



LOGO SIGN PROGRAM

Department of Engineering
December 2022

TAP-432

TABLE OF CONTENTS

1.	PURPOSE.....	1
2.	AUTHORITY.....	1
3.	DEFINITIONS	1
4.	LOCATION.....	2
5.	CRITERIA FOR MOTORIST SERVICES SIGNS	3
6.	COMPOSITION.....	4
	ATTRACTIONS LOGO SIGN CATEGORIES AND SPECIAL REQUIREMENTS	5
	COMPOSITION SIGN TYPES - VISUAL EXAMPLES	8
7.	PERMITS, PROCEDURE AND COST.....	9
8.	ERECTION/INSTALLATION	10

1. PURPOSE

To define and outline the New York State Thruway Authority (Authority) Logo Sign Program. Logo signs will be erected within the mainline right-of-way to provide motorists with directional information for services in rural and rural appearing urban areas along the Thruway system.

2. AUTHORITY

New York State (NYS) Vehicle & Traffic Law, National Manual on Uniform Traffic Control Devices (MUTCD) for Streets and Highways as modified by the NYS Supplement to the National MUTCD, NYCRR Title 17 Transportation(B), and NYS Public Authorities Law.

3. DEFINITIONS

- A. Rural - interchanges in non-urbanized areas, based on population density as defined by the United States Department of Commerce Bureau of the Census.
- B. Rural Appearing Urban - interchanges in urbanized areas, based on population density as defined by the United States Department of Commerce Bureau of Census, that are considered rural, as defined by their:
 - 1. Individual appearance;
 - 2. Location in non-congested areas where other signs, buildings, advertisements, etc. do not compete for the motorist's attention;
 - 3. Proximity to other interchanges; and
 - 4. Distance from visible motorist services.
- C. Logo Sign Panel - a separately attached sign, mounted on a specific service sign, a ramp service sign or a tourist-oriented directional sign, showing the symbol, trademark, name or combination thereof for a specific service available to motorists at or near the interchange intersection.
- D. Specific Service Sign - a rectangular sign panel located on the Thruway mainline with:
 - 1. The words lodging, camping or attractions;
 - 2. Directional information - exit number; and
 - 3. One (1) or more (up to six [6]) logo sign panels.
- E. General Service Sign - a rectangular sign panel located on the Thruway mainline with:
 - 1. The generic symbol for fuel and/or food; and
 - 2. Directional information - exit number.

F. Ramp Service Signs - a rectangular sign panel located near the end of the exit and the intersecting road with:

1. The words lodging, camping or attractions;
2. Directional information – arrows and mileage;
3. One (1) or more logo sign panels; and
4. No legend but generic symbols for fuel and/or food.

G. Tourist-Oriented Directional Signs (TOD) - a follow-up rectangular sign panel located in advance of route changes between the exit ramp and the business with:

1. The logo sign panel; and
2. Directional information - arrow.

4. LOCATION

A. Intended for Rural and Rural Appearing Urban Areas

1. Specific and general services signs are for use at interchanges located on the Thruway system in rural areas. These interchanges include:

- Mainline (Routes I-87, I-90, and I-190)
- Exits - 14B, 17, 18, 19, 20, 21, 21B, 22, 27, 28, 29, 29A, 30, 31, 32, 33, 34, 35, 37, 38, 40, 41, 42, 43, 44, 48, 48A, 49, 56, 57, 57A, 58, 59, 60, 61, B3, N18, N19 and N20B.

2. All other interchanges on the mainline are deemed either urban or are freeway to freeway connections. Placement of specific service attractions signs at interchanges not shown on the list above will be considered on a space available basis, provided the interchanges are not freeway to freeway connections.

B. Lateral Location - the specific and general services signs will be located to take advantage of natural terrain, minimize the impact on the scenic environment and avoid visual conflict with other signs within the right-of-way. Unprotected sign panel supports located within the clear zone shall be of a breakaway design.

C. Relative Location - in the direction of travel on the Thruway, successive signs shall be those for attractions, camping, lodging and general services. Except as provided in paragraph 6(e), a separate specific service sign shall be provided for each type of service for which logo sign panels are displayed.

D. Relationship to Exit - the specific and general services signs shall be erected between the previous interchange and the exit direction sign at the interchange from which the services are available.

- E. Convenient Re-entry Required - specific and general services signs will not be erected at an interchange where the motorist cannot conveniently re-enter the Thruway and continue in the same direction of travel.
- F. Exit Ramp Signs - at all interchanges, ramp signs will be installed along the ramp or at the ramp terminal and may be provided along the crossroad. These signs will be similar to the corresponding specific information signs along the main roadway but reduced in size. Service information for visible facilities may be omitted. The signs shall include the distances to the service in miles and directional arrows in lieu of words.
- G. Tourist-Oriented Directional Signs - follow-up signing is required at all intersections where the motorist must make a route decision to provide directional guidance to the facility.

5. CRITERIA FOR MOTORIST SERVICES SIGNS

- A. Conformity with Laws - eligible service facilities shall comply with Federal and State Human Rights Laws concerning the provisions of public accommodations without regard to race/color, religion/creed, disability, marital status, familial status, military status, age, gender identity or expression, sex, sexual orientation, national origin or other protected categories, and laws concerning the licensing and approval of service facilities. Attraction services shall include only facilities which have the primary purpose of providing amusement, historical, cultural or leisure activities to the public.
- B. General service gas and food:
 - 1. Fuel - to qualify for a general service generic symbol sign, the fuel facility shall:
 - a. Provide fuel;
 - b. Provide restroom facilities and drinking water;
 - c. Provide a telephone for public use;
 - d. Be in continuous operation at least 16 hours per day, seven (7) days per week; and
 - e. Be located within two (2) miles of the interchange exit ramp.
 - 2. Food - to qualify for a general service generic symbol sign, the food facility shall:
 - a. Provide breakfast, lunch and dinner;
 - b. Provide restroom facilities;
 - c. Provide a telephone for public use;
 - d. Operate at least 14 hours per day, six (6) days per week; and
 - e. Be located within two (2) miles of the interchange exit ramp.
- C. Specific Services Signs:
 - 1. Lodging - to qualify for a specific services lodging panel the business shall:

- a. Provide a telephone for public use;
 - b. Be in continuous operation 24 hours per day, seven (7) days per week year-round, or operate seasonally for a period of not less than four (4) months. Priority will be given to year-round operations; and
 - c. Be located within nine (9) miles* from the interchange exit ramp.
2. Camping - to qualify for a specific services camping panel the business shall:
- a. Provide modern sanitary facilities and drinking water;
 - b. Provide a telephone for public use;
 - c. Operate seven (7) days per week; and
 - d. Be located within 12 miles* from the interchange exit ramp.
3. Attractions - to qualify for a specific services attractions panel the business shall:
- a. Have adequate parking accommodations;
 - b. Provide restroom facilities and drinking water, and be reasonably close to a telephone;
 - c. Be in operation four (4) days per week during annual or seasonal operation (seasonal operation must not be less than 30 days);
 - d. Be located within 15 miles* from the interchange exit ramp; 35 miles* for downhill and cross-country ski areas; and
 - e. Satisfy the criteria developed by NYS Empire State Development (ESD) by falling under at least one (1) of the categories listed in the “Attractions Logo Sign Categories And Special Requirements” table on the next page.

D. Number of Sign Panels Permitted - the number of specific information sign panels permitted shall be limited to one (1) for each type of service to be found at an interchange - lodging, camping and attractions. The specific information signs will be limited to six (6) logo sign panels. No more than four (4) specific services sign assemblies shall be installed on the approach to an interchange.

E. Quality of Connecting Highways - travel to and/or returning from the business facility shall not involve the use of poor connecting highways.

* The maximum distances from the beginning of the exit ramp shall be measured by road mileage.

6. COMPOSITION

A. Specific services signs for lodging, camping and attractions shall have a blue background with a white reflectorized border. The size of the sign panels will not exceed the minimum size necessary to accommodate the maximum number of logo sign panels permitted. See “Composition Sign Types” table for visual examples.

ATTRACTIONS LOGO SIGN CATEGORIES AND SPECIAL REQUIREMENTS	
ATTRACTION (and examples)	KEY
Agri-Tourism Attraction (1) (4) Brewery Garden Vineyard Winery	(1) Must provide regularly scheduled visitor tours (2) Minimum seating of 250
Environmental Site (4) Aquarium Nature facility Wildlife facility Observation point Preserve Tower Sanctuary Park Zoo Scenic area Beach Trail Gorge Waterfall Waterway	
Cultural, Historic, Scientific Site (4) Battlefield Gallery Hall of fame Historic site Monument Museum Scientific site	(3) Must be concentration of at least 10 outlets within a one (1)-mile area (4) Must demonstrate that at least 25 percent of average daily annual visitors originate from 50 or more miles from the attraction (5) Must be open for play to the general public (6) Must be accredited by the NYS Education Department and have the following annual total enrollment - 5,000 students in major metropolitan areas, 4,000 students in urban areas, 2,500 students in rural areas
Performing Arts Facility (2) (4)	
Factory Outlet Center (3)	(7) Cross-country ski area must have ski equipment rentals and charge a fee for trail use
Recreation Facility (4) (7) Amusement park Downhill ski area Casino Cross-country ski area Dude ranch Speedway Racetrack Theme park	
Religious Site/Shrine (4)	
Education Institution (6)	
Scenic Ride/Sightseeing Tours (4) Balloon Boat Helicopter Lift airplane Train/Trolley	
Convention Centers (no special requirements)	
Sport Arena/Facility/Stadium (2) (4)	
Golf Course (5)	

- B. Logo sign panels for lodging, camping and attractions shall have a blue background with a white legend and border. The principal legend should be at least equal in height to the directional legend on the sign panel. Where business identification symbols or trademarks are used alone for a logo sign panel, the border may be omitted. The symbol or trademark shall be reproduced in the colors and general shape consistent with customary use and any integral legend shall be in proportionate size. Messages, symbols and trademarks which resemble any official traffic control device are prohibited. The vertical and horizontal spacing between logo signs on sign panels shall not exceed eight (8) inches and 12 inches, respectively. Each logo sign panel displayed on a specific services sign panel shall be contained within a 60-inch-wide and 36-inch-high rectangular background area, including $\frac{3}{4}$ inch white border. See “Composition Sign Types” table for visual examples.
- C. Legends - all letters, directional arrows and numbers used in the sign panels indicating name, type of service and direction shall be white and reflectorized. Letters should be capitalized and 10-inches in height. Numbers should be 10 inches in height.
- D. Exit Interchanges - the name of the type of service followed by the exit number will be displayed in one (1) line above the logo sign panels. The specific services signs will be limited to six (6) logo sign panels for gas, food, lodging, camping and attractions. See “Composition Sign Types” table for visual examples.
- E. Remote Rural Interchanges - in remote rural areas, where not more than three (3) qualified facilities are available for each type of service, logo sign panels for two (2) types of services may be displayed on the same sign panel. Not more than three (3) logo sign panels for each type of service will be displayed in combination on a specific services sign. The name of each type of service will be displayed above its respective logo sign panel(s), and the exit number will be displayed above the names of the types of services. When it becomes necessary to display a fourth logo sign panel for a type of service displayed in combination, the logo sign panels involved shall then be displayed in compliance with paragraph 6.D.

NOTE: Any deviation from the standard logo sign panel specifications must receive prior approval in writing. This includes any variation from standards in regard to size, size and spacing of lettering, and color schemes.

F. Specific Services Sign Specifications

Specifications for logo sign panels to be furnished by the business facility:

The logo signs may be made of aluminum or fiberglass reinforced plastic sign material acceptable to the Authority. They shall be fully reflectorized with reflective material conforming to NYS Department of Transportation (DOT) material specification 730-05 or approved equal with respect to color (day and night, brightness, reflectivity and durability). Use of transparency ink screened over WHITE specification 730-05 material or use of transparent acrylic film meeting ASTM D4956 standards over WHITE

specification 730-05 material are acceptable alternate methods to form elements of the sign face.

The standard logo sign panel for facilities will consist of white legend on a blue background as follows:

1. 24-inch wide by 15-inch-high exit ramp and TOD follow-up panels – 1/2-inch white border, 4-inch white (all capital) text (using standard alphabet for traffic control devices), corners 1-inch radius
2. 36-inch wide by 24-inch-high TOD follow-up panels – 5/8-inch white border, 6-inch white (all capital) text (using standard alphabet for traffic control devices), corners 1½-inch radius
3. 60-inch-wide by 36-inch-high logo panels – 3/4-inch white border, 8-inch white (all capital) “D” size text (using standard alphabet for traffic control devices), corners 3-inch radius

Drilling mounting holes is not required.

It may be possible for a business which possesses a Certificate of Trademark Registration issued by the United States Patent and Trademark Office to display a sign using the artwork covered by the trademark in lieu of the standard logo sign described above if the Authority has been supplied with a copy of the Certificate of Trademark Registration. All sign legends are subject to approval by the Authority. A border is not required if a certified trademark is used.

COMPOSITION SIGN TYPES - VISUAL EXAMPLES

Sign Type:	Photo Example:
Sign Panel - Specific Services Signs	
Logo Sign Panel - Standard Logo Lettering	
Logo Sign Panel - Federally Registered Trademark	
Exit Ramp Panel	
Tourist-Oriented Directional (TOD)	

7. PERMITS, PROCEDURE AND COST

- A. Each business that desires inclusion in the Logo Sign Program for a specific services sign must submit an APPLICATION FOR THRUWAY LOGO SIGNS (TA-W4313). Once approved, businesses will receive an initial one (1)-year permit for each interchange (including two (2) mainline panel locations and a pre-determined number of ramp and directional signing locations) and cannot be removed (bumped) from the program until the permit has expired. A sign permit will be automatically renewed for successive one (1)-year terms unless cancelled by either party. A sign permit may be cancelled by the Authority or business with 30 days written notice. All selected businesses must have a permit with the Authority before logo sign panels can be installed. The annual fee for an Authority logo sign permit is \$750.00 plus \$50 for each follow-up sign placed under a DOT issued permit for use of state-owned property for directional signs permit. The DOT issued permit cost is included within the Authority annual logo sign permit fee.
- B. Business selection guidelines:
1. Lodging & Camping Panels - business qualified under paragraph 5.C. with the closest measure point from the interchange.
 2. Attractions Panels - business, other than colleges, with the highest average daily attendance. Colleges may be added when space is available and displayed in order of greatest enrollment if there is more than one (1).
- C. If the number of eligible businesses at a given interchange within a category exceeds the maximum number allowable for display, then:
1. Lodging and Camping Panels - businesses with the greatest distance will be removed and the closest lodging and camping facilities will be retained.
 2. Attractions Panels - colleges with the lowest enrollment figures will be removed first and then, if needed, non-college attractions with the lowest attendance figures will be removed.
- D. Follow-up guidance signing is required at all intersections where the motorist must make a route decision to provide directional guidance to the facility.
- E. If a business ceases operation permanently during the period covered by its permit, the business shall be responsible for notifying the Authority of its status and requesting removal of its specific service sign. If a business with a specific service does not maintain an operation that satisfies the criteria for its sign or fails to notify the Authority of the termination of its operation, the Authority shall have the right to remove the signs and terminate its permit. No refunds of permit fees shall be made by the Authority for permits terminated under the aforementioned conditions.

- F. The Authority will obtain all necessary permits from DOT for the installation of TOD follow-up signing. The right to use and occupy DOT property for directional signing is non-exclusive and DOT reserves the right to permit such other directional signs or official signs as its judgment indicates are necessary. DOT also reserves the right to require the removal of the sign in the event the location must be utilized for additional future highway construction, reconstruction or maintenance. If for any reason DOT will not permit the installation of directional signing that has been deemed necessary by the Authority, the business will not be eligible for inclusion in the Logo Sign Program. If the directional signing is removed, then the logo sign will be removed from the mainline and ramp panels. The business shall be entitled to an appropriate prorated credit of that part of the annual fee applicable to the unused remainder of the term upon the sign removals if it cannot be re-erected at a substitute approved location. The granting of the permit conveys no other right, title or interest to the permit holder in the highway right-of-way other than permission to use and occupy these locations for directional sign purposes.
- G. Business owner(s) shall furnish logo sign panels of approved design made to specifications and sizes as designated by the Authority. The Authority sign shop will, upon request, furnish a price quote to fabricate business signs.
- H. If the logo sign panel is damaged by vandalism, theft, accident or other cause, the business owner is responsible for replacement. If the logo sign panel does not present a hazard to the public or Authority property, notice will be given to replace within 30 days. Failure to comply will result in termination of the sign permit and removal. However, if the damaged sign presents a hazard to either the public or Authority property, it will be removed immediately without notice.
- I. The Authority will, upon execution of the original permit, install all logo sign panels (mainline, ramp, TODs). If logo sign panels must be changed (due to business name change) or replaced (due to damage), the business will be charged \$400.00.

8. ERECTION/INSTALLATION

- A. Responsibility - the Authority shall be responsible for the erection/installation of sign panels and the installation of logo sign panels. No private contractors (hired by the business owner or permit applicant) will be allowed to install or remove logo sign panels permitted through the Thruway's Logo Sign Program.
- B. The erection and location of all sign panels will be in conformance with the National MUTCD for Streets and Highways as modified by the NYS Supplement to the National MUTCD. This includes but is not limited to the following:
 - 1. "Priority" - At each interchange priority will be given to the: advance exit sign, exit directional sign, gore signs, supplemental exit signs, general services signs and specific service signs, in this order.

2. "Spacing" - The spacing between each specific information panel and any other specific information panel or exit sign (as listed in paragraph 8(b)(1)) shall not be less than 800 feet.
3. "Insufficient Space" - Specific information panels shall not be erected if there is insufficient space between the previous interchange and interchange where the services are available for the required highway guide signs and the specific information panel.
4. "Freeway to Freeway" - Specific information or general services panels shall not be erected at an interchange or intersection with another limited access facility.
5. "Re-entry" - A specific information panel shall not be erected at any interchange or intersection which does not have a convenient re-entry in the same direction of travel.
6. "Quantity" - No more than 12 logo sign panels of a specific service type shall be displayed on no more than two (2) specific services sign panels or assemblies. No more than six (6) logo sign panels shall be displayed on a single service sign.
7. "Order of Appearance" - In each direction of travel, the successive panels shall be erected in the order of attractions, camping, lodging, then general services panels.
8. "Limited Space-Logo Priority" - At interchanges with insufficient space available in a single direction for four (4) panels, signing preference shall be in the order of general services, lodging, camping and attractions with general services having the highest priority.
9. "Geometric Limitations" - Specific information panels should not be used at interchanges where diagrammatic advance exit signs or lane drops are used.
10. "Combination Signs"
 - a. Where the number of businesses to be signed in any two (2) service categories is three (3) or less, the signs for two (2) categories may be combined in one (1) assembly. The assembly shall consist of a single line version for each category, mounted one (1) above the other.
 - b. Service signs shall be combined with the category having the highest priority placed above the next lower priority- lodging over camping and camping over attractions. The attraction sign shall always be on the bottom.
 - c. Combination signs shall not be used at double-exit interchanges.

11. "Double-Exit Signs"

- a. Where services are signed at both exits of a double-exit interchange (for example, a cloverleaf), an assembly of two (2) single-line background signs shall be used. The sign for the first exit shall be placed above the sign for the second exit.
- b. If services are to be signed at one (1) exit of a double-exit interchange, but not the other, a two (2)-line background sign may be used.

12. "Sign Placement"

- a. Service signs should not be placed before the first advance exit sign for the interchange.
- b. Service signs should not be placed beyond the exit direction sign.
- c. Service signs used at double-exits shall be placed in advance of the first exit. They shall not be placed between the two (2) exits.

13. "Other Limiting Factors" - The availability of a specific information panel may be limited by: physical obstacles (i.e., rock ledge, insufficient right-of-way width, viaduct, bridge, natural water course, etc.); physical geometry; or excessive cost.