

The Western New York Southtowns Scenic Byway

Volume Two: Corridor Management Plan



Section XII. The Signage Plan

Prepared by:



Information for this chapter was obtained from the *New York State Scenic Byway Sign Manual* released by the New York State Scenic Byways Program and the New York State Department of Transportation.

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XII. The Signage Plan

A. Defining On-Premise versus Off-Premise Signs

On-premise signs are located on the property of the activity that they advertise, or signs that advertise the sale or lease of the property that they are on. On-premise signs are subject to the local laws and ordinance of each Town and Village on the WNY Southtowns Scenic Byway.

Off-premise signage, on the other hand, is mandated by the federal Highway Beautification Act of 1965. Off-premise signs, such as billboards, that are visible from the highway must be registered by the NYSDOT or are considered illegal. According to Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991, which expanded upon the existing off-premise sign regulations of the time, no new off-premise signs are allowed that are visible from any controlled highway that is designated as a scenic byway. Existing off-premise signs that are legal when the byway is designated can remain, yet their configuration cannot be changed in any way. Existing signs that are non-conforming (not registered with the DOT) cannot be altered any way (i.e. with respect to their content) non-conforming signs that are altered then become illegal and will be removed by the DOT.

The below map shows three current instances of billboards on the WNY Southtowns Scenic Byway.



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B. Byway Signage

Introduction

The implementation of the WNY Southtowns Scenic Byway will bring a greater need for certain types of signage. Official signs, on-premise signs, off-premise signs, and tourist oriented directional (TOD) signs will all need to be addressed, installed, upgraded, or possibly removed for both the byway's safety and scenic enjoyment. Therefore, it is necessary to identify the design standards for these different types of signs, areas where additional signage is necessary, and areas where the existing signage possibly detracts from the byway's overall scenic quality and/or safety.

According to the NYS Scenic Byway Sign Manual, there are seven primary types of signage that will pertain directly to the WNY Southtowns Scenic Byway. They have also been placed into two categories of *permitted within the highway NYSDOT right-of-way* and *permitted outside the NYSDOT right-of-way*.

Signs permitted within the highway NYSDOT right-of-way are:

- Byway Identification Signs (provided by NYSDOT)
- Byway Community Identification Signs (provided by NYSDOT)
- Tourist Oriented Directional Signs (provided by business)
- Destination Markers (provided by business)

Signs permitted outside the highway NYSDOT right-of-way are:

- Byway Community Identification Signs (provided by the municipality and subject to NYSDOT)
- Pedestrian Directional Signs (provided by the community or organization)
- Interpretive Signs (provided by the business or resource)

Official Signs

Official signs are those that are maintained by public agencies and carry out an official duty or responsibility — such as maintaining the safe and efficient flow of traffic. All official signs are subject to the rules and regulations of the New York State Sign Program, which adhere to Sections 52, 86, and 88 of the NYS Highway Law and federal law 23CFR Part 13. These design standards are put forth in the New York State Manual on Uniform Traffic Control Devices (MUTCD), which applies to all State and local roads.

Official signs that will be needed for the implementation of the WNY Southtowns Scenic Byway will mostly include traffic safety and caution signs. These signs are uniform, easily legible, and recognizable for the safety of all byway users. They are most needed where various forms of byway traffic come together, such as snowmobile and bike paths (as seen in the image to the right).



Byway Identification Signs

According to the Standards put forth in the NYS Scenic Byways Sign Manual, byway identification signs will be placed within the highway right-of-way by the NYSDOT at the appropriate locations, such as intersections, or along the byway route at the appropriate intervals, as decided upon by the NYSDOT. The WNY Southtowns Scenic Byway identification signs will consist of a route marker panel with the approved logo and name, a top auxiliary panel which simply reads Scenic Byway, and a supplemental arrow panel at the bottom. It is also mandatory that these signs must display a brown background with white lettering.

Byway Community Identification Signs

As a way of acknowledging and linking the individual communities which compose the WNY Southtowns Scenic Byway, community identification signage will be provided by both the NYSDOT as well as the municipalities. The placement and character of these signs is dependent on the provider.

Byway community identification signs provided by the NYSDOT will be placed in the highway right-of-way at the boundaries of each participating Town, Village, and Hamlet within the byway study area. They will consist of the name of the municipality and the approved byway logo on a simple reflective background.

Byway community identification signs that are provided by the municipality must be placed outside of the right-of-way, but are allowed to be designed with alternative materials and additional graphics that represent the individual community's unique character. In this case, the approved byway logo would be appended to the unique community's sign as a way of acknowledging the municipalities participation in the byway program.

Tourist Oriented Directional (TOD) Signs

These signs are placed within the right-of-way. TODs are paid for, maintained, and erected by the business, institution, or agency which is promoting the tourist attraction, yet, all TODs are subject to the standards put forth by the NYSDOT. According to the manual, they must take advantage of the terrain, have minimum impact on the scenic environment, and avoid visual conflict with other signs, signals, or devices within the right-of-way.

The main function of TODs are to advertise and direct travelers to destinations that may be of regional interest and not located on the primary routes — including historic, cultural, recreational, natural, and agricultural attractions. There may be no more than 12 TODs upon any one intersection and each attraction is limited to one TOD. These signs must be within five miles of the attraction's location and may not include any national trademarks or brand names. The selection of businesses to be included in the TOD program shall be based upon those that qualify by being closest to the intersection, and meeting other criteria of NYSDOT.

The byway logo is not included upon TOD signs. TODs are usually characterized by simple text with an arrow. There are a number of TODs currently on the Southtowns Scenic Byway that direct visitors to historic attractions, such as the Roycroft Campus in East Aurora.

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Destination Markers

Destination markers are a smaller alternative to intersection destination signs that use a recognizable symbol, rather than simply text, to illustrate the function of a more generic destination, such as a campground or ski slope.

Destination markers are approved by, fabricated, installed and paid for by the NYSDOT. They are located within the highway right of way at or within 200 feet in advance of the intersection with the highway leading to the destination. They must contain reflective white legends on reflective green backgrounds. Destination markers relating to recreational and/or cultural destinations may have brown backgrounds. They may also be supplemented by way-finding arrows and destination names. For consistency and clarity, TOD signs and destination markers should not be mixed.

Byway Pedestrian Directional Signs

Byway pedestrian directional signs are used by local byway organizations in communities to guide pedestrian visitors to points of interest after they have disembarked from their cars or buses. They may also be used to create and identify walking tours on the WNY Southtowns Scenic Byway.

Pedestrian directional signs are planned, fabricated and installed by the local byway communities and located outside the right of way. Location, size and style of pedestrian signs are subject to local ordinances. Written permission from the owner of the property also must be obtained. The size of the sign and the text shall be designed at a scale suitable for pedestrian use and compliant with provisions of the Americans with Disabilities Act. Background colors shall be brown with white text. The byway logo will be reproduced, in full color, at the top of each sign to reinforce the identity of the byway.

Byway pedestrian directional signage standards allows for some expression of individual identity among communities and destinations. For example different color combinations and shapes are possible, yet the byway logo should be a consistent element of all of pedestrian directional signs.

Interpretive Signs

The purpose of interpretive signs is to communicate or provide information about events, places, people or things that have significance to a particular site, resource or event. Interpretive signs should present information, maps and drawings, sketches or photographs in a logical and graphically interesting way.

Interpretive signs are provided by either the business or resource and must be located outside the right of way. The New York State Scenic Byways Sign Manual sections 3.25 thru 3.30 provide a number of recommended guidelines of low profile and high profile signs that are consistent with the interpretive signage used in the Heritage New York program. Low profile signs are limited to 24 in. x 36in. and high profile are limited to 36in. x 48in. (vertical format) and 30in. x 48in. (horizontal format). Interpretive panels should be made of phenolic resin with a 10 year guarantee.

XII. The Signage Plan

C. Sign Inventory

In addition to the signs identified at the beginning of this section, the State Routes within the Byway have an existing an up-to-date inventory on file with the NYS Department of Transportation (DOT) which is shown below. All large advertising signs that are within the DOT right of way must be registered with a four-digit code (shown to the far right). Tourist oriented directional (TOD) signs and signs for local non-profits orgaizations and service clubs (i.e. American Legion) that are no more than 8 square feet in size are allowed by the DOT and do not require registration (these signs are not considered non-conforming). Unregistered signs that do not fall into these categories are considered non-conforming, and at the DOT's discretion they may become illegal.

ADVERTISING SIGN INVENTORY

Region 5
 County Erie Route 20A Sheet 1 of 2
 Beginning Original
 Total Miles 18.5 Milepost 1000 Dated 4-2006
 Ending
 Milepost 1185 Updated to 12-18-06

Mile Post #	Est. Mile 10 th	Side Of Hwy.	Face #	Length	Height	Zoning	Class.	Sign Legend and/or Sign Owner
1008	0			TOWN OF ORCHARD PARK				
1010	1	R	1	2' Round	3 x 2			Lion's International, Mansard Inn & Orchard Park United Way
1010	1	R	1	2' Round				Zonta International
1023	5	R	1	2 x 2				Quaker Arts Pavilion
1025	7	L	2	12 x 10		A/R		Welcome to Taylor Road (14 Business Sign Plates on one sign)
1029	8	R	1	4 x 7				Welcome to Orchard Park
1032	8	R	1	2 x 2				Quaker Arts Pavilion →
1035	6			Jct. Route 277				
1041	5	L	1	4 x 7				Welcome to Orchard Park
1059	5	L	1	2 x 4				Lion's International/Mansard Inn

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ADVERTISING SIGN INVENTORY

Region 5
 County Erie Route 20A Sheet 1 of 2
 Beginning Original
 Total Miles 18.5 Milepost 1000 Dated 4-2006
 Ending
 Milepost 1185 Updated to 12-18-06

Mile Post #	Est. Mile 10 th	Side Of Hwy.	Face #	Length	Height	Zoning	Class.	Sign Legend and/or Sign Owner
1060	0	TOWN OF AURORA (Jct. Rte. 187)						
1064	8	L	2	4 x 6				Lisa's Greenhouses
1092	0	R	1	8 x 2		A/R	10	Welcome to East Aurora N/A
1187 (Rt. 16)	4	L	1	3 x 2			TOD	Roycroft Campus (Historic Site) S. Grove Street -
1187 (Rt. 16)	3	R	1	3 x 2			TOD	Roycroft Campus (Historic Site) S. Grove Street-
1189 (Rt. 16)	0	L	1	3 x 2			TOD	Millard Fillmore House (Historic) Center Street
1182	0	Rte. 16 ≈			1108.5 Rte. 20A (End Overlap)			
1114	2	L	1	30 x 5				Welcome to East Aurora (Assortment of Signs)

ADVERTISING SIGN INVENTORY

Region 5
 County Erie Route 219 Sheet 1 of 1
 Beginning Original
 Total Miles 26.9 Milepost 1000 Dated 3-2006
 Ending
 Milepost 1269 Updated to 12-2006

Mile Post #	Est. Mile 10 th	Side Of Hwy.	Face #	Length	Height	Zoning	Class.	Sign Legend and/or Sign Owner
1026	0	JCT. ROUTE 39						
1208	1	L	1	6 x 12			TOD	Buffalo Ski Club/Kissing Bridge Next Right (I-10)

ADVERTISING SIGN INVENTORY

Region 5
 County Erie Route 39 Sheet 1 of 2
 Beginning Original
 Total Miles 24.9 Milepost 1025 Dated 3-2006
 Ending
 Milepost 1274 Updated to 12-13-2006

Mile Post #	Est. Mile 10 th	Side Of Hwy.	Face #	Length	Height	Zoning	Class.	Sign Legend and/or Sign Owner
1155	0	SPRINGVILLE - WEST VILLAGE LINE						
1155	2	R	1	3 x 2				Presbyterian Church USA - 1 Mile (P-3)
1155	2	R	1	4 x 1				Amish Stand - 4 Miles on 219 (P-2)
1155	2	L	1	4 x 2				Welcome W.N.Y. Snowmobile Club of Boston
1155	7	<u>JCT. RT. 219</u> - (Non-Expwy)						

D. Proposed Logo

A major goal of the WNY Southtowns Scenic Byway initiative has been to develop an identifiable and common theme for the area — one that proudly represents and links the various communities along the byway. After a great deal of thought and discussion among committee members and other consultants, it was decided that the theme “Heritage to the Hills” best represents the WNY Southtowns Scenic Byway. The theme not only recognizes the areas rich cultural history, but the beauty of the region’s natural environment.

The initial proposal for a WNY Southtowns Scenic Byway logo built on the visual qualities of the Boston Hills, depicting a simple winding road heading into rolling hills with a backdrop of a setting sun (appropriate to Western New York). Unfortunately, this image is similar to approved signage for Route 20 in New York State, and risks confusion to travelers unaware of their surroundings.

A revised logo will be developed by the Scenic Byway committee members and submitted to NYSDOT for approval following the Byway Nomination process.