

Scenic Byway Logo Signing Guidelines

M 3001.02
February 2007



**Washington State
Department of Transportation**
Highway and Local Programs Division



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1.1 Purpose of Scenic Byway Logo Signing Guidelines

The purpose of these guidelines is to provide Washington State Department of Transportation (WSDOT) traffic engineers, WSDOT planners, and scenic byway organizations with an operational tool that will assist them in the implementation of scenic byway logo signing.

The guidelines interpret existing WSDOT sign policy pertinent to scenic byway logo signing and establish standard eligibility criteria for implementation. This document also contains the technical information and operational guidance needed to ensure that scenic byway logo signing meets traffic requirements and serves as an effective byway identification tool. These guidelines seek to balance traffic requirements for uniformity with flexibility to identify scenic routes in a distinct way.

WSDOT takes the position that byway logo signing is an acceptable mechanism to identify and guide travelers along state designated scenic byways; however, byways must meet the minimum eligibility criteria defined in these guidelines before sign projects can be implemented. Scenic byway logo signing must be part of a larger initiative for corridor planning and stewardship. Currently, not all state designated scenic byways in Washington are eligible for scenic byway logo signing. See [Appendix A.1](#) for WSDOT's scenic byway logo signing rules.

Once eligibility requirements are met, grants and/or private funds may be acquired to pay for scenic byway logo signing. Although WSDOT can be a financial partner in leveraging federal and local dollars when state matching funds are available, the department is not required to pay for logo signing.

1.2 Washington's Scenic and Recreational Highway System

The Scenic and Recreational Highway System (S&R) was established by the Washington State Legislature in 1967 (RCW 47.39). Today, this system recognizes the unique scenic and recreational qualities of over 3,000 miles of state-owned highways, tribal roads or local roadways (see [Appendix A.9](#)). When a route becomes designated as a Washington Scenic Byway, it joins a system of roadways recognized for their exceptional scenic, natural, cultural, historical, archaeological, or recreational resources.

The purpose of the Scenic Byways Program, as stated in the Washington Transportation Plan, is: to preserve the unique scenic character along Washington's transportation corridors; to provide travelers with opportunities to appreciate and learn about the state's unique natural, cultural, and historic heritage and recreational opportunities and to support the growth and development of Washington's heritage tourism industry.

Another primary goal of WSDOT is to strengthen the statewide network of Scenic and Heritage Routes that showcase the best examples of Washington's spectacular and diverse landscapes.

1.3 Definition of a Scenic Byway Logo

The outstanding qualities of state designated scenic byways usually generate a local interest in stewardship as well as an outside interest in tourism. Conservation and tourism efforts go hand in hand as local citizens, advocacy groups, and economic development organizations work to find a balance between conserving valued heritage resources and facilitating tourism. Tourism is often viewed as an important tool that can help scenic areas stay economically viable while maintaining the unique resources that make them special. For this reason, marketing scenic byways has become a common activity among local byway advocacy groups.

Marketing and promoting a route's scenic identity can serve several purposes. First, it focuses attention on the scenic character of the route. Second, it cultivates local support for planning and stewardship efforts. Third, it attracts visitors to the region who contribute to the local economy.

Marketing a scenic byway can take on various forms — from newsletters, to maps and brochures, to hats and T-shirts, to TV and radio ads. All of these marketing strategies are linked by a common theme: encouraging an awareness of the route's unique scenic and recreational character. A key marketing tool is the scenic byway logo, which is commonly applied in all the aforementioned activities. Other logo applications may include promotional publications, letterhead, banners, and marketable products.

A scenic byway logo is defined as an emblem with a unique combination of words, colors, images, etc., that identifies a scenic byway and symbolizes the “essence” of the route. The logo should be based on a theme that characterizes the primary natural, historical, and/or cultural resources that are responsible for making the route special and unique. The logo should visually communicate that identity quickly and clearly. With public awareness and familiarity, the logo can become a marketing tool to promote the corridor and its resources. The logo can provide an instant association between the route and marketing publications that promote the scenic byway and the special characteristics of the area.

1.4 Definition of Scenic Byway Logo Signing

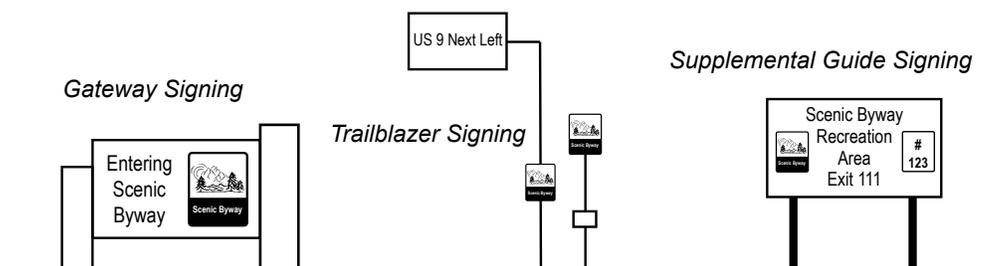
Scenic byway logo signing is the application of a scenic byway logo as a functionally classified roadway guide sign. The primary purpose of this kind of signing is to encourage traveler association between the route and its scenic byway identity. Byway logo signing is a form of traveler information that serves to guide people along a route they are attracted to by other means. This traffic tool is intended to supplement promotional materials. It is not an advertising medium. See Rule I in [Appendix A.1](#).

Three types of byway logo signage are approved for use along state designated scenic byways. Each of these sign types has minimum eligibility criteria that must be met by the byway prior to application. Also, the logo sign must meet design specifications for visibility and uniformity.

Gateway Signs: This type applies the logo on signs at or near the beginning of a scenic route to notify travelers that they are entering a byway. This logo might be placed on a welcome panel.

Trailblazer or Trailmarker Signs: This type applies the logo on signs placed intermittently along the route for route identification and traveler assurance. For example, a logo placed periodically on mile marker posts or a logo and directional arrow placed at an intersection.

Supplemental Guide Signs: This type applies the logo at junctions just prior to major intersections with scenic routes to prepare the traveler to maneuver.



Scenic Byway Logo Sign Types

Figure 1

The purpose of byway logo signing is to identify the scenic route for the traveler, supplementing maps, brochures, and promotional materials that attract them to the byway. The sign types detailed above mark the route so travelers can easily find their way. See Appendices A.5 and A.6 for more specific information on sign layout and assembly.

1.5 Criteria for Byway Logo Signing

Scenic routes eligible for byway logo signing are state designated scenic byways with corridor management planning efforts underway. In addition to these threshold eligibility requirements, further criteria must be met for each type of logo signing. A route's eligibility for byway logo signing will be determined jointly by WSDOT's Scenic Byways Program, the WSDOT regional Traffic Engineer, and the WSDOT regional Planning Manager. When more than one region is involved, the state Traffic Office must provide final approval. Once eligibility requirements for byway logo signing have been met, it is the responsibility of the byway organization to acquire funding for the signing project. While WSDOT may be a financial partner when funding is available, it cannot be expected to pay for byway logo signing.

The criteria detailed below will determine a route's eligibility for the three different types of byway logo signing. However, traffic requirements and regional priorities will ultimately determine whether byway logo signing is allowed. For example, some routes eligible for supplemental guide signing may not receive it because the maximum number of signs for an intersection has already been installed for other destinations, such as state parks and regional shopping centers. See Figure 2 on page 5 for a chart of the eligibility criteria.

Gateway Signing

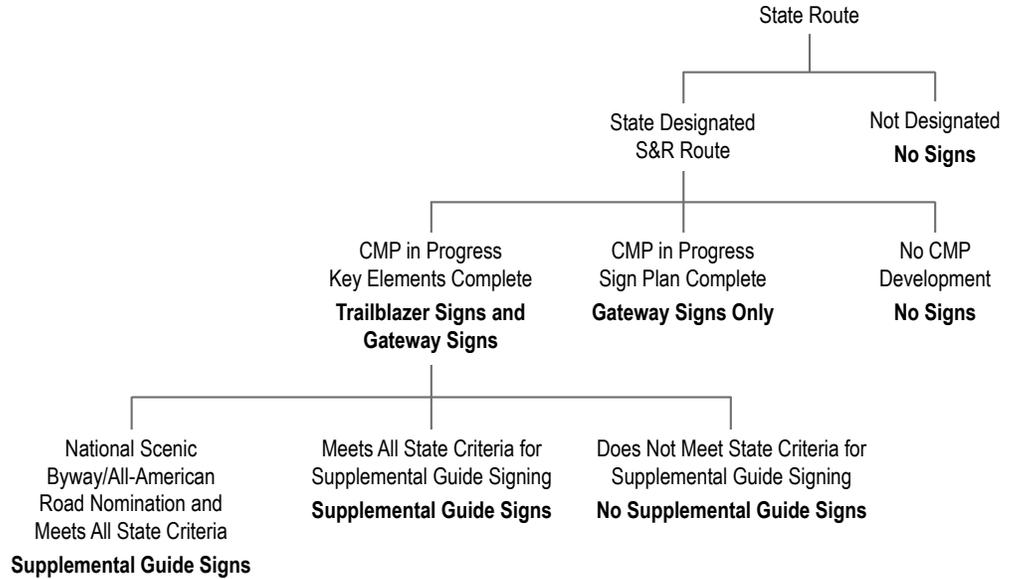
To be eligible for gateway signs, a byway advocacy group must be in the process of developing a corridor management plan for the route and have the sign plan component complete. See [Appendix A.2](#) for the required elements of a corridor management plan.

Trailblazer or Trailmarker Signing

To be eligible for trailblazer or trailmarker signing, the scenic route must have all the following elements of the corridor management plan complete: maps, intrinsic quality assessment, public participation plan, general review of the road, outdoor advertising control compliance, commerce and safety plan, sign plan, visitor experience plan, highway design and maintenance standards, marketing narrative, and interpretation plan. See [Appendix A.2](#) for a description of these corridor management plan elements.

Supplemental Guide Signing

To be eligible for supplemental guide signs, the route must achieve National Scenic Byway or All-American Road nomination and meet all the state criteria detailed in [Appendix A.3](#).



Logo Signing Eligibility Criteria

Figure 2

1.6 Conclusion

The eligibility requirements for byway logo signing further define the philosophy of this type of signing introduced in Section 1.2. Byway logo signing is viewed as a supplemental tool for byway organizations involved in corridor management planning and implementation. It is not a marketing tool. Its sole purpose is to identify the route. Byway logo signing provides a limited service to the byway traveler, executing one of many comprehensive goals and objectives defined in a corridor management plan.

2.1 Overview of Requirements for Traffic Control Devices

The Federal Highway Administration's (FHWA) *Manual on Uniform Traffic Control Devices* (MUTCD) is Washington's adopted standard for traffic control devices on public roadways.

The purpose of traffic control devices, such as signs, is to ensure highway safety by providing for the orderly and predictable movement of traffic. The five basic requirements for traffic control devices are:

1. Fulfill a need.
2. Command attention.
3. Convey a clear, simple meaning.
4. Command the respect of road users.
5. Provide adequate time for proper response.¹

A number of considerations must be taken to ensure that the above requirements are met. These include design, placement, application, maintenance, and uniformity considerations. The design and placement of signs must effectively communicate the intended message; and similar situations should be treated in a consistent manner to avoid confusion. Scenic byway logo signs must conform to these requirements.

2.2 Byway Logo Sign Design Considerations

A key factor in meeting the requirements for traffic control devices is the design of the sign itself. All roadway signs must combine design elements such as size, shape, color, contrast, composition, and lighting to draw attention to the device and produce a clear meaning. Signs must be legible so that they provide adequate time for response by a moving traveler. The uniformity and reasonableness of the message must command the attention and respect of the traveler. Early on, a byway group should coordinate with WSDOT regional Traffic Office(s) to ensure that the byway logo incorporates key design requirements. See [Appendix A.4](#) for technical design information for byway logo signs.

Typically, byway logo signs employ an existing logo developed by a byway group as a symbol of their route. The sign is usually the same or similar to an image already on letterhead and newsletters. This approach builds upon an existing association. When possible, byway groups should consider the roadway sign design requirements prior to designing their logo. This will ensure a graceful transition when the route becomes eligible for byway logo signing.

¹ *Manual on Uniform Traffic Control Devices*, USDOT

Content

Scenic byway designation occurs because a route has special and unique qualities. These qualities and characteristics should be reflected in the byway logo. A scenic byway logo should combine words, colors, and images in a way that identifies the byway and symbolizes the essence of the route. In addition to graphic images, the logo may incorporate the name given to the scenic byway. The route number should be included in the logo design only when the byway name includes the route number.

Contrast

Good contrast allows a sign message to be read from a distance and in unfavorable conditions, such as low light, darkness, rain, and shadow. A readable image is created by a recognizable pattern of light and dark areas within the message space. Avoid combining colors with similar value or darkness because they can appear to be the same in low light or from a distance. The design should achieve good contrast between the logo and the background, such as light colors on a dark background or dark colors on a light background.

Color

A maximum of three colors should be used to encourage readability and minimize production costs. Some color combinations should be avoided, such as black/red, brown/red, and dark blue/green. These, and other colors with similar value, tend to wash together and become hard to read in poor visibility conditions, such as low light or rain. Some blues also make details hard to distinguish.

Care must be taken to avoid using colors that have special meaning. These should never be the dominant sign color. Red is used on regulatory signs, such as “Stop” and “Do Not” signs. Yellow is used on warning signs, such as “Watch For” and “Crossing” signs. Orange is used on construction and maintenance signs. Any resemblance to such signs must be avoided. As with other design considerations, it is important to consult the WSDOT regional Traffic Office to ensure that any general color theme for the logo design does not create confusion about sign meaning.

Letter Size and Style

Good letter style and size selection will contribute greatly to the readability of the sign. The best letter styles are simple and without serifs, such as Helvetica, Arial, or Clearview. Avoid complex fonts like Old English, Script, and Times. Words that contain all capital letters are harder to read than words with upper and lower case letters. Words that contain adequate space between letters are generally easier to read than words with very little space between letters.²

² *Sign Fabrication Manual*, M 55-05, WSDOT

Line Weight

Line weight becomes important as the viewing distance increases. Lines that are too narrow can begin to “disappear” with distance and degrade the overall readability of the image. As contrast decreases, line thickness should increase.

Border

A border defines the message space and frames the image. Borders can be anything from a line at the edge of the sign panel to everything outside the primary image/message.

Simplicity

Since the time a sign is viewed is very short, the logo should be instantly recognizable. Avoid complex details, colors, and text, as well as multiple subjects. Silhouettes and single object images are most easily recognized.

Balance

Balance can help to make a logo more easily recognizable by enhancing contrast and simplicity. The use of contrasting blank or empty space to offset an image or message is an important element of an effective sign. If all available space is filled with image details and text, the sign will look cluttered and lose effectiveness. Similarly, too much available space will make the message appear weak.

Readability

For the message to be immediately recognized and understood, it must be easy to read. This can be enhanced by using as few words as possible, avoiding long or complex words, and avoiding nonstandard abbreviations. Readability applies to both text and graphic images. To achieve good readability, always consider the following factors: good contrast, color selection, letter style and size, line weight, image simplicity, and balance.

Visibility

Many factors influence how easily signs are seen and understood. Sunshine will appear to increase contrast. Shade will decrease contrast. Rain will reduce detail and contrast. Nighttime viewing requires the use of light colors and reflectivity. Reflectivity should comply with traffic requirements.³

The background of the sign can also affect its appearance. A bright sky may compete with the viewer’s ability to read a light colored sign image. A dark sign may get lost against a wooded background. A sign can also become lost in a busy background, such as an urban setting or a location with numerous other signs and visual clutter.

³ WSDOT Standard Specifications, M 41-10, WSDOT

2.3 Conclusion

Good design is one of the most important components of effective byway logo signing. The above design considerations do not overly restrict creativity or limit options. They simply provide the guidance necessary to achieve the desired outcome — effective traveler information. For more specific information about design requirements and technical information, see [Appendix A.3](#). Also, the WSDOT regional Traffic Office can provide extensive guidance.

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),¹ 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*.²

¹ *Manual on Uniform Traffic Control Devices*, USDOT

² *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.³

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

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

³ Ibid., USDOT, 1988, 2D-35.

⁴ 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.

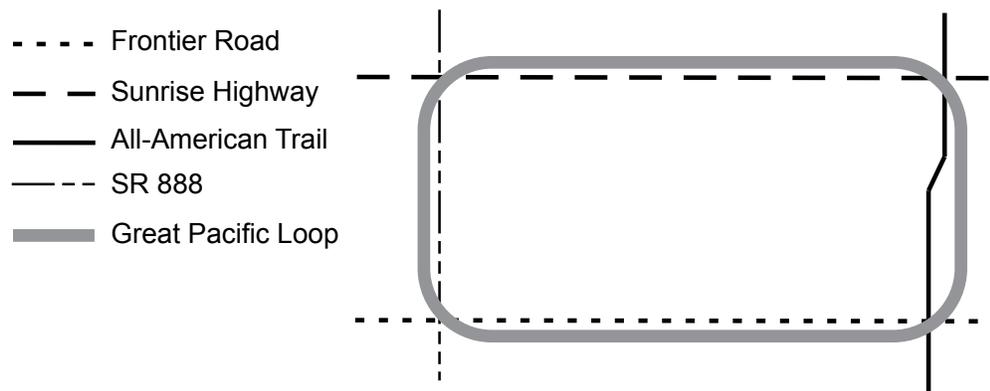
3.3 Multiple Logos for a Single Byway

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

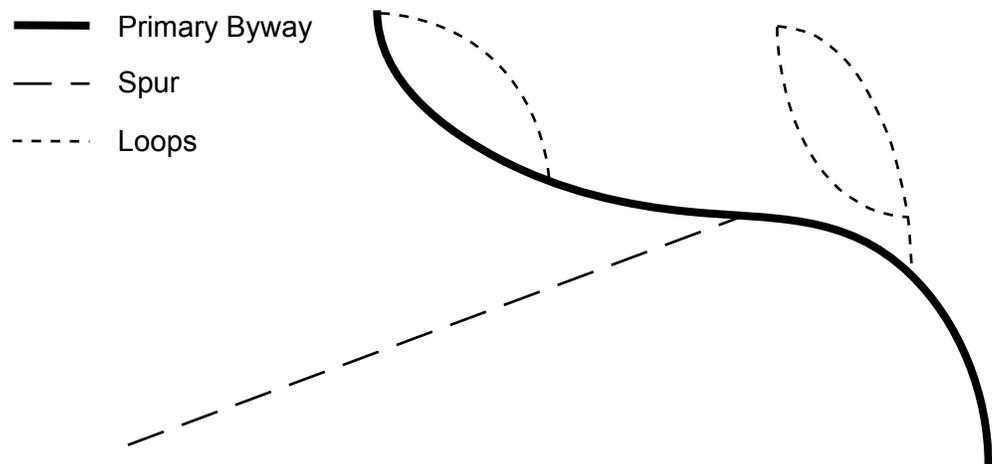
Figure 3

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.

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.

Appendix A.1 WSDOT Scenic Byway Logo Signing Guide

Appropriateness of Scenic Byway Logo Signing

Scenic byway logo signing is an acceptable mechanism to identify and guide travelers along state designated scenic byways that meet the established logo signing criteria.

Multiple Scenic Byway Logos on One Route

To avoid traveler confusion, every scenic route should have no more than one byway logo used as a trailblazer sign. Multiple logos can be used on gateway signs only. For routes with multiple labels, logo design coordination must occur in the corridor management planning process to determine which logo design will be used. Alternatives to signing for byway promotion and identification should be explored.

Multiple Routes with One Corridor Identity

When spur and loop routes are included in the corridor management plan for a primary scenic route, these subroutes are encouraged to use the same logo design. “Loop“ and “spur” wording must be attached to the logo to differentiate it from the main route.

Scenic Byways as Destinations

The term “destination” implies that a site is of great significance to the traveler. Not all scenic routes will be considered destinations. Designated Scenic and Recreational Highways must have corridor management plans, local commitment for implementation, and meet the defined criteria to be considered destinations. Some exceptional routes will be eligible for consideration as destinations and could receive supplemental guide signing.

Signing Guidelines Grandfather Clause

In the event existing byway logo signs along Washington’s scenic routes are inconsistent with the current *Scenic Byway Logo Signing Guidelines* M 3001.01, these signs will be temporarily exempt until they are challenged by the corridor management planning process and/or require replacement. When non-conforming signs must be removed, they will either be replaced by conforming signs or not replaced at all.

Corridor Management Plan

A corridor management plan is a document composed of maps and written material that articulates a local community's vision and goals for a scenic byway. This document inventories and assesses the intrinsic resources of the corridor and specific action strategies designed to preserve and enhance them. The document may also outline the economic opportunities for corridor communities to use these resources in a way compatible with the integrity of the scenic corridor.

Corridor management plans are designed to provide for the conservation and enhancement of a byway's intrinsic qualities, as well as the accommodation of tourism and economic development. The plan provides an effective management strategy to balance these concerns while providing for the user's enjoyment of the byway. The corridor management plan is very important to the long-term integrity of the byway's scenic character. It documents the intrinsic resources within the byway and identifies action strategies through public involvement that will serve to sustain these resources over time.

Required Elements of a Corridor Management Plan

A corridor management plan must contain the following elements.

1. **Maps:** (USGS or comparable) Identifies the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
2. **Intrinsic Quality Assessment:** Evaluates the intrinsic qualities and their context.
3. **Intrinsic Quality Management Strategy:** Defines approaches to resource stewardship. The level of protection for different parts of a byway can vary. The highest level of protection may be afforded only to those resources that most reflect intrinsic qualities. All byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also to preserve the highest levels of visual integrity and attractiveness.
4. **Public Participation Plan:** Discusses how ongoing public participation will be achieved in the implementation of corridor management objectives.
5. **General Review of Road:** Discusses design standards relating to any proposed modification to the roadway. This discussion includes an evaluation of how the proposed changes may affect the intrinsic qualities of the byway corridor.

6. **Responsibility Schedule:** Lists all agency, group, and individual responsibilities in the implementation of the corridor management plan, and provides a description of enforcement and review mechanisms, including a schedule to periodically review how well responsibilities are being met.
7. **Development Plan:** Describes how existing and new development can accommodate the long-term integrity of the corridor's intrinsic qualities. This might be done through design review, land management techniques, economic incentives, etc.
8. **Outdoor Advertising Control Compliance:** Demonstrates that all existing local, state, and federal laws governing the control of outdoor advertising are being met.
9. **Commerce and Safety Plan:** Evaluates how to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities.
10. **Sign Plan:** Demonstrates how the State will ensure that the number and placement of signs is supportive of the visitor experience.
11. **Visitor Experience Plan:** Demonstrates how the visitor experience will be enhanced by improvements.
12. **Highway Design and Maintenance Standards:** Provides a general review of the route's safety and accident record to identify correctable faults in highway design, maintenance, and operation.
13. **Marketing Narrative:** Describes how the byway will be promoted.
14. **Interpretation Plan:** Describes plans for interpreting significant resources along the byway.

Background

The Federal Highway Administration's (FHWA) nomination guidelines for National Scenic Byways (NSB) and All-American Roads (AAR) were released in the fall of 1995.

These national scenic byway nominations come under the National Scenic Byways Program which was created by Section 1047 of the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA). ISTEA authorizes expenditures for the national program, along with state and local programs, for planning and improving designated scenic byways. The program allows eligible state scenic byways an opportunity to receive federal designation as National Scenic Byways or All-American Roads.

National Nomination Eligibility Requirements

National Scenic Byways and All-American Roads are two types of national nominations for scenic byway. The minimum requirement for both types is a completed corridor management plan. All-American Road nomination requires additional criteria and is considered the highest honor.

A corridor management plan is the written document that specifies the actions, procedures, controls, operational practices, and administrative strategies that will maintain the intrinsic qualities that merit scenic nomination. See [Appendix A.2](#) for more specific information about the required elements of a corridor management plan.

In addition to a corridor management plan, national nomination requires that the route have at least one intrinsic quality. Intrinsic qualities are defined as those features of a byway that are representative, unique, or irreplaceable.

The six intrinsic qualities include:

1. **Scenic:** The heightened visual experience derived from the view of natural and manmade elements of the visual environment of a scenic byway corridor. The characteristics are striking and distinct, offering a pleasurable and memorable experience.
2. **Historic:** Legacies of the past that are associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the traveler and create an appreciation of the past.
3. **Archaeological:** The physical evidence of historic or prehistoric human activity that can be viewed, inventoried, and interpreted.
4. **Recreational:** Outdoor recreational activities directly associated with the natural and cultural landscape of the corridor. The recreational activities provide opportunities for active and passive experiences.

5. **Cultural:** Evidence and expressions of the customs or traditions of a distinct group of people.
6. **Natural:** Those features in the visual environment that are in a relatively undisturbed state.

National Scenic Byways

National Scenic Byways are roads that merit recognition at the national level for their outstanding intrinsic qualities. They represent some of the best State and Federal Land Management Agency Scenic Byways. The nominated byway must have at least one intrinsic quality, a completed corridor management plan, and accommodations for pedestrians, bicycles, and passenger vehicles.

All-American Roads

All-American Roads are considered to be exceptional byways, recognized nationally and internationally for their outstanding and highly unique intrinsic qualities. These roads are “destinations unto themselves.” The route must accommodate conventional tour buses. The route must also be significant enough to attract travelers who view the route as the primary reason for their trip. An All-American Road must possess at least two intrinsic qualities and have a completed corridor management plan. This corridor management plan must include three additional elements: a promotion plan, a multilingual information plan, and a tourism plan.

More Information

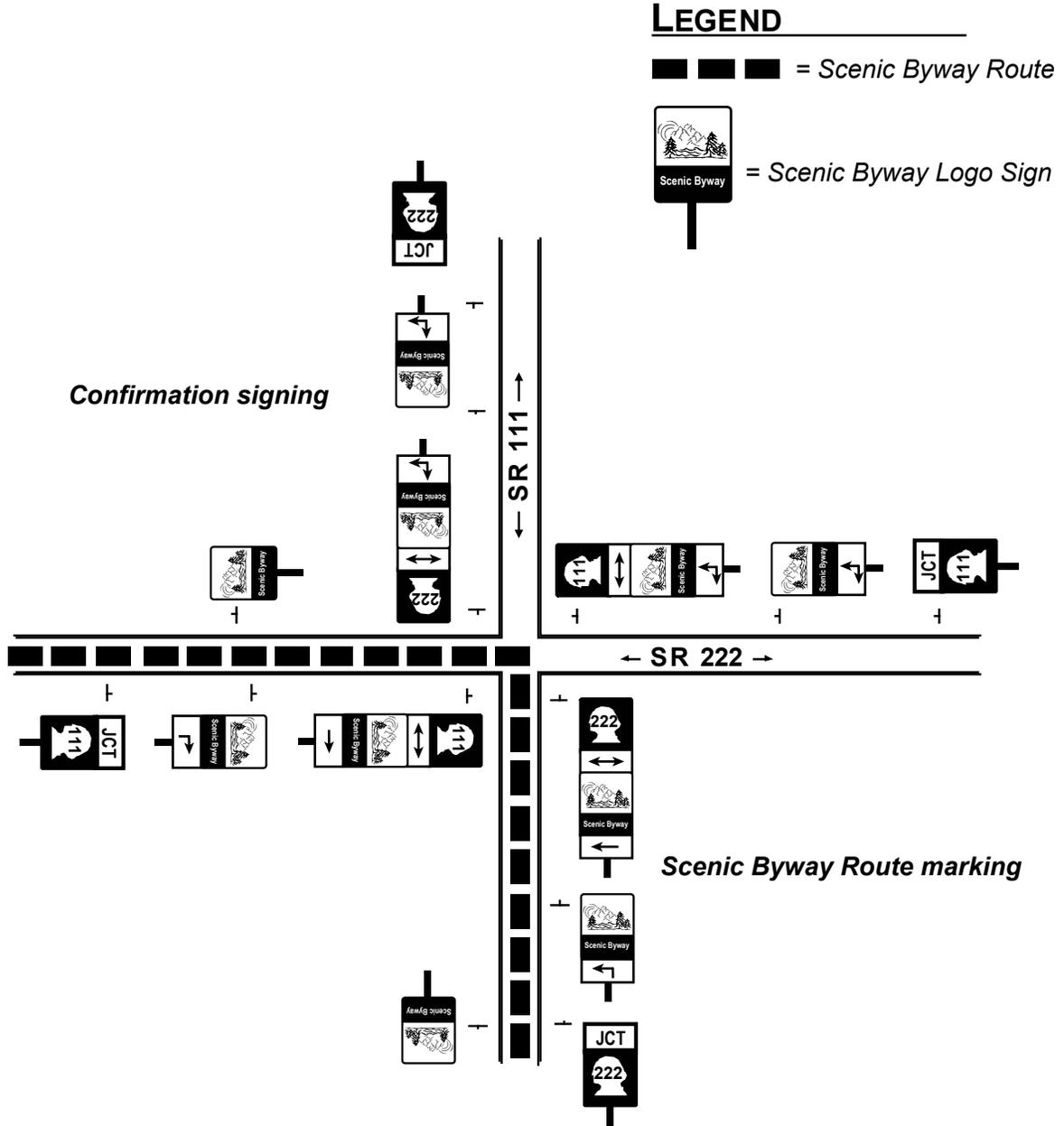
For more information about the requirements and application procedures for National Scenic Byway nomination, contact Washington’s Scenic Byway Coordinator, WSDOT’s Scenic Byway Program (see [Appendix A.8](#)).

While much of the process of designing and developing a logo for scenic byway use is based on creativity and unlimited possibilities, some areas are subject to various regulations, standards, and guideline controls. The following defines some of the technical limitations of logo design.

Issue/Concern	Design Constraints	Remarks
Sign Size	24" x 24" (600 mm x 600 mm) suggested for trailblazer signs.	Some WSDOT regions use 18" x 18" (450 mm x 450 mm) route markers. Scenic Byway markers should not exceed the size of the prevailing route number markers on that roadway. Size must be approved by the regional Traffic Engineer.
Night Visibility	Reflectorized for trailblazer and supplemental guide signs. Back-lit, bottom-lit, or reflectorized for gateway signs.	When the logo image is being used as a route marker it must be reflectorized, back-lit, or bottom-lit for nighttime visibility.
Letter Style	Without serifs	<p>Letter styles should not have hooks or protrusions from the basic letter shape. Avoid typefaces with excessive contrast between thick and thin elements because they are harder to read.</p> <p>Lettering should be C series or better</p> <p>Recommended letter styles:</p> <p>ARIAL, arial ARIAL, arial CENTURY Gothic, CENTURY Gothic, Clearview, Clearview, HELVETICA, Helvetica, HELVETICA, Helvetica SWIS, swis Etc.</p> <p>If serifs are used they should not become so pronounced as to make the letter begin to look like a script style.</p>
Letter Size	3" (75 mm) minimum height	To achieve good readability, the letter size should be at least 3 inches (75 mm) tall when used on a sign 24" x 24" (600 mm x 600 mm). Letter size should be the same ratio on bigger signs.
Letter Stroke	14% to 20%	The ratio of letter line thickness to the letter's height should be 14-20% to provide best readability.

Issue/Concern	Design Constraints	Remarks																								
Image Balance	1:2 ratio of blank space to image	Balance is the use of empty space to offset the image or message. Good balance will strengthen the image message by promoting contrast and simplicity. A 1:2 ratio is good (blank to image).																								
Directional Arrow	Black and White on trailblazer signs.	Arrows should be consistent with those used for other trailblazing purposes																								
Color	Traffic control color coding	<p>The MUTCD establishes general meanings for 8 colors in a total of 12 colors that have been identified as appropriate for use in conveying traffic control information. The following list shows colors and classes of traffic control devices in the Traffic Control Color Code:</p> <table border="0"> <tr> <td>YELLOW</td> <td>General warning</td> </tr> <tr> <td>RED</td> <td>Stop or prohibition</td> </tr> <tr> <td>BLUE</td> <td>Motorist services guidance</td> </tr> <tr> <td>GREEN</td> <td>Indicates movements permitted, direction guidance</td> </tr> <tr> <td>BROWN</td> <td>Recreational and cultural interest guidance</td> </tr> <tr> <td>ORANGE</td> <td>Construction and maintenance warning</td> </tr> <tr> <td>BLACK</td> <td>Regulation</td> </tr> <tr> <td>WHITE</td> <td>Regulation</td> </tr> <tr> <td>PURPLE</td> <td>Unassigned</td> </tr> <tr> <td>STRONG YELLOW GREEN</td> <td>Unassigned</td> </tr> <tr> <td>LIGHT BLUE</td> <td>Unassigned</td> </tr> <tr> <td>CORAL</td> <td>Unassigned</td> </tr> </table> <p>It is important to consult the WSDOT regional Traffic Office to ensure the color scheme does not create public confusion.</p>	YELLOW	General warning	RED	Stop or prohibition	BLUE	Motorist services guidance	GREEN	Indicates movements permitted, direction guidance	BROWN	Recreational and cultural interest guidance	ORANGE	Construction and maintenance warning	BLACK	Regulation	WHITE	Regulation	PURPLE	Unassigned	STRONG YELLOW GREEN	Unassigned	LIGHT BLUE	Unassigned	CORAL	Unassigned
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LIGHT BLUE	Unassigned																									
CORAL	Unassigned																									

Directional Route and Confirmation Signing

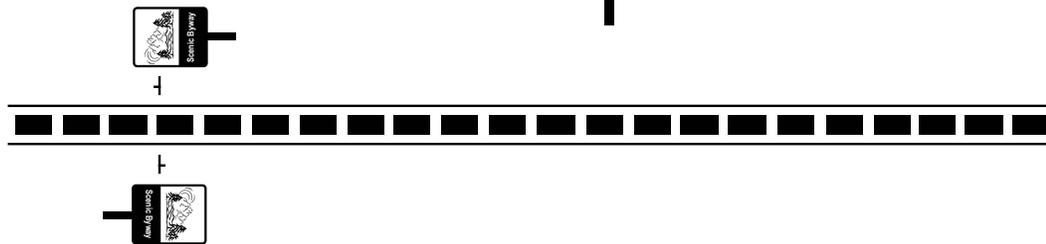


Directional Route and Confirmation Signing

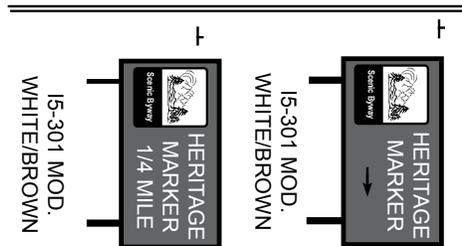
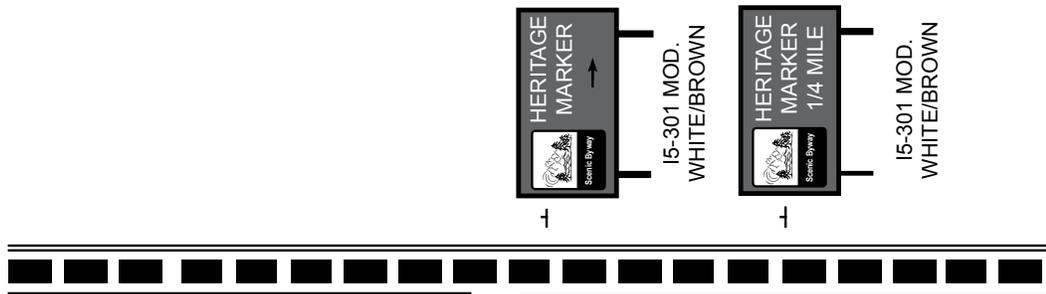
LEGEND

 = Scenic Byway Route

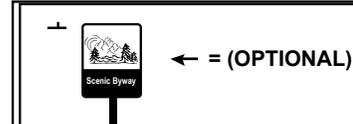
 = Scenic Byway Logo Sign



Confirmation signs should be placed after any directional changes, and at regular 5-10 mile intervals, and after major build up areas, to provide the motorist with verification that he/she is still on the scenic byway.



Signing for Scenic Byway related or special interest amenity sites.



Confirmation of return to the scenic byway is dependant on the length and complexity of the spur route.

Directional Route and Confirmation Signing

LEGEND

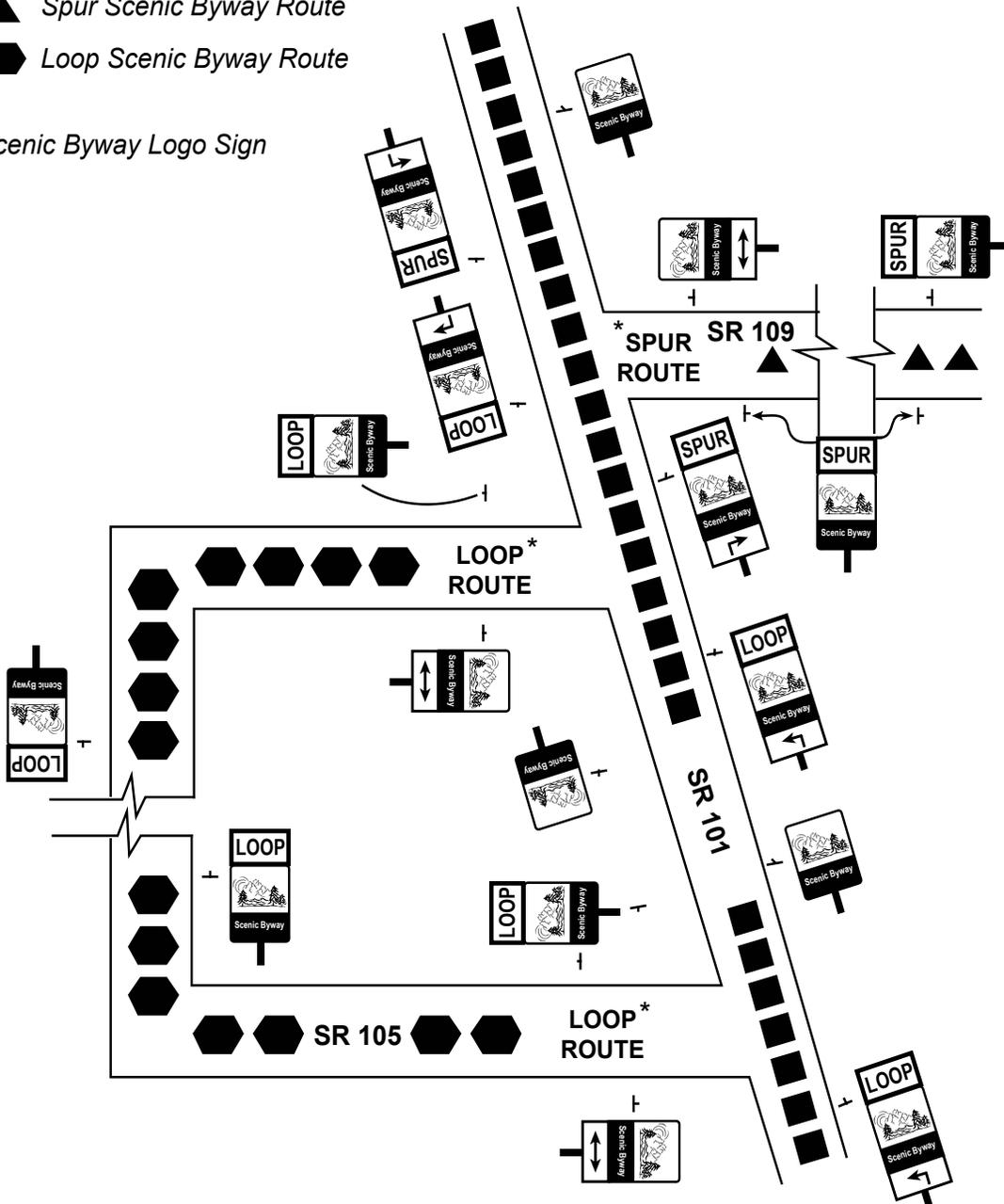
■ ■ ■ Main Scenic Byway Route

▲ ▲ ▲ Spur Scenic Byway Route

● ● ● Loop Scenic Byway Route



Scenic Byway Logo Sign



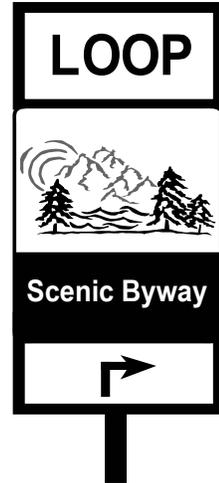
* State Highways Only



Trailblazer -
SCENIC BYWAY LOGO
(Confirmation Signing)



Trailblazer -
ROUTE MARKER JUNCTION
WITH SCENIC BYWAY LOGO



Trailblazer -
ADVANCE SCENIC
BYWAY LOOP/SPUR
LOGO SIGNING



Trailblazer -
SCENIC BYWAY
LOOP/SPUR LOGO
(Confirmation Signing)



Trailblazer -
ROUTE MARKER &
CARDINAL DIRECTION
WITH SCENIC BYWAY LOGO
(Confirmation Signing)

Appendix A.7 *Signing Scenic Byways on the Interstate*

Currently, only one scenic byway in Washington is an Interstate — Mountains to Sound Greenway on I-90. Supplemental guide signing alternatives on this Interstate highway were specifically developed in cooperation with Mountains to Sound Greenway. The objective of these signing alternatives is to guide unfamiliar motorists to tourist and recreational activities along the Greenway. In the future, when additional scenic byways are proposed for the Interstate System, these signing alternatives may be re-evaluated and adjusted to accommodate these new scenic byways. Any changes will continue to be consistent with current signing regulations, policies, and practices.

These alternatives also apply to other limited access highways. Follow through signing shall be in place prior to any signing being installed on the highway. These alternatives have all been developed to be compliant with current regulations, policies and practices involving signing standards on the highway system. The MUTCD and WSDOT *Traffic Manual* allow only one supplemental guide sign for each interchange approach.

Of all the destinations available at any interchange, the most important destinations must be selected for the supplemental guide sign. This should be done by first documenting existing primary and supplemental guide signing on a corridor. Then, the various traffic generators should be evaluated on an interchange by interchange basis to ensure the selection of the destinations for supplemental guide signing that provide the greatest benefit to motorists.

Alternative 1

This alternative is for those interchanges where many activities will be accessed. A supplemental guide sign, white on brown, will be placed each direction on the highway. It will include the Greenway logo, as well as verbiage such as “Recreation Sites Next Right.” The exact wording is open for discussion. The intention is for a motorist to relate the activity message with the Greenway logo. Knowing activities are in the vicinity of this exit, a motorist would exit. On the ramp, another sign would be posted with the Greenway logo and a plaque reading “Info” on top of a directional arrow. This sign would point the motorist to a central information site where Greenway activities could be described in more detail. This site could be a local visitor center or a roadside kiosk with Greenway information, as well as other information about the surrounding area. Each interchange will require a plan that coordinates the sign on the Interstate highway with the follow through signing and the final destination.

Alternative 2

This alternative is for those interchanges where only a few Greenway sites are located. In this case, it may not be appropriate to have a central off-highway information site, so there is a need to put more specific information on the highway supplemental guide signing. This can be done by installing the main supplemental guide sign, white on brown, including the Greenway logo on the highway and then adding international symbol plaques for the different activities in the vicinity of the interchange. The verbiage “Next Right” would be added at the bottom of the sign. As the motorist exits the highway, signing with each international symbol and a directional arrow can be placed at the ramp terminal point. Follow-through signing will be in place prior to installing the signs on the Interstate highway.

Alternative 3

This alternative applies to those interchanges where an existing supplemental guide sign is already in place. An example is the exit from I-90 to “Lake Sammamish State Park,” in the Issaquah area of the Northwest Region. The thought here is not to remove and replace this sign, but rather incorporate the Greenway needs into the existing sign. Careful consideration needs to be made here to ensure the sign is not overloading the motorist with too much information. If the addition of a Greenway logo, as well as the verbiage “Recreation Sites,” is determined to be feasible, a motorist will be guided off the highway to the main destination (in this example, the state park) where further information about other area Greenway activities can be found. The layout and verbiage of the main sign will be critical. The point is to inform the motorist of the one main traffic generator (in this case, the state park) but also other areas of interest that are not part of the state park that can be accessed from this interchange.

Appendix A.8

WSDOT Contact Information and Region Map

Washington State Department of Transportation—Region Headquarters

Eastern Region—Spokane

Washington State Department of Transportation
2714 North Mayfair Street
Spokane, WA 99207-2090
Phone: 509-324-6000

North Central Region—Wenatchee

Washington State Department of Transportation
1551 North Wenatchee Avenue
Wenatchee, Washington 98801
Phone: 509-667-3000

Northwest Region—Seattle

Washington State Department of Transportation
15700 Dayton Avenue North
PO Box 330310
Seattle, WA 98133-9710
Phone: 206-440-4000

Olympic Region—Tumwater

Washington State Department of Transportation
5720 Capital Boulevard, Tumwater
PO Box 47440
Olympia, WA 98504-7440
Phone: 360-357-2600

South Central Region—Yakima

Washington State Department of Transportation
2809 Rudkin Road, Union Gap
PO Box 12560
Yakima, WA 98909-2560
Phone: 509-575-2510

Southwest Region—Vancouver

Washington State Department of Transportation
4200 Maine Street, S-15
PO Box 1709
Vancouver, WA 98668-1709
Phone: 360-905-2000

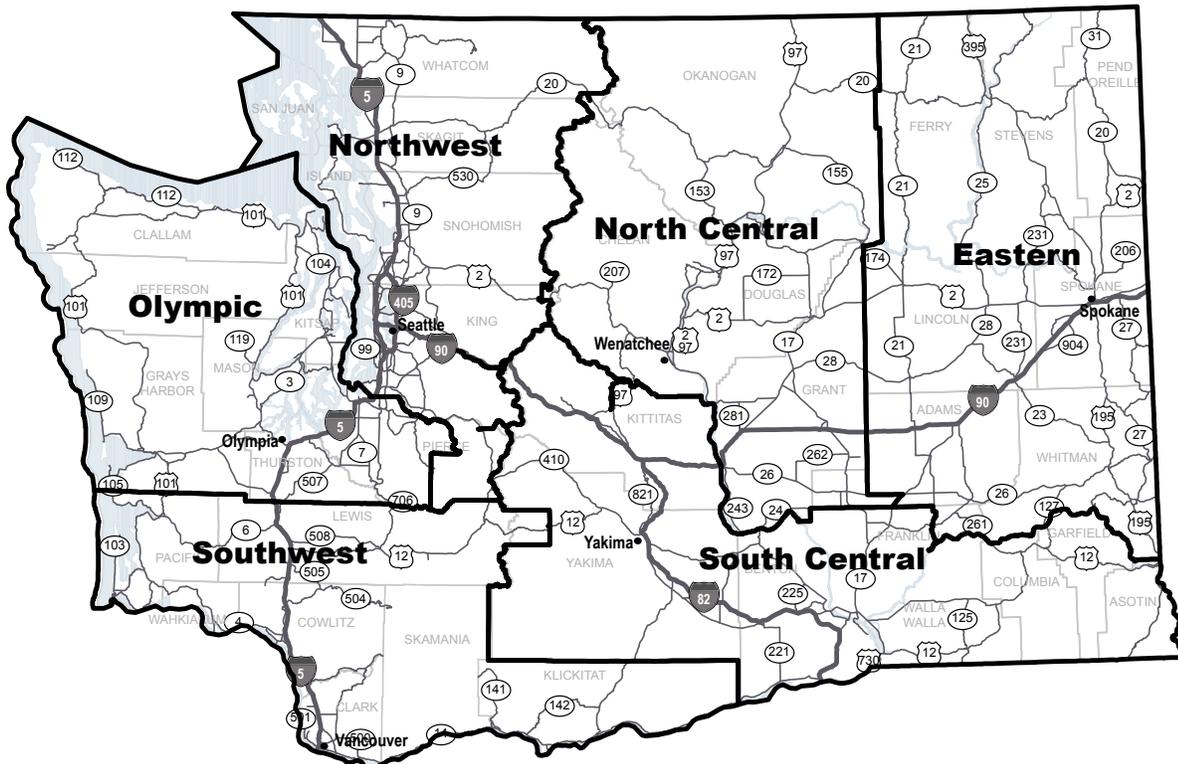
Washington State Department of Transportation—Headquarters

State Traffic Office—Statewide Traffic Policy

Washington State Department of Transportation
310 Maple Park Avenue SE
PO Box 47390
Olympia, WA 98504-7390
PHONE: (360) 705-6907
FAX: (360) 705-6822

Scenic Byways Program—Statewide Scenic Byway and Safety Rest Area Programs

Washington State Department of Transportation
310 Maple Park Avenue SE
PO Box 47390
Olympia, WA 98504-7390
PHONE: (360) 705-7387
FAX: (360) 705-6822



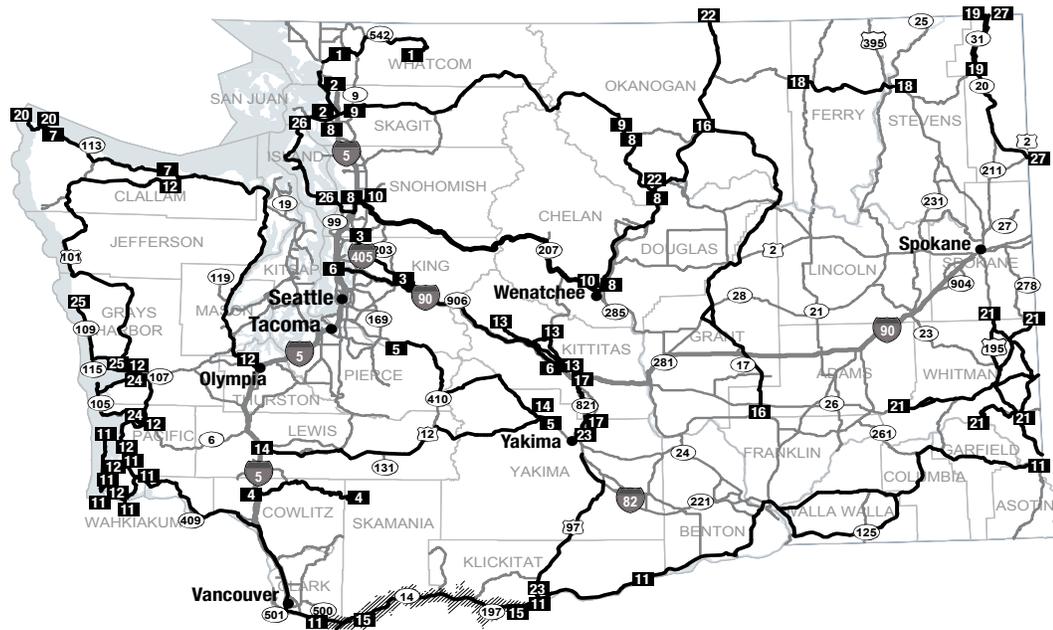
Appendix A.9

Washington's Designated Scenic and Recreational Highways

Byway Name	Route	Gateway Communities
Mt. Baker Scenic Byway	SR 542	Bellingham, Glacier
Chuckanut Drive	SR 11	Burlington, Bellingham
Cascade Valleys	SR 202	North Bend, Woodinville
Spirit Lake Memorial Highway	SR 504	Castle Rock
Chinook Pass Scenic Byway	SR 410	Enumclaw, Naches
Mountains to Sound Greenway	I-90	Seattle, Ellensburg
Strait of Juan de Fuca Highway	SR 112	Port Angeles, Sekiu
Cascade Loop*	SR 20, SR 525, SR 153, US 2, US 97	Sedro Woolley, Winthrop, Wenatchee, Everett, Coupeville
North Cascades Scenic Highway	SR 20	Sedro Woolley, Winthrop
Stevens Pass Greenway	US 2	Monroe, Cashmere, Wenatchee
Lewis and Clark Trail Highway**	US 12, SR 124, I-82, US 395, SR 14, I-5, SR 4, SR 401, US 101, SR 103	Clarkston, Ilwaco
Pacific Coast Scenic Byway	US 101	Olympia, Long Beach
Swiftwater Corridor	SR 903, SR 970, SR 10	Enumclaw, Roslyn
White Pass Scenic Byway	US 12	Mary's Corner, Naches
Columbia River Gorge	SR 14	Maryhill, Camus
Coulee Corridor	SR 17, SR 155	Othello, Omak
Yakima River Canyon	SR 821	Ellensburg, Yakima
Sherman Pass Scenic Byway	US 20	Republic, Kettle Falls
North Pend Oreille Scenic Byway	SR 31	Tiger Jct., Metaline Falls
Cape Flattery Tribal Scenic Byway	BIA 1, BIA 15	Neah Bay
Palouse Scenic Byway	SR 26, SR 27, SR 271, SR 272, SR 194, US 195	Pullman, Rosalia
Okanogan Scenic Byway	US 97	Pateros, Oroville
Yakima Scenic Byway	US 97	Maryhill, Toppenish
Cranberry Coast	SR 105	Westport, Raymond
Hidden Coast Scenic Byway	SR 109	Hoquiam, Taholah
Whidbey Scenic Isleway	SR 525, US 20	Coupeville, Oak Harbor
International Selkirk Loop (Washington Segment)	SR 31, SR 20	Metaline, Newport

* Overlaps Stevens Pass Greenway, North Cascades Highway, and Whidbey Isleway.

** Overlaps Columbia Gorge Recreational Area, and Coastal Corridor Byway.



Washington Scenic Byways

1. Mt. Baker Scenic Byway
2. Chuckanut Drive
3. Cascade Valleys
4. Spirit Lake Memorial Highway
5. Chinook Pass
6. Mountains to Sound
7. Strait of Juan De Fuca Highway
8. Cascade Loop
9. North Cascades Highway
10. Stevens Pass Greenway
11. Lewis & Clark Trail
12. Pacific Coast
13. Swiftwater Corridor
14. White Pass Scenic Byway
15. Columbia River Gorge
16. Coulee Corridor
17. Yakima River Canyon
18. Sherman Pass
19. North Pend Orielle
20. Cape Flattery Tribal
21. Palouse Scenic Byway
22. Okanogan Scenic Byway
23. Yakama Scenic Byway
24. Cranberry Coast
25. Hidden Coast Scenic Byway
26. Whidbey Scenic Isleway
27. International Selkirk Loop (Washington Segment)

