

SYSTEM DESIGN

General: A Wayfinding Signing System is to provide a predictive geographical navigation by taking advantage of known geographical sequences to replace turn by turn, street by street directions. Regional Trailblazers, Region Welcome, Guideway, Resource Directional, and Sub-Regional Signs shall be used as steps to guide visitors into and through the region to a participating destination and then back out again. In the process, a Region's most prominent features and resources are called out and promoted, but only as required to serve visitor guidance. In general, individual Attractions receive fewer signs, but the Region and Attractions overall gain a comprehensive and consistent system of signing that makes the whole Region more accessible. Wayfinding Sign messaging and placement shall generally be designed to provide specific guidance to Attractions at their nearest turn while continuing to provide generalized guidance toward more distant Attractions or groups of Attractions.

Wayfinding Sign Types: The following is a summary of the types of signs and their use in the Wayfinding Signing System:

- (a) **Primary Welcome Sign.** A sign used on Conventional Highways at or near the border of the Region which introduces the motorist to the regional logo type and signing system. These signs shall be installed on each numbered U.S. or Pennsylvania route that is a Primary Corridor in the Region, that is, a corridor which provides a primary access to key Attractions in the Region. These signs may also be installed on other Conventional Highways at or near the Region boundary.
- (b) **Secondary Welcome Sign.** A sign used on a Conventional Highway at or near the boundary of a political subdivision of the Commonwealth.
- (c) **Pull-Off Welcome Sign.** A sign off of an Arterial where an adequate and safe pull-off area is provided. This sign identifies, in detail, information and contacts for major cultural, historical and recreational resources.
- (d) **Region Trailblazer.** This sign directs motorists toward a Freeway exit that accesses the Region or along an Arterial highway. These signs may be installed on any Arterial within 10 miles of the Region boundary where the Region to be signed is the next Department-approved Region in the progression of travel.
- (e) **Guideway Marker.** A sign used to designate a travel corridor spanning as a Guideway. Guideway markers are to be placed at or immediately after key intersections to confirm Region and route continuity and at intervals not to exceed 10 miles.
- (f) **Supplemental Guideway Sign.** A sign used to indicate the types of Attractions, by Group Mention, which may be found on a Guideway. These signs can be located on an Arterial up to 2 miles in advance of an intersection.
- (g) **Resource Directional Sign.** This sign provides directions to specific

Attractions or grouped categories of Attractions. Resource Directional Signs shall be installed in advance of required turns to the Attraction or grouped category of Attractions.

- (h) **Sub-Region Resource Directional Sign.** This sign provides directions to specific Attractions or grouped categories of Attractions in a Sub-Region. This sign shall be installed in advance of required turns to the Attraction or grouped category of Attractions.
- (i) **Sub-Region Direction Sign.** This sign provides guidance information to connect one Sub-Region with another Sub-Region. This sign may be placed in advance of intersections with Arterials or Guideways that lead from one Sub-Region to an adjoining Sub-Region.
- (j) **Region Direction Sign.** This sign provides guidance information to direct the motorist out of the Sub-Region and back into the greater Region. This sign may be placed in advance of intersections with Arterials or Guideways with the routes that lead out of a Sub-Region and into the greater Region of which the Sub-Region is a part.
- (k) **General Motorist and Standard Symbol Signs.** Standard symbols may also be used, in lieu of or in addition to, providing a grouped mention at the discretion of the Trust.

LOCATION AND SPACING

Location: Signs shall not be installed immediately in advance of the Attraction, along the highway from which the entrance is accessed, unless the entrance is visually obscured, in the direction of travel. Unless approved by the Administering Agency, all signs shall be installed to the right of the direction of travel, and where sufficient space is available.

- (a) Signs should be located to take advantage of natural terrain, to minimize the impacts on the scenic environment and to avoid visual conflict with other signs within the highway right-of-way.
- (b) When an at-grade intersection is replaced with an interchange, the Administering Agency reserves the right to relocate, eliminate or alter all displaced and affected signs in order to best maintain continuity of the overall signing system. All changes are subject to approval by the Department.
- (c) Signs shall be located so as not to interfere with, obstruct or divert drivers' attention from any other Official Traffic Control Device. Other Official Traffic Control Devices placed at intersection approaches, subsequent to the placement of a Wayfinding Sign, shall have precedence as to location and may require the relocation of the Wayfinding Sign. In the locations where Official Traffic Control Devices are integrated into the Wayfinding Signing System, the Official Traffic Control Devices shall take precedence, with regard to order, space and location, over other information.

- (d) Wayfinding Signs should be positioned in such a manner that does not restrict drivers' attention when entering the highway from side roads or driveways.

Spacing: Wayfinding Signs shall be located not less than 200 feet nor more than 1320 feet in advance of a location where a turn is required from the highway. At intersections where more than one Wayfinding Sign is required, the minimum spacing between such assemblies should be 200 feet. Minimum spacing between a Wayfinding Sign and another Official Traffic Control Device shall be 100 feet. The maximum number of Wayfinding Signs at an intersection on each approach shall be two.

SIGN DESIGN

Design:

- (a) Sign Panel layouts shall be as follows:
 - (1) Arrow and Region Logo Details – Figure 1.15.1
 - (2) Primary Welcome Sign – Figure 1.15.2
 - (3) Secondary Welcome Sign – Figure 1.15.3
 - (4) Pull-Off Welcome Sign – Figure 1.15.4
 - (5) Region Trailblazer Sign – Figure 1.15.5
 - (6) Guideway Marker Sign – Figure 1.15.6
 - (7) Supplemental Guideway Marker – Figure 1.15.7
 - (8) Resource Directional Sign Standard – Figures 1.15.8a and 1.15.8b
 - (9) Resource Directional Sign – Modified – Figures 1.15.9a and 1.15.9b
 - (10) Resource Directional Sign – Vertical – Figure 1.15.10
 - (11) Sub-Regional Resource Directional Sign – Figure 1.15.11
 - (12) Sub-Region Direction Sign – Figure 1.15.12
 - (13) Region Direction Sign – Figure 1.15.13
- (b) The background color of all Region Signs, Color 1, shall be European Blue (PMS #281), however, standard highway blue as defined in ASTM D 4956 may be substituted as a cost savings measure. All legends shall be White, Color 2. For Regional Resource Directional Signs, a background color, Color 3, may be designated for the header legend panel on these signs. Said background color shall have a contrast ratio against white of between 4:1 and 10:1 and shall not be of similar appearance to any color used in standard traffic signs (i.e., red, yellow, green, brown, orange, white). This background color, Color 3, shall appear as a dominant color in the logo for the Region. This same color shall be used for Sub-Region Sign backgrounds. Where a region has two or more sub-regions which directly adjoin one another, a second Sub-Regional color may be utilized. First and Second Class cities with more than two abutting Sub-Regions may designate more than two Sub-Regional colors, conditioned upon there being never more than two background colors in a driver's field of view at a given time.

Sub-Region signs use the sub-regionally-designated bright color and the Region dark blue color as an “inbound ” vs. “outbound ” directional messaging signal.

- (c) The Regional Logo shall be approved by PENNDOT and the Department of Community and Economic Development and shall be consistent in appearance with all Regional and Sub-Regional signs. The Regional Logo shall conform to the diamond shape shown herein.
- (d) Each Resource Directional Sign Mention shall be limited to a maximum of three (3) lines. The Mention is limited to the name of the Attraction or group of Attractions or an abbreviation thereof. No additional promotional information shall be allowed on any sign type.
- (e) The Administering Agency, with approval from the Department, shall maintain all standards for panel size, color, and construction for the entire system, in order to insure continuity and uniformity. On roads with a posted speed limit greater than 40 mph, legend height shall be 6". On roads with a posted speed limit of 40 mph or under, legend height shall be 4". Variance may be approved by the Department due to circumstances such as restricted right-of-way.
- (f) On multi-lane highways, a supplemental directional message such as “left lane,” etc., may be utilized at the discretion of the Administering Agency. The supplemental message is typically mounted below the panel and shall be black legend on yellow reflectorized background with all upper case letter height 0.75 x the upper case letter height of the panel it is supplementing.
- (g) General Motorist and Standard Symbol signs may display symbols for “Fuel,” “Food,” “Lodging,” “Camping,” “Hiking,” “Biking Trail,” or “Visitor Information,” etc.
- (h) In rural areas, Standard Resource Directional Signs shall be used when possible instead of the Vertical Resource Directional Sign. In Urban areas, the Vertical Resource Directional Sign is preferred. In Sub-Regions, Sub-Regional Resource Directional Signs shall be used.
- (i) Type III retro-reflective sheeting shall be used on all sign panels. Floodcoating with transparent inks or transparent overlay films may be used.
- (j) The typeface shall be “Friz Quadrata ”. Cap height shall be adjusted to be 1/10 of the space available for the line of legend.

Arrangement:

- (a) A maximum of three (3) Mentions shall be allowed on any Wayfinding Sign.
- (b) The order of directional panels on a single Wayfinding Sign structure shall

be the straight-ahead is always located above the left or right turn, and the left turn is always located above the right turn. The order of multiple Wayfinding Sign installations on an approach shall be, in the direction of travel, left-turn sign prior to right-turn or straight-ahead sign, and right-turn sign prior to straight-ahead sign.

- (c) If more than one Attraction exists on a Wayfinding Sign, the order of Mentions shall be that those that are nearest will be located above those that are farther away.

Coordination with Other Sign Systems:

- (a) **Treatment of Existing TODS Outside of a Signing Region.** The TODS program should continue under the current Department policy with the following modification. All new agreements for TODS should include a provision that the TODS may be removed when a Signing Region is established, that includes the location of the TODS installation regardless of whether the Attraction participates in the Regional Signing Program.
- (b) **Treatment of Existing TODS Inside of a Signing Region.**
 - (1) No new TODS installations should be approved upon the establishment of a Signing Region.
 - (2) Existing TODS of Attractions that participate in the Regional Signing Program should be removed.
 - (3) Existing TODS that conflict with the installation of a Regional Sign installation shall be relocated to an alternate location. In the case that an alternate location cannot be identified the Regional Trust should work with the business to find a mutually acceptable resolution.
 - (4) Existing TODS that serve as trailblazer signs in the PA Logo Signing Program should be replaced with signs that conform to the Regional Signing Program design. The TODS replacements shall be coordinated with the Administrator of the PA Logo Signing Program.