

DATE: November 30, 1995

470-95-66

cc *Aushy*  
*Steve*

SUBJECT: Signing for Wineries

TO: District Engineers/Administrator

FROM: Michael M. Ryan, P.E. *M.M. Ryan*  
Deputy Secretary for Highway Administration

Strike-off letter (SOL) 470-95-33 outlined the requirements under which signing would be provided for wineries. It specifically excluded signing for wineries from freeways or expressways.

After further review of this matter and consultation with the legislature, it has been determined that the intent of the 1994 legislation was to permit winery guide signage on *non-Interstate* limited-access highways. The winery must meet the definition provided in the above referenced SOL and be within 5 miles of the exit ramp terminal to qualify.

Attached is a sample sign layout which includes the generic "grape cluster" symbol which is authorized on these supplemental guide signs as well as on other types of attraction signs. It is noted that other requirements such as minimum legend size (13.3"/10") and an 800-foot minimum sign spacing apply.

If you have any questions, please contact Mark Alexander, P.E. in the Traffic Engineering and Operations Division at 717-783-6261.

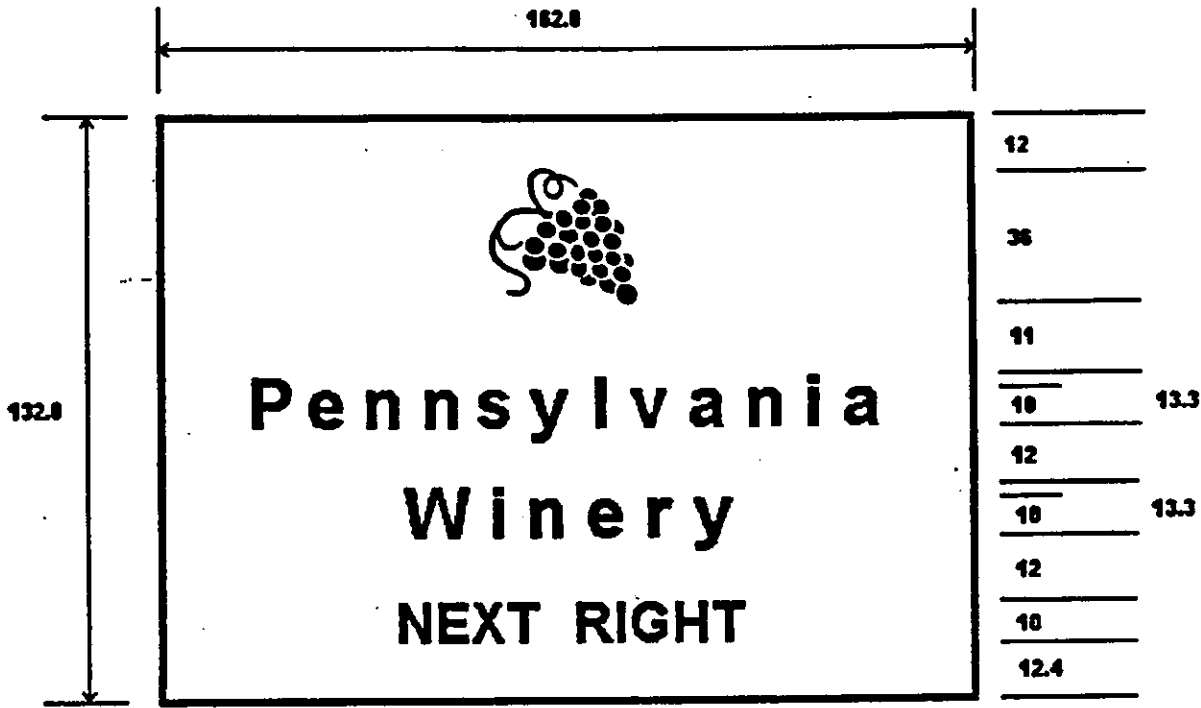
Attachment

470/CMA/rh

- cc: Secretary Mallory
- M. M. Ryan, P.E., Room 1220
- G. L. Hoffman, P.E., Room 1212
- T. E. Bryer, P.E., Room 203
- D. Cough, FHWA
- Library Services
- All District Traffic Engineers, District
- A. H. Breneman, P.E., Room 215
- J. P. Tenaglia, P.E., Room 216
- K. C. Reuther, Room 215
- C. M. Alexander, P.E., Room 215

RECEIVED  
DISTRICT 5-0  
DEC - 1 P 2 04

*5-0 Dec 12/1995*



2" BORDER WITH 12" CORNER RADII

BACKGROUND - GREEN REFELCTORIZED  
 LEGEND - WHITE REFLECTORIZED

<u>GRAPE</u>	<u>13.3" U.C. E (MOD)</u>	<u>13.3" U.C. E (MOD)</u>	<u>10" U.C. E SERIES</u>
<u>CLUSTER</u>	<u>10" L.C. E (MOD)</u>	<u>10" L.C. E (MOD)</u>	
	11.4"	46.3"	35.9"
	P - 13.9"	W - 17.5"	N - 10.6"
	e - 12.7"	i - 7.7"	E - 9.4"
Space - 63.0"	n - 13.6"	n - 12.5"	X - 10.0"
Grapes - 36.0"	n - 12.2"	e - 12.6"	T - 7.3"
Space - 63.0"	s - 11.1"	r - 8.3"	- 10.0"
	y - 14.5"	y - 10.8"	R - 10.6"
	l - 6.3"	<u>46.3"</u>	I - 4.3"
	v - 12.7"	162.0"	G - 10.6"
	a - 13.6"		H - 10.0"
	n - 13.6"		T - 7.3"
	i - 6.6"		<u>36.0"</u>
	a - 8.4"		162.0"
	<u>11.4"</u>		
	162.0"		

DATE: May 22, 1995

470-95-33

RECEIVED  
PA. DEPT. OF TRANSPORTATIONcc ADC  
SIC  
DAE

SUBJECT: Signing for Wineries 1995 MAY 24 P 3: 27

DISTRICT 5-0

cc DAE

TO: All District Engineers

FROM: Michael M. Ryan, P.E.  
Deputy Secretary for  
Highway Administration

The legislature recently approved House Bill Number 2630 which is cited as the Limited Winery Signage Act (Act 1994-94). The act requires the Department to review requests for winery facilities to determine if signing can be installed under Department guidelines.

Under the Department's current Tourist Oriented Directional Signing Program, wineries can be signed in rural areas provided the minimum criteria, outlined in SOL 470-93-55 dated August 23, 1993 (relating to Tourist Oriented Directional Signing), are met.

To ensure compliance with Act 1994-94, the following definition for Winery shall be added to the list of eligible attractions listed in Section 1.7.2 of Publication 46.

**Winery.** A licensed site which produces a maximum of 200,000 gallons of wine per year. Sites shall maintain a minimum of 3,000 vines or 5 acres of vineyard in the Commonwealth; be open to the public for tours, tasting and sales a minimum of 1,500 hours per year and provide an educational format for informing visitors about wine and wine processing.

Any facility meeting the above definition and the other requirements of Sections 1.7.4 and 1.7.5 may be signed on conventional highways in accordance with existing criteria. Winery signing shall not be permitted on freeways or expressways.

In addition, the generic "grape cluster" symbol shown on the enclosed figure 2, may be used at the beginning of the legend area for both TODS and attraction signing and shall be added to the generic symbols listed in Section 1.7.5.2(f).

Signing for Wineries  
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If you have any questions, please contact Mark Alexander, P.E., of the Traffic Engineering and Operations Division at (717) 783-6261.

Enclosure

470/CAM/rh

cc: M. M. Ryan, P.E., Rm 1212  
M. G. Patel, P.E., Rm 1118  
T. E. Bryer, P.E., Rm 203  
J. A. Filippino, P.E., Rm 1212  
G. L. Hoffman, P.E., Rm 1004  
W. W. Kober, Rm 1009  
R. H. Harris, Rm 105  
D. Cough, FHWA  
Library Services, Room 112  
All District Traffic Engineers, Dist.

A. H. Breneman, P.E., Rm 215  
J. P. Tenaglia, P.E., Rm 216  
K. C. Reuther, Rm 215  
C. A. Marcocci, Rm 215  
C. M. Alexander, P.E., Rm 215

5-0 done 5/20/91

November 1, 1994

470-94-67

CC  
Austy  
Steve ✓

Signing for Farmers' Markets and  
Roadside Market

All District Engineers \_\_\_\_\_

doc  
11-2-94  
omit hand copy of  
instructions

William R. Moyer, P.E. /s/M. M. Ryan  
Deputy Secretary for Highway Administration

During this past legislative session, House Bill No. 1975 (HB1975) was introduced to assist local farmers in obtaining reliable places to sell their produce and compete with grocery stores. It was intended that these area farmers' markets could improve the health of local agriculture by encouraging the diversification of farm crops, and at the same time better serve the local residents.

Several provisions of HB1975 would have had a direct impact upon the Department, the most important of which is signing. Although HB1975 was not passed during the most recent legislative session, it is sure to be introduced next year and has considerable support. Rather than wait for legislation to become law requiring the Department to act, we have worked with the Department of Agriculture to develop the following definitions for Farmers' Market and Roadside Farm Market which are to be added to the list of eligible attractions listed in Section 1.7.2 of Publication 46:

1. Farmers' Market - Any building structure or place owned, leased or otherwise in possession of a person, municipal corporation, or a public or private organization, used or intended to be used by two or more farmers or an association of farmers for the purpose of selling farm and food products.
2. Roadside Farm Market - a stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers including operations where consumers harvest their own farm and food products.

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VIA PSFC

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PM

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Signing for Farmers' Markets and

Roadside Market

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Any facility meeting either of the above definitions, and the other requirements of Sections 1.7.4 and 1.7.5, may be signed from conventional highways in accordance with existing criteria. However, the requirements for minimum attendance in Section 1.7.4.3 is waived for Roadside Farm Markets and the requirement for hours of operation in Section 1.7.4.4 is waived for both Farmers' Markets and Roadside Farm Markets.

If you have any questions, please contact Mark Alexander in the Traffic Engineering and Operations Division at 717-783-6361.

470/CMA/bmm

cc: William R. Moyer, P.E., Room 1220  
Michael M. Ryan, P.E., Room 1212  
Fred W. Bowser, P.E., Room 1118  
Joseph A. Filippino, P.E., Room 1212  
Gary L. Hoffman, P.E., Room 1004  
Wayne W. Kober, Room 1009  
Thomas E. Bryer, P.E., Room 203  
John Stark, Department of Agriculture  
Richard H. Harris, Room 105  
Dave Cough, FHWA  
James P. Tenaglia, P.E., Room 216  
District Traffic Engineer, Engineering District \_\_\_\_\_  
Library Services, Room 112  
Arthur H. Breneman, P.E., Room 215  
C. Mark Alexander, P.E., Room 215

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1.7.2.6 Business District. An area within a city or borough which is officially designated as a business district by the local officials. In order to qualify for signs on a freeway, the municipality must have a population of at least 15,000 and have two or more exits from the freeway.

1.7.2.7 Campground. An area reserved for at least 20 tents or recreational vehicles, and possessing a valid permit from the Pennsylvania Department of Environmental Resources. Campgrounds shall be open a minimum of 6 months of the year.

1.7.2.8 College or University. A degree-granting institution approved by a nationally recognized accreditation agency.

1.7.2.9 Cultural Center. A facility for performing arts, exhibits, concerts, etc., which has an occupancy capacity of at least 250 people.

1.7.2.10 Educational Center. A facility that is of outstanding educational value and which conducts tours on a regularly scheduled basis throughout the year.

1.7.2.11 Factory. A factory which conducts tours on a regularly scheduled basis throughout the year. Tours of assembly plants, wineries, etc., may qualify.

1.7.2.12 Fairground. A commercially operated tract of land with permanent buildings such as exhibition halls, bandstands, etc., where fairs or exhibitions are held.

1.7.2.13 Golf Course. A golf course open to the public and offering at least nine holes of play. (Miniature golf courses are not included.)

1.7.2.14 Historical Site. A structure or area recognized by the Pennsylvania Historical and Museum Commission as a historic attraction. In order to qualify for signs on a freeway, the site must have national significance and be included in nationally recognized publications such as AAA Tour Books.

1.7.2.15 Hospital. A facility approved as a hospital by the Department of Health with continuous emergency care capability to the general public, and with a doctor on duty at all times. (The term "trauma center" may be used on the sign when applicable.) Signing to hospitals from freeways and expressways is covered under General Motorist Service Signs, Section 1.21.

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		RESCINDS			

### 1.7.1 PURPOSE AND AUTHORIZATION.

1.7.1.1 Purpose. To enhance public safety, tourism and economic development by establishing guidelines for the installation of attraction signs within the highway right-of-way which guide travelers to historic, educational, cultural, scientific and scenic sites; outdoor recreational areas; and other services in which the traveling public would have reasonable interest. The guidelines include the eligibility, location, design, installation, cost and maintenance of these signs, which herein after will be referred to as "attraction signs".

1.7.1.2 Authorization. When attraction signs are proposed along Interstate highways, the Department's authorization is contingent upon approval of the Federal Highway Administration, and when signs are being proposed on roadways with sidewalks, the authorization is contingent upon possible installation by the local authorities. Authorization of signs should not be construed to be an endorsement of the attraction or the services offered, but shall only mean that the minimum criteria has been satisfied.

### 1.7.2 TYPES OF ATTRACTIONS.

1.7.2.1 Airport. A public use airport licensed by the Department's Bureau of Aviation.

1.7.2.2 Arena. A stadium, sports complex, auditorium, civic center or racetrack, which has a seating capacity of at least 5,000.

1.7.2.3 Armory. A place where military equipment is stored and military personnel are trained.

1.7.2.4 Bed and Breakfast. A private residence located in a rural area that contains 10 or fewer bedrooms used for providing overnight accommodations to the public, and in which breakfast is the only meal served and is included in the charge for the room.

1.7.2.5 Bus Station. A major bus terminal complete with ticket sales area and lounge.



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1.7.2.16 Industrial Park. A group of at least five manufacturing facilities, truck terminals, warehouses, distribution centers or combination thereof, operating under a common name and recognized as an industrial park by local authorities. The industrial park shall have a minimum of five companies to qualify for signs on conventional highways, and 15 companies to qualify for signs on freeways.

1.7.2.17 Institution. A health care center operated by the State or Federal government.

1.7.2.18 Military Base. A facility operated by the Federal government for training or support of non-local troop units, or for inventorying and warehousing military equipment.

1.7.2.19 Off-Track Betting Facilities. A facility authorized by PA Senate Bill 769 which provides off-premise wagering.

1.7.2.20 Park. An area which is open to the general public with on-premise parking for activities such as picnicking, hiking, swimming, boating, entertainment rides, etc.

1.7.2.21 Recreational Activity. Railroading, boating and rafting activities, caves, and other recreational attractions recognized by the Department.

1.7.2.22 Religious Site. A shrine, grotto or similar type site, which is of a unique religious nature.

1.7.2.23 Resort. A facility with at least 75 rooms and those recreational amenities normally present at a facility which is the main focal point of a vacation. In order to qualify as a resort, the facility should be situated to take advantage of natural, historic or recreational attractions, and meals and the use of recreational facilities should normally be included in the room rate. The appropriate local tourist promotional agency shall screen applications to determine if they are valid resort areas.

1.7.2.24 Scenic Site. An area with a natural or man-made picturesque view which is of outstanding interest to the general public.

1.7.2.25 School. Any facility accredited by the Pennsylvania Department of Education where students can fulfill compulsory school requirements for any one or more grades, kindergarten through grade 12.

1.7.2.26 Shopping Center. A group of 30 or more specialty shops (antique, craft, outlet, farmers market, etc.) or retail stores with ample parking facilities.

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1.7.2.27 Ski Area. A downhill skiing area with ski equipment rentals, or a cross country ski area with equipment rentals and a minimum of 5 miles of marked and groomed trails.

1.7.2.28 Specialty Shop. A shop located in a rural area which sells antiques, local curios, bakery items, farm produce, etc., which is of unusual interests to tourists. The Department's Engineering District Office will screen these shops to determine eligibility.

1.7.2.29 State and National Park, Recreation Area, Forest or Cemetery. An area so designated and under the jurisdiction of the Pennsylvania Department of Environmental Resources, National Park Service or the Veterans Administration.

1.7.2.30 State Police. A station which is staffed at all times by the Pennsylvania State Police.

1.7.2.31 Transportation Terminal. A bus or railroad passenger terminal, complete with ticket sales, dining area and lounge.

1.7.2.32 Visitor Information. A facility approved by the Department of Commerce as a visitor information center, and which is open at least 6 months each year, including 10 hours each day between Memorial Day and Labor day, and 8 hours each day during the balance of the open season. The facility shall also have an attendant on duty during open hours, and provide free access to travel literature, rest rooms and drinking water. Centers other than those owned and operated by the Commonwealth of Pennsylvania must be administered or approved by the appropriate local tourist promotion agency.

1.7.2.33 Zoological/Botanical Park. A collection of unique living animals or plants.

### 1.7.3 MISCELLANEOUS DEFINITIONS.

1.7.3.1 Attraction. Any traffic generator as identified in Section 1.7.2 of this policy.

1.7.3.2 Attraction Sign. A sign indicating the name of an attraction and directional information to the attraction. Attraction signs on freeways will also be referred to as supplemental guide signs.

1.7.3.3 Conventional Highway. Any public highway other than a freeway or expressway.

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1.7.3.4 Expressway. A divided arterial highway for through traffic with partial control of access and with interchanges at junctions with high volume highways. For purposes of this policy, sections of expressways with at-grade intersections will be conventional highways, and sections of expressways with interchanges will be freeways.

1.7.3.5 Freeway. A divided highway where the only means of ingress and egress is by interchange ramps.

1.7.3.6 Major Guide Sign. A large green-and-white sign on a freeway which identifies the most important one or two destinations along the crossing route at an interchange. (Major guide signs are normally installed 2 miles and 1 mile in advance of the interchange, and at the beginning of the deceleration lane.)

1.7.3.7 Metropolitan Area. The area within the cities of Philadelphia, Pittsburgh, Harrisburg, Erie, Allentown, Bethlehem, Easton, Scranton and Wilkes-Barre and the fringe areas around these cities as determined by the Department.

1.7.3.8 Rural Area. Any geographic area not included under the metropolitan area or urban area definitions.

1.7.3.9 Signing District. A geographical area for which a governmental sponsor is willing to enter into agreement with the Department to coordinate, provide, install and maintain the attraction signing authorized and agreed upon by the Department and this policy without bias to any of the attractions, and at no cost to the Department. In order to insure that the sponsor has the support of the attractions, a public hearing is required. When the signing district concept is used, alternate sign designs may be authorized.

1.7.3.10 Supplemental Guide Sign. A large green-and white sign on a freeway which provides one or two supplemental destinations which can be reached from the interchange. A supplemental destination may be the name of a community which is not identified on the major guide signs, or the name of an attraction satisfying these guidelines. Only one supplemental guide sign can be authorized on any interchange approach.

1.7.3.11 Urban Area. An area of 5,000 or more inhabitants living in one or more contiguous city, borough, town or village, and which is not included in a metropolitan area.

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#### 1.7.4 GENERAL ELIGIBILITY REQUIREMENTS.

1.7.4.1 General. The attraction satisfies the appropriate requirements in Section 1.7.2; is open to all persons regardless of race, color, religion, ancestry, national origin, sex, age or handicap; is neat, clean and pleasing in appearance; is maintained in good repair; and complies with all Federal, State and local regulations for public accommodations concerning health, sanitation and safety.

1.7.4.2 Admission Charges. If general admission is charged, it is collected upon entry and any other charges are clearly displayed so as to be apparent to prospective visitors at the place of entry.

1.7.4.3 Minimum Attendance. Attractions other than airports, bed and breakfasts, campgrounds, hospitals, industrial parks, resorts, visitor information centers and publicly owned or operated facilities, shall have a minimum of 15,000 visitors per year in urban and metropolitan areas, and 7,500 in rural areas. New facilities and those open to the public less than 12 months are required to have invested at least \$250,000 and anticipate at least the above minimum number of visitors.

1.7.4.4 Hours of Operation. Attractions other than arenas, cultural centers, and military bases shall maintain regular hours and schedules and be open to the public at least 6 days each week for at least 3 consecutive months of the year.

1.7.4.5 Illegal Signs. The attraction shall have no illegal advertising signs along any State highway.

1.7.4.6 Sufficient Space. Sufficient space exists in accordance with the appropriate requirements of Sections 1.7.5.3 or 1.7.6.2 to install signs at all locations along the route to the attraction wherever a turn is required.

1.7.4.7 On-Premise Sign. The attraction has an on-premise sign identifying the name of the facility. (If the attraction's on-premise sign is readily visible from the highway, an attraction sign is not required immediately in advance of the attraction).

1.7.4.8 Return in Original Direction of Travel. After visiting the attraction, motorists can readily return to the highway and proceed in the original direction of travel.

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1.7.4.9 Road System. It is not necessary to make any U-turns or illegal movements to get to the attraction, and the roads are capable of handling the anticipated traffic volume and types of traffic.

1.7.4.10 Route Continuity. If a sign is required on a local roadway between the State highway and the attraction, the local authorities must authorize and install the sign on their roadway prior to the installation of any more distant signs on the State highway.

1.7.5 ADDITIONAL REQUIREMENTS FOR SIGNS ALONG CONVENTIONAL HIGHWAYS.

1.7.5.1 General. Attraction signs may be installed on the closest numbered traffic route or other major conventional highway to each entrance to the attraction. Signs will not be authorized to direct motorists onto any freeway or expressway.

1.7.5.2 Sign Design. Attraction signs on conventional highways will be designed in accordance with Figure 1.7.1 and as follows:

- (a) Each sign may have one or two lines of legend, which will generally be limited to the name of the attraction or an abbreviation thereof. The maximum number of letters and spaces on a given line will generally be 16. Legends shall not include promotional advertising or logos other than the generic symbols discussed in Section 1.7.5.2(f).
- (b) A directional arrow will generally be required, and if the distance to the attraction is 1 mile or more, the distance in miles should be included below the arrow. The distance will be rounded to the nearest whole mile.
- (c) When an attraction is not adjacent to or readily visible from a multilane roadway, the sign may have a full-width message without a directional arrow, but with a second line message such as "driveway on left", "left 500 feet", etc. It will be the attraction owner's responsibility to have a sign with minimum 6-inch legend at the driveway entrance.
- (d) The standard sign will be 72 inches by 24 inches, but smaller signs measuring 48 inches by 16 inches may be authorized on low speed roadways or where the placement of the large sign is not possible due to restricted lateral clearance.

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(e) Attraction signs will have white reflectorized legend and borders on a blue reflectorized background, except a brown reflectorized background may be authorized for attraction signs for State and National parks or recreational areas, and for historical sites.

(f) Generic symbols for airports, campgrounds and hospitals may be used at the beginning of the legend area.

1.7.5.3 Sign Location. Sign assemblies will be placed far enough in advance of the intersection to allow time for the necessary maneuver. A minimum of 200 feet will be maintained between all signs.

1.7.5.4 Maximum Number of Signs. A maximum of six attractions will be authorized for signs on any approach to an intersection.

1.7.5.5 Sign Assemblies. Signs will normally be installed as independent sign assemblies as follows:

(a) If the number of attraction signs at an intersection approach is three or less, the signs will be grouped together with signs having arrows pointing to the left above those pointing to the right. If any straight-ahead arrows are authorized, as in the case where the road turns and the attraction's access is straight ahead, the sign for that attraction will be installed above any signs for attractions to the left or to the right.

(b) If the number attraction signs at an intersection approach is more than three, the signs will generally be grouped as two separate sign assemblies with a maximum of three signs per assembly; the first and second sign assemblies will generally be limited to signs with arrows pointing to the left and to the right, respectively.

(c) If more than one attraction exists in a given direction, the signs for the closer attractions will be above the signs for the more distant attractions.

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#### 1.7.6 ADDITIONAL REQUIREMENTS FOR SIGNS ALONG FREEWAYS.

1.7.6.1 General. Names of some of the largest attractions may be authorized on supplemental guide signs along a freeway prior to an interchange and along the off-ramp if the attraction satisfies the criteria in Section 1.7.2 and 1.7.4, and Table 1.7.1, providing: the sign is not in advance of a freeway-to-freeway interchange; two destinations do not already exist on a supplemental guide sign; and sufficient space exists. (Motorist service signing as discussed in Sections 1.21 and 1.22 may also be authorized for hospitals, campgrounds, tourist information centers and State Police facilities on freeways.)

1.7.6.2 Location. When authorized, supplemental guide signs will generally be installed approximately mid-way between the first and second major guide signs and at a minimum distance of 800 feet from other large guide signs.

1.7.6.3 Design. Supplemental guide signs will conform with the design illustrated in Figure 1.7.2.

- (a) White Class II reflective legend and border on a green Class II reflective background.
- (b) The legend for the attraction's name will consist of Series E Modified 13.3-inch upper case letters and 10-inch lower case letters.
- (c) The last line on the sign will generally be "EXIT XX", but if the exits are not numbered, the message "NEXT RIGHT" or "SECOND RIGHT" will be used.
- (d) When a sign is needed on an off-ramp, the legend and size will be consistent with other ramp signs for the major destinations (typically 8-inch upper case legend and 6-inch lower case legend).

#### 1.7.7 SIGN INSTALLATION, COSTS AND MAINTENANCE.

1.7.7.1 Installation. The Department will normally supply and install attraction signs except under the following situations:

- (a) If the signing district concept is used, the sponsor will be responsible to have signs manufactured and installed after receiving the Department's approval of the proposed sign design and locations.
- (b) At locations where sidewalks exist, local authorities will typically be responsible for installing the signs.

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- (c) If the Department has an excessive backlog of work, local authorities may be authorized to have the signs manufactured and installed, or the Department may utilize a contractor to provide and/or install the signs by a Department approved (prequalified) contractor.
- (d) All signs shall be manufactured by an approved sign manufacturer as listed in Publication 35, and installed in accordance with Department guidelines.

1.7.7.2 Costs. When the Department authorizes new attraction signs, the attraction will be responsible for paying a one-time \$100 application fee. The application fee will not be assessed for replacement signs at previously approved locations. In addition, the following installation costs will apply:

- (a) On conventional highways and at intersections on expressways, the cost of each attraction sign (D7-4) will be as follows:

72" x 24"	Standard attraction sign	\$250
48" X 16"	Smaller size attraction sign	\$200

- (b) On freeways, the applicant will be billed for the actual cost of all materials, labor and equipment charges necessary to install the sign. A typical supplemental guide sign is approximately 14' wide and 7' high and will generally cost between \$3,000 and \$6,000, depending upon the amount of legend and the type, number and length of posts. If it is necessary to revise an existing supplemental guide sign, the attraction applying for the supplemental destination will pay the total cost of any revision to or replacement of the existing sign.

1.7.7.3 Maintenance. The Department will perform minor maintenance for Department-installed signs such as straightening posts or signs. If replacement is necessary due to deterioration, accident or vandalism, the attraction will be responsible for the same payment as a new installation would cost but without the administrative fee. However, prior to the replacement of a sign, the Department will provide a cost estimate to the attraction and ask for their concurrence. Signs in general disrepair may be removed by the Department if the attraction is unwilling to fund their refurbishment.



1.7.7.4 Removal. Since the number of signs and/or destinations is limited, the Department reserves the right to remove signs if space is needed for necessary traffic-control signs or directional signs for larger attractions, or if the Department determines that the signing is not in the best interest of the Commonwealth. The attraction will not be reimbursed for the sign costs.

#### 1.7.8 APPLICATION PROCEDURE.

1.7.8.1 The Application. Applications should be forwarded directly to the appropriate Department Engineering District as indicated in Figure 1.7.3. Airport sign applications should be forwarded to the Bureau of Aviation as also indicated in Figure 1.7.3. The application should consist of the following:

- (a) A completed application form (Figure 1.7.4) including a map or neatly drawn sketch of the area to indicate the locations of the requested signs and the location of the attraction.
- (b) A notarized seal on all applications from attractions, attesting to the accuracy of the application. If signs are installed and it is subsequently determined that the application was not truthful and signs should not have been authorized, the signs will be removed and retained by the Department and the attraction will be billed for the actual removal cost of \$50 for each sign.

1.7.8.2 Department Review. A representative of the Engineering District Traffic Unit will either meet with a representative of the attraction to discuss the eligible signs and to identify their locations, or will document this information in a letter to the applicant and request the applicant's concurrence. If mutually agreeable, the signing will be approved providing:

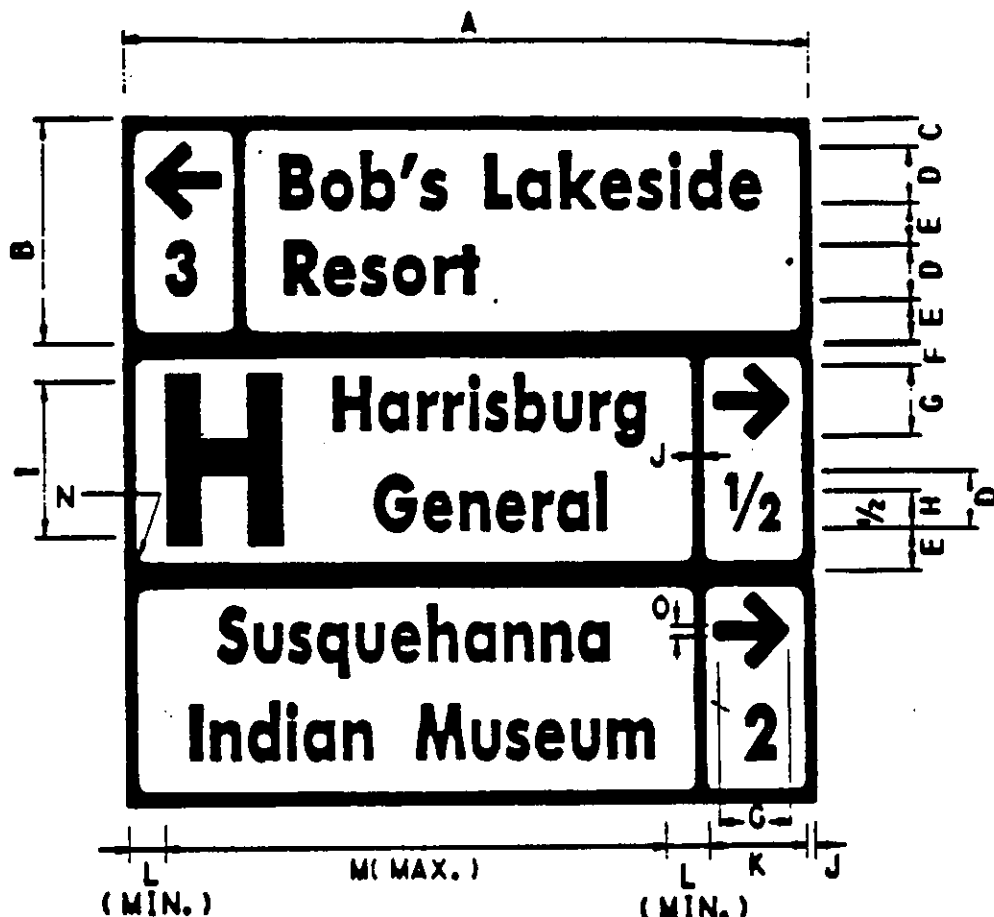
- (a) On State highways where sidewalks exist, the municipality has agreed in writing to provide and install the signs.
- (b) When signs are required on local roadways to direct motorists from a State highway to the attraction, the municipality has agreed in writing to authorize the signs. The procurement and erection of the necessary signs on local roadways will be the responsibility of the local officials.
- (c) When it is necessary to route traffic over a local road to the attraction, even though no signs may be required, the local authorities have agreed in writing.

1.7.3.3 Approval. When signs are approved on a State highway, a written approval will be issued by the Engineering District Office specifying the locations of the signs and the approved messages.

1.7.9 MISSING SIGNS

Signing continuity is extremely important since one missing sign within a series of signs will typically cause all non-familiar motorists to get lost. Therefore, it is the responsibility of the owner of the attraction to frequently review the signs and to advise the Department of any missing signs as soon as the problem exists. Failure to adequately insure that all signs are in place will be cause for revocation of the permit.

Figure 1. TYPICAL ATTRACTION SIGNS



COLOR: LEGEND AND BORDER WHITE (REFLECTORIZED)  
 BACKGROUND BLUE (REFLECTORIZED)

SIGN SIZE	DIMENSIONS														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
48X16	48	16	2	4	3	1 1/4	5	2 3/8	11	1/2	7 1/2	2 1/2	35	1	3/4
72X24	72	24	3 1/2	6	4 1/4	2 3/4	7 1/2	4	16	3/4	11 1/4	3 1/2	53	1 1/4	1 1/8

NOTES:

1. Legend to be Helvetica Bold or Helvetica Medium.
2. The arrows may be rotated as necessary.
3. Acceptable generic symbols are included herein in Figure 2, or as a recreational or cultural interest area symbol in the Federal Highway Administration's Standard Highway Signs Book or the Manual on Uniform Traffic Control Devices.



Figure 2. ACCEPTABLE GENERIC SYMBOLS

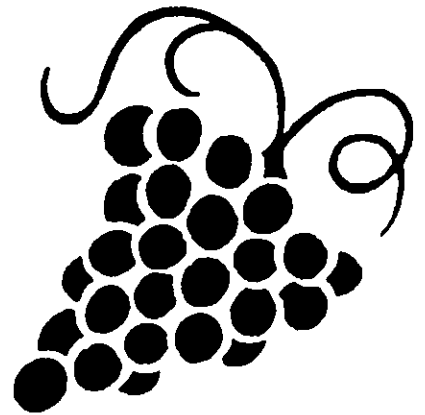
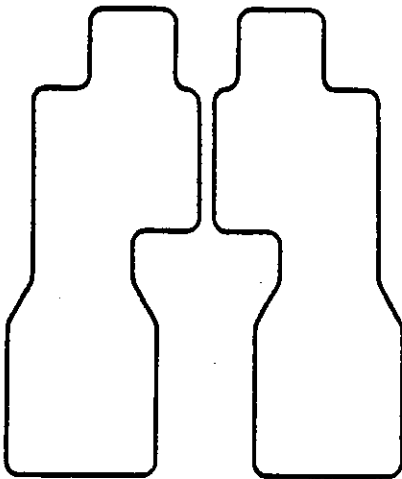
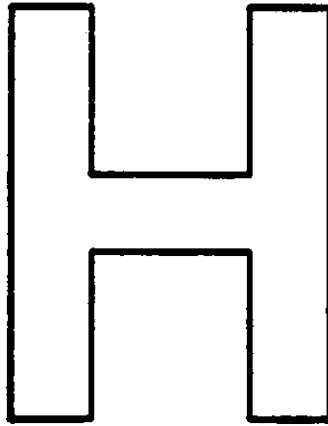
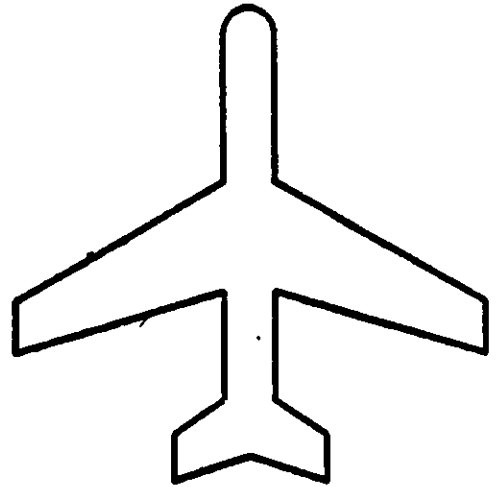
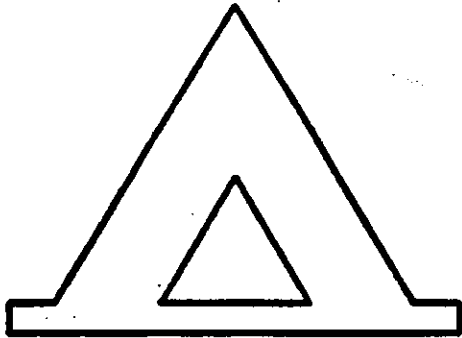




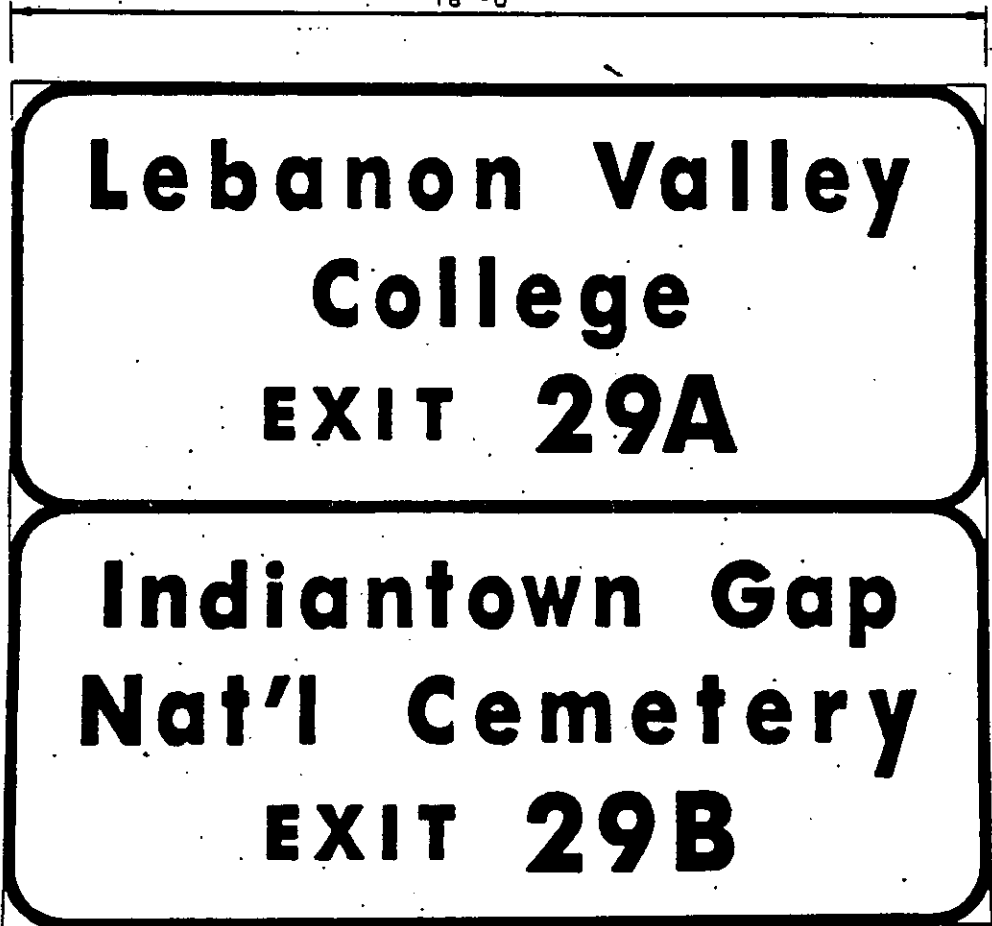
Figure 1.7.2. TYPICAL SUPPLEMENTAL GUIDE SIGNS

11'-8"



7'-0"

16'-0"



14'-0"

Figure 1.7.3. DISTRICT ENGINEERS

<u>DISTRICT</u>	<u>DISTRICT ENGINEER</u>	<u>ADDRESS</u>
1-0	John L. Baker	Galena Office Bldg. 1140 Liberty St. Franklin, PA 16323 (814) 437-4200 (8-659)
2-0	George M. Khoury	1924-30 Daisy St. Clearfield, PA 16830 (814) 765-0400 (8-476)
3-0	William C. Hutchinson	715 Jordan Ave. Montoursville, PA 17754 (717) 368-8686 (8-458)
4-0	Charles M. Mattei	O'Neal Highway Dunmore, PA 18512 (717) 963-4061 (8-459)
5-0	Walter E. Bortree	1713 Lehigh St. Allentown, PA 18103 (215) 798-4100 (8-439)
6-0	Stephen B. Lester	200 Radnor-Chester Road St. Davids, PA 19087 (215) 964-6700 (8-322)
8-0	Barry G. Hoffman	2140 Herr St. Harrisburg, PA 17130-1699 (717) 787-6653 (8-447)
9-0	John E. Matthews	1620 North Juniata St. Hollidaysburg, PA 16648 (814) 696-7250 (8-452)
10-0	Donald R. McNeal	Route 286 South P.O. Box 429 Indiana, PA 15701 (412) 357-2800 (8-687)
11-0	Henry M. Nutbrown	4 Parkway Center 875 Greentree Road Pittsburgh, PA 15220 (412) 937-4500 (8-649)
12-0	John P. Logan	North Gallatin Ave. Ext. P.O. Box 459 Uniontown, PA 15401 (412) 439-7315 (8-665)
Bureau of Aviation	Craig Hornberger	208 Airport Dr. Harrisburg Int'l Airport Middletown, PA 17057 (717) 948-4630

(x-xxx) District Network Telephone Number



Figure 1.7.4. APPLICATION FOR ATTRACTION SIGNS

Attraction's name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone No. \_\_\_\_\_ Owner/Operator name \_\_\_\_\_

Directions to attraction \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Member of the following association(s): \_\_\_\_\_

Number of years in operation: \_\_\_\_\_

Dates and hours of operation: \_\_\_\_\_

Description of attraction (or enclose brochure): \_\_\_\_\_

\_\_\_\_\_

Which type of attraction does your operation qualify under? \_\_\_\_\_

\_\_\_\_\_

Does the attraction satisfy the appropriate definition in Section 1.7.2  
and the criteria in Section 1.7.4? \_\_\_\_\_

Please identify any discrepancies? \_\_\_\_\_

\_\_\_\_\_

If signs are requested on a freeway, is criteria in Table 1.7.1  
satisfied? \_\_\_\_\_

If not, what isn't satisfied? \_\_\_\_\_

Do you have billboards along any State Highway? \_\_\_\_\_ If yes, please  
identify the location(s) on a map or sketch.

Number of persons visiting your facility during the last  
year \_\_\_\_\_

If a campground, DER permit no. \_\_\_\_\_ Expiration date \_\_\_\_\_  
 Number of R.V. sites \_\_\_\_\_ Number of tent sites \_\_\_\_\_

If a ski area, what is the last date of approval by the Department of  
 Labor and Industry? \_\_\_\_\_

If food is prepared, identify DER Eating and Drinking  
 License No. \_\_\_\_\_

Do you understand your cost obligations as identified in Section  
 1.7.7.2 and your review responsibilities as identified in Section  
 1.7.9? \_\_\_\_\_  
 \_\_\_\_\_

The above information is true and correct, and to the best of my  
 knowledge the attraction conforms to all Federal, State and Local  
 requirements, including all health, safety, sanitary and water  
 requirements. It is also my understanding that if signs are  
 installed, they may be removed by the Department as noted in  
 Section 1.7.7.4.

Signature: \_\_\_\_\_

Sworn before me this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_

Notary: \_\_\_\_\_

**NOTE:** Applications should be submitted to the appropriate  
 Engineering District Office as identified in Figure 1.7.3. Airport  
 sign applications should be forwarded to the Bureau of Aviation,  
 also identified in Figure 1.7.3:

**Table 1.7.1 ADDITIONAL WARRANTS FOR FREEWAY SIGNING**

Type of Attraction	Specific Criteria	Metro Area	Urban Area	Rural Area
Airport	No. of Regularly Scheduled Daily Commercial Departures *	25	20	10
	Distance From Interchange (Mi.)	5	7.5	10
College or University	Enrollment (Full & Part Time) *	4,000	2,500	1,500
	Distance From Interchange (Mi.)	5	7.5	10
Military Base	No. of Employees & Permanently Assigned Military Personnel *	5,000	4,000	3,000
	Distance From Interchange (Mi.)	5	7.5	10
Business District	No. of Stores *	100	75	50
	Distance From Interchange (Mi.)	2	3	4
Industrial Park	No. of Companies *	20	15	10
	Distance From Interchange (Mi.)	2	3	4
State or National Park, Recreational Area, Forest, or Cemetery	Distance From Interchange (Mi.)	5	7.5	10**
Arena, Cultural Center, Fairground, Historic Site, Scenic Site, Institution, Park, Religious Site, Ski Area, or Zoo/Botanical Park	Annual Attendance *	300,000	200,000	75,000
	Distance From Interchange (Mi.)	5	5***	5****

\* Primary Criterion

\*\* Distance may be increased to allow signs on the nearest freeway.

\*\*\* Distance may be increased to 7.5 miles if the primary criterion is double the minimum value.

\*\*\*\* Distance may be increased to 10 miles if the primary criterion is double the minimum value.



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SECTION  LOGO SIGNS	RESCINDS				

1.22.1 PURPOSE.

To establish guidelines for the approval, design, erection, maintenance and funding of "logo" signing along Interstate highways and other freeways for gas, food, lodging and camping services. Since logo signing is authorized as a public service, only those services that are readily available at the interchanges will be signed.

1.22.2 AUTHORITY.

These guidelines are in accordance with standards issued by the Federal Highway Administration under authority of Title 23, U.S. Code Sections 109(d), 131(f) and 315 and the Manual on Uniform Traffic Control Devices, 49 CFR 1.48(b). Where differences occur between these guidelines and the national standards, the more restrictive shall govern.

1.22.3 DEFINITIONS.

1.22.3.1 Freeway. A highway to which the only means of ingress and egress is by interchange ramps.

1.22.3.2 Logo -- A sign provided by a business to identify the business's trademark or name. The logo is attached to a specific service sign, ramp sign or trailblazer.

1.22.3.3 Ramp Sign -- A small sign panel erected along an off-ramp to direct motorists to a particular service. (See Figure 1.22.5)

1.22.3.4 Sign Panel -- The main part of a sign or trailblazer to which the individual logos are attached.

1.22.3.5 Specific Service Sign -- A large sign panel installed along an Interstate highway or other freeway to indicate the specific services available at the next interchange. (See Figures 1.22.1, 1.22.2 and 1.22.3)

1.22.3.6 Trailblazer -- A small sign panel similar to a ramp sign that is erected on the road network accessed by way of a logo-signed interchange to direct motorists to a particular service. (See Figure 1.22.5)

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1.22.4 GENERAL CRITERIA.

1.22.4.1 Types of Services. Services are limited to gas, food, lodging and camping. To qualify, services shall be open to all persons regardless of race, religion, color, sex or national origin, and shall satisfy the following:

- (a) Gas -- A station for cars, or cars and trucks, which provides gasoline, oil and free public rest rooms with sinks and running water. The station shall be in continuous operation for at least 16 hours per day, 7 days a week. A telephone on or within 500 feet of the property shall be available during hours of operation.
- (b) Food -- A restaurant which is licensed by the Department of Health, accessible without an admission fee, and provides seating for at least 20 people, in continuous operation for at least 10 hours per day, 7 days a week, and contains public rest rooms with sinks and running water. Restaurants within shopping centers will not qualify unless they have an outside entrance directly accessing the restaurant's leased space which is clearly labeled, and readily visible and accessible to approaching motorists.
- (c) Lodging -- A hotel or motel with private rooms and baths, public telephones or telephones provided in each room and adequate off-street parking, and available 24 hours a day, 7 days a week. Facilities with rooms sold on a time-sharing basis will not be eligible for logo signs.
- (d) Camping -- A campground licensed by the Department of Environmental Resources with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on an annual or a time-sharing basis or otherwise not available for general public use will not be counted toward the minimum requirements.

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1.22.4.2 Distance to Services. The normal maximum distance that services may be located from end of the off-ramp to qualify for a logo is as follows:

GAS	-	1.0 mile
FOOD	-	2.0 miles
LODGING	-	3.0 miles
CAMPING	-	5.0 miles

- (a) Method of Measuring. The distance to a gas, food, lodging, or camping business is measured by computing the travel length from the termination of the exit ramp of the most convenient interchange, to the nearest existing driveway entrance to a business. The length or width of a driveway entrance is not considered when making distance determinations under this policy.
- (b) Increase in Distances. The maximum distances for gas, food and lodging may be increased an additional 1 mile if the average distance to the two adjacent interchanges is more than 5 miles.

1.22.4.3 Unacceptable Locations for Logo Signs. Logo signs shall not be authorized at the following locations or under the following circumstances:

- (a) At interchanges with other freeways.
- (b) Where insufficient space exists along the mainline or a ramp to install at least two separate logo sign panels, including all services anticipated during the next 5 years.
- (c) In areas of high congestion, such as within a central business district or where long traffic delays frequently occur.
- (d) Where more than two turns are required from the crossing route prior to the driveway of a gas or food establishment. Lodging establishments will be limited to four turns if the facility is within one mile of the exit ramp terminal and three turns if located farther than one mile.
- (e) Where a U-turn or illegal movement is required to access a business, or where it is not convenient to return to the interchange and continue in the original direction of travel.
- (f) Where long sections of structure, retaining wall and/or installations of noise wall limit the ready placement of ground-mounted logo signing.



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- (g) At interchanges where it is necessary to direct motorists back in direction to service establishments located at a previous interchange.
- (h) Where the Department determines that for safety, operational, or other explained reasons the installation of logo signs is not in the best interest of the traveling public.
- (i) At any interchange other than that which most directly and conveniently accesses the service establishment.

1.22.4.4 General Motorist Service Signs. General motorist service signs display either symbols or the words "GAS", "FOOD", "LODGING" or "CAMPING". Whenever possible, these general motorist service signs should be removed as soon as logo signing is installed at a particular location, with the exception that Diesel signing will remain if there is no logo participant with diesel service. However, if only certain types of services at an interchange participate in the logo signing program (example: gas and lodging only), the remaining services (food and camping) can continue to be signed via a general motorist service sign provided sufficient spacing is available along the mainline to erect the signs. In no cases, other than mentioned above, should general motorist service signs duplicate logo signing for a particular service. General motorist service symbols may be attached to the supports of mainline logo signs in the absence of separate mainline general motorist service signs. When general motorist service directional signs are placed along ramps, the signs should not be placed together with logo ramp signs on the same post if at all possible.

1.22.4.5 Billboards. Businesses with billboards in violation of State and federal laws or regulations will not be authorized to participate in the Logo Sign Program.

1.22.5 LOGO REQUIREMENTS.

1.22.5.1 Design. Logos may consist of a symbol or trademark, or a legend message identifying the name or abbreviation of the specific business. All logo designs shall be reviewed and approved in accordance with Department standards prior to fabrication. Logos which resemble any official traffic-control device or which are determined to be in poor taste by the Department will be prohibited.

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1.22.5.2 Size and Shape. All logos shall be rectangular in shape and conform to the following sizes:

- (a) Mainline logos (logos directly along the Interstate highway or other freeway) shall be 60 inches wide by 36 inches high for food, lodging and camping services, and 48 inches wide by 36 inches high for gas services.
- (b) All ramp and trailblazer logos shall be 30 inches wide by 18 inches high, except where authorized otherwise by the Department.

1.22.5.3 Legends. A legend which is not part of a regionally or nationally recognized trademark should be as large as possible, preferably with only one or two lines of messages. The maximum amount of legend shall be three lines, each having up to 12 characters (i.e., letters, numerals, or spaces). The minimum size legend shall be 8-inch for mainline logos and 4-inch for ramp and trailblazer logos.

1.22.5.4 Color. Logos may use any contrasting combination of standard highway colors, i.e., white, yellow, red, blue, green, orange, brown and black. Transparent inks may be custom mixed to correlate with standard trademarks providing the colors provide good readability during both daylight and nighttime hours. Colors that are critical to nighttime readability shall be at least as reflective as the standard silk-screened blue color, as determined by Department instrument testing.

1.22.5.5 Supplemental Messages. The following supplemental messages may be used as applicable on logos: "24-HR" on gas or food logos; "DIESEL" on gas logos; and "NO TRUCKS" on gas logos (if a station has no facilities or parking for trucks). The minimum legend height for supplemental messages shall be 6 inches on mainline logos and 3 inches on ramp and trailblazer logos. Supplemental messages are not permitted to extend beyond the edge of the logo and onto the sign panel.

1.22.5.6 Materials. Logos shall be fabricated on an aluminum substrate with a minimum thickness of 0.080 inch. All colors in the logo shall be made from either Department approved Class II reflective sheeting or transparent inks on Class II white reflective sheeting.

1.22.5.7 Approvals. All logo designs and supplemental messages, and any revisions thereto, shall be submitted to the Department (through the Logo Signing Trust) for review and approval. Submissions shall include sufficient layout information to determine compliance with size, shape, color, legend and material requirements. Letter sizes for all legend

proposed as part of the logo design must be clearly marked. The Department may request a small reflective sign sample of any custom-mixed colors to determine nighttime reflectivity. No logos or supplemental messages shall be manufactured until approval is received.

1.22.6 SIGN PANELS.

1.22.6.1 Location.

- (a) Separate Sign Panel. Except as provided in Section 1.22.6.2(c), a separate sign panel shall be provided for each type of service for which logos are displayed. In the direction of traffic, the sequential order of sign panels shall be in the order of camping, lodging, food and gas, except for existing installations which do not conform to this order which installations will remain as is until such time as new signing work requires relocation of such panels. Additionally, a new sign may be installed out of sequence if in the future it is installed in a combined service format, with the future additional service placed in the correct sequence. Signs shall be positioned to take advantage of natural terrain or guide rail, to have the least impact on the scenic environment and to avoid visual conflicts with other signs.
- (b) Specific Service Signs. Specific service signs may be installed between the previous interchange and a point 800 feet in advance of the exit direction sign or "NEXT RIGHT" sign at the interchange from which the services are available. A minimum 800-foot spacing shall be provided between specific service signs, and between specific service signs and existing major guide signs. Excessive spacing should be avoided. Space which is closer to an exit should be fully utilized before specific service signs can be placed in advance of the first major guide sign.

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- (c) Ramp Signs. At single-exit interchanges where service facilities are not readily visible from the ramp, ramp signs (see Figures 1.22.5 and 1.22.6) shall be installed along the ramp or at the end of the ramp. Signs along the ramp should generally be installed on the right side of the ramp, but are permitted on the left side. A minimum 200-foot spacing shall be provided between all ramp signs, and between all ramp signs and other traffic signs on the same side of the ramp.
- (d) Trailblazers. Trailblazers may be installed when it is necessary to provide additional guidance to motorists after they exit from the ramp. All trailblazers shall be installed up to 300 feet before any required turn. Once the turn (or turns) is accomplished, no other trailblazers will be placed. A trailblazer is similar to a ramp sign but does not include the generic type of the service (see Figure 1.22.5). At double-exit interchanges, trailblazers may be installed along the crossroad near the end of the off-ramp for all services over 1 mile from the end of the ramp; distances and arrows shall be included. Trailblazers will be grouped at the intersection by direction (straight, left and right) and stacked totem pole style beginning at the top with camping, then food, then lodging, and with gas on the bottom. Trailblazers are to be stacked a maximum of five signs in height on posts in accordance with Department criteria.
- (e) Local Signing Ordinances. Logo Signs are not advertising signs, but are guide signs designed to facilitate the safe flow of vehicular traffic by providing directions to essential highway motorist services. Section 2002(10) of the Administrative Code of 1929, 71 P.S. Section 512(10), bestows on the Department "exclusive authority and jurisdiction over all State designated highways". The Department is accordingly not subject to the mandates of local ordinances with regard to matters such as the type, size and location of signs within the right-of-way of a State highway. Nevertheless, the location of all signs will be established to avoid blocking motorists lines of sight when entering the highway from side roads and driveways.

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1.22.6.2 Composition.

- (a) Single-Exit Interchanges. Specific service signs shall include the name of the type of service followed by the exit number displayed in one line above the logos. Specific service signs may have up to six "gas", "food", "lodging" or "camping" logos. Half-size specific service signs (as illustrated in Figures 1.22.1 and 1.22.2) may be used if full-size specific service signs are not necessary. Four-panel size specific service signs should be used if a six-panel specific service sign is not necessary. A 5-year future time frame should be considered to determine the sign size.
- (b) Double-Exit Interchanges. At double-exit interchanges, such as a cloverleaf interchange, specific service signs shall generally consist of two sections, one for each exit. The top section should display the logos for the first exit and the lower section should display the logos for the second exit. The name of the type of service followed by the exit number should be displayed on a line above the logos in each section. The number of logos in each section shall generally be limited to three each for "gas", "food", "lodging" and "camping". When a type of motorist service is only at one exit, a full-size or half-size specific service sign may be used as discussed in Section 1.22.6.2(a).
- (c) Remote Rural Interchanges. In areas where only one or two qualified facilities are available for each of two types of services, logos for the two types of services may be displayed on the same specific service sign. The name of each type of service shall be displayed above its respective logo(s) as indicated in the bottom drawing in Figure 1.22.3. Logos should not be combined on a sign when it is anticipated that additional service facilities will become available during the next 5 years. When it becomes necessary to display a third logo for a type of service displayed in combination, the logos involved shall then be displayed in compliance with Sections 1.22.6.2(a) and (b).

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- (d) Ramp Signs. Ramp signs shall conform to the general requirements of Figures 1.22.5 and 1.22.6. A maximum of six logos for gas, food, lodging and camping service shall be displayed along the ramp. A maximum of three logos for each of two different types of services may be combined on the same sign panel. The name of each type of service shall be displayed above its logo(s). For services over 1/2 mile from the ramp terminal, ramp signs shall include the distance to the service (to the nearest whole mile) below the directional arrow.
- (e) Dual Signing. It will not be permissible to insert wording for a convenience store or a mini-mart on a gasoline logo sign panel. Current policy does not permit such dual signing on either the small or large size gasoline logo sign panel. All gasoline logos will conform to the general requirements of Figure 1.22.5. A similar dual combination of gasoline designations on food, lodging or camping signs is not permitted.

1.22.6.3 Logo Position Orientation. Logo positions on panels are determined by nearness to interchange in accordance with Section 1.22.7.3(a) and (b), beginning at the top left position on the panel and proceeding to the right, then left to right on the second and third rows, ending at the bottom right position. Existing logo orientations which are not oriented in this manner shall be permitted to remain so.

## 1.22.7 APPLICATION AND AGREEMENTS.

### 1.22.7.1 Application.

- (a) Initial Contacts. If an interchange is approved by the Department for logo signs, businesses in the vicinity of the interchange will be surveyed to determine eligibility. The program and the costs involved will be explained to the eligible businesses by the administering agency.
- (b) Logo Agreement. An eligible business that wishes to participate in the program and which can be accommodated will be requested to enter into a "Logo Agreement" with the administering agency and pay specified "up-front costs" which will be used to pay the business' share of the total project costs (e.g., the costs of making the providing and erecting the sign panels, attaching the logos and administering the program). The arrangement will further bind the business to pay an annual fee as discussed in Section 1.22.7.2(a).

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1.22.7.2 Annual Fee and Additional Costs.

- (a) Annual Fees. Participating businesses will be assessed an annual maintenance fee designed to cover preventative maintenance, the replacement of damaged sign panels, and the continuing administration of the program. The fee will be evaluated yearly by the administering agency to insure an adequate fund for the next year's projected expenses. Failure to pay the fee within the specified time period shall constitute breach of the Logo Agreement and will be cause for removal of the logos. At the time the annual fee is assessed, the businesses also shall be required to complete a business eligibility compliance form.
- (b) Temporary Removal. If a business is closed for more than 2 weeks, its logos shall be removed. It will be the responsibility of the owner to notify the administering agency to remove the logos at the beginning of a closed period and to reinstall or uncover the logos upon reopening the business. A fee will be charged for temporary removal and installation.
- (c) Logos. Businesses shall supply all new or replacement logos. Businesses shall be responsible for the cost of installing replacement logos. All field work for new or replacement logos shall be performed by a Department prequalified contractor and authorized by the administering agency.
- (d) Refurbishment. When the majority of logo sign panels need to be replaced (assumed to be every 10 to 15 years), additional fees will be assessed to cover the cost of replacing the signs or sign panels.

1.22.7.3 Excess Number of Eligible Businesses.

- (a) General Rule. When all eligible businesses desiring logo signs cannot be accommodated, the closest establishments will be given the first opportunity to participate.

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(b) Single-Exit Interchanges. When a surplus of eligible businesses exists at single-exit interchanges, businesses within 1/2 mile to the right of the exit ramp terminal will be given preference, followed by the businesses within 1/2 mile to the left. (This practice will help to share the available space on the two sides of the interchange and reduce the number of left-turn movements). After all participating businesses within 1/2 mile have been signed, the closest business to the ramp terminal in either direction will be signed.

1.22.7.4 Changes in Participating Businesses.

(a) Sale or Termination of Participating Business; Assignment.

- (1) Participants may not assign a Logo Sign Agreement without the prior written consent of the Trust, which consent shall be in the Trust's sole discretion.
- (2) Businesses which withdraw from the Logo Program because of the sale or closing of their business, or for any other reason, shall not receive any reimbursement.
- (3) If a participating business is sold, and the new owner wants to continue in the logo signing program, the new owner shall proceed as follows: (A) If the business is sold for a different use or if the owner withdraws from the logo program, the privilege to participate in the logo program shall be offered to the next qualified business as discussed in Section 1.22.7.3, which may or may not include the new owner, depending on the qualifications set forth in such Section. If the participating business is sold for a different use and the new owner wants to qualify for the logo program, then the new owner shall follow the qualification procedures for any new business participant and shall pay the same fees as any new participant in the logo program; or (B) If a participating business is being sold to a new owner for the same use, and the new owner wants to continue participation in the logo



signing program at the same location, the existing participant and the new owner shall apply jointly for Assignment of the existing Logo Sign Agreement, verifying that the business will continue in the same classification (i.e. gas, food, lodging, or campground), at the same location; then in such event, the existing Agreement may be assigned for the remainder of the term of such existing Logo Sign Agreement. Such Assignment shall be in a form determined by the administering agency, and subject to the payment of a fee for Assignment as determined from time to time by the administering agency. The application for Assignment by the existing participant and the new owner shall be made not later than the date of closing on the transfer of the participating business or the effective date of transfer of ownership of the participating business, whichever shall first occur, and such request for assignment shall include a verification by the participating business and the new owner of said closing date and such date of transfer of ownership.

(b) New Businesses: If a new business is established or if a non-participating business is interested in participating in the logo program, the business may request to participate in the program subject to the following:

- (1) All new businesses will be required to pay the same costs as outlined in Sections 1.22.7.1 and 1.22.7.2.
- (2) If the maximum number of logos is in place, applications will be considered in accordance with the priorities established in Section 1.22.7.3 and the removal provisions of Section 1.22.7.5. Businesses will not, however, be forced to vacate a sign due to another business during their first 5 years in the logo program. If a participating business is forced to vacate a

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sign panel due to another business, the business will be reimbursed for a depreciated portion of the up-front cost, based on a 10 year straight-line depreciation schedule.

- (3) Businesses under construction, or closed businesses planning to reopen under new management, may submit applications for logo signs up to 3 months in advance of the scheduled date of the business opening.

1.22.7.5 Removal of Logo Signs.

- (a) Removal Necessitated by Department Action. Since the amount of available signing space at interchange areas is limited, the Department reserves the right to remove logo signs and to provide an initial cost reimbursement to participating businesses under certain circumstances. Logo sign removal may prove to be necessary under any of the following circumstances: 1) if the space is needed for necessary traffic control signs, 2) if directional signing for large attractions becomes needed, 3) if the access control features of either the mainline or the crossing routes are changed, or 4) for other safety or operational reasons based on an engineering study.

If logo signs are to be removed for any of these reasons, the businesses will be reimbursed by the Department for a portion of the up-front costs over the first 10 years. Reimbursement will be computed based on straight-line depreciation. The costs of sign removal and sign disposal will be borne by the Department.

- (b) Removal Caused by an Excess of Eligible Businesses. If the maximum number of logos is in place on a sign panel, new applications by other businesses for inclusion on an existing logo sign will be considered in accordance with the priorities established in Section 1.22.7.3. These priorities are consistent with standard logo signing practice, and they reflect the concept of providing maximum service to the motorist. An excessive number of eligible businesses present at a signed interchange may necessitate the removal of one or more existing participants. This removal will be

accomplished according to the following:

(1) Closer Business Bumping Criteria.

(A) Implementation of "Closer Business Bumping" will be applied in sequential order by type of service beginning with the farthest participating business and proceeding inward toward the closest participating business. At single-exit interchanges, the ranking will be in accordance with Section 1.22.7.3(b) when all businesses of a type are within 1/2 mile of the ramp terminals.

(B) No replacement of a business (bumping) will take place at any interchange for any reason until the furthestmost located business on any filled (and already expanded) three-or-six-panel logo sign has been participating in the logo program for a minimum of 5 years.

(C) Participating businesses will be entitled to receive a full 5-year duration of sign use. In no case will a participating business be forced to vacate a logo sign for another business during the first 5 years after installation of their logo.

(D) Bumping will not be authorized where the business wishing to replace another business is already signed for another type of service at the same interchange.

(E) Specific interchange locations and specific logo signs subject to bumping procedures (i.e., those signs deemed to be already filled to capacity with existing, participating businesses) will be determined by the Logo Signing Trust in coordination with the Department. A current listing of filled logo signs will be maintained and updated semi-annually by the Logo Signing Trust.

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(F) No new "bumping" procedures shall be initiated at a specific ramp location until at least one (1) year has transpired since the date of administering agency action on the last "bumping" request for the same service at the same ramp location. A "bumping" procedure will be initiated at an exit ramp location only upon written request of a business operating at that exit ramp location, within the mileage distance specified by the Guidelines. Provided, however, one exception will be allowed to this one-year policy; specifically, a brand-new business (which is located at an exit ramp qualified for the program and which business is opening for business for the first time or was constructed within such one-year period) may initiate a "bumping" procedure before the one-year period has transpired.

(2) Implementation Procedure. The following steps will be used when carrying out the Closer Business Bumping Criteria.

(A) Whenever a business becomes aware, or is otherwise officially notified, that a specific logo sign for food, lodging, gas, or camping is filled to capacity, the business wishing to apply to replace another participant will contact the Logo Signing Trust and request information pertaining to replacement options and bumping.

(B) The first step to effect possible replacement of an existing business logo by another business will be the submission of a completed application.

(C) The Logo Signing Trust, in cooperation with the Department, will verify all qualifying data on the application and will conduct a complete resurvey of the interchange. All businesses eligible to "bump" will in turn be required to enter into a "Logo Agreement" and pay a specified fee by a specific date.

(D) A determination will be made as to what business must vacate the sign. Schedules will be established to effect as timely a removal and replacement of logo panels as possible.

(E) The business being replaced will be paid a prorated portion of the original cost by the Logo Signing Trust. The reimbursement will be the original cost to the business less 1/10 of that cost for each year the business logo sign being replaced has been on the panel. After 10 years, no reimbursement will be made as the life of the sign is considered to have been fully used.

(F) The effective date of logo removal and replacement under the above procedures will be the conclusion of the yearly billing period established by the administering agency.

1.22.7.6 Relocation of Logo Signs, New (Added) Signs.  
If Department projects or operations involving maintenance, design, utilities, traffic control, drainage or construction necessitate the temporary or permanent relocation of logo signs, the Department will make every effort to relocate the logo signs to an agreed upon location at Department expense. In general, the Department will first determine: 1) if the services still meet applicable guidelines for signing, 2) if the relocation of existing logo signs is possible, and 3) whether new (added) signs or changed signs are needed as a result of changes in routing. Access control, travel distance, existing signing and the route of return to the freeway will be factors in such a determination.

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The cost of relocating or changing existing logo signs due to Department initiated actions will be paid for entirely by the Department. The cost of installing new (added) logo signs and/or new (added) trailblazers, if determined necessary as per Department signing policy, will continue to be the responsibility of the logo applicant. Agreements and cost arrangements for new (added) signs as per Sections 1.22.7.1 and 1.22.7.2 will apply.

1.22.7.7 Expansion of Existing Four-Logo Sign Panels to Accommodate Six-Logo Panels. Prior to January 1990 a maximum of four lodging, food, and camping logos were permitted on a single sign installation. The current Department policy now permits a maximum of six logos for these services (see Figure 1.22.2).

In those locations where four participating businesses have filled a four-panel logo sign, and when additional qualifying businesses wish to join the logo program, a site review will be conducted to determine if it is feasible to expand the sign or to relocate it to a position where an expanded six-panel logo sign can be installed.

If there is a demonstrated need and if sign expansion is feasible, the administering agency upon approval will systemically replace four-panel logo sign with six-panel signs as part of future construction projects incorporating at least eight interchanges. The two extra logo spaces on the larger signs will be made available to qualifying businesses as per established guidelines and fees. No separate costs for design or construction of the expansion will be assessed when the work is performed as part of a construction project involving eight interchanges or more.

If a four-panel logo sign is filled and if a single new business wishes to participate in the logo program immediately, the option available is that the business pay the normal program fees or bear the full design and construction costs of the expansion to six panels, whichever is greater. The above option would also apply if two new businesses wish to participate in the program immediately. In such case, normal program fees will be paid by each or the full cost of the expansion will be shared by the two new businesses, whichever is greater.

The expansion of mainline logo signs may be accomplished by expanding the sign back panel either horizontally or vertically, and by relocating or extending the posts. The decision as to how best to add sign area should be made after a thorough review of site conditions and in consideration of existing logo installations, the type, number and spacing of posts, aesthetics, and structural design requirements. Design proposals for logo sign expansion shall be reviewed and approved by the Department before sign design is finalized and before any construction work takes place. Proper mounting height and required breakaway characteristics for logo signs should be followed when mainline logo signs are expanded.

The Department or the Logo Signing Trust will not at their expense reconstruct a six-panel sign to reallocate unused space for the benefit of new business applicants.

The determination that a sign is filled to capacity will be made by the Department. Any reallocation of space on an existing logo sign which involves deleting services, separating exits, or moving logos from top to bottom (or vice versa) will be made by the Department. In general, split service signs (those with two types of services displayed) will be considered filled whenever each specific service panel is filled. Reallocation of space on a sign from one service to another will not be allowed unless space is available along the mainline to properly accommodate one or more new signs. All changes to logo signs will be made consistent with applicable state and national standards and will require concurrence from the Federal Highway Administration.

#### 1.22.8 FUNDING AND ADMINISTRATION...

1.22.8.1 General. All costs associated with the design, erection, maintenance and administration of logo signs will be uniformly assessed to all participating businesses. The program will be administered on a non-profit basis by the Department or a logo signing trust. All signs will become Department property after erection.

1.22.8.2 Duties of a Logo Signing Trust. If the logo program is administered by a logo signing trust, the trust will be responsible to:

- (a) Select an engineering firm to inventory eligible exits to identify potential businesses.
- (b) Contact the businesses for promotional purposes.
- (c) Establish the fee schedule and enter into an agreement with the businesses on a contractual basis.

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- (d) Collect fees from the businesses.
- (e) Obtain signed compliance forms from applicants to verify business eligibility.
- (f) Authorize an engineering firm to develop construction plans for Department and Federal Highway Administration approval.
- (g) Coordinate with the Department relative to sign placement and obtain concurrence from Department District Offices upon completion of a construction contract.
- (h) Bid and award the construction project.
- (i) Inspect and maintain the sign panels.
- (j) Report to the Department inquiries and/or complaints which may be received relative to existing logo signing.
- (k) Prepare an annual report and submit it to the Department.
- (l) Administer the program on a day-to-day basis.

1.22.8.3 Audit. If the logo program is administered by a Logo Signing Trust, a financial audit shall be performed on at least a biennial basis.

1.22.8.4 Annual Report. The Department in conjunction with the Logo Signing Trust will prepare an annual report for submission to the House and Senate Transportation Committees within approximately 120 days after each fiscal year. The fiscal year will be the 12-month fiscal period utilized by the program Administrator. The report shall summarize the number of businesses participating in the program, the fees charged for such participation, the methodology used to determine these fee amounts and the program's annual financial statements.

#### 1.22.9 DEPARTMENT RESPONSIBILITY.

If the Logo program is administered by a Logo Signing Trust, the Department will cooperate with, share file information, and provide expertise to the Trust and to engineering consultants who represent the Trust. The Department, through district engineering offices, will assist the Trust and its design consultants in determining suitable locations for logo signing. The Department will field review logo signing and will accept in writing the completed logo signs at the conclusion of construction. The Department will maintain file copies of plans prepared by the Trust which show logo sign locations. The Department will be responsible for logo program guidelines and regulations. The Department will conduct Quality Assurance field reviews to inspect logo sign installations.



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1.22.10 CHANGES IN PROGRAM ADMINISTRATION.

If the program is administered by a non-profit Logo Signing Trust and for any reason their services are terminated, all financial resources and records will become the Department's property for use as an on-going program.

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Figure 1.22.1. TYPICAL SIGNING FOR SINGLE-EXIT INTERCHANGES  
(4 AND 2 PANEL LOGOS)

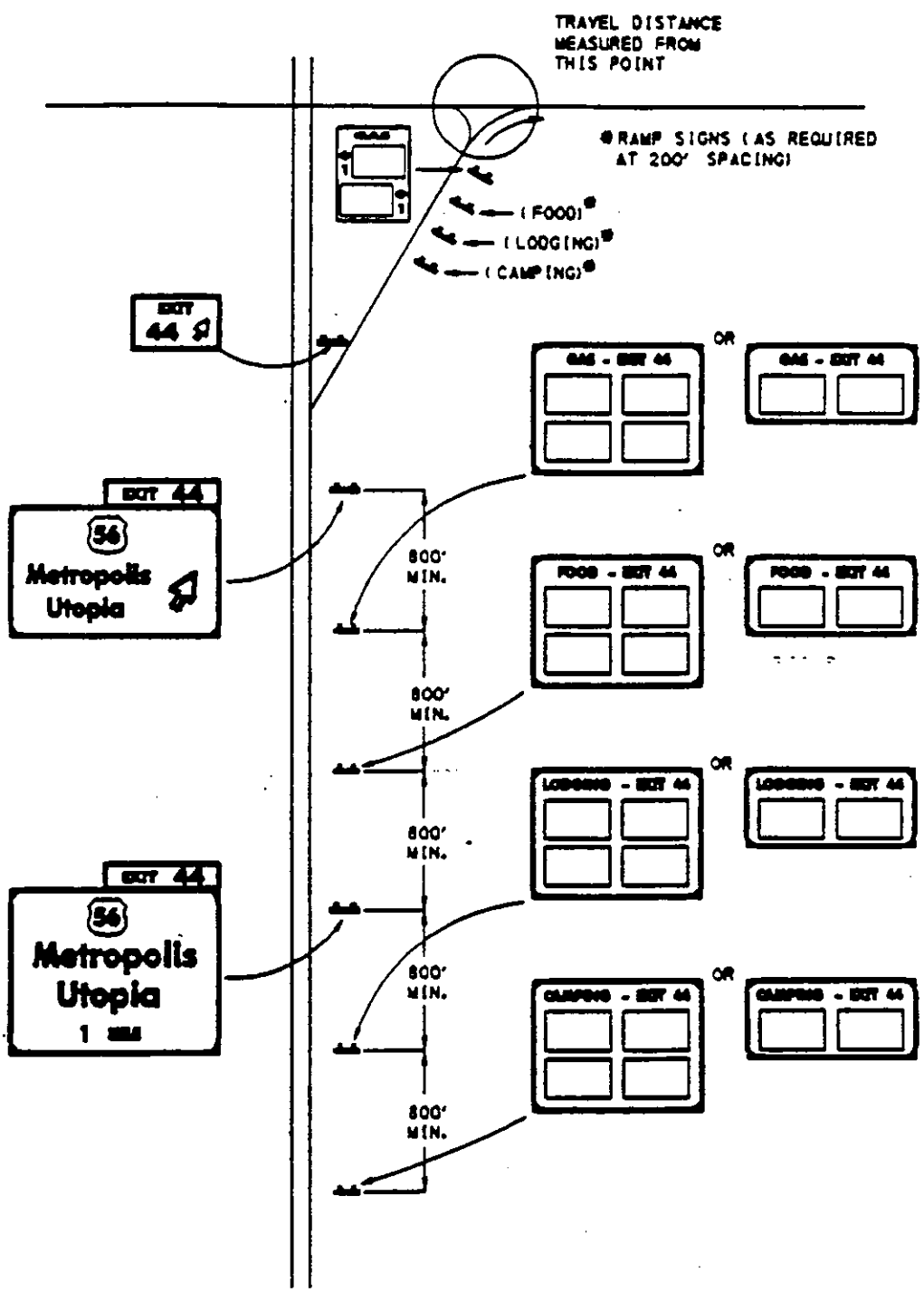


FIGURE 1.22.2. TYPICAL SIGNING FOR SINGLE-EXIT INTERCHANGES  
(6 AND 3 PANEL LOGOS)

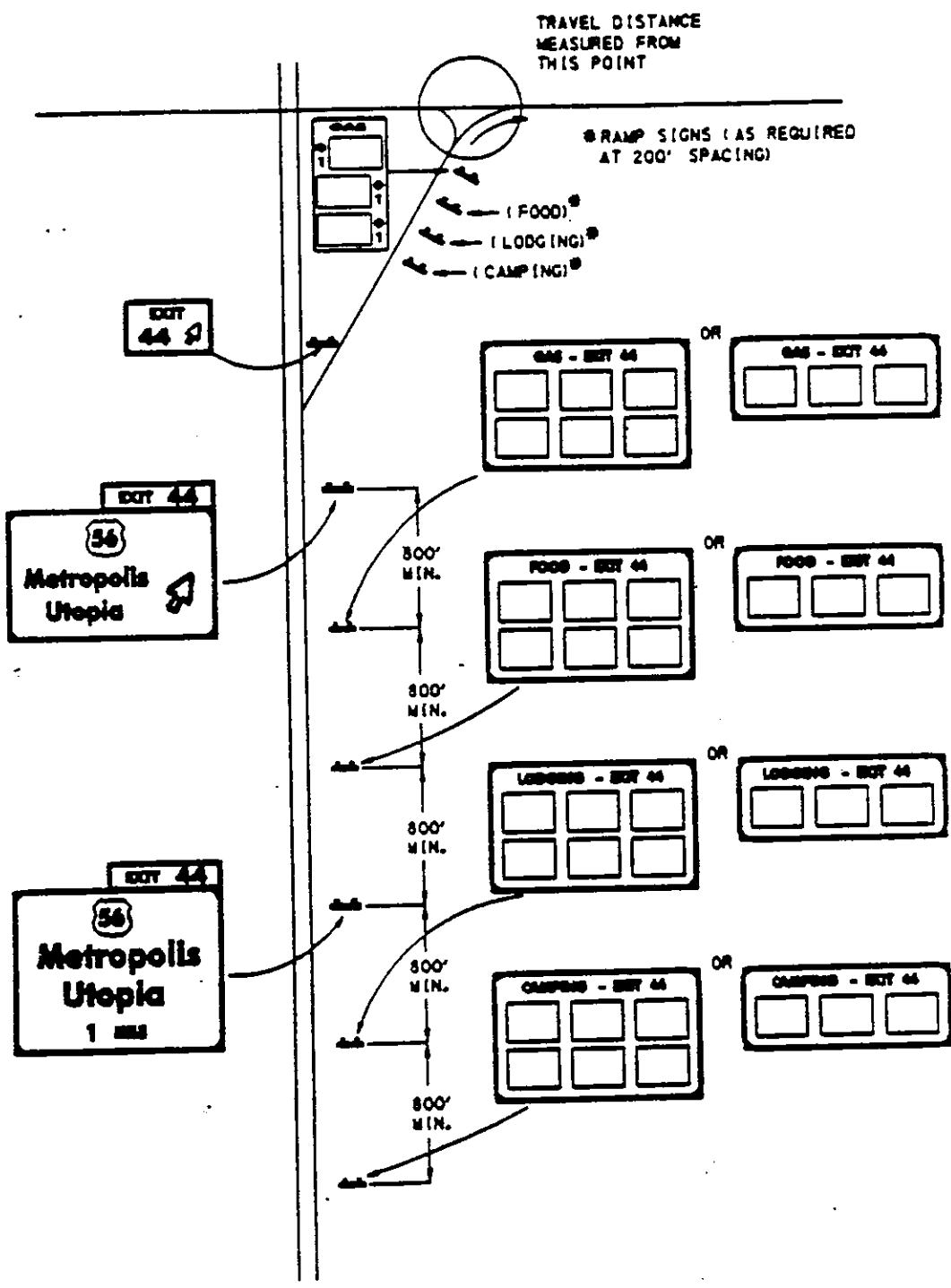
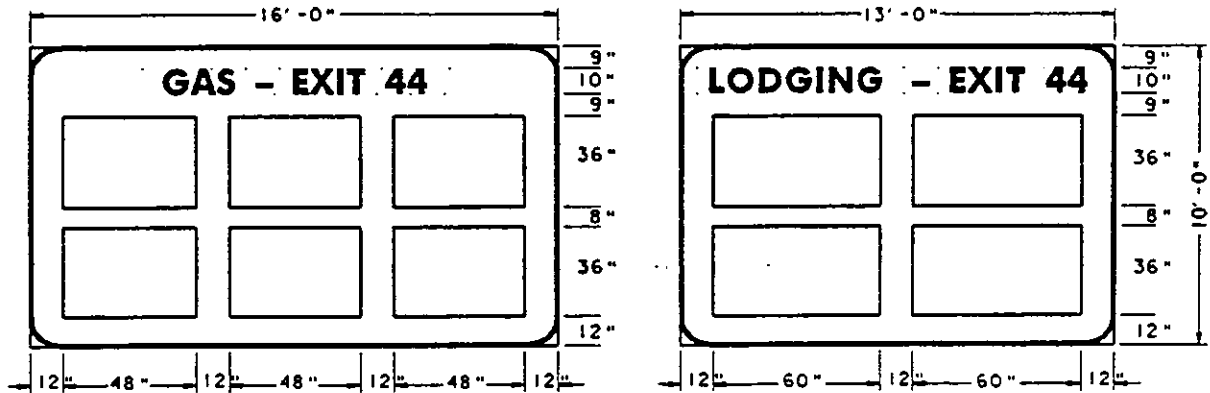
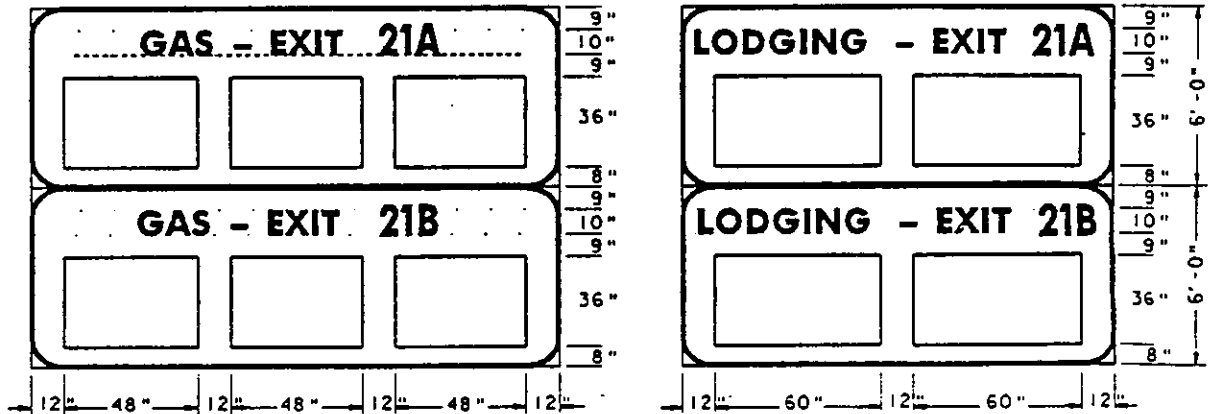


Figure 1.22.3. TYPICAL SPECIFIC SERVICE SIGNS



SINGLE-EXIT INTERCHANGE

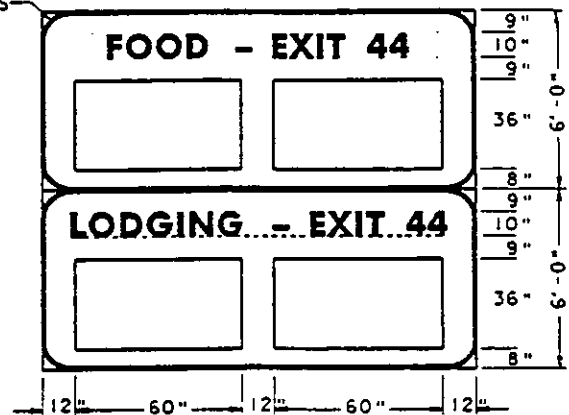


DOUBLE-EXIT INTERCHANGE

**NOTES:**

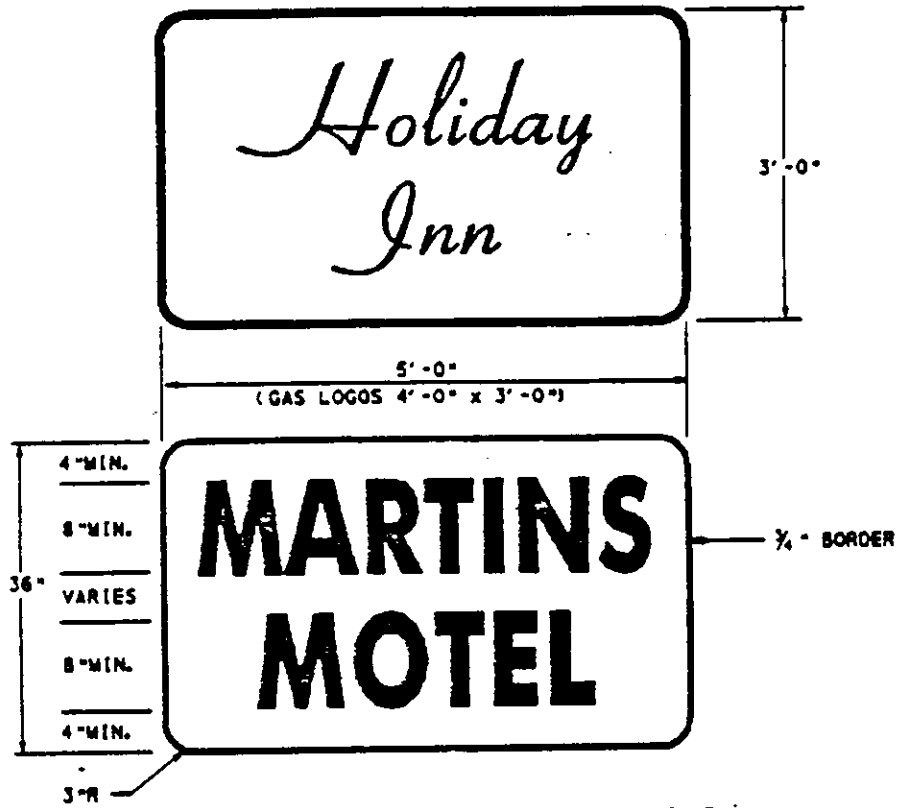
1. ALL LEGENDS TO BE SERIES D.
2. AT DOUBLE-EXIT INTERCHANGES, THE EXIT NUMBER AND THE LETTER AFTER THE EXIT NUMBER SHALL BE 13.3" HIGH.
3. 6 PANEL FOOD, LODGING AND CAMPING LOGO WILL HAVE SIMILAR DIMENSIONS TO 6 PANEL GAS LOGO SHOWN ABOVE, EXCEPT THAT LOGO PANELS WILL BE 60 INCHES WIDE.

9" RADIUS  
(TYP.)

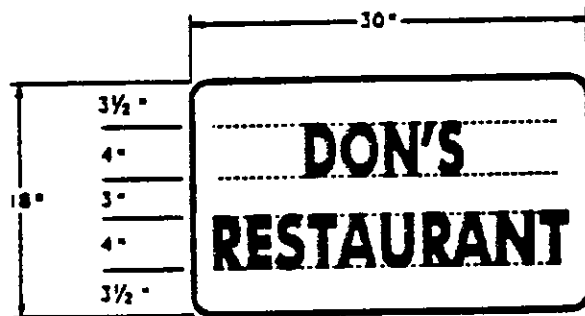


REMOTE RURAL INTERCHANGE

Figure 1.22.4. TYPICAL LOGOS

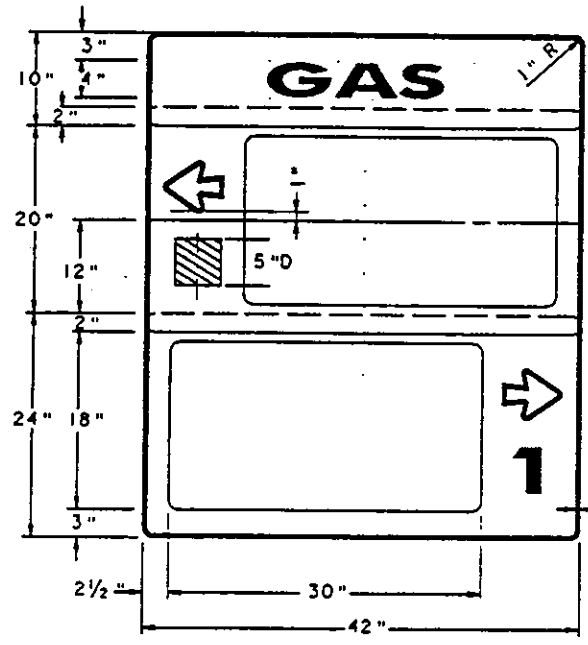


LOGOS ON SPECIFIC SERVICE SIGNS

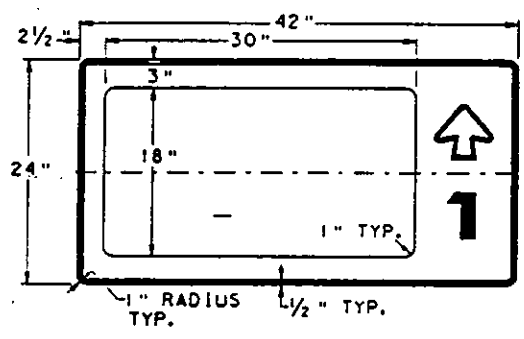


LOGOS ON RAMP SIGNS AND TRAILBLAZERS

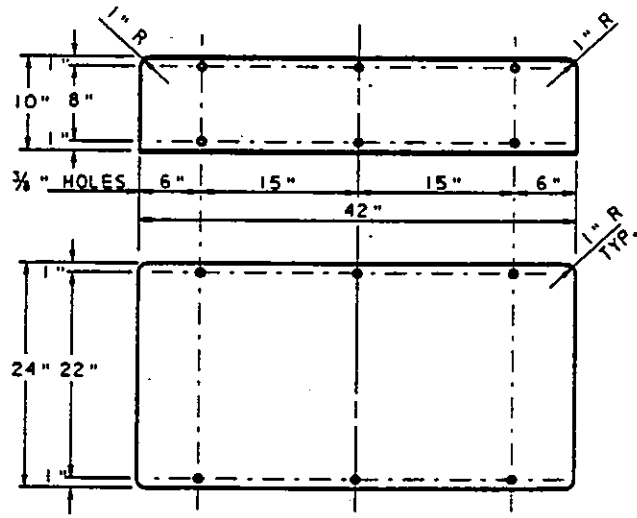
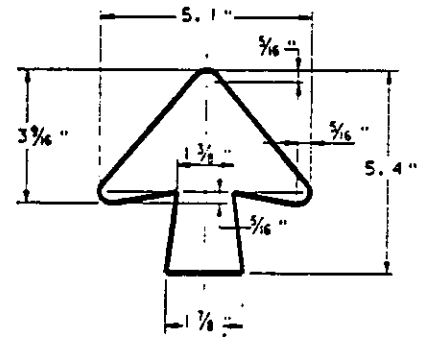
Figure 1.22.5. RAMP SIGNS AND TRAILBLAZERS



RAMP SIGN



TRAILBLAZER

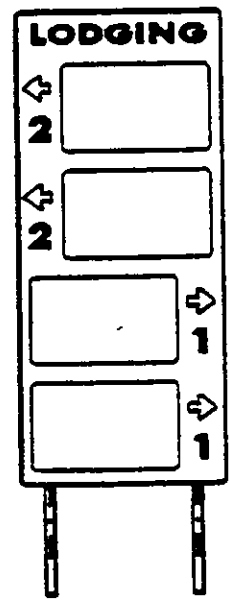


COMPONENTS OF SIGN PANELS

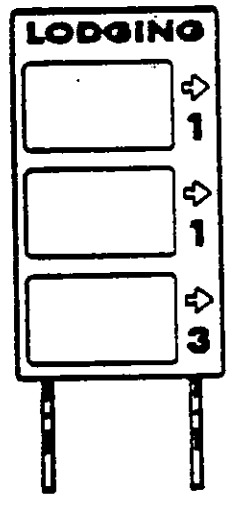
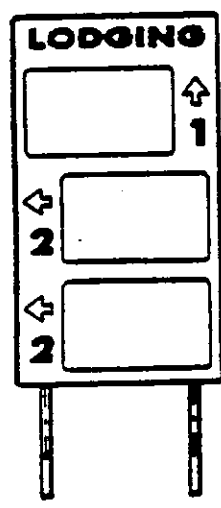
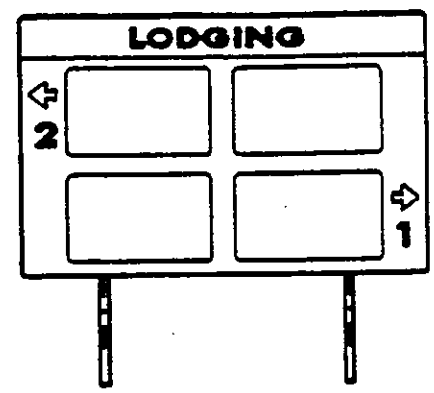
NOTES:

1. THE TYPE OF SERVICE SHALL ALWAYS BE INCLUDED ON RAMP SIGNS, BUT NOT ON TRAILBLAZERS.
2. LOGOS WITH DESTINATIONS TO THE LEFT SHOULD BE ABOVE THOSE WITH DESTINATIONS TO THE RIGHT, AND CLOSER SERVICES IN EITHER DIRECTION SHOULD BE ABOVE THE MORE DISTANT SERVICES IN THE SAME DIRECTION.
3. SIGN PANEL COMPONENTS SHALL HAVE A MINIMUM THICKNESS OF 0.100 INCH.
4. RAMP SIGNS SHALL BE MOUNTED ON THE RIGHT SIDE OF RAMP. MOUNTINGS ON LEFT SIDE OF RAMPS SHOULD ONLY OCCUR WHEN EXTENUATING CIRCUMSTANCES PRECLUDE RIGHT SIDE INSTALLATIONS.

FIGURE 1.22.6. RAMP SIGN INSTALLATIONS  
(4 AND 6 PANEL LOGOS)



OR



OR

