

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

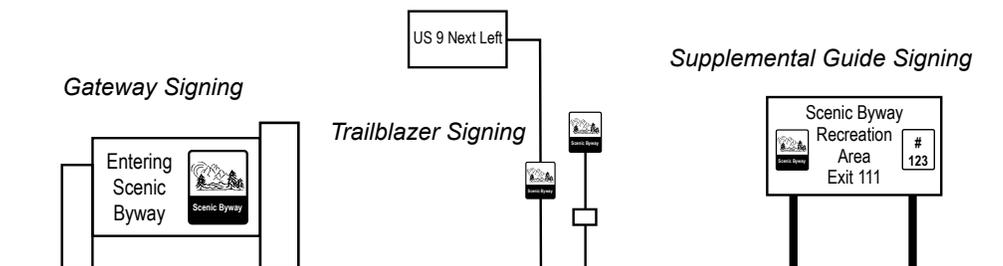
Scenic byway logo signing is the application of a scenic byway logo as a functionally classified roadway guide sign. The primary purpose of this kind of signing is to encourage traveler association between the route and its scenic byway identity. Byway logo signing is a form of traveler information that 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

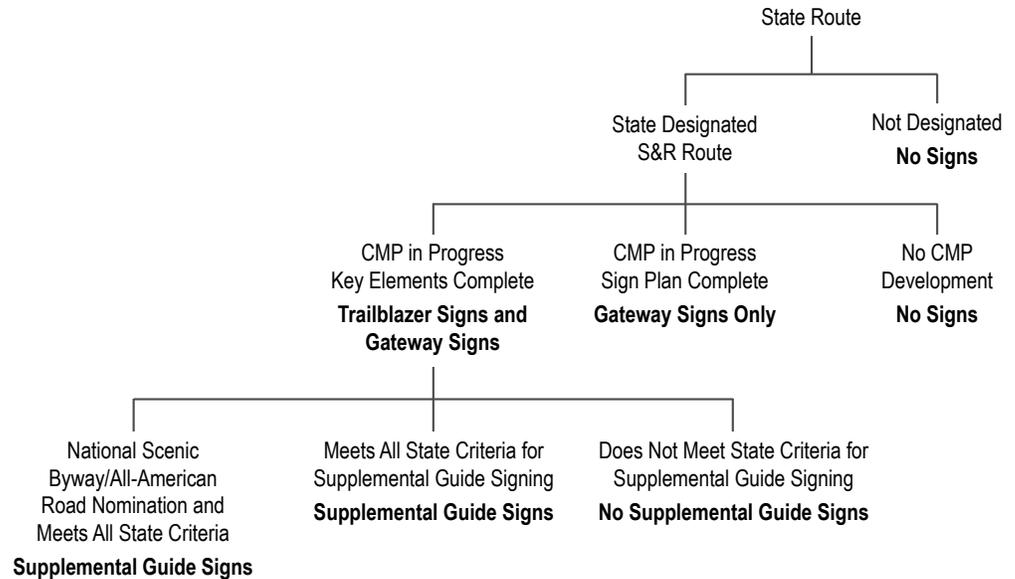
To be eligible for gateway signs, a byway advocacy group must be in the process of developing a corridor management plan for the route and have the sign plan component complete. See Appendix A.2 for the required elements of a corridor management plan.

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.

