: Well,  
25 that's for highway signage, what's 30,000

1 visitors or something?

2 MS. STEIGERWALT: I believe it was  
3 8,000 for the category that we would fall under.

4 REPRESENTATIVE MICHLOVIC: Finally,  
5 you said you are a charitable trust.

6 MS. STEIGERWALT: We're a charitable  
7 trust, that's correct.

8 REPRESENTATIVE MICHLOVIC: And you  
9 donate your proceeds to charity?

10 MS. STEIGERWALT: Yes, we do. All  
11 the proceeds are given to charity.

12 REPRESENTATIVE MICHLOVIC: Are they  
13 religious charities?

14 MS. STEIGERWALT: No, they are not. I  
15 don't know if you saw or not, but we had a  
16 rather large car rally come through our area  
17 with 400 people in attendance at the rally. All  
18 that money went to an ambulance association in  
19 our community. All the money is given away.

20 REPRESENTATIVE MICHLOVIC: Okay.  
21 Thank you.

22 CHAIRMAN LEH: Maybe I just don't  
23 understand it. By the way, I'm the President of  
24 the Boyertown Museum of Historic Vehicles. I  
25 don't understand how you can't qualify as a



1 museum. I'm looking at that paper. I just  
2 don't understand.

3 MS. STEIGERWALT: I wish I could  
4 figure it out. We were sent the Pennsylvania  
5 Historical Museum Commission form. We don't  
6 qualify under any of these. It says, will  
7 significantly assist in the property's  
8 preservation from threats of alteration or  
9 neglect. It won't because Mr. Morgan keeps the  
10 property up out of his own pocket.

11 The property is a state or national  
12 significance. They don't consider us state or  
13 national significance.

14 The preparation of the register is  
15 being assisted with a grant. We get no grants.

16 Historic Preservation Grant which  
17 requires national register listing will be  
18 sought. We are not seeking grants.

19 Federal tax credits are sought for  
20 rehabilitation. We need no rehabilitation on  
21 the property.

22 The properties are proposed for  
23 nomination as a historic district or part of a  
24 multiple property listing. We're not.

25 The National Register form will be

1 submitted for nomination by a local government  
2 certified to carry out the purposes of the  
3 Historic Preservation Act. We're not.

4 In order for them to even look at our  
5 application, we have to qualify under one of  
6 those. I have contacted them. I have tried.  
7 They won't even look at us.

8 CHAIRMAN LEH: I don't understand  
9 that.

10 MS. STEIGERWALT: If you can find a  
11 way to do that, let me know.

12 CHAIRMAN LEH: I'll talk to  
13 Representative Argall about that.

14 REPRESENTATIVE ARGALL: We're going  
15 to check that out. Maybe we can get the county  
16 to designate you as another one of their  
17 information centers for their tourists. We'll  
18 find a way.

19 CHAIRMAN LEH: Ms. Steigerwalt, thank  
20 you very much. We appreciate it. Next we have  
21 Mr. Edward Teahl, Director of Passenger  
22 Operations, Reading, Blue Mountain and Northern  
23 Railroad Company.

24 MR. TEAHL: I'm going to read this.  
25 My name is Ed Teahl. I'm supposedly the

1 Director of Passenger Service for the Reading,  
2 Blue Mountain and Northern Railroad; also  
3 Superintendent of Operating Rules and Safety.

4 As you see I said the Reading, Blue  
5 Mountain and Northern Railroad is the official  
6 name, and for convenience, our company name is  
7 usually shortened to Reading and Northern. For  
8 years we had operated passenger service under  
9 the name Blue Mountain and Reading Railroad.  
10 Last summer that name was rolled into the  
11 Reading, Blue Mountain and Northern Railroad.

12 We are known in the railroad industry  
13 as a Short Line Railroad. We employ about 40  
14 full-time employees and about 40 part-time  
15 employees. We operate 164.1 miles of track,  
16 mainline, in the County of Carbon, Luzerne,  
17 Northumberland and Columbia. We serve the heart  
18 of the Anthracite Region. Our rails connect  
19 such localities as northern part of Reading,  
20 Pottsville, Minersville, Hamburg, Tamaqua,  
21 Mahanoy City, Ashland, Mt. Carmel, Hazelton, and  
22 the smaller towns in between.

23 There are also connections to  
24 Shamokin, Sunbury and Jim Thorpe via other short  
25 line operations. The Reading, Blue Mountain and

1 Northern Railroad ships freight to and from  
2 anywhere in the country and to seaports for  
3 export through our rail connections with  
4 CONRAIL.

5 We as a railroad are very much  
6 concerned with the economic development of this  
7 area. Our business is transportation, and  
8 transportation, whether it's bulk commodities,  
9 products, goods or people depends upon a sound  
10 economic base. If you don't make it, we can't  
11 ship it. It's just that simple. It's no secret  
12 that a good economic base also creates jobs and  
13 benefits for everyone. The area in which we do  
14 business can use all the economic development it  
15 can get.

16 We consider tourism and related  
17 industries to be a major factor in the economic  
18 development of an area. Good public relations  
19 is a very foundation, heart and soul of the  
20 tourist industry. We try to make a good  
21 positive impression upon our customers. This is  
22 the best advertising. The tourist industry and  
23 the entire area realizes the economic benefits.

24 After operating a tourist-orientated  
25 passenger train service for the past several

1 years, our company has gained valuable insight  
2 into the importance of highway signs. It is our  
3 opinion that a tourist related business cannot  
4 survive very well without them. Unfortunately,  
5 excessive and varied regulation at all  
6 government levels makes it very difficult to  
7 erect and maintain signs. This type of  
8 regulatory atmosphere has a very negative impact  
9 upon the advertising needs of the small  
10 business.

11 It is imperative to relieve the  
12 burden of regulation that prohibits a small  
13 business from placing signs.

14 The high cost of sign rental or lease  
15 is also a major factor when you consider the  
16 small profit margins of most small tourist-  
17 related industries. A struggling new tourist  
18 business cannot survive the costs of year-round  
19 billboard advertisement under the present level  
20 of costs and the maintenance charged by the ad  
21 agencies.

22 The tourist industry needs signs that  
23 are affordable and adequate to meet our needs.  
24 This would include placement of the directional  
25 information along the route from a major sign to

1 a tourist facility. The possibility of adding  
2 the tourist signs to an existing state highway  
3 signs at a mutually agreeable rate must also be  
4 explored.

5 It is the opinion of the railroad  
6 that the placement of this type of signage along  
7 our highways would be of great economical  
8 benefit to the entire Commonwealth. County and  
9 local levels of government would also benefit.

10 The railroad and I wish to thank you  
11 for the opportunity to present our opinions.

12 As I stated previously in this, we  
13 have had quite a bit of experience in sign  
14 placement when we were running our daily tourist  
15 orientated train rides. It's very hard to place  
16 signs. We feel that that was a major factor in  
17 the demise of that particular operation.  
18 Sitting here listening to the other people speak  
19 about not being able to find the place because  
20 we didn't have any signs out, I think that  
21 happens to all of us in a big way. If they are  
22 out, they don't see them. The lack of them  
23 doesn't help matters.

24 At this point we don't have an  
25 operation that requires signs because we are no

1 longer in the daily train ride business. We do  
2 run excursions, but signage is not going to help  
3 them. Actually, I'm trying to speak for the  
4 rest of the tourist industry here. We are  
5 definitely interested in the development of the  
6 area.

7 CHAIRMAN LEH: Thank you very much,  
8 Mr. Teahl. You answered one of my questions  
9 already. Representative Godshall.

10 REPRESENTATIVE GODSHALL: I have  
11 nothing at this point.

12 CHAIRMAN LEH: Representative Ralph  
13 Kaiser.

14 REPRESENTATIVE KAISER: No.

15 CHAIRMAN LEH: Representative Wright.

16 REPRESENTATIVE WRIGHT: No.

17 CHAIRMAN LEH: Representative  
18 Sainato.

19 REPRESENTATIVE SAINATO: No.

20 CHAIRMAN LEH: Representative  
21 Michlovic.

22 REPRESENTATIVE MICHLOVIC: You said  
23 that one of the major factors in closing down  
24 your passenger, you had daily passenger service  
25 closing down?

1 MR. TEAHL: Yes. We started off big  
2 and it gradually dwindled down to nothing is  
3 exactly what happened with that operation.

4 REPRESENTATIVE MICHLOVIC: What do  
5 you mean big? Give us an idea in numbers.

6 MR. TEAHL: We started off by running  
7 4 daily trains from June to the end of October,  
8 daily. Each year the ridership just wasn't  
9 enough to make a profit, to be plain and simple  
10 about it. We had to keep cutting back. I can't  
11 blame that on lack of signage entirely, but I  
12 feel that it was a factor.

13 REPRESENTATIVE MICHLOVIC: That's  
14 all.

15 CHAIRMAN LEH: Representative Argall.

16 REPRESENTATIVE ARGALL: No questions.

17 CHAIRMAN LEH: Representative  
18 Zimmerman.

19 REPRESENTATIVE ZIMMERMAN: No  
20 questions.

21 CHAIRMAN LEH: Representative  
22 Battisto.

23 REPRESENTATIVE BATTISTO: I'm  
24 interested. You said you started off big and,  
25 apparently, your tourism excursion train rides





1 point because there seems to have been a sort of  
2 a resurgence in the interest in train travel  
3 specifically for tourist-related reasons. I  
4 don't know, maybe I could be wrong, but I know  
5 at least I used to hear that was before the  
6 train -- The attraction at Strasburg was  
7 actually seemed to be quite successful. I don't  
8 know, Leroy, is that your district or who --

9 REPRESENTATIVE ZIMMERMAN: That's not  
10 my district but it's in the county.

11 REPRESENTATIVE BATTISTO: Is that  
12 true that it still remains to be a viable --

13 REPRESENTATIVE ZIMMERMAN: Yes, very  
14 viable.

15 REPRESENTATIVE BATTISTO: We've  
16 protected a rail line in the Poconos and they  
17 have had some excursion runs. They can't run  
18 complete ones yet because the line is not in  
19 shape yet. But, the ones that were run seemed  
20 to attract people. I was just wondering why,  
21 indeed, that you experienced a demise. Maybe it  
22 was attributable to lack of signing, I'm not  
23 sure.

24 MR. TEAHL: For one thing, a new  
25 thing locally gets old. You seem to run out of

1 the pot to get riders from locally so you branch  
2 out to the tourists. We are in a unique  
3 position with tourist railroads. They have  
4 proliferated and we have a lot of competition.  
5 Strasburg is going great guns, I'd like to  
6 report, but that's a tourism center there. They  
7 have got the people to draw from.

8 Basically, it would be nice if  
9 Northern Berks and Schuylkill Counties could  
10 start a base like that somehow.

11 REPRESENTATIVE ARGALL: We are  
12 working on it.

13 REPRESENTATIVE BATTISTO: Thank you  
14 very much.

15 CHAIRMAN LEH: Representative Miller.

16 REPRESENTATIVE MILLER: I guess my  
17 only concern is this, and you are speaking for  
18 the others in the tourist industry. How do we  
19 find a balance to help the small businesses in  
20 Pennsylvania, but not have the proliferation of  
21 Burma Shave type advertising by every group  
22 that's out there? How do we limit how far out  
23 you go? I mean, we have heard that there are  
24 some signs advertising a Berks County business  
25 in New Jersey. How do we find a balance? Do

1           you have any ideas?

2                   MR. TEAHL: In my thoughts on the  
3           subject, I mainly concern myself with the blue  
4           highway signs; if they could be made more  
5           adequate and a little bit more cost-effective  
6           for the small guy trying to start a tourist  
7           oriented business.

8                   Cost is a major factor. I understand  
9           you can't have blue signs out there with 25  
10          items on it. There has to be a happy medium  
11          that somewhere along the line we can make it  
12          more affordable and a little bit more available.  
13          I think availability at this point is the key as  
14          we heard the testimony from Mark about Crystal  
15          Cave.

16                   I believe in future advertising,  
17          which was touched on a little bit already, the  
18          existence of the Internet now and multi-mania  
19          industry, this is going to be the way of  
20          advertising in the future as far as long term  
21          and far out distance wise advertisement goes.  
22          Quite a few people are active in it already.

23                   I think in place of your big  
24          billboards, more or less, this will come more  
25          into play. But, the people still have to have

1 directional signs to guide them to these places,  
2 especially when they are off the beaten track of  
3 the interstates and you have to take them from  
4 the interstates and lead them by the hand  
5 directionally, at least to the area where these  
6 sites would be. That's my opinion. I feel that  
7 we do need more of that.

8 REPRESENTATIVE MILLER: Thank you.

9 CHAIRMAN LEH: Thank you, Mr. Teahl.

10 MR. TEAHL: Before I leave, you  
11 folks, after you have your lunch, if we can get  
12 to Port Clinton by 12:45, we will have a short  
13 tour of our new facilities over there, our  
14 headquarters. We will have a one-hour train  
15 ride from Port Clinton to Reading and back in  
16 our dome car if you are interested. We need to  
17 get over there by 12:45, so I'll quit.

18 CHAIRMAN LEH: Thank you, Mr. Teahl.  
19 Michael Towers, Chairman of the Pennsylvania  
20 Logo Signing Trust.

21 MR. TOWERS: Good morning, and let me  
22 begin because I know we are running a little  
23 tight on time. My name is Mike Towers. I'm  
24 President of Towers-Hall, Incorporated which is  
25 a hospitality industry, management and

1 consulting firm. I also serve as Chairman of  
2 the Pennsylvania Logo Signing Trust and with me  
3 today is Barry Wickes who is the President of  
4 Pennsylvania Travel Council and also serves as  
5 administrator to the Logo Signing Program.

6 First of all, let me thank you for  
7 the opportunity to speak with you today. We  
8 appreciate this time to brief you on the  
9 operation and activities of the Pennsylvania  
10 Logo Signing Program. The program is a public  
11 information service provided to the motorist on  
12 Pennsylvania highways through an effective  
13 partnership between public and private sectors.  
14 The program uses special exit signs to designate  
15 specific brands of gasoline, lodging, food and  
16 camping services. Operating under Federal  
17 Highway Administration and PennDOT guidelines,  
18 all logo signs are designed, erected, and  
19 maintained under Department supervision.

20 Through an agreement with PennDOT,  
21 the program is administered by the Pennsylvania  
22 Logo Signing Trust, which is a non-profit  
23 organization. The Pennsylvania Travel Council  
24 has been retained by the Trust to administer the  
25 program which was created in 1984. The

1            Pennsylvania Travel Council is the grantor and  
2            PennDOT is the beneficiary. The council was  
3            approached initially by PennDOT to establish and  
4            administer the program because the Commonwealth  
5            had no money to invest in the program.

6            The Trust is currently comprised of 7  
7            trustees; 4 of these individuals represent the  
8            various logo classifications which was  
9            previously mentioned includes lodging, food, gas  
10           and campgrounds. In addition, one trustee  
11           represents the interests of the traveling  
12           public, one trustee represents the outdoor  
13           advertising industry, and one trustee represents  
14           PennDOT.

15           The Trust office is located at 902  
16           North Second Street in Harrisburg. Its  
17           responsibilities include the marketing, sales,  
18           administration, contracting, engineering,  
19           construction, sign maintenance and repair.

20           The trustees work with other  
21           consultants who perform engineering, financial  
22           and legal services for the program. We meet on  
23           a quarterly basis, and in your package in  
24           Exhibit A is a list of the trustees and staff.

25           As administrator of the Trust, the

1            Pennsylvania Travel Council, which is a  
2            501(c)(6) trade association, is responsible for  
3            the day-to-day operation of the program from  
4            initial inventory to final construction and  
5            follow-up maintenance.

6                       The Logo Signing Agreement which is  
7            the contract between PennDOT and the Trust  
8            provides that the program be administered  
9            according to guidelines developed by PennDOT.  
10           For fiscal year 1994-95, Department Policy  
11           Chapter 1 PUB 46, dated September 1st, 1994,  
12           represents the most current guidelines and these  
13           guidelines are more fully detailed on Exhibit B.

14                      PennDOT provides the necessary  
15           expertise and personnel to assure conformity  
16           with Department and Federal Highway  
17           Administration guidelines. In addition, PennDOT  
18           owns all the signs, as all signs are erected on  
19           PennDOT right-of-way.

20                      The program has been permitted along  
21           interstate highways in Pennsylvania since 1984.  
22           In 1992, PennDOT additionally approved the  
23           installation of logo signs along certain  
24           non-interstate highways. Presently,  
25           approximately 383 interchange approaches through



1 the Commonwealth have logo signs in place.

2 As of the end of our most recent  
3 fiscal year, there are 834 businesses  
4 participating in the program, comprised of 415  
5 food establishments, 223 lodging facilities, 182  
6 gasoline stations and 14 campgrounds. A full  
7 list of all these establishments is included on  
8 Exhibit C.

9 I think it's extremely important to  
10 point out that no state or federal highway or  
11 general fund revenue is appropriated to the  
12 program. It is paid for completely by the  
13 private sector, specifically, by the  
14 participating businesses. The fee structure for  
15 the program is as follows:

16 For interchange signed in two  
17 directions, as example, north and south,  
18 businesses purchase space on two highway signs  
19 which is a large blue sign, and we'll describe  
20 those as mainline signs, and two directional  
21 signs on the exit ramp for a one-time  
22 installation cost of \$10,050. One-half of the  
23 total fee is payable when the business submits  
24 its contract; the remaining balance is due when  
25 the signs are erected.

1                   For interchanges signed in one  
2                   direction, as an example, northbound only,  
3                   businesses purchase space on one highway  
4                   mainline sign and one ramp directional sign for  
5                   a one-time installation cost of \$5,025. The  
6                   payment schedule is the same as if both  
7                   directions were purchased.

8                   In those cases where additional turns  
9                   are needed to reach a business, a trailblazer  
10                  sign is installed at an additional cost of \$200  
11                  per trailblazer sign.

12                  Each business is responsible for the  
13                  cost to have the actual logo fabricated  
14                  according to PennDOT's specifications. This  
15                  usually costs approximately 300 to \$600,  
16                  depending on the number of logo signs to be  
17                  made.

18                  After the first year, there is an  
19                  annual maintenance fee charged to each business  
20                  as follows: \$125 per mainline sign, \$100 per  
21                  ramp sign, and \$100 per trailblazer sign. Based  
22                  on these figures, the typical annual maintenance  
23                  fee is \$450 for two mainline and two ramp signs.  
24                  The maintenance fee for the first year is  
25                  included in both the \$10,050 and the \$5,025 fee

1 structure.

2 Revenues collected from the annual  
3 maintenance fee are put in a reserve financial  
4 account and are used to cover any damages caused  
5 by accidents, weather, vandalism, or other  
6 required sign maintenance. Should a car or  
7 truck strike and damage a sign, and an accident  
8 report is filed by the Pennsylvania State  
9 Police, the Trust will recover the cost of  
10 repair or replacement from the responsible  
11 party. Replacement of the actual logo itself is  
12 the responsibility of the individual  
13 participating business.

14 It is the intention of the Trust to  
15 use maintenance fee income to cover the expense  
16 to replace current mainline and ramp signs. In  
17 coming years, there will be a need to replace  
18 existing signs because of a gradual  
19 deterioration of their reflectivity caused by  
20 age and weather conditions. Based on the  
21 history of current logo signs and sign  
22 manufacturer's data, the life expectancy of the  
23 mainline and ramp sign panel is estimated to be  
24 15 to 18 years. The anticipated replacement of  
25 existing mainline and ramp signs will be a major

1 task for the Trust, and the maintenance fee  
2 income is expected to provide predictable and  
3 stable funding for a substantial portion of this  
4 important undertaking. Under the agreements  
5 with participating businesses, any shortfall may  
6 be assessed against the participating  
7 businesses.

8 The fiscal year for the program is  
9 September 1st to August 31st. A 6-month review  
10 and year-end audit are conducted each year by an  
11 independent certified public accountant. Also,  
12 an annual report is submitted by the Trust to  
13 PennDOT, and it is my understanding that this  
14 document is shared with the members of the  
15 General Assembly.

16 Since its inception, the Pennsylvania  
17 Logo Signing Program has been a success and has  
18 received a positive response from traveling  
19 motorists and the business community. It has  
20 helped to facilitate the safe flow of vehicular  
21 traffic in a given area by providing information  
22 likely to be needed or useful to individuals  
23 traveling a particular route

24 Also, an effective logo sign program  
25 is a key component to the state's efforts to

1 promote and increase intrastate and interstate  
2 travel. Attractive and useful logo signs can  
3 give a positive first impression and assist  
4 out-of-state tourists traveling to and  
5 throughout the Commonwealth. The travel and  
6 tourism industry must be viewed in terms of  
7 economic value. After all, as I'm sure you all  
8 realize, tourism develops the economy, creates  
9 jobs for Pennsylvanians and provides substantial  
10 tax revenues for local, state and federal  
11 governments.

12 Thank you for the opportunity to  
13 speak with you this morning. I'll be happy to  
14 answer any questions you may have.

15 CHAIRMAN LEH: Thank you, Mr. Towers.  
16 One question on page 2. One of the trustees  
17 represents the interest of the traveling public.  
18 Is that the 3 A's?

19 MR. TOWERS: Yes. That's exactly  
20 right.

21 CHAIRMAN LEH: That's what I thought.  
22 Representative Godshall.

23 REPRESENTATIVE GODSHALL: How did you  
24 arrive at the fee schedule?

25 MR. TOWERS: I think the overall

1 approach was to look at the cost involved in  
2 producing the actual sign. The construction of  
3 the bases, the foundations, the steel, the fact  
4 that these are signs which are constructed in  
5 such a way, in the event there is an accident  
6 the sign will fall away from a car that hits it  
7 as opposed to it.

8 It was an overall evaluation of the  
9 cost to produce it, and the expected life and  
10 the fact that it's not a profit-making  
11 situation. All those issues were brought to  
12 bear in the very beginning.

13 REPRESENTATIVE GODSHALL: All the  
14 money that you get from these signs stays in a  
15 pot and you use that for maintenance, and so  
16 forth?

17 MR. TOWERS: Oh, no. The \$10,000  
18 charge, the maintenance fees stays in the pot.  
19 The ongoing annual maintenance fee after the  
20 first year, that stays in various accounts that  
21 the Trust administers, and those will be  
22 utilized at the end of the 15 to 18 years if we  
23 have to replace all of the mainline signs, the  
24 foundations, and so on and so forth.

25 REPRESENTATIVE GODSHALL: But the

1 original upfront cost, that goes to PennDOT?

2 MR. TOWERS: No. It goes to -- If  
3 you think about one mainline sign, just using  
4 that as an example for a moment, by the mainline  
5 sign, the one that is right on the highway where  
6 you might have 4 to 6 logos affixed to it. You  
7 have a quick round number of the total cost to  
8 construct one of those signs including the  
9 engineering, including the fabrication,  
10 including the installation is about \$20,000 for  
11 the one sign.

12 Now, obviously, there's a factor in  
13 terms of the number of logo participants who may  
14 wind up on that sign after it goes beyond 2 and  
15 a half to 3, then the sign, in effect, has a  
16 profit associated with it. Conversely, there  
17 are numerous signs that don't have the number of  
18 actual logo participants that make it break even  
19 and the balance is arrived at that number of the  
20 ten thousand five --

21 REPRESENTATIVE GODSHALL: Aren't  
22 those signs, basically, about 6 foot by 10 or 6  
23 by 8?

24 MR. TOWERS: There are varying sizes  
25 based upon the number of potential participants.

1           Some use different sizes. Some of them -- I  
2           think we have a maximum of 6 panels. The  
3           largest panel would accommodate 6 logo signs and  
4           the dimensions are outlined in the guidelines,  
5           16 feet.

6                        **REPRESENTATIVE GODSHALL:** I was  
7           thinking maybe I could get in the sign business  
8           rather than legislative because I don't have to  
9           run every 2 years for reelection. It seems to  
10          be pretty stiff to me.

11                       **MR. TOWERS:** That amount of money  
12          upfront from the first blush sounds like a  
13          tremendous amount of money. If you take a  
14          moment and look at it from the perspective that  
15          the life of that sign and the individual who may  
16          choose to place a logo on it, is 15 to 18 years.

17                        If you just take the average of that  
18          and say 16 and a half years and divide that as  
19          an advertising medium over the total cost, it  
20          comes out to about \$50 a month. So, while it  
21          appears to be at first blush a fairly large  
22          amount of money, the amount of money is based  
23          upon the actual construction, engineering and so  
24          on and so forth. If you advertise that expense  
25          over a monthly basis for an advertising



1 exposure, it's really about \$50 a month.

2 CHAIRMAN LEH: Representative Miller.

3 REPRESENTATIVE MILLER: We heard that  
4 along Interstate 78, you have a limit of two  
5 types of advertising businesses per sign. There  
6 seemed to be some confusion there that this may  
7 not be standard across the state, or something  
8 like that.

9 MR. TOWERS: When you say we have a  
10 limit, I think you might be confusing the blue  
11 little directional sign versus a logo.

12 REPRESENTATIVE MILLER: Okay. Maybe  
13 that was the difference. That was a TOD.

14 MR. TOWERS: Our classifications of  
15 lodging and food, fuel and campgrounds are  
16 classifications, in so many words, are  
17 restricted to those classifications by the  
18 federal highway classification as well as the  
19 state. I think what you are referring to is a  
20 different signing program.

21 REPRESENTATIVE MILLER: That's fine.  
22 Thank you.

23 MR. TOWERS: The last thing that I  
24 want to share with you is, the Local Signing  
25 Trust, truthfully, isn't in the business to make

1 money. We are nonprofit. Our primary goal is  
2 to service the traveling public, whether it be  
3 Pennsylvanians traveling within Pennsylvania or,  
4 hopefully, a whole lot more traveling from  
5 outside of the state bringing fresh money in, is  
6 to provide a service to the traveling public  
7 where the logo connotes a specific perception to  
8 the traveler. The traveler knows that at that  
9 interchange this service is available and  
10 directions taking him or her to that business  
11 makes it easy for them to get off the highway,  
12 accommodate the service that they are looking  
13 for and get back onto the highway.

14 It's also conformity. Every sign is  
15 exactly the same in size. We'd like to think  
16 that they are attractive. We'd like to think  
17 that they are colorful. We'd like to think that  
18 they don't create a negative image either to the  
19 landscape or to Pennsylvania in general.

20 CHAIRMAN LEH: Representative  
21 Battisto.

22 REPRESENTATIVE BATTISTO: No  
23 questions.

24 CHAIRMAN LEH: Representative  
25 Zimmerman.

1 REPRESENTATIVE ZIMMERMAN: No

2 questions.

3 CHAIRMAN LEH: Representative Argall.

4 REPRESENTATIVE ARGALL: I'm curious  
5 about your growth pattern. Do you expect this  
6 to get a lot bigger?

7 MR. TOWERS: Frankly, no. Since our  
8 last fiscal year, we have 2 projects that are  
9 currently programed between now and the end of  
10 this year. One of those projects encompasses  
11 areas throughout the Commonwealth. Frankly, we  
12 are coming to a saturation point in terms of  
13 what potential logo signs can be placed. We  
14 did, as I mentioned, go off of the interstates  
15 themselves to non-interstates, but there's also  
16 a maximum potential in that as well.

17 I see us over the next 4 to 5 years  
18 really concentrating more on the general repair,  
19 the general replacement of signs, using those  
20 fees, those monthly fees to be certain that the  
21 oldest signs which are up in the Poconos, up  
22 along 84, those are the ones that we will  
23 probably be attacking next in terms of replacing  
24 those as they age, 84 going up towards Matamoras  
25 in that area.

1 I think to a degree we have come to a  
2 saturation point. The only thing that will  
3 change possibly with the, whereas, general  
4 business increases and as to the general  
5 expansion of business into some of the what,  
6 perhaps, 10 years ago were pretty void  
7 interchanges and now you see a little bit more  
8 development coming up. There may be addition to  
9 existing logo signs at that interchange or the  
10 construction of new.

11 Frankly, one of the projects this  
12 year is an example of that where 4 or 5 years  
13 ago there was nothing really happening at that  
14 interchange. In that past 4 or 5 years,  
15 development has been such that whether it be a  
16 gas station, a restaurant, or a lodging facility  
17 has been developed and it meets the requirements  
18 of the guidelines, and we do two things.

19 Certainly, sometimes we are approached by  
20 businesses, but also we go out and market the  
21 program and identify interchanges like that and  
22 attempt to secure participants in the program.

23 To answer your question, I see us  
24 much more focusing on the general maintenance  
25 and replacement.

1                   CHAIRMAN LEH: Representative  
2 Michlovic.

3                   REPRESENTATIVE MICHLOVIC: I'm a  
4 little surprised to hear that answer given the  
5 testimony we heard today. We have heard from  
6 Laurel Caverns here say they can't get a sign on  
7 the exits that they want. They are told, hey,  
8 go down to the next exit. That's not good  
9 enough. It seems to me that you folks being our  
10 private public partner you have to be advocates  
11 for those folks on the interstate on those  
12 signs.

13                  MR. TOWERS: We do. I think from an  
14 attraction perspective --

15                  REPRESENTATIVE MICHLOVIC: It doesn't  
16 sound like you are, Mike. In that answer you  
17 say we're full up. We have accepted -- talk to  
18 us about pressuring PennDOT or changing federal  
19 law about getting that done. But, please, be an  
20 advocate for the folks in your industry.

21                  We have heard the other side of the  
22 coin, the signs on the interstate, the other is  
23 the directional signs and the trailblazers signs  
24 we've got, do something about that too.

25                  MR. WICKES: Remember though, Tom, we

1 are only allowed with the logo sign program to  
2 sign 4 types of businesses. So when we say we  
3 are going to come to a saturation point, we're  
4 not talking about the attractions. We are  
5 talking about the food, gasoline, campground and  
6 lodging only. The testimony you heard up until  
7 now has been with a whole different other sign  
8 program.

9 REPRESENTATIVE MICHLOVIC: They're  
10 talking about adding attractions? A fifth one?

11 MR. TOWERS: Right, and we would  
12 support that one thousand percent. You will  
13 find no more strong an advocate for expanding  
14 the logo signing program than the existing  
15 trustees. And also my background as Chairman of  
16 the Pennsylvania Travel Council, I would like to  
17 see nothing better than to do that.

18 We are restrictive within the  
19 regulations as they currently are written to  
20 those four classifications.

21 MR. WICKES: When I get a call, Tom,  
22 from an attraction, I have to refer them to  
23 PennDOT. They can't participate in the logo  
24 sign, so I have to steer them down to PennDOT.  
25 PennDOT gets a call about a logo sign, they come

1 to our office.

2 CHAIRMAN LEH: We have one more  
3 question. Representative Ralph Kaiser.

4 REPRESENTATIVE KAISER: If you can  
5 only put those four on in, say, if Crystal Cave  
6 wanted to get on, are you lobbied for this?  
7 It's federal legislation, correct?

8 MR. TOWERS: I believe it's both  
9 federal and --

10 REPRESENTATIVE KAISER: What kind of  
11 response are you getting from our congressional  
12 delegation in Washington D.C.? I know we have a  
13 lot of issues, but it seems to me that this  
14 would help so many attractions that this should  
15 be on the front burner with them?

16 MR. WICKES: To be honest with you,  
17 Ralph, I haven't had many dealings with the  
18 congressional delegation on this issue.

19 REPRESENTATIVE KAISER: Why is that?

20 MR. WICKES: Because it's emerging  
21 and -- The complaints have been coming up here  
22 more recently. Now, with the TODS Program,  
23 PennDOT is trying to react to demands and those  
24 needs.

25 REPRESENTATIVE KAISER: Do you think

1 this would be a good subject for like the Old  
2 Federal/State Relations Committee, now I think  
3 it's called Intergovernment Committee. Italo  
4 Cappabianca is Chairman on the D side. Mr.  
5 Flick is the Chairman on the Republican side,  
6 Majority side. Do you think this might be a  
7 good issue to direct to their committee because  
8 they deal directly with our delegation?

9 I think we have 21 congressional  
10 elected officials in D.C. I think this would be  
11 an excellent opportunity to deal with them and  
12 really make those people aware that they can  
13 help small business and also attract, like you  
14 say, sir, more dollars into Pennsylvania.

15 MR. WICKES: Yes.

16 REPRESENTATIVE KAISER: It's just a  
17 suggestion.

18 MR. WICKES: Absolutely.

19 REPRESENTATIVE KAISER: I know they  
20 are going to try to set up meetings with the  
21 congressional delegation quarterly or every 6  
22 months. I think this would be a good  
23 opportunity for you at very little cost to make  
24 them aware of this problem.

25 CHAIRMAN LEH: Thank you, Mike.



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Thank you, Barry. We appreciate it. That concludes the testimony today. This hearing is adjourned.

( At or about 12:05 p.m. the hearing was adjourned )

\* \* \* \*

C E R T I F I C A T E

I, Karen J. Meister, Reporter, Notary Public, duly commissioned and qualified in and for the County of York, Commonwealth of Pennsylvania, hereby certify that the foregoing is a true and accurate transcript of my stenotype notes taken by me and subsequently reduced to computer printout under my supervision, and that this copy is a correct record of the same.

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Dated this 22nd of March, 1996.

*Karen J. Meister*  
Karen J. Meister - Reporter  
Notary Public