

Chapter 4 *Byway Logo Signing Development Process*

4.1 Introduction

Scenic byway designation must be accompanied by grassroots initiatives for planning and stewardship to bring about the desired results of such designation. To enhance a byway and the surrounding area, efforts must be made to inform the public about the byway and the amenities it has to offer. The development of a logo and promotional materials can increase public awareness and bring about the intended results of scenic byway designation. An auxiliary tool of this larger initiative for public awareness is roadway signing.

The following steps provide guidance on how to incorporate logo signing into an overall strategy for route identification.

4.2 Idea/Concept

Early on, scenic byway organizations usually develop a logo or symbol to give their route a recognizable identity. While in the early stages, this logo will likely be used on letterhead and newsletters. A prudent byway group will also have the possibility of sign applications in mind. It is important to consider the sign design recommendations for color, visibility, legibility, contrast, balance, etc., when developing the early logo. It would be undesirable to abandon a logo that had already achieved public recognition for one that met sign design requirements when the route became eligible for signing.

In summary, a byway organization should consider early on the possibility that their route may become eligible for logo signing. With this in mind, it can work proactively to ensure that their logo will meet signing guidelines and become a successful route identification tool.

4.3 Funding

Funding for scenic byway logo signing must be secured by the byway organization. WSDOT does not have a budget for byway logo sign production, maintenance, or installation.¹ WSDOT must be reimbursed for all costs associated with these activities.

Grant programs, fundraising activities, and in-kind donations are good opportunities to acquire the needed funding for logo sign projects. Multiple financial partners at the private, local, state, and federal levels can work together to finance byway logo signing.

¹ *Highway System Plan*, WSDOT

Typically, the corridor management planning process involves developing a memorandum of understanding with all the agencies and organizations involved in the byway. This contract defines the responsibilities of all parties and their commitments for implementing corridor management plan defined goals and objectives. The responsibilities and obligations for sign maintenance and installation should be defined during this process. See Appendix A.2 for further information about corridor management planning.

4.4 Corridor Management Plan

Corridor management planning is a comprehensive public involvement process. Through extensive public outreach, goals and action strategies for the corridor are defined. This forum provides an opportunity to discuss signing issues, such as multiple logos for the same route, using the same logo on a spur or loop of a primary scenic route, and the removal of non-conforming signs.

It is important to involve the WSDOT regional Planning and Traffic Offices for all the regions involved in the corridor during this planning stage. They can provide insight and guidance on the development of the logo design and the sign plan. The sign plan will include a list of all the potential locations for logo signs.

4.5 Design Approval

Several design alternatives for the sign logo should be developed, with various configurations of shape, design, wording, and color. These alternatives should be reviewed by the byway group and its constituents, as well as all the affected WSDOT regional Planning and Traffic Offices. WSDOT must be involved because, in most cases, signs will be placed on the state right of way. The design must meet the sign requirements in Appendix A.3 and demonstrate the considerations detailed in Chapter 3.

4.6 Manufacture

The byway group may order signs through a WSDOT approved source or through WSDOT directly. It is recommended that the WSDOT regional Traffic Office(s) oversee the order and manufacture of the signs intended for use within the WSDOT right of way to ensure they meet specifications.

4.7 Promotion/Marketing

Promotion and marketing of the byway should incorporate the byway logo sign design. This will aid the recognition of signing and enhance its overall effectiveness. This is especially important for those routes not eligible for trailblazer signing and supplemental guide signing. Printed materials, such as maps and brochures, can provide this kind of traveler information.

4.8 Installation

The installation of signs on the state right of way must involve the WSDOT regional Traffic Office(s). This will ensure that all signs meet current traffic requirements and are applied in a uniform manner. When more than one WSDOT region is involved, they should coordinate through the state Traffic Office to ensure consistent application in all regions.

4.9 Maintenance

The long-term success of byway logo signing requires good maintenance. WSDOT performs all maintenance duties on the state highway right of way. Funding for this activity must be secured by the byway organization. WSDOT's responsibility and commitments should be established in the corridor management planning process.

