

### 3.1 Overview of Application Requirements for Traffic Control Devices

The application and use of traffic control devices must create effective communication with the traveler. That is, the placement and configuration of signs along the roadway must command attention and convey a clear and simple meaning. See Section 2.1.

The following guidance is from the *Manual on Uniform Traffic Control Devices* (MUTCD),<sup>1</sup> Washington's adopted standard for traffic requirements.

1. Identical conditions should always be marked with the same type of sign, irrespective of where those conditions occur.
2. Some information is more important than other information. Information of less importance and extraneous information should be moved to less critical locations or deleted.
3. Care should be taken not to install too many signs.

#### **Uniformity / Standardization**

Uniformity, or the treatment of similar situations in the same way, is important for recognition and understanding. The uniform application of signs creates necessary expectations, shaping what people do and can anticipate from others. Consistent sign application commands respect and sustains user expectations.

#### **Sign Configuration**

Installed signs must meet traffic requirements at a given location. Also, signs should be configured and located in a uniform manner to ensure that the traveler can be expected to consistently respond to the device after initial exposure.

#### **Sign Placement**

The effective placement of signs is important to successful communication with the traveler. Signs should be positioned within a traveler's visual field and in a location that allows a person traveling at normal speed to make the proper response. Also, signs should be placed with respect to the relevant object or situation so they convey the intended meaning.

#### **Safety**

Installed signs must be assembled and placed in a way that enhances safety. Examples of application requirements for safety include break-away construction and placement of some signs out of the clear zone, as detailed in the WSDOT *Design Manual*.<sup>2</sup>

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<sup>1</sup> *Manual on Uniform Traffic Control Devices*, USDOT

<sup>2</sup> *Design Manual*, WSDOT

## 3.2 Preferred Application of Scenic Byway Logo Sign Types

Given the above considerations, the following provides specific recommendations for the use and application of scenic byway logo signing. See Section 1.5 for the eligibility criteria for byway logo signing. See Appendices A.5 and A.6 for more detail on preferred byway logo sign configurations and layout.

### **Gateway Signs**

Gateway signs should be placed on or near the beginning of a scenic route from both directions. These signs tell the traveler that they are entering a scenic byway from a terminus. Gateway signs cannot be used to guide travelers to the route from a distant location.

Gateway signs may be placed in community enhancement areas, scenic view points, pull-outs, safety rest areas, or gateway visitor centers when these locations coincide with the beginning of the route or major junctions. In some cases, a major point of access to the scenic byway will not be near the beginning of the route. Under these circumstances, the Region Traffic Engineer and Region Planner will determine if an additional gateway sign is appropriate. The need and appropriateness of additional gateway signs will be evaluated on a case by case basis.

As always, the gateway sign must be placed at the junction immediately adjacent to the route itself. The location for gateway signs should be determined jointly by the byway group and the WSDOT regional Traffic Office(s).

The primary purpose of gateway signs is to inform the traveler that they are entering a byway. In some cases, gateway signs also provide an opportunity to educate the traveler about transitions in scenic byway identity. For example, if a major point of access to one scenic route is a junction with another scenic route, it would be useful to make this transition clear. Although only one logo is permitted on each route as a trailblazer sign, multiple logos may be displayed on gateway signs (see Section 3.3). Gateway signs provide an opportunity to educate the traveler about multiple identities or logos for one route.

Gateway signs should be of sufficient design and construction that they are visible and legible in most weather conditions, day and night. The gateway sign design should be developed jointly by the byway group and the WSDOT Region Traffic Office(s). Final approval for sign construction and installation will come from the WSDOT Region Traffic Office(s). As with all sign issues, if more than one region is involved, they should coordinate to ensure consistency. State Traffic Office involvement will ensure that the sign will meet current safety and visibility standards for this type of signing.

## **Trailblazer or Trailmarker Signs**

Trailblazer and trailmarker signs provide traveler assurance along a scenic byway. Trailmarker signs are placed at five to ten mile intervals along the scenic byway for traveler assurance. Trailblazer signs are typically accompanied by arrows to keep travelers on the byway at critical points, such as intersections and congested areas. Confirmation or assurance signs should be placed after directional changes and at regular intervals, to provide the traveler with verification that they are still on the scenic byway. The appropriate placement and configuration of such signs must be approved by the WSDOT regional Traffic Office(s). The following quotes from the MUTCD further define trailblazer and trailmarker signing.

Trailmarkers are informational plaques or shields designed to provide the traveling public with route guidance in following a trail of particular cultural, historical, or educational significance. These markers satisfy an information need on the part of certain travelers but primary guidance should be in the form of printed literature and strip maps rather than highway signing.

Trailmarker signs may be erected when they have been approved by and are under the control of the state highway organization. Except on the Interstate System, the control of such markers by a federal, county or city highway department is also satisfactory. The installation must be consistent with highway safety practices and with policies governing signs of this general nature.<sup>3</sup>

Where there are gaps between sections of a route, the trailblazer assembly should be used to indicate the best routing between termini.<sup>4</sup>

## **Supplemental Guide Signs**

Supplemental guide signs that inform the traveler how to get to a scenic byway are placed just prior to junctions with the byway. They must conform to all MUTCD requirements for supplemental guide signs. Supplemental guide signs shall consist of a brown background with white letters. It is acceptable to place the scenic byway logo on these signs.

Supplemental guide signing for scenic byways must compete with other trip generating destinations at the same junction. For this reason, some routes that are eligible for this type of signing may not receive it. The WSDOT regional Traffic Office(s) will work with organizations for eligible byways to determine the appropriate application and configuration of supplemental guide signing.

Supplemental guide signs cannot be used at junctions with routes other than the scenic byway itself. Directions to the byway are best communicated through maps and brochures, not guide signing. Also, such information can be shared with travelers at safety rest areas and visitor centers in the vicinity

<sup>3</sup> Ibid., USDOT, 1988, 2D-35.

<sup>4</sup> Ibid., USDOT, 1988, 2F-42.

of such junctions. These alternatives to signing can communicate available travel options more comprehensively. Distant supplemental guide signing can mislead or confuse the unfamiliar traveler.

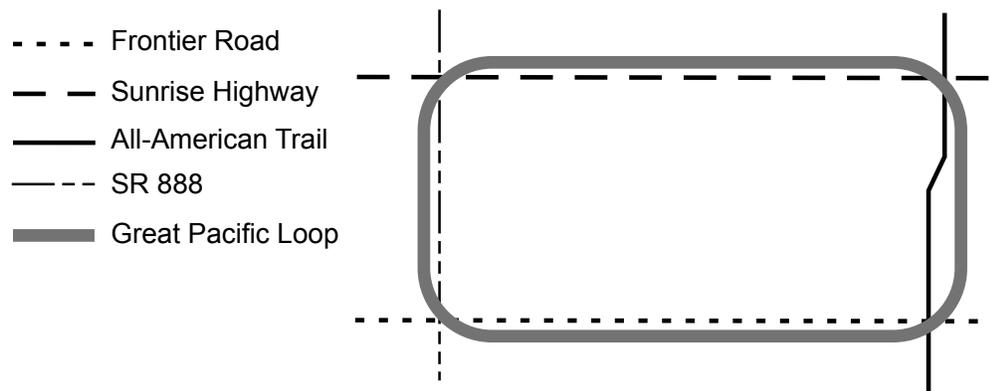
### 3.3 Multiple Logos for a Single Byway

Some state designated scenic byways have more than one name, label, or associated organization. An example of this is a route that is known as a distinct scenic byway, as well as a part of a larger loop, tour, or byway concept involving more than one route.

To avoid traveler confusion, each route is allowed only one byway logo used as a trailblazer sign. This requirement is meant to ensure that travelers are not confused by multiple messages. In addition, a single byway logo is more likely to inspire confidence and achieve the desired outcome of byway identification.

Multiple logos may be displayed on gateway signs only. Gateway signs provide a singular opportunity to educate the traveler about multiple logos and route identities. The transition between byways and coinciding labels should be made clear on gateway signs.

In the event a route has multiple labels, the question of which logo should be used as a trailblazer should be addressed in the corridor management planning process. In this way, local citizens and interested parties can come to a consensus about what the most appropriate sign plan for the route should be. This public involvement, a fundamental part of the corridor management planning (CMP) process, will guarantee that the resulting sign plan reflects the best interests of the route based on CMP defined goals and objectives. In summary, if existing signs are not consistent with a corridor's emerging stewardship and planning efforts, the CMP process will determine whether these signs should be taken down or replaced. See Rule II in Appendix A.1.



**Multiple Scenic Byway Identities for One Route**

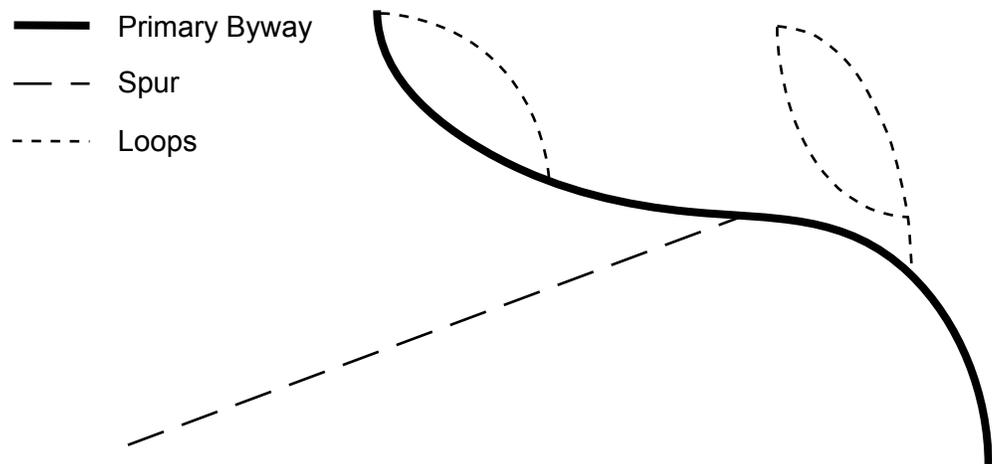
*Figure 3*

### 3.4 Multiple Byways with a Single Corridor Identity

Some scenic byways are connected to larger scenic byway routes. These secondary routes are often considered “spurs” or “loops” of a primary scenic byway. Due to close proximity and similar scenic quality, these secondary routes may share a corridor identity with the primary route.

When spurs and loops are closely linked with a primary byway, they may be signed with the same logo. Under these circumstances, the logo for the primary route should be accompanied by text that reads “spur” or “loop” to distinguish it from the primary route and avoid traveler confusion.

Determining whether a secondary byway should share a byway logo with a primary route should occur in the corridor management planning process. See Rule III in Appendix A.1.



**Multiple Byways with One Corridor Identity**

*Figure 4*

### 3.5 Byways Involving Multiple States

Because some scenic byways in Washington may be part of multi-state routes, it is important that the states involved coordinate to produce a single logo or one that closely resembles the logo used in the other states. This coordination will ensure that travelers receive consistent messages about the byway along its entire length. This coordination should occur during the corridor management planning process.

### 3.6 International Byways

If a Washington scenic byway is part of an international byway and extends into Canada or a sovereign native nation, then logo signing should be coordinated. The Washington byway logo should be similar to other logos, or contain similar elements, to provide consistent communication with the international traveler.

