APPENDIX E – Sections 2.7 and 2.14 of PUB 46

REVISED 6-17-2015

2.14 Logo Program

Purpose

The logo program is a traveler information service provided for motorists that travel Pennsylvania highways. Moreover, since "logo" signing is authorized as a public service, only those services and facilities that are reasonably accessible at interchanges will be signed.

Therefore, the purpose of this subchapter is to establish guidelines for the approval, design, erection, maintenance and funding of logo signing along Interstate highways and other freeways for gas, food, lodging, camping services, and general attraction destinations.

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, the Manual on Uniform Traffic Control Devices, 49 CFR 1.48(b), and Title 75 Pa.C.S. § 6122. Where differences occur between these guidelines and the national standards, the more restrictive shall govern.

Administration

The program is currently administered by the Pennsylvania Tourism Signing Trust whose duties and responsibilities are defined in the Section Duties of a Logo Signing Trust on page 2-95. All signs become the property of the Department after they are erected. Additional information is available at www.palogo.org.

Definitions

Attraction – A facility that is of interest to and destination for motorists and is eligible for participation in the logo program, herein referred to as a business or service.

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

General public – The people of society who are not members of a particular organization or who do not belong to a particular group.

Logo Panel – A sign provided by the business or attraction to identify the business's trademark or name. The Logo Panel is attached to the Sign Panel, Ramp Sign or Trailblazer.

Ramp sign – A small sign panel erected along an off-ramp to direct motorists to a particular service. (See Exhibit 2-28)

Sign panel – The main part or backpanel of a specific service sign to which individual logo panels are attached.

Specific Service Sign – A guide sign that provides business identification and directional information for services and for eligible attractions along limited-access highways. Eligible service categories shall be limited to gas, food, lodging, camping and attractions. (See Exhibit 2-24, Exhibit 2-25, and Exhibit 2-26.)

Tourist Oriented Directional Sign (TODS) – A 72"x24" or 48"x16" directional sign (D7-4) with white legend on blue or brown background that indicates the name of, and gives directional guidance to the attraction. These signs are located for individual Participant(s) and serve as trailblazers for attraction participants.

Trailblazer – A small sign panel similar to a ramp sign (or D7-4 TODS-type sign for attractions) that is erected on the road network accessed by way of a logo-signed interchange to direct motorists to a particular service.

Types of Services

Services are limited to gas, food, lodging, camping, and attractions. To qualify, services shall be open to the public regardless of their race, religion, color, sex or national origin. They shall have paved driveway entrances which are properly permitted by the Department or municipality, as applicable, except campground and attraction entrances for fairgrounds; recreational areas; state and national parks, forest or cemetery, or state game lands; and unique natural areas may be unpaved. Each facility shall have adequate on-premise signing which is clearly visible to approaching motorists and identifies the service location, and shall satisfy the following:

a) Gas. A station for cars or trucks, which provides any one of gasoline, diesel, CNG, LPG, LNG, electric (must be Level 3 minimum) or other alternative fuel. There must also be available at the station 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. Any facility that qualifies for participation under the gas service that does not sell gasoline must include supplemental messages of the alternative fuels provided followed by the word "ONLY".

b) Food. A restaurant which is licensed by the Department of Agriculture or local health jurisdiction, accessible without an admission fee, and provides seating for at least 20 people within the same building, in continuous operation for at least 10 hours per day, 6 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. Restaurants only open 6 days a week must include a supplemental message on their logo panel stating the day they are closed.

c) Lodging. A hotel or motel with private rooms and baths, public telephones or telephones provided in each room, adequate off-street parking, and available 24 hours a day, 7 days a week. Condominiums and time-share forms of hotel occupancy may participate, provided they are marketed to the General Public for overnight accommodations.

d) Camping. A campground 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.

e) Attraction. An attraction must fall under one of the categories listed below. An attraction, except as otherwise provided, must have adequate legal parking accommodations, provide public restrooms with sinks and running water (Commerce Park excluded), be open a minimum of 30 days per year, and have a minimum annual per capita usage pursuant to Exhibit 2-23. If there is an admission charge, it must be readily visible to prospective visitors at the point of entry.

- Amusement Park. A permanent area which is open to the general public for activities such as picnicking, hiking, swimming, boating, entertainment rides, etc.

- Arena. A stadium, sports complex, auditorium, civic or convention center or racetrack, which has a capacity of at least 5,000 as determined by the Pennsylvania Department of Labor and Industry.
- Business District. An area within a municipality which is officially designated and signed as a business district by the local officials of the municipality.
- College or University. An institution which is approved by a nationally recognized accreditation agency and which grants degrees.
- Commerce Park. A group of commercial manufacturing facilities recognized and signed as a commerce park by the local authorities. Any Commerce Park that has been granted Keystone Opportunity Zone status is exempt from the requirements for minimum acreage and number of required businesses in Exhibit 2-23.
- Cultural Center. A facility for the performing arts, exhibits, or concerts.

Exhibit 2-23 Eligible Attractions for Logos

Type of Attraction	Specific Criteria	Urban Area	Rural Area
College or University	Enrollment (Full & Part Time)	2,500	1,200
Business District	Number of Businesses	75	50
	Municipal Population	15,000	10,000
State or National Park, Recreational Area, Forest, State Game Land, Cemetery	Certified Attendance Figures	20,000	20,000
Amusement Park, Arena, Cultural Center, Facility- Tour Location, Fairground, Golf Course, Historic Site/Area, Museum, Observatory, Ski Area, Unique Natural Area, Zoo/Botanical Park	Certified Attendance Figures	20,000	12,000

Type of Attraction	County Population	Acres	Businesses
Commerce Park	< 100,000	5	3
	≤ 500,000	10	5
	≤ 1,000,000	15	10
	> 1,000,000	25	15

- Facility, Tour Location. A business that conducts daily or weekly tours on a regularly scheduled basis. Eligible attractions may be on-site tours that operate year-round at

facilities such as plants, factories or institutions. Eligible attractions may also be off-site tour-providers services that operate tours daily or weekly at least six months per year for local attractions of historical, architectural, cultural or scientific interest to tourists, such as battlefields or historic districts. Tours of the off-site type are typically conducted by boat, carriage, motor coach, railway, etc. For tour-provider services, only the point of purchase for the service shall be signed.

- Fairground. A tract of land where fairs or exhibitions are held, and which has permanent buildings including, but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.
- Gaming. A facility issued a Category 1, 2 or 3 slot machine license by the Pennsylvania Gaming Board under provisions of Act 71 of 2004.
- Golf Course. A facility open to the public and offering at least nine holes of play. Miniature golf courses, driving ranges, chip-and-putt courses, and indoor golf shall not be eligible.
- Historical Site or District. A structure or area recognized by the Pennsylvania Historical and Museum Commission as a historic attraction in the National Register, individual properties, or historic districts in Pennsylvania. Historic districts shall provide the public with a single, central location, such as a self-service kiosk or welcome center, where motorists can obtain information regarding the historic district.
- Museum. A facility, open to the public at least 100 days per year, in which works of artistic, historical, or scientific value are cared for and exhibited to the public.
- Observatory. A facility designed and equipped for making observations of astronomical, meteorological, or other natural phenomena.
- Recreational Area. Recreational attractions including, but not limited to, bicycling, boating, fishing, hiking, rafting, swimming, picnicking, snowmobiling, or cross country skiing.
- Shopping Center/Antique & Flea Market. A shopping center is a group of stores separated by floor to ceiling partitions, which has a minimum of 10 stores and a minimum of 400,000 square feet or has a minimum of 30 stores and a minimum of 100,000 square feet. An antique & flea market is a group of 75 or more vendors or having a total area of 30,000 square feet , that specializes in the sale of antique and/or flea market items; such applicants shall certify that they comply with Pennsylvania's sales tax laws and regulations.
- Ski Area. A downhill skiing area with equipment rentals, or a cross country ski area with equipment rentals and a minimum of 5 miles of marked and groomed trails.
- State and National Park, Forest or Cemetery, or State Game Land. An area designated by and under the jurisdiction of the National Park Service, the Veterans Administration, Pennsylvania Department of Conservation and Natural Resources, or Pennsylvania State Game Commission.
- Unique Natural Area. A naturally occurring area which is of outstanding interest to the general public, such as a waterfall or a cavern.
- Visitor Information Center. A visitors information center open at least 6 months each year, including 9 hours each day between Memorial Day and Labor Day, and 8 hours each day during the balance of the open season. The facility shall have an attendant on duty during the 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 by the appropriate local tourist promotion agency.

- 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.
- Zoological/Botanical Park. A facility in which living animals or plants are kept and exhibited to the public.

Distance to Services

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

Service		Distance
Gas		1.0 mile
Food		2.0 miles
Lodging		3.0 miles
Camping		5.0 miles
Attraction	-	5.0/15.0 miles*

* 5.0 miles from an interchange identified by the Department's Urban Boundary Classification Maps, or 15.0 miles from a rural interchange

The measurement to each business shall be along both public and private roadways and driveways delineated by pavement markings, signs and other traffic control devices. The distance is measured by computing the travel length from the terminus of the exit ramp of the most convenient interchange, to the following location:

- Gas, food, lodging and camping. The termination point is the primary building entrance for the service.
- Attractions. The termination point is the primary building entrance for the service, except the termination point for attractions with satellite parking is the gate, ticket booth or other type of primary entrance to the parking area.
- Business district or historic site. The termination point is the District boundary.
- Commerce park, recreation area, shopping center, State and National Park, Forest or Cemetery, or State Game Lands. The termination point for measuring is the entrance to the primary parking area for the facility.

The maximum distances for gas, food and lodging may be increased an additional 1.0 mile if the average distance to the two adjacent interchanges is more than 5 miles, as indicated on the Department's Official Transportation Map.

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) At interchanges where space for only one sign installation exists except under the following conditions:

- In urban areas, one logo sign shall be authorized, which shall be solely for the Attraction category
- In rural areas, one logo sign shall be authorized, using the three service panel, comprised of two logos for each of three-service categories. At the initial installation, the Attraction service shall be given priority, and the two other services shall be determined in accordance with the Section Space Allocation by Service Type on page 2-87 . After the initial installation, any open service to be filled on the three-service panel shall be filled in accordance with the Section Space Allocation by Service Type on page 2-87 (and Attractions shall not be given specific priority, even if there were no Attractions signed after initial installation).

c) In areas of high congestion, such as within a central business district or where long traffic delays frequently occur.

d) When the number of turns required from the crossing route prior to the driveway of an establishment is greater than the following:

- Gas – two turns.
- Food – three turns.
- Lodging – three turns, except four turns if the facility is within one mile of the exit ramp terminal.

e) Where an illegal movement is required to access a business, or where it is not convenient to return to 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.

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 approach other than that which most directly and conveniently accesses the service establishment.

j) Where a maximum of four logo sign installations exist on any approach to an interchange.

k) Where a trailblazer for a business would be required off the right-of-way of a State highway, unless the business obtains all required approvals and permits from the local officials for the trailblazer within 130 days from its application for logo signing.

l) In no event shall a participant be signed at more than one interchange for each direction, for each service on a specified traffic route.

Continuation of General Motorist Service Signs

General motorist service signs display symbols or words for services such as "GAS," "FOOD," "LODGING," "CAMPING," "VISITOR INFO," "DIESEL," "HOSPITAL," and "STATE POLICE.". Whenever possible, these general motorist service signs should be removed as soon as logo signing is installed at a particular location.

However, if only certain types of services at an interchange participate in the logo signing program (e.g., only gas and lodging), the remaining services (e.g., 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, if possible, the signs should not be placed together with logo ramp signs on the same post.

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

Logo Requirements

a) Design. Business logos may consist of a symbol, trademark, or a legend message identifying the name or abbreviation of the specific business. Attraction logos shall include a legend message identifying the name of the attraction. 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.

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

- Mainline logos (logos directly along the Interstate highway or other freeway) shall be 60"x36" for gas services, food services, lodging services, camping services and attractions.

b) All ramp and trailblazer logos shall be 30"x18", except where authorized otherwise by the Department.

c) 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. Only one registered trademark may be included on a logo panel. Any portion of the trademark that appears to be a supplemental message may be excluded. 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.

d) Color. Logos may use any contrasting combination of standard highway colors, i.e., white, yellow, red, blue, green, orange, brown and black. Transparent inks or electronic cuttable films may be used 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. Fluorescent colors are not permitted.

e) Supplemental Messages. When used, the minimum legend height for supplemental messages shall be 6 inches on mainline logos and 3 inches on ramp and trailblazer logos except for the RV Access Symbol. Supplemental messages shall not extend beyond the edge of the logo and onto the sign panel. The following supplement messages may be used as applicable on logos:

- "24-HR" on gas or food logos provided the facility satisfies all eligibility criteria for all 24-hour periods subject to those criteria.
- "DIESEL" on gas logos.
- "NO TRUCKS" on gas logos (if a station has no facilities or parking for trucks).
- "EV Charging" on any logos if the establishment provides a minimum of one Level 3 (480-AC three-phase circuit) electric vehicle charging connector.
- "SEASONAL" on attraction and camping logos for those facilities open less than 12 months a year.
- "CLOSED ____DAY" shall be used on food logos if a food establishment is only open 6 days a week.
- "RV Access Symbol" as shown in Exhibit 2-31 and placed in the lower right-hand corner of the logo panel. The supplemental message will only be shown on the mainline panel and used for participants that meet all of the following criteria:
    i. Minimum 50-foot radii for entering, exiting and negotiating thru the property
    ii. Minimum 14-foot clearance for all overhead obstructions
    iii. Gas establishments must sell diesel and have pumps with non-commercial nozzles
    iv. Food, attraction and lodging establishments must provide at least two parking spaces with minimum dimensions of 12 feet in width and 58 feet in length
    v. Camping establishments must provide two or more sites with vehicle spaces a minimum of 18 feet wide and 45 feet long
    vi. The participant requesting approval for use of the RV Access Symbol must provide written documentation signed by a Professional Engineer licensed in Pennsylvania that all of the criteria are met

f) 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 Type III or IV retroreflective sheeting or transparent inks on Type III or IV white retroreflective sheeting.

g) 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 retroreflective sign sample of any custom-mixed colors to determine nighttime reflectivity. No logos or supplemental messages shall be manufactured until approval is received.

Sign Panels

Location

a) Separate Sign Panel. Except as provided later in this section, 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 attraction, camping, lodging, food, and gas, except for existing installations that do not conform to this order, which installations will remain until 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 used before specific service signs can be placed in advance of the first major guide sign.

c) Ramp Signs. At single-exit interchanges where service facilities are not readily visible from the ramp, ramp signs (see Exhibit 2-28 and Exhibit 2-29) 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. Ramp signs are only authorized for businesses which are participating on the specific service signs.

d) Trailblazers. Trailblazers may be installed for specific service sign participants 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 confirmation trailblazers will be placed. Trailblazers for camping, lodging, food and gas are similar to ramp signs but do not include the generic type of service (see Exhibit 2-28). For attraction facilities, trailblazers will be the D7-4 TODS-type signs (see Exhibit 2-30). 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. Attraction trailblazers will be separate sign assemblies and shall not be mixed on the same sign assembly with trailblazers for camping, lodging, food or gas. Trailblazers for camping, lodging, food and gas are to be stacked a maximum of six signs in height on posts in accordance with Department criteria. Trailblazers for attractions are to be stacked a maximum of three signs in height on posts in accordance with Department criteria.

   For attraction trailblazers a maximum total of six signs, three on each sign assembly, shall be installed at a given location. Attraction logo trailblazers will be on separate installations from Department TODS unless an agreement between the Trust and the Department provides otherwise. Existing Department TODS immediately become the responsibility of the Logo Signing Trust when functioning as attraction logo trailblazers, and will be subject to the annual fees discussed in the Section Annual Fee and Additional Costs on page 2-88.

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 and general attractions. § 2002(10) of the Administrative Code of 1929, 71 P.S. § 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.

f) Outdoor Advertising Sign Structures. Because Logo Signs are for the purpose of facilitating the safe flow of vehicular traffic, installation is subject to this policy and referenced statutes, regulations, policies, and handbooks. Where, however, a Logo Sign may be properly sited at various points in a given area, the location of any legally existing Outdoor Advertising Sign Structure, as defined in 67 Pa. Code Chapter 445, relative to the Logo Sign may be considered prior to final location approval. The physical obstruction of visibility of an Outdoor Advertising Sign Structure on the same side of the traveled way and within 500 feet of the proposed location of the Logo Sign will be considered adequate justification for selecting an alternative location within the allowable range.

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," "camping," or "attraction" logos. Half-size specific service signs (as illustrated in Exhibit 2-24) 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. As noted earlier, a single sign may be installed for the Attraction category at urban exits and a single three-service panel sign may be installed at rural exits.

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," "camping," or "attraction." 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 the Section Composition (part b) on page 2-86. As noted in the Section Unacceptable Locations for Logo Signs (part b) on page 2-81, a single sign may be installed for the Attraction category at urban exits and a single three-service panel sign may be installed at rural exits.

c) Remote Rural Interchanges. In areas where only one or two qualified facilities are available for each of two types of services, logos for a maximum of 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 Exhibit 2-25. 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 the Section Composition (part a and b) on page 2-86.

d) Ramp Signs. Ramp signs shall conform to the general requirements of Exhibit 2-28 and Exhibit 2-29. A maximum of six logos for gas, food, lodging, camping service, and attractions 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 0.5 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 Exhibit 2-27. A similar dual combination of signing is not permitted for other services (i.e. attraction/food, lodging/gasoline, lodging/food, etc.). The combining of two or more logos for the same service type (i.e., food/food) on the same logo panel is also not permitted.

Logo Position Orientation

Logo positions on panels are determined by nearness to interchange in accordance with the Section Excess Number of Eligible Businesses (part a and b)on page 2-89, 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.

Space Allocation by Service Type

Sign space is generally allocated according to demand on a first come, first serve basis. Where the number of service types with eligible businesses fills or exceeds the capacity of the available sign space, the following procedures shall apply. The intent of these procedures is to provide directional information for the greatest variety of motorist service types rather than limit such information to service types with the highest concentration of businesses to the exclusion of other service types.

a) New Exits in the Program. First priority shall be given to provide sign space in each service type for which there are eligible applicants. Afterwards, sign space shall be allocated proportionately to the number of eligible applicants within each service type. Allowances shall be made for adjustments to this procedure necessitated by limitations imposed by sign design formats, geographical features in the field and sign sequence requirements.

b) Existing Exits in the Program. Where an application from an eligible business would require that an existing sign of its same service type be expanded to accommodate the additional business, resulting in the exclusion of any other unsigned service type from the program due to a lack of remaining sign space, a re-inventory shall be made of the eligible businesses of the remaining unsigned service types. Any eligible businesses will be contacted and provided an opportunity to apply for signing. After the deadline for applications, the sign space shall be allocated with priority given to any unsigned service type in proportion to the number of eligible applicants in each of the unsigned service types. If no business in an unsigned service types responds to this application opportunity, an existing service sign may be expanded even if it would result in the future exclusion of an unsigned service type.

c) All Exits. When applications from eligible businesses are received from more service types than can be accommodated, the closest eligible applicant to the approach, as determined in accordance with Section Excess Number of Eligible Businesses on page 2-89 shall be the determining factor for sign space allocation. However, a second sign panel of the same service type will be permitted to accommodate the excess businesses provided none of the provisions under the Section Unacceptable Locations for Logo Signs on page 2-81 are violated.

Application and Agreements

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 required 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, 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 the next section (Annual Fee and Additional Costs). Subject to policy limitations on bumping, the same participant-entity may enter into two or more separate logo agreements with the administering agency, requiring separate sign fees, in the same or different sign classification (i.e., Food, Gas, Lodging, Attraction), at the same exit, using separate and distinct trade names/logos. Further, participants may share qualifying requirements, such as rest rooms, seating, drinking water, availability, etc. on the same business site/tract of land wherever this can be reasonably accomplished.

Annual Fee and Additional Costs

a) Annual Fees and Compliance Forms. Participating businesses will be assessed an annual fee designed to cover preventative maintenance, the replacement of damaged sign panels, and the continuing administration of the program, and be required to return a completed compliance form satisfactory to the Administrator. The fee will be evaluated periodically by the administering agency to ensure an adequate fund for future projected expenses. Failure to pay the fee and/or return the compliance form within the specified time shall constitute breach of the Logo Agreement and will be cause for removal of the logos, and the assignment of liquidated damages incurred by the Trust because of the breach. At the time the annual fee is assessed, the businesses also shall be required to complete a business eligibility compliance form. Businesses participating in the attraction service category will not be assessed an annual fee for their trailblazer signs, but will be required to pay the full costs of repair and replacement of any attraction trailblazer as costs are incurred.

b) Temporary Removal. If a business is closed for more than 2 weeks, its logos shall be removed, except for attraction and camping logos with the "SEASONAL" supplemental message. 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 and replacement logos, and shall be responsible for the cost of installing replacement logos. All field work for new or replacement logos shall be performed by a Department pre-qualified 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 may be assessed to cover the cost of replacing the signs or sign panels.

e) Attraction Signs. A business that has an existing highway sign (e.g., a supplemental guide sign) may only qualify for a logo sign if they agree to fund all necessary construction costs associated with accommodating their sign.

Excess Number of Eligible Businesses

a) General Rule. When all eligible businesses desiring logo signs cannot be accommodated, the order of opportunity to participate will be as follows:

1) With respect to food, gas, lodging, and camping logo signs, the closest establishments will be given the first opportunity to participate.

2) With respect to attraction logo signs, those eligible businesses will be required to submit a traffic study prepared in accordance with guidelines established by the Institute of Transportation Engineers and certified by a professional engineer licensed to do business in Pennsylvania. The businesses with the greatest Annual Average Daily Traffic (AADT) volumes will be given the first opportunity to participate.

b) Single-Exit Interchanges. When a surplus of eligible gas, food, lodging, camping, or attraction businesses exist at single-exit interchanges, businesses in those categories within 0.5 mile to the right or straight ahead of the exit ramp terminal will be given preference, followed by the businesses within 0.5 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 0.5 mile have been signed, the closest business to the ramp terminal in either direction will be signed.

Sale or Termination of Business

a) Participants may not reassign a Logo Sign Agreement without the prior written consent of the Trust, which consent shall be the Trust's sole discretion. Participants agreements run with the tract of land for which the application was initially made and shall not be assigned to another tract of land, except if a Participant moves its location at the same logo-signed exit, and there is no change in business entity (i.e., no transfer of business ownership), the following shall apply:

1) If the business still qualified for signing under the Guidelines at its new location, it can remain in the Logo Program, under its existing Participant's Agreement, provided that the Participant executes an Addendum, modifying the location of the business and its signs, and pays the full cost of any removal of existing ramp or trailblazer signs, or the installation of any new ramp or trailblazer signs.

2) If the Participant does not qualify for participation in the Logo Program at its new location, the Participant shall be removed from the logo program with no refunds, since the relocation was the result of action by the participant alone.

3) If the business still qualifies under the Guidelines at its new location, it will still be subject to the bumping procedures as outlined in the Section Removal of Logo Signs on page2-90.

b) 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.

c) If a participating business is sold, and the new owner wants to continue in the logo program, the new owner shall proceed as follows:

1) 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 the Section Excess Number of Eligible Businesses on page 2-89, which may or may not include the new owner, depending on the qualifications set forth. 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

2) 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, campground, or attraction), 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.

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:

a) All new businesses will be required to pay the same costs as outlined in the Sections Application on page and Annual Fee and Additional Costs on page 2-88.

b) If the maximum number of logos is in place, applications will be considered in accordance with the priorities established in the Section Excess Number of Eligible Businesses on page 2-89 and the removal provisions of in the Section Removal of Logo Signs on page 2-90. 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 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.

c) 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.

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 the access control features of either the mainline or

the crossing routes are changed; or (3) 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 Logo Signing Trust 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) Renovations. A business will be given 6 months from the date of closing to complete renovations and reopen for business, provided that the participant maintains its logo sign contract in an active status by paying the annual fees in a timely fashion. The temporary removal provisions of the Section Annual Fee and Additional Costs (part b) on page 2-88 shall apply during the closed period. If renovations are not completed within 6 months, then the logo is to be removed permanently and the contract voided. If a business is closed for any purpose other than renovations, and no assignment agreement is presented for approval at the time that the business is closed pursuant to guidelines procedures, the contract immediately becomes void, and the logo sign is to be removed.

c) 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 the Section Excess Number of Eligible Businesses on page 2-89. 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 (Gas, Food, Lodging and Camping).

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 the Section Excess Number of Eligible Businesses (part b) on page 2-89 when all businesses of a type are within 0.5 mile of the ramp terminals.

B. No replacement of a business (bumping) will take place at any interchange for any reason until the furthermost 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. Applications and bumping requests will not be accepted more than 60 days prior to the 5-year anniversary date, and a physical re-inventory will not commence until on or after the 5-year anniversary date.

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 with the same logo or essentially the same logo.

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.

F. No new "bumping" procedures shall be initiated at a specific ramp location until at least 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 an eligible business operating at that exit ramp location, within the mileage distance specified by the Guidelines. Provided, however, one exception will be allowed to this 1-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 1-year period) may initiate a "bumping" procedure before the 1-year period has transpired.

2) Greatest AADT Volume Bumping Criteria (Attractions).

A. Implementation of "Greatest AADT Volume Bumping" will be applied in sequential order beginning with the participating business with the lowest AADT volume and proceeding upward toward the participating business with the largest AADT volume. At single-exit interchanges, the above criteria shall also be applicable.

B. No replacement of a business (bumping) will take place at any interchange for any reason until the business with the lowest volumes 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 with the same logo or essentially the same logo.

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.

F. No new "bumping" procedures shall be initiated at a specific ramp location until at least 1 year has transpired since the date of administering agency action on the last "bumping" request for 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 1-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 1-year period) may initiate a "bumping" procedure before the 1-year period has transpired.

3) Implementation Procedure. The following steps will be used when carrying out all Bumping Criteria.

A. Whenever a business becomes aware, or is otherwise officially notified, that a specific logo sign for food, lodging, gas, camping, or attraction 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 together with a prorated amount of their annual fee if paid. The reimbursement for the "up-front costs" will be the original cost to the business less 10 percent 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 date resolved by the Trustees. This date will serve as the end of the billing period for establishing annual fee reimbursements.

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. 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 the Sections Application on page 2-88 and Annual Fee and Additional Costs on page 2-88 will apply.

Construction of New Interchange or Reconstruction of Existing Interchange

When Department construction occurs which results in an exit that is deemed more operationally efficient than the exit at which a participant is currently participating and located, then the participant shall be required to transfer the location of its logo sign to the more operationally efficient interchange and be given two options: (1) the participant's logo sign will be moved to the more operationally efficient interchange, and the participant's logo signing agreement will be amended to change the description of its location; all other terms and conditions of the agreement would remain the same including the initial date of the

agreement (for program longevity purposes); the participant would not be charged for moving their logo sign to the new exit; or (2) the participant could apply as a new applicant/participant at the more operationally efficient interchange under the guidelines; in such an event, the participant agreement would reflect the current date which begins a new 10-year period for amortization purposes; the participant would pay full, current "up-front costs" as defined under Application on page 2-88; they would have their 10-year "up-front costs" rebated as defined under Removal of Logo Signs on page 2-90. Under both alternatives, the participant's current logo sign will be removed.

Expansion of Existing Four-Logo Sign Panels to Accommodate Six-Logo Panels

Prior to January 1990, a maximum of four lodging, food, or camping logos were permitted on a single sign installation. The current Department policy now permits a maximum of six lodging, food, camping, or attraction logos for these services (see Exhibit 2-24).

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 systematically 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.

Funding and Responsibilities

General

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

The program is currently administered by the PA Tourism Signing Trust, and information is available at www.palogo.org.

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.

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.

Audit

The logo program is administered by a Trust, and a financial audit shall be performed on at least a biennial basis.

Annual Report

The Department, in conjunction with the Trust, will prepare an annual report for submission to the House and Senate Transportation Committees within approximately 120 days after each fiscal year, i.e., the 12-month fiscal period used 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.

Department Action

Department Responsibility

Although the Logo Signing Trust administers the Logo Program, 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 the Engineering District 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 that show the 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.

Due to construction and other activities, the Department may occasionally undertake the resetting of existing logo signs. Logo signs are Department property and the Logo Signing Trust merely administers the program on our behalf to include installation and maintenance. Logo signs are to be accommodated during construction projects similar to accommodations for other guide signs. Note that the design criteria used for sizing the foundations for the breakaway systems and steel posts for existing logo sign panels is often significantly different than that used for a guide sign. Logo signs are designed for future expansion while using the same support foundation design, thus, the design criteria must take future expansion into consideration. The Department should contact the Trust before undertaking design work for resetting logo signs.

Applicant Appeals

A business may appeal a denial for logo signing or bumping actions under Title 2, Pa. C.S., Sections 501-508 (relating to the Administrative Agency Law), by submitting a written request for a hearing within 30 days of the date of the denial notification. Businesses should submit appeals to:

Administrative Docket Clerk
Pennsylvania Department of Transportation
400 North Street-9th Floor
Harrisburg, PA 17120-0096

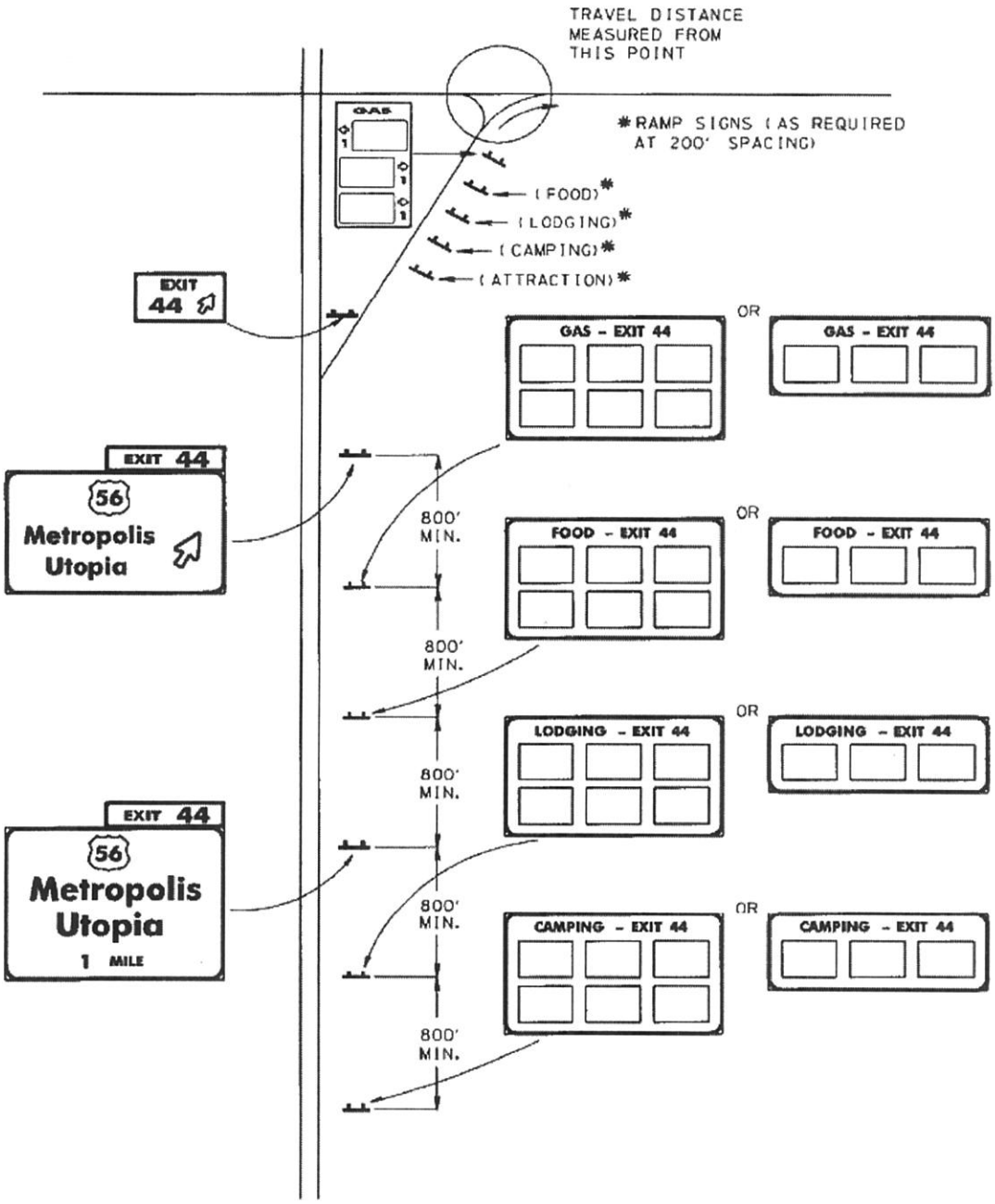
The written request shall include a filing fee made payable to the "Commonwealth of Pennsylvania" and a copy of the denial notification.

> At the time of publication, filing fees are listed at 34 Pa.B. 4081 (see http://www.pabulletin.com/secure/data/vol34/34-31/1410.html). Filing fees for appealing a logo decision is a Level II fee, and comes under the category of "motorist information sign matters." Businesses may verify the current fee by contacting the Administrative Docket Clerk at 717-772-2741.

Changes in Program Administration

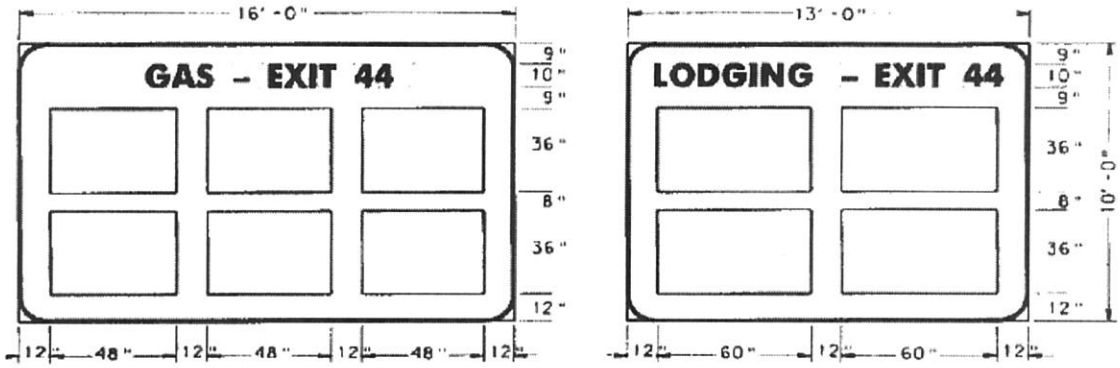
If for any reason the services of the non-profit Trust are terminated, all financial resources and records will become the Department's property for use as an on-going program.

Exhibit 2-24 Typical Signing for Single-Exit Interchanges

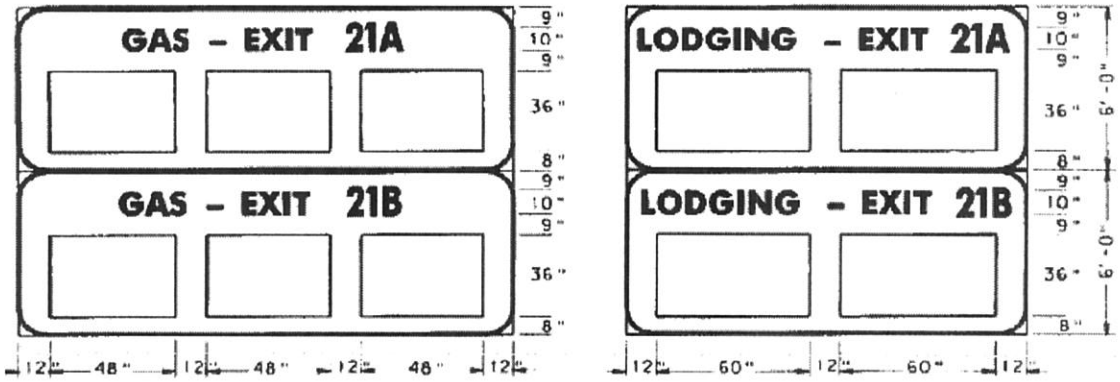


Note: A maximum of four logo sign installations (with a maximum of five specific service types) are permitted at a given interchange approach. In the above figure, an attraction logo may be substituted for any of the other services, provided the appropriate sequencing of signs is maintained. Each panel may be designed to accommodate two, three, four or six logos.

Exhibit 2-25 Typical Specific Service Signs



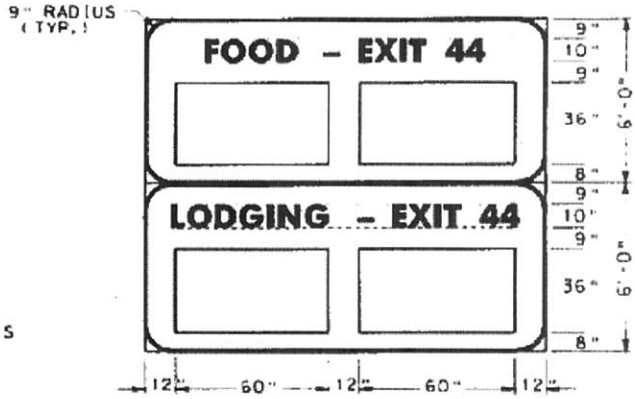
SINGLE-EXIT INTERCHANGE



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, CAMPING AND ATTRACTION LOGO WILL HAVE SIMILAR DIMENSIONS TO 6 PANEL GAS LOGO SHOWN ABOVE, EXCEPT THAT LOGO PANELS WILL BE 60 INCHES WIDE.



REMOTE RURAL INTERCHANGE

Exhibit 2-26 Typical Three-Service Sign

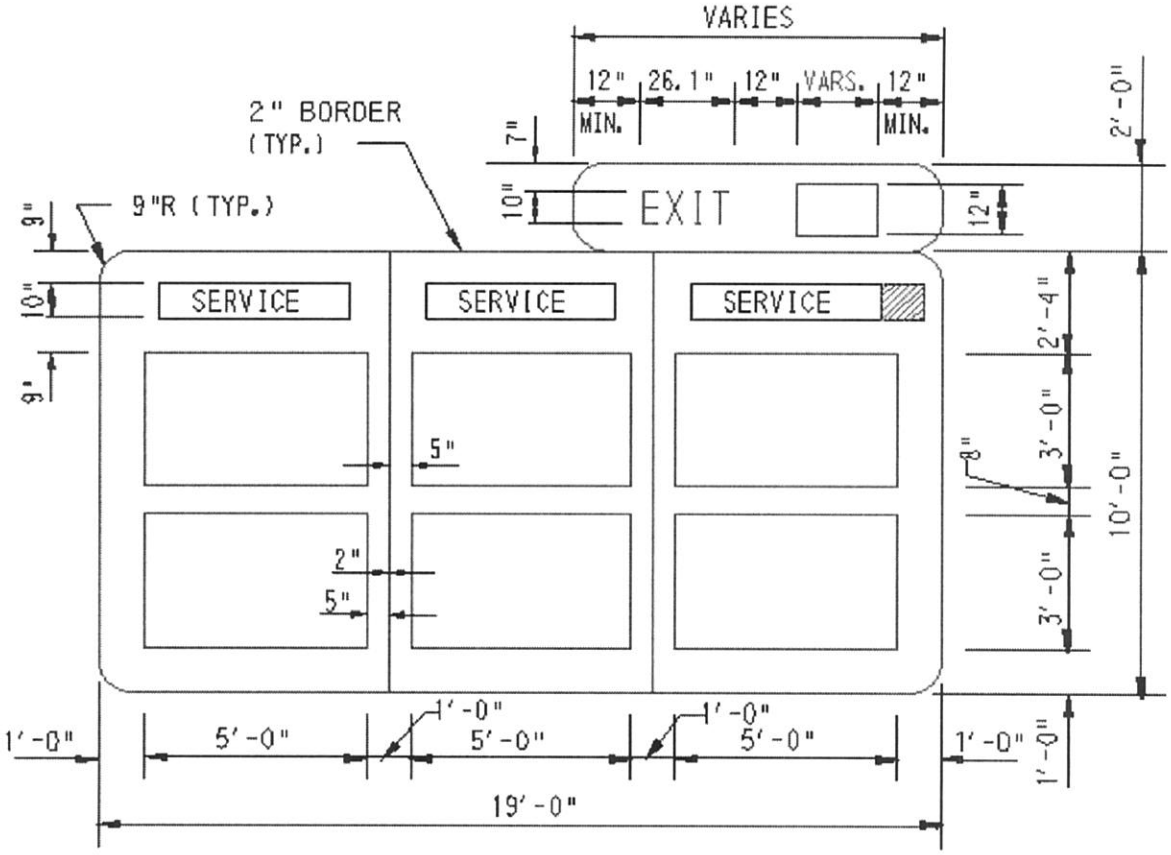
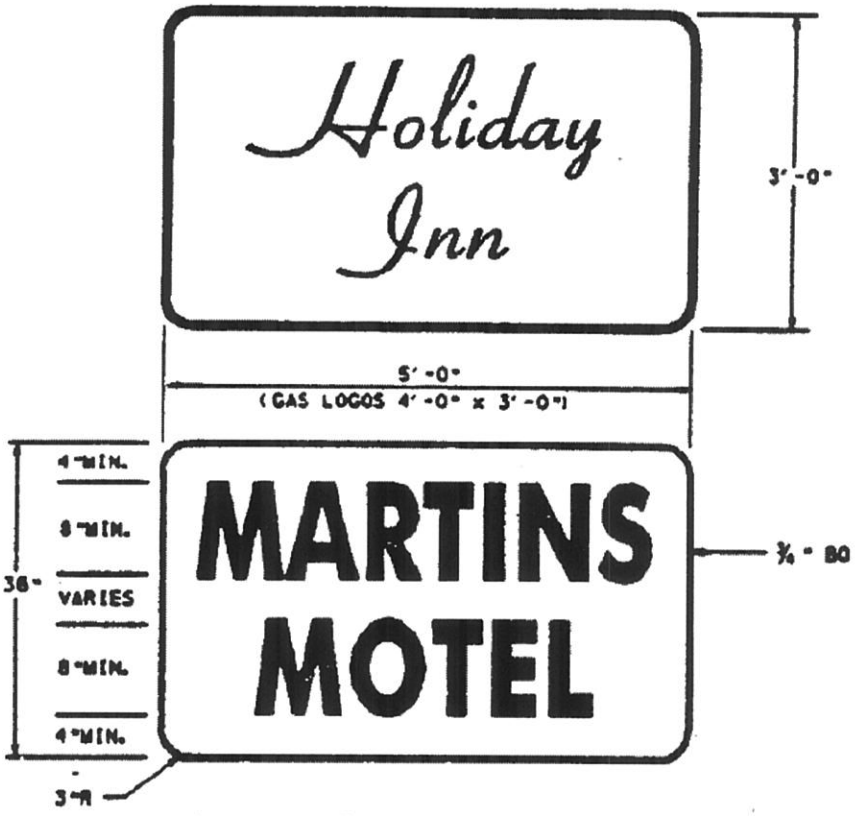
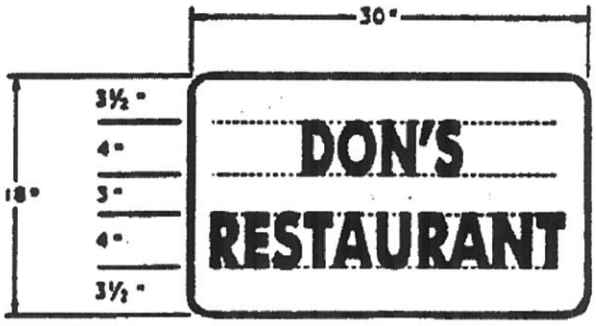


Exhibit 2-27 Typical Logos

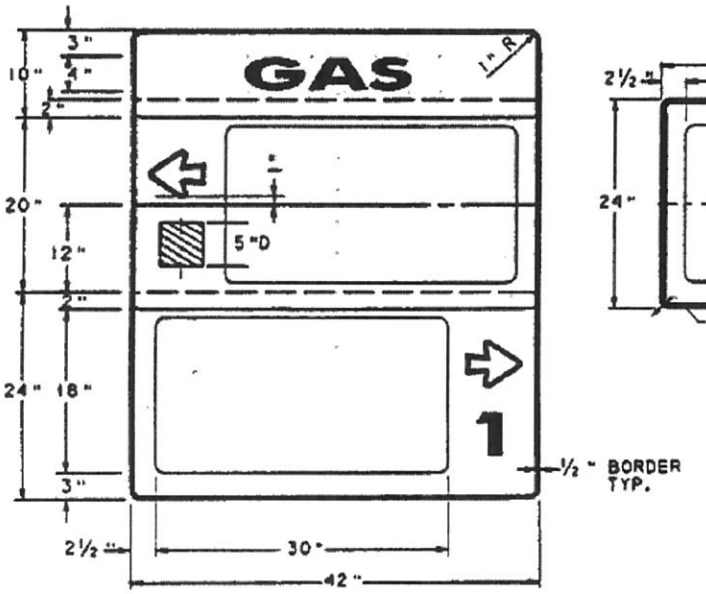


LOGOS ON SPECIFIC SERVICE SIGNS

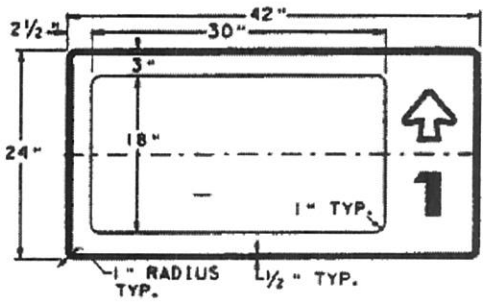


LOGOS ON RAMP SIGNS AND TRAILBLAZERS

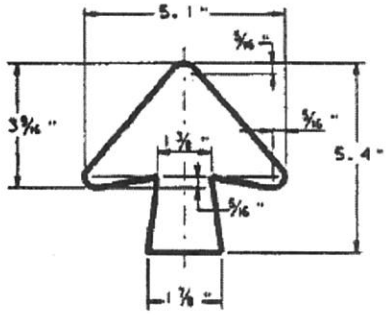
Exhibit 2-28 Ramp Signs and Trailblazers

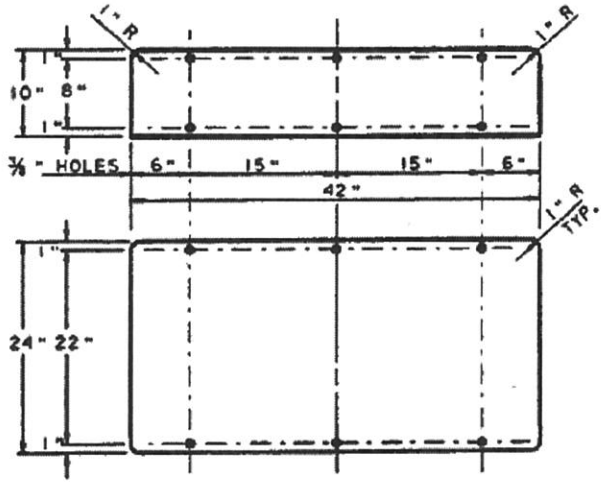


RAMP SIGN



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.

Exhibit 2-29 Ramp Sign Installation (4- and 6-Panel Logos)

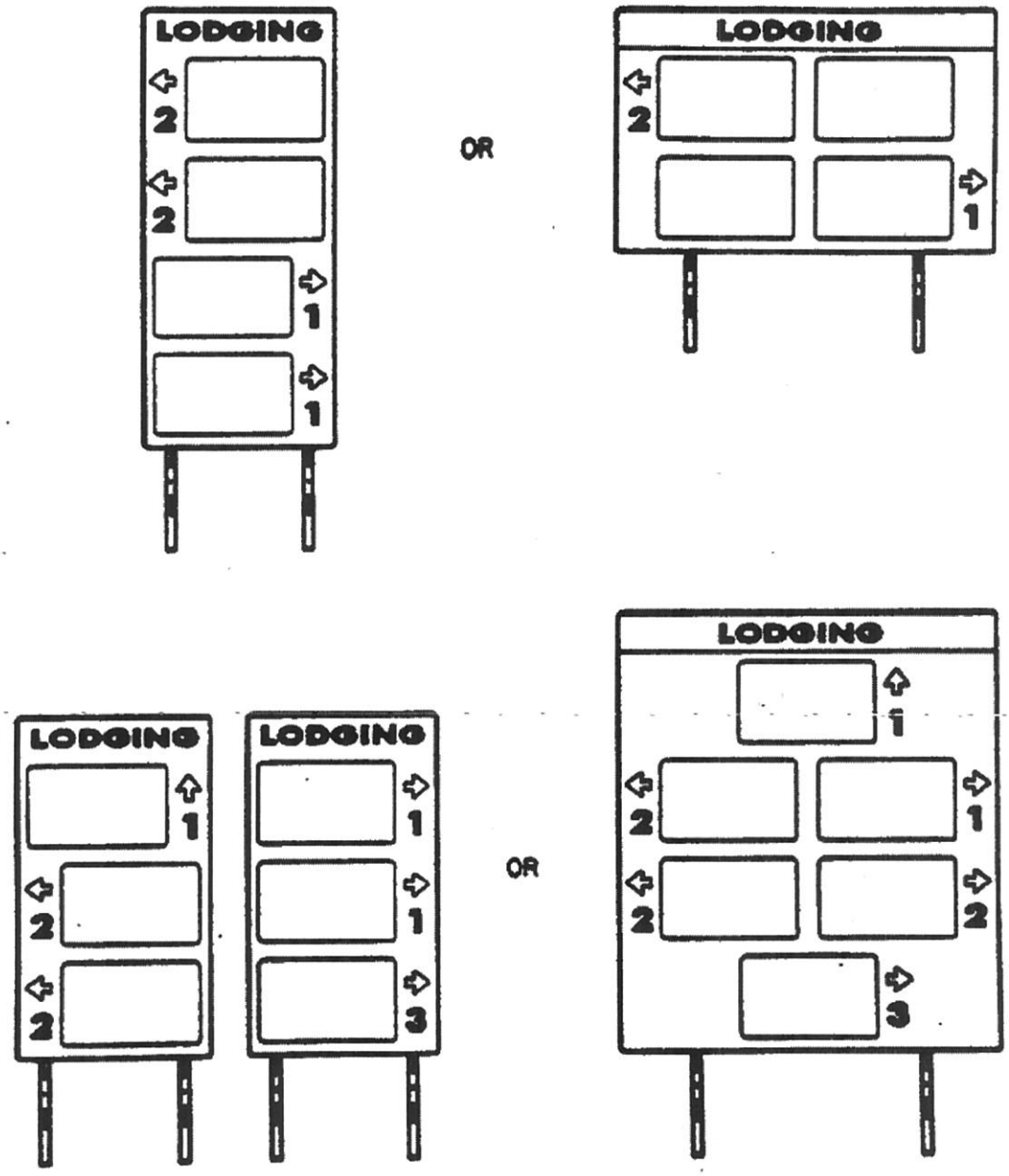
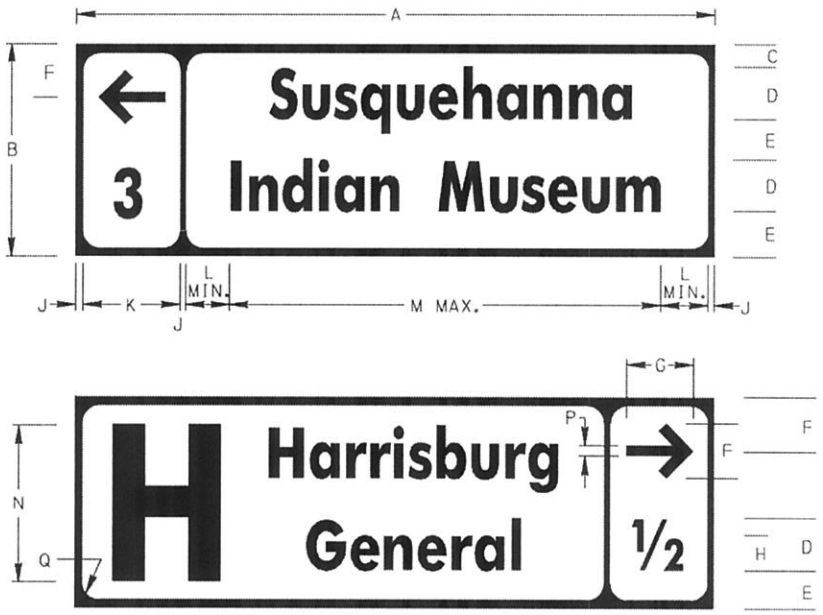


Exhibit 2-30 Attraction Trailblazer

(a) Justification. The Attraction Sign (D7–4) may be used on conventional highways to direct motorists to large tourist attractions in accordance with the Department's Attraction Signing Guidelines. One or two lines of legend may be used to identify the name or abbreviation of the attraction.

(b) Design. A rectangular directional box should generally be located on the left side of the sign for attractions that are straight ahead or to the left, or on the right side of the sign for attractions to the right. The box should generally include a directional arrow and a distance of 1/4, 1/2, 3/4 or the nearest whole mile, but the box may be eliminated if it is more appropriate to use directional information such as "DRIVEWAY ON LEFT", "LEFT 1000 FEET", etc., on the second line of legend. All legend should be "Clearview 1W, 2W or 3W" font, of the highest series possible. If necessary, the legend may be further condensed up to 35 percent. A generic symbol for hospital, campground or airport may be used in advance of the legend message.



DIMENSIONS – mm (IN)													
SIGN SIZE A x B	C	D	E	F	G	H	J	K	L	M	N	P	Q
1200 x 400 (48" x 16")	50 (2)	100 (4)	75 (3)	100 (4)	125 (5)	65 (2.6)	15 (0.6)	185 (7.4)	50 (2)	870 (34.8)	275 (11)	20 (0.8)	25 (1)
1800 x 600 (72" x 24")	90 (3.6)	150 (6)	105 (4.2)	165 (6.6)	188 (7.5)	100 (4)	20 (0.8)	280 (11.2)	75 (3)	1310 (52.4)	400 (16)	30 (1.2)	45 (1.8)

COLOR:

LEGEND AND BORDER:
WHITE (REFLECTORIZED)

BACKGROUND:
BLUE (REFLECTORIZED)

APPROVED FOR THE SECRETARY OF TRANSPORTATION

By : Glen C Rowe Date : 01–03–06
Chief, Traffic Engineering and Operations Division
Bureau of Highway Safety and Traffic Engineering

Exhibit 2-31 RV Access Symbol

RV ACCESS SYMBOL

Yellow background
Black text & Border – ½"

Tourist Oriented Directional Signs (TODS) Policy

Purpose, Authority, and Authorization

Purpose

The purpose of this policy is to establish guidelines for the installation of Tourist Oriented Directional Signs (TODS) within State highway right-of-way to guide travelers to businesses, services, and Participants in which the traveling public would have reasonable interest. These guidelines include the eligibility, location, design, installation, cost, and maintenance of these signs.

Authority

The provisions of this chapter are promulgated under 75 Pa.C.S. §6125(d).

Authorization

Only Department approved TODS may be installed within the State highway right-of-way. However, the authorization of TODS is not an endorsement of the applicant's facilities.

Definitions

The following words and terms, when used in this policy, have the following meanings, unless the context clearly indicates otherwise:

Administering Agent – Pennsylvania Tourism Signing Trust

Agreement – The document of agreement between the Participants in the Program and the Administering Agent, setting forth the terms and conditions of participation in the Program.

Conventional Road – Any free-access public highway other than a Freeway or Expressway.

Department – The Pennsylvania Department of Transportation.

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 Expressway with at-grade intersections will be considered as a "Conventional Road," and sections of Expressway with interchanges will be considered as "Freeway."

Freeway – A divided highway with full control of access to which the only means of ingress and egress is by interchange ramps.

General Public – The people of society who are not members of a particular organization or who do not belong to a particular group.

Local Authorities – County, municipal and other local boards or bodies having authority to enact laws relating to traffic. The term also includes airport authorities, except where those authorities are located within counties of the first class or counties of the second class.

Official Traffic Control Devices – Signs, signals, markings, and devices consistent with 75 Pa.C.S. (relating to Vehicle Code) and Department regulations, placed or erected by authority of a public body or official having jurisdiction for the purpose of regulating, warning or guiding traffic.

On-Premise Sign – A sign which is erected upon the same real property that the business, facility or point of interest is located. The signs shall only advertise the business, facility or point of interest located thereon.

Participant – An eligible business entity that is issued a contract by the Administering Agent for TODS.

PennDOT – Pennsylvania Department of Transportation.

Rural Area – Any geographic area which is not included in an Urban Area on the Department's County Functional Classification Maps.

Rural Conventional Road– Any public Conventional Highway in a Rural Area.

Seasonal Business – Any business which is not operated on a year-round basis.

Secretary – The Secretary of Transportation.

Signing District – A geographical area for which a governmental sponsor has entered into an Agreement with the Department to coordinate, provide, install and maintain all signing authorized by and in conformance with this policy after approval by the Department, without bias to any businesses and at no cost to the Department.

Supplemental Guide Sign - A sign used to provide information regarding destinations and attractions accessible from an interchange other than places displayed on the standard interchange signing.

Tourist Oriented Directional Signs (TODS) – A 72"x24" or 48"x16" directional sign (D7-4) with white legend on blue or brown background that indicates the name of, and gives directional guidance to the Participant's location. These signs are located for individual Participant(s), following PennDOT's TODS Signing Policy, and are not part of a larger signing system.

TODS Assembly – A single TODS installation consisting of sign posts, anchor posts, and a maximum of three individual TODS.

Urban Area – Any geographic area with a population of 5,000 or more inhabitants, with boundaries fixed by State and local officials in cooperation with each other, approved by the Secretary, and designated as an Urban Area on the Department's County Functional Classification Maps.

Urban Conventional Road– Any public conventional highway in an Urban Area.

General Eligibility Requirements

General

The Participant shall be open to all persons regardless of race, color, religion, ancestry, national origin, sex, age or handicap; be maintained in good repair; and comply with all Federal, State and local regulations and statutes for public accommodations concerning health, sanitation and safety. Pursuant to federal regulations promulgated under the authority of The Americans with Disabilities Act, 28 C.F.R. §35.101, et seq., the Participant understands and agrees that no individual with a disability shall, on the basis of the disability, be excluded from the Participant.

Distance to Services

Except as otherwise provided in this policy, on all Conventional Roads, the maximum distance from the intersection for which Participants can be trail blazed and qualify for TODS shall be 5.0 miles.

Local Ordinance

As a matter of policy in deference to local governments for this program, TODS shall not be installed when prohibited by local ordinance.

Admission Charges

If a general admission is charged, it shall be collected upon entry and any other charges shall be clearly displayed, at the place of entry.

Annual Attendance

There is no minimum annual attendance requirement. No Participant shall be excluded from the TODS Program based on attendance.

Hours of Operation

Participants other than arenas, schools, colleges/universities, campgrounds, cultural centers, fairgrounds, farm markets, religious sites, roadside farm markets, and military bases shall maintain regular hours and schedules and be open to the General Public at least 6 days each week for at least 30 days per calendar year. In addition, farm markets and roadside farm markets shall maintain regular hours and schedules and be open to the General Public at least 2 days each week during the normal business season.

Other Signs

TODS will not be authorized if an illegal advertising sign exists along any State highway for that specific business, or if a legal advertising sign exists on the same highway approach as the request for a TODS. In addition, if the Participant has in place any other Department-approved signing, additional signing or redundant signing will not be authorized on the same highway approach.

Sufficient Space

Space must exist to install signs at all locations along the route to the Participant where a turn is required.

On-Premise Sign

The Participant shall have an On-Premise Sign identifying the name of the facility. If the facility or its on-premise signing is readily visible from the highway, a TODS shall not be placed immediately in advance of the business.

Parking Accommodations

The Participant shall have adequate on-premise or available on-street parking for patrons.

Road System

The location of the Participant shall not require motorists to perform any illegal movements or U-turns, and the roads shall be capable of handling the anticipated traffic volume and types of traffic. Motorists shall be able to readily return to the highway and proceed in the original direction of travel after visiting the Participant. This may result in the Participant being required to install signing to guide the motorist to their original direction of travel.

Route Continuity

TODS will be installed in advance of all necessary turns subsequent to the initial TODS installation. If a TODS is required on a local roadway between a State highway and the Participant, the Local Authorities must authorize the installation of the TODS on their roadway prior to the installation of TODS on any State highway that would direct motorists to that local roadway. The Pennsylvania Tourism Signing Trust will be responsible for the physical installation of the TODS after authorization by the Local Authorities.

Additional Eligibility Requirements

General

Additional eligibility requirements may apply depending on the type of highway and the type of area where the TODS are to be installed. The requirements are less restrictive for TODS installed along rural Conventional Roads than for TODS installed along Urban Conventional Roads.

Local Approval

TODS may be authorized along any Conventional Road either urban or rural for eligible types of Participants as defined below, which meet the general eligibility requirements, and are approved by the local municipalities within which the TODS are to be located. Local approval is required as a matter of policy in deference to local governments for this program. The approval of the Local Authorities is not required for a TODS installed to direct motorists to Participants operated by State or Federal agencies or TODS which trailblaze a Participant in the Logo program.

Eligible Types of Participants

Any facility meeting the requirements of the definitions listed below

(a) Commercial

Amusement Park: A permanent facility that may include structures and buildings, where there are multiple devices for entertainment, including rides, booths for the conduct of games and buildings for shows.

Brewery : A licensed site which shall be open to the General Public for tours, tasting and sales, a minimum of 1,500 hours per year, on-site brewing and provide an educational format for informing visitors about beer and beer processing.

Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the General Public. May include caverns, waterfalls, caves, or special rock formations.

Commerce Park: A group of small business facilities, at least 25 acres in size, recognized and signed as a commerce park by Local Authorities.

Drive-In Theatre: An outdoor facility for the public showing of movies projected onto at least one large screen for viewing by patrons from their vehicles. Facility shall operate at least 30 days per year, have a concession area open during show times and provide restrooms with running water and flush toilets.

Facility Tour: A facility such as a plant, factory or institution which conducts daily or weekly tours for the General Public on a regularly scheduled basis year round.

Gaming Entity: A facility licensed under Act 71-2004, Amending Title 4 (Amusements) Pa C.S. which authorizes certain gaming sites.

Off-Track Betting Facility: A facility which provides off-premise wagering as authorized by Act 1988-127.

Racetracks and Speedways: A permanent facility used for the primary purpose of presenting organized animal or vehicle racing events.

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. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least two days per week throughout the harvest season or year. On-premise or legal on-street parking shall be available.

Specialty Shop District:

> *Antique/Craft/Flea Market*: An establishment or group of establishments comprised of shops/vendors that specialize in the sale of antiques, crafts, or flea market items. A group of 1 to 5 such establishments must have at least 2,400 square feet of cumulative retail space.
>
> *Shopping Center*: A group of 30 or more retail stores in a traditional shopping center or mall.
>
> *Specialty Shops*: A group of 5 or more specialty shops/vendors that offer goods or services of unique interest to tourists or whose structures have a prevalent architectural style of interest to tourists and which derives a major portion of its income during normal business season from motorists that do not reside in the immediate area as recommended by the Tourist Promotion Agency. The goods or services shall be readily available to tourists without the need for scheduling appointments or return visits.
>
> *Town Shopping Area*: An area in a town or village, that includes 5 or more retail shops including at least one specialty shop and includes other public service facilities or destinations such as libraries, museums, courthouses, etc. The area should have prevalent architectural style of interest to tourists, or must be recommended by the local Tourist Promotion Agency as being representative of the tourism theme of the region.

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 General 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 tasting.

Zoos, Zoological Gardens and Animal Parks: A place where animals are kept, often in combination of indoor and outdoor spaces. Must have facilities which are open to the General Public.

(b) Cultural/Institutional

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

Business District: An area within a city or borough which is officially designated as a business district by the local officials.

College or University: An institution which is approved by a nationally-recognized accreditation agency and which grants degrees.

Courthouse/Government Buildings: A public building , structure, or complex used by a Federal, County, State or municipal government for the purpose of convening official legal activities.

Fairground: A commercially-operated tract of land where fairs or exhibitions are held, and which has permanent buildings included but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.

Library: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference.

Military Base: A facility operated by the State or federal government for training or support of military troops, or for inventorying and warehousing military equipment.

Museum: A facility that cares for and exhibits works of artistic, cultural, or scientific value that are cared for and exhibited to the General Public.

Observatory: A facility designed and equipped for making observations of astronomical, meteorological, or other natural phenomena.

Religious Site: A shrine, grotto or similar type site, which is of a unique religious nature. Facilities whose sole purpose is to host routine worship services are not eligible.

Theaters and Performing Arts Centers: A facility for the performing arts, exhibits, or concerts, which has a minimum occupancy capacity of 150 people.

(c) Historical/Architectural

Historical Site: A designated National Historic Site or a structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the US Department of Interior or otherwise designated by the Pennsylvania Historical and Museum Commission (PHMC), or a County Historical Commission or Agency. The site must be accessible to the General Public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

Encampments and Battlefields
Forts
Houses
Commercial Buildings
Farms, Farmsteads, and Barns
Religious Sites, Places of Worship, Cemeteries, and Monuments
Mills and Factories
Furnaces
Coal Mines and Coke Ovens
Bridges
Tollhouses
Canals
Railroad Stations
Cemeteries

Historic District: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the Pennsylvania Historical and Museum Commission (PHMC), or a County Historical Commission or Agency. Historic districts shall provide the General Public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include the following types, provided they meet the above criteria:

Historic Residential Streets
Shopping Streets and Districts
Court Houses and Public Buildings
Railroad lines
Canals

(d) Recreational

Boat Launch: A facility open to the General Public for docking or launching boats.

Campground: A facility 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 operation and restrooms with showers, running water and flush toilets shall be available. Accommodations sold on annual or time-sharing basis or otherwise not available for General Public use will not be counted toward the minimum requirements.

Canoeing and Rafting: Areas open to the General Public with established canoeing and rafting facilities.

Golf course: A facility opens to the General Public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt courses, and indoor golf shall also be eligible.

Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or Pennsylvania Department of Conservation and Natural Resources (DCNR), or non-profit organizations. TODS will only be installed at locations that direct the motorist to an established trail head with parking facilities.

Horseback Riding Areas: Areas designated for horseback /ponyback riding for the General Public.

Hunting and Fishing Areas: Areas so designated and under jurisdiction of the Pennsylvania Game Commission or the Pennsylvania Fish and Boat Commission.

State and National Park, Recreation Area, Forest: An area so designated and under the jurisdiction of DCNR, Pennsylvania Historical and Museum Commission (PHMC), National Park Service, U.S. Department of Interior, County Government, or non-profit organization with facilities open to the General Public.

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

Snowmobile Trails and Winter Sports Areas (excluding Ski Areas): Areas with marked snowmobile trails, ice skating rinks, snowboarding, sleigh rides, and toboggan runs, which are open to the General Public. TODS will only be installed at locations that direct the motorist to an established trail head with parking facilities.

Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, and school recreational fields.

Water Skiing: Areas designated for water skiing, jet skiing, or motorboats.

(e) Tourist Services

Bed and Breakfasts: A private residence located in a Rural Area that contains ten (10) or fewer bedrooms used for providing overnight accommodations to the General Public, and which breakfast is the only meal served and is included in the charge for the room. Must be rated in accordance with national or state standards for bed and breakfasts; rating may be performed by the local Tourist Promotion Agency.

Country Inn: A facility located in a Rural Area that contains 25 or fewer rooms for providing overnight lodging accommodations to the General Public, and that at a minimum provides full service dining for

morning and evening meals. Must be rated in accordance with a national or state standards for country inns; rating may be performed by the local Tourist Promotion Agency.

Historic Hotel: A facility which must be located within a building that is at least 50 years of age. And be listed on or eligible for listing on the National Register of Historic Places, or which is recognized by State, National or a County Historical Society as having historical significance; and currently holds itself out by any means, including advertising, license, registration with any innkeepers' group, convention listing association, travel publication or similar association or with any government agency, as being available to provide overnight lodging or use of facility space for considerations to persons seeking temporary accommodations.

Hospital : An institution providing primary health services and medical or surgical care to persons, primarily inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times

Resort: A facility with at least 75 rooms and those recreational amenities normally present at a resort, and which is the main focal point of a vacation.

Regional Restaurant: An establishment in a Rural Area where food and drink are prepared, served and consumed on premise and provided by full-table service. The facility must provide a minimum of eighty (80) indoor seats. Must be a local operation uniquely associated to the region. Drive -through only establishments and franchised or corporate-owned chain restaurants are excluded from this type of eligible Participant.

Pennsylvania Visitor Information Centers: A facility where the primary purpose of its operation is to provide, information and tourist supportive services. Must be approved by the Department of Community and Economic Development.

(f) Transportation

Airport: A public-use facility licensed by the Department for the landing and takeoff of aircraft, and for receiving and discharging passengers and cargo.

Heritage Roads, Historic Routes, Byways or Trails: a road, trail, or route designated by DCNR, PennDOT, U.S. Department of Interior, or other agency as being part of a national or state recognized historic or heritage park, trail system, or byway.

Railroad Trips: Scenic or historic railroad trips recognized by the local Chamber of Commerce, the regional Tourist Promotion Agency, DCNR, or Pennsylvania Historical and Museum Commission.

Railroad/Bus Stations: A passenger terminal utilized for discharging and picking up passengers and for ticketing.

Scenic Overlook: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or expanses of land such as farmlands, woodlands, or across mountaintops or ridges.

Water Tours: A guided tour on a body of water using a passenger carrying vessel with access to a docking facility and adequate legal parking.

Waterfronts: Areas with access to and views of the rivers of the Commonwealth, which are recognized by the County or the State as having significant recreational or cultural value and are open a minimum of 30 days per calendar year.

Location, Spacing, and Design of TODS for Conventional Roads

General

TODS may be installed to direct traffic to each entrance of an eligible Participant beginning at the nearest access point from a Conventional Road with an average of at least 2,000 vehicles per day. TODS shall not be authorized to direct motorists onto or off of any Freeway or Expressway. TODS with straight ahead arrows will not be authorized, except where the Department deems necessary to provide positive guidance.

Location

Install TODS in advance of the intersection where a motorist leaves the primary highway system and at all subsequent locations where the motorist is required to turn in order to travel to the Participant. When the Participant, or the Participant's On-Premise Sign, is readily visible from the highway, do not install a TODS immediately in advance of the Participant. All TODS should be on the right-hand side of the highway and where sufficient space is available.

TODS should be located to take advantage of natural terrain, to minimize the impact on the scenic environment, and to avoid visual conflict with other signs within the highway right-of-way. Department-approved breakaway sign supports shall be used. When an at-grade intersection on a primary highway is replaced with an interchange, the location shall no longer qualify for TODS and any TODS previously erected shall be removed.

TODS shall be located so as not to interfere with, obstruct, or divert driver's attention from any official traffic control device. Official Traffic Control Devices placed at intersection approaches subsequent to the placement of TODS shall have precedence as to location and may require the relocation of TODS. In general, TODS shall be installed at least 200 feet from other official traffic control devices.

TODS shall be positioned in such a manner that does not restrict drivers' vision when entering the highway from side roads or driveways.

TODS shall not be displayed for any business which is readily visible and identifiable within 200 feet along the highway.

Spacing

TODS shall be located not less than 200 feet or more than 1,320 feet in advance of a location where a turn is required from the highway. At intersections where more than one TODS assembly is required, the minimum spacing between such assemblies should be 200 feet. The maximum number of TODS assemblies on any intersection approach shall be two.

Design of TODS on Conventional Roads

TODS layout shall be in accordance with Exhibit . Each TODS shall have one or two lines of legend which should generally be limited to the name of a single Participant or an abbreviation thereof. The names of multiple participants or businesses will not be included on a single TODS. A maximum of 16 letters and spaces shall be permitted on each line unless specific approval for an increased number of letters and spaces is granted by the Department. Legends shall not include promotional advertising.

Generally, a directional arrow shall be required. If the distance to the business is 1/4 mile or greater, the distance in miles should be included below the arrow. The distance may be 1/4, 1/2, 3/4, or the nearest whole mile. When necessary, the sign may have a full-width message without a directional arrow, with a second line message such as "DRIVEWAY ON LEFT," "LEFT 500 FEET," , etc.

The standard TODS size shall be 72"x24". Where insufficient right-of-way or roadside exists, smaller TODS measuring 48"x16" may be authorized. All TODS shall be of the same size where multiple TODS are installed on a single sign assembly.

TODS shall have white reflectorized legend and border on a blue reflectorized background. A brown reflectorized background may be authorized for State and National parks, recreational areas and historical sites. All TODS shall be fabricated by a Department-approved sign manufacturer using a Department-approved retroreflective sheeting.

Generic symbols may be used on TODS at the beginning of the legend area. Any generic symbol included in Exhibit 2-15 or included as a recreational or cultural interest area symbol in either the FHWA's *Standard Highway Signs and Markings* book or the Manual on Uniform Traffic Control Devices (*MUTCD)* is permitted for use.

Arrangement

TODS will normally be installed as independent sign assemblies. A maximum of six TODS shall be authorized for installation on any approach to an intersection.

When the number of TODS at an intersection approach is three or less, TODS shall be grouped together with signs displaying arrows pointing to the left above those pointing to the right. If any TODS with straight-ahead arrows (as is the case where the road turns and the access is straight-ahead) are authorized, the TODS for the straight-ahead Participant shall be installed above any TODS for Participants to the left or to the right; except that seasonal Participants shall be mounted below all other signs regardless of orientation of directional arrow.

If the number of TODS at an intersection approach is more than three, TODS shall be grouped as two separate TODS assemblies with a maximum of three TODS per assembly. The first TODS assembly should generally be limited to Participants with straight-ahead or left arrows, and the second TODS assembly will generally be limited to Participants with right arrows. Install Seasonal Businesses on the second assembly.

If more than one business exists in a given direction, the TODS for a closer business shall be mounted above the more distant business.

The top of the TODS assembly shall be a minimum of 9 feet above the ground. The bottom sign shall be a minimum of 5 feet above the near edge of roadway and 7 feet above the ground where pedestrian traffic may exist.

Sign Installation, Cost and Maintenance

Installation

The Pennsylvania Tourism Signing Trust will be responsible for the manufacturing and installation of all TODS (except for Airports and Signing Districts which fall under the purview of the Department) in accordance with PennDOT standards and specifications. At locations where sidewalks exist, the Pennsylvania Tourism Signing Trust will obtain municipal authorization for installation of TODS. If TODS are required on a local highway for route continuity, the Pennsylvania Tourism Signing Trust shall obtain municipal authorization prior to the installation of any sign.

Costs

Each applicant shall be responsible for the costs established by the Pennsylvania Tourism Signing Trust for installation of each TODS. In addition, the applicant shall be responsible for all costs incurred due to the

adjustment, relocation, covering or removal of TODS to comply with the requirements set forth in this policy.

With all new applications, the applicant is required to pay an application fee which must be included with the submission of the TODS application. The application fee will not be used to offset any portion of the costs for installation of each TODS. Participants requesting replacement TODS for an approved facility are not required to pay an application fee.

Maintenance

The Participant is responsible for all maintenance costs performed by the Pennsylvania Tourism Signing Trust. Such maintenance costs will not exceed the cost established at the time of maintenance of a new TODS. The Department reserves the right to maintain, and adjust all signs within its right-of-way. If a replacement TODS is necessary due to deterioration, traffic accident or vandalism, the Participant shall be responsible for the sign replacement costs

The Pennsylvania Tourism Signing Trust Staff will notify Participants of any TODS in a state of disrepair, and the Participant will be responsible for costs associated with any maintenance. Any maintenance costs which are not paid by the Participant will result in removal of their TODS and termination from the program.

Existing TODS which were installed prior to the Pennsylvania Tourism Signing Trust assuming administrative responsibilities for TODS under this policy will only become the responsibility of the Pennsylvania Tourism Signing Trust once maintenance is required. At that time, the participant will be required to execute an agreement with the Pennsylvania Tourism Signing Trust and be subject to their fee structure as explained under the section entitled Costs above. This also applies to TODS which serve as trailblazers for supplemental guide signs. Geographic areas covered by Signing District Agreements will continue to be the responsibility of the sponsor for those agreements.

Missing Signs

It is the responsibility of the Participant to review their TODS and to advise the Pennsylvania Tourism Signing Trust of any missing signs as soon as the problem exists. The Participant will be responsible for costs associated with the replacement of missing TODS and any costs which are not paid will result in the removal of remaining TODS, if applicable, and termination from the program.

Seasonal Participants

Location of Seasonal TODS

The order of installation of TODS, whether seasonal or non-seasonal, shall be as prescribed under the section on arrangement.

Covering or Removing Signs

When TODS are approved for businesses that are not operated on a year-round basis, the Pennsylvania Tourism Signing Trust will cover or remove the TODS for any period of time greater than 15 days in which the business is not operating except for TODS with a "SEASONAL" supplemental message. The Participant shall be responsible for all associated costs including but not limited to removal , storage and reinstallation of the sign panel, and posts if required.

Removal of a TODS

General

The Pennsylvania Tourism Signing Trust and PennDOT reserve the right to remove TODS if space is needed for necessary official traffic-control devices or if PennDOT determines that the signing is not in the best interest of the Commonwealth or the traveling public. The Participant will not be reimbursed for the sign costs.

Removal of Signs

Except where otherwise provided in these guidelines, TODS may be removed by PennDOT or the Pennsylvania Tourism Signing Trust including but not limited to any of the following reasons:

- Failure to comply with eligibility requirements set forth in the guidelines.
- Because of fire, crash, facility renovation, or similar causes, which result in a qualified Participant becoming inoperable for a period of time exceeding 15 days.
- If the facility closes for an extended period without a scheduled reopening date, or if in the opinion of the Pennsylvania Tourism Signing Trust, the owner or responsible operator does not proceed with necessary repairs within a reasonable time, the Participant shall lose its right to continued placement of its TODS.
- If the facility ceases to operate in accordance with these guidelines.
- If a Signing District is established and existing TODS do not provide consistent guidance.
- Because the TODS conflicts with road modifications or safety concerns.

Application Procedure

Application

Participants desiring TODS shall request an application from the Pennsylvania Tourism Signing Trust or download one from its website. Each applicant shall provide the following (for an airport contact PennDOT's Bureau of Aviation):

- A completed application form and fee. A separate application shall be submitted for each Participant's site where TODS are proposed.
- A map or neatly drawn sketch of the area to indicate the locations of the requested TODS and the location of the Participant.
- A notarized application attesting to the authenticity of the signatures. If TODS are installed and it is subsequently determined that the applicant was not truthful, the TODS shall be removed and the Participant shall be billed for the actual removal costs.
- Approval on the application from the local municipality(s) that the installation of TODS does not conflict with any local ordinances.

Excess Number of Eligible Participants

If applications are received for any one intersection for more than the allowable number of TODS, the order of priority shall be based on the date of receipt of a properly completed application and the required fee.

Once approved for TODS, the Participant shall remain eligible for these signs unless it is declared in violation of these guidelines.

Applicant Appeals

A business may appeal a denial for TODS under Title 2, Pa. C.S., Sections 501-508 (relating to the Administrative Agency Law), by submitting a written request for a hearing within 30 days of the date of the denial notification. Businesses should submit appeals to:

Administrative Docket Clerk
Pennsylvania Department of Transportation
400 North Street-9th Floor
Harrisburg, PA 17120-0096

The written request shall include a filing fee made payable to the "Commonwealth of Pennsylvania" and a copy of the denial notification.

At the time of publication, filing fees are listed at 34 Pa.B. 4081 (see http://www.pabulletin.com/secure/data/vol34/34-31/1410.html). Filing fees for appealing a TODS decision is a Level II fee, and comes under the category of "motorist information sign matters." Businesses may verify the current fee by contacting the Administrative Docket Clerk at 717-772-2741.

Signing Districts

General

As opposed to signing individual facilities from the nearest access point from a Conventional Road with an average of at least 2,000 vehicles per day, the purpose of a Signing District is to provide an overall, uniform signing concept for various facilities located in a specific municipality. A cohesive signing concept may encourage traffic flow to general destinations including, but not limited to cultural Participant areas, recreational Participant areas, shopping areas, and universities, and may then direct motorists to specific Participant locations.

Agreement

In order to establish a Signing District, a governmental sponsor shall submit an application to PennDOT (see Exhibit 2-16 (Application for Signing District) and agree to enter into an Agreement with PennDOT to coordinate, obtain, erect and maintain all signs associated with the Signing District. The governmental sponsor must ensure that all facilities eligible for signing under the provisions of these guidelines are provided an opportunity to participate in the Signing District. A public meeting shall be held to provide Participants with an opportunity to become involved. The removal of existing "illegal" or permitted advertising signs shall be evaluated to avoid and reduce sign clutter on the highways. Sign designs and color schemes will comply with those indicated in Exhibit 2-14.

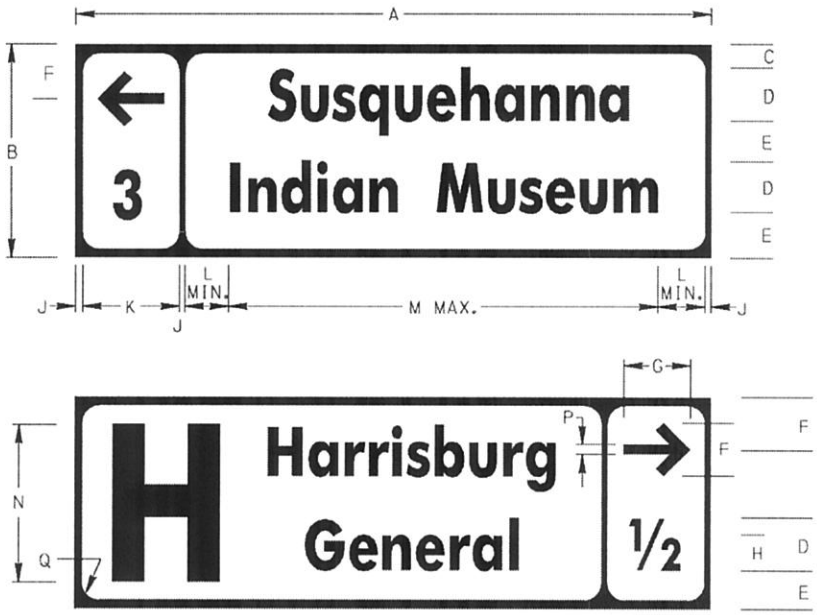
Installation

Department approval shall be obtained for the proposed sign locations. An Agreement shall be executed between the parties before the manufacture or installation of any signs. The governmental sponsor shall be responsible for manufacture, installation and maintenance of signs as outlined in the Agreement.

Exhibit 2-14 TODS (D7-4)

(a) Justification. The Attraction Sign (D7–4) may be used on conventional highways to direct motorists to large tourist attractions in accordance with the Department's Attraction Signing Guidelines. One or two lines of legend may be used to identify the name or abbreviation of the attraction.

(b) Design. A rectangular directional box should generally be located on the left side of the sign for attractions that are straight ahead or to the left, or on the right side of the sign for attractions to the right. The box should generally include a directional arrow and a distance of 1/4, 1/2, 3/4 or the nearest whole mile, but the box may be eliminated if it is more appropriate to use directional information such as "DRIVEWAY ON LEFT", "LEFT 1000 FEET", etc., on the second line of legend. All legend should be "Clearview 1W, 2W or 3W" font, of the highest series possible. If necessary, the legend may be further condensed up to 35 percent. A generic symbol for hospital, campground or airport may be used in advance of the legend message.



DIMENSIONS – mm (IN)													
SIGN SIZE A x B	C	D	E	F	G	H	J	K	L	M	N	P	Q
1200 x 400 (48" x 16")	50 (2)	100 (4)	75 (3)	100 (4)	125 (5)	65 (2.6)	15 (0.6)	185 (7.4)	50 (2)	870 (34.8)	275 (11)	20 (0.8)	25 (1)
1800 x 600 (72" x 24")	90 (3.6)	150 (6)	105 (4.2)	165 (6.6)	188 (7.5)	100 (4)	20 (0.8)	280 (11.2)	75 (3)	1310 (52.4)	400 (16)	30 (1.2)	45 (1.8)

COLOR:

LEGEND AND BORDER:
WHITE (REFLECTORIZED)

BACKGROUND:
BLUE (REFLECTORIZED)

APPROVED FOR THE SECRETARY OF TRANSPORTATION

By : Glen C Rowe Date : 01–03–06
Chief, Traffic Engineering and Operations Division
Bureau of Highway Safety and Traffic Engineering

Exhibit 2-15 Acceptable Symbols

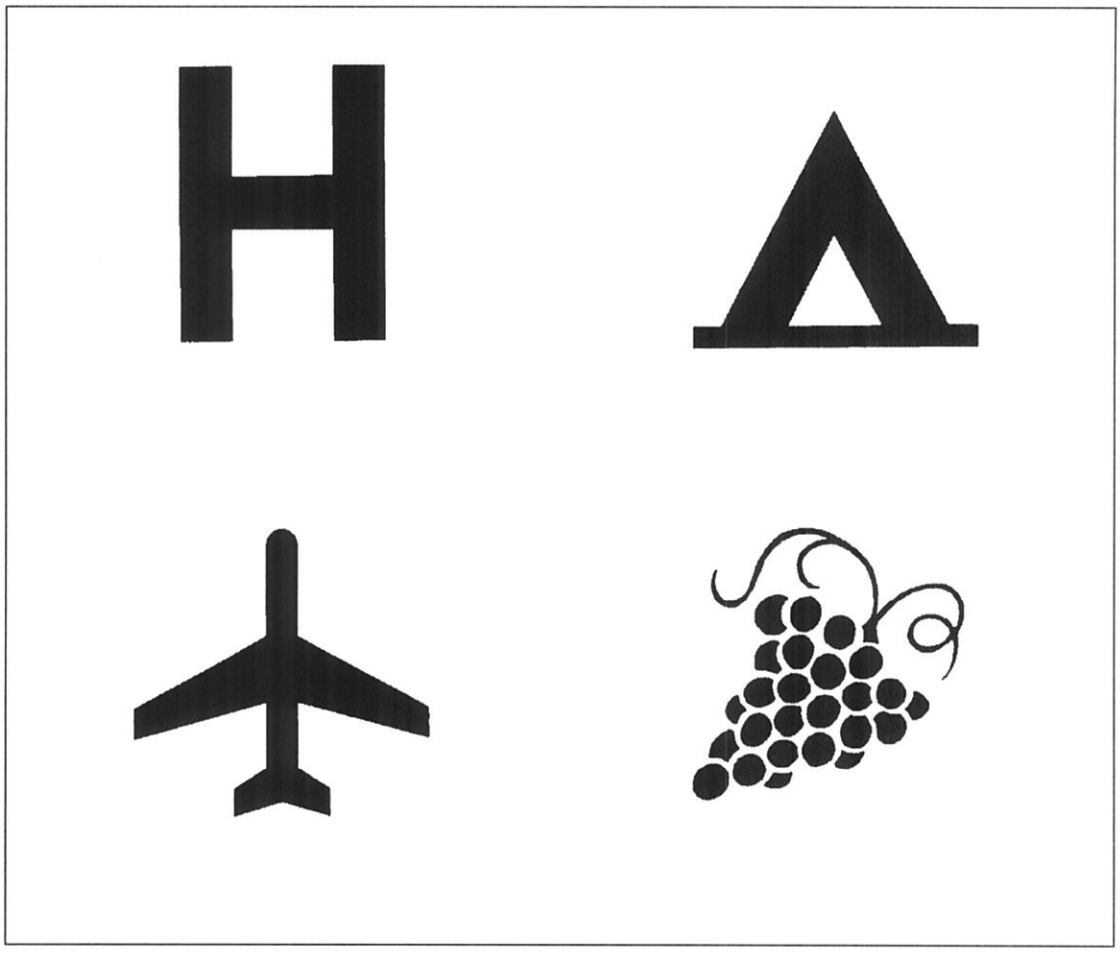


Exhibit 2-16 Application for Signing District

Please print or type the following information.

1. Name of Governmental Sponsor:
2. Mailing Address:
3. Name of contact person:
4. Phone number of contact person:
5. Has a map of the proposed signing district been included? _____
6. Name of Consultant:
7. Address of Consultant:
8. If consultant has not been hired, will the service of one be used? _____ If not, who will design the system?
9. Have all illegal signs been removed? _____
10. Has an inventory of existing permitted signs been completed? _____

11. Does the governmental sponsor understand that all businesses or facilities that participate in the signing district must meet one of the definitions and satisfy the General Eligibility Requirements set forth in this policy?

    Yes _____ No _____

12. Are there any plans contemplated to expand the signing district beyond its boundaries and become a signing region? If yes, is there a timetable (attach or explain)?

13. Note: Execution of an agreement between the governmental sponsor and the Commonwealth designating the signing district must be completed before construction of the signs begins.

14. Do you understand all costs will be borne by the governmental sponsor? Further, the governmental sponsor may recoup some or all of the administrative costs of the program by the establishment of a fee structure for applicants.

15. Indemnification. The Governmental Sponsor shall indemnify, save harmless, and defend the Department from any and all claims, actions, damages, injuries, and/or expenses arising out of the subject Signing District or on account of any act, omission, neglect, or misconduct by an applicant or a third party.

    I hereby certify that the information provided on this application is true and correct and to the best of my knowledge, and _____ (name of Governmental Sponsor) is fully prepared to move forward to completion of the signing district. It is also my understanding that if signs are installed, they may be removed by PennDOT or the Pennsylvania Tourism Signing Trust as detailed in these guidelines.

    Sworn before me this _____ day of _____, 20_____.

    Notary:

    Signature of Representative: _____