



NEW JERSEY

SCENIC BYWAYS

NJ Scenic Byways Program

**Guidelines for the Development
of Scenic Byways Signage**



**The New Jersey Department
of Transportation**

**Guidelines for The Development
of Scenic Byways Signage**

Sponsored by the New Jersey Scenic Byways
Program administered by the New Jersey
Department of Transportation, with funds from
the Transportation Enhancements Program of
the Federal Highway Administration

Prepared by: The RBA Group
*with support from Art 270 and
Techniquet Corporation*



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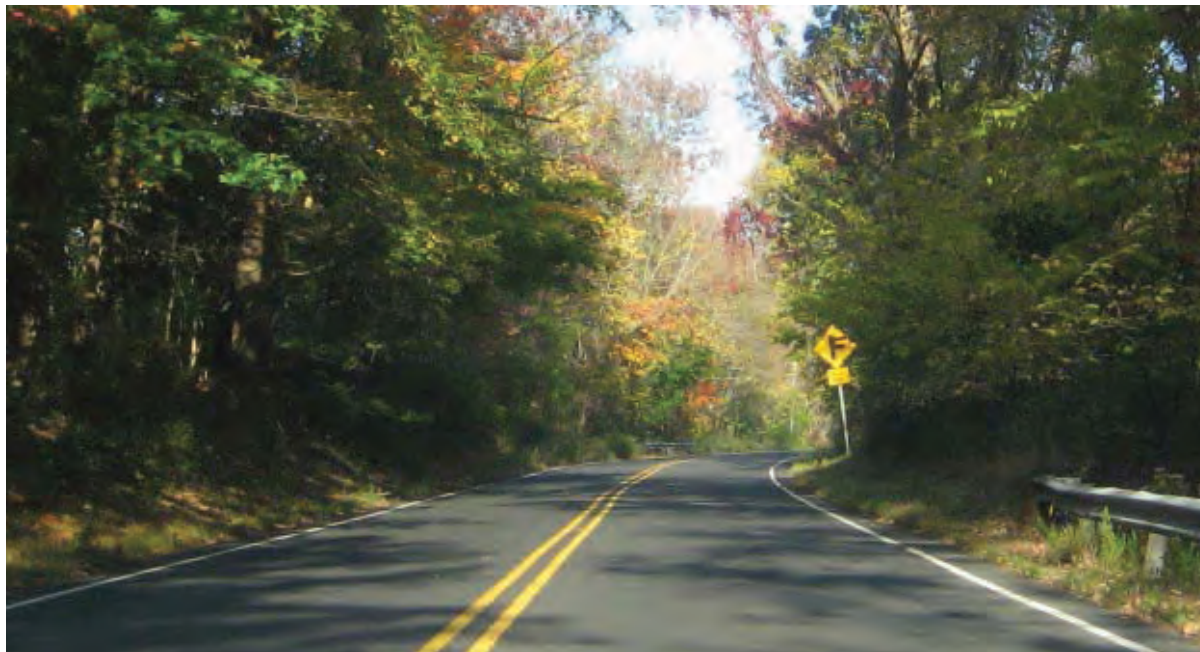
Chapter 1 Introduction

THE NEW JERSEY SCENIC BYWAYS PROGRAM

New Jersey scenic byways are roadway corridors recognized for their outstanding scenic, natural, recreational, cultural, historic, or archeological significance. New Jersey's byways collection represents the state's varied and unique regions. Each byway has a unifying theme based on its distinguishing intrinsic qualities. Byway themes serve as frameworks for telling stories that illustrate and highlight New Jersey's heritage, recreational opportunities, and scenic beauty. A byway corridor includes the landscape and features that can

be seen from the roadway, sites of interest, and visitor attractions that support its unique byway theme.

The designation of a byway brings a variety of benefits to the communities along its route. It provides recognition of a community's special qualities and features. It brings together local organizations and governments to protect, preserve, enhance, and display the character and community places that they value. Promoting scenic byways bring economic benefits through increased and coordinated tourism.



The New Jersey Scenic Byways Program is administered by the New Jersey Department of Transportation and is part of the National Scenic Byways Program that is managed by the Federal Highway Administration of the U.S. Department of Transportation.



NJ SCENIC BYWAY LOGOS



*Bayshore
Heritage*



*Millstone
Valley*



Upper Freehold



Pine Barrens



Delaware River



*Warren
Heritage*



Palisades

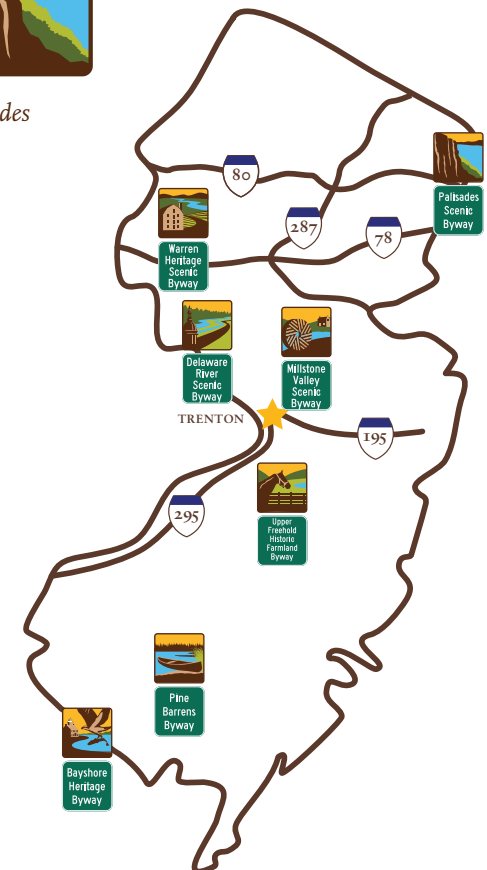
The Scenic Byways Program promotes a grass-roots collaborative effort to recognize, preserve and enhance selected roads, creating a distinctive collection of scenic byways, their stories, and treasured places. Each New Jersey byway is sponsored by a: local agency, state agency, organization or community group that makes a commitment to support the promotion and development of the byway.

NEW JERSEY SCENIC BYWAYS SIGN SYSTEM

Strategically located signs are a critical part of an overall approach designed to help travelers locate the byway destinations and enjoy an authentic byway experience. The **NJ Scenic Byways Program Guidelines for the Development of Scenic Byways Signage** is intended to assist byway sponsors and the agencies with jurisdiction over the designated roadways in meeting the sign requirements of the New Jersey Scenic Byways Program. All byways must be

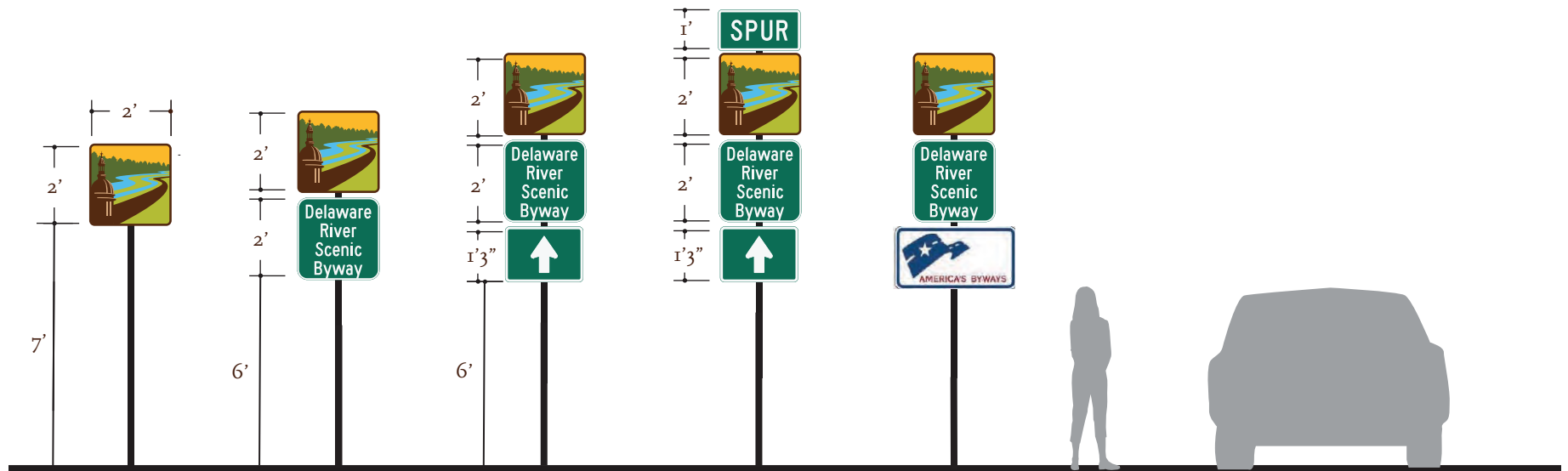
signed to guide travelers along the designated routes. The purpose of these guidelines is to achieve uniformity in presenting the byways while allowing for a diversity of expression. These guidelines comply with the New Jersey Roadway Design Manual and the Manual on Uniform Traffic Control Devices (MUTCD), which define state and national sign regulations.

This signing guide establishes parameters for sign development to ensure that each New Jersey scenic byway applies a consistent approach. Following these parameters will ensure that each byway can be recognized as part of a family of New Jersey Scenic Byways regardless of where it is located within the state. These signs collectively convey the New Jersey Scenic Byways “brand” to travelers. By recognizing the brand, visitors can anticipate the type and quality of the experience that the brand represents.



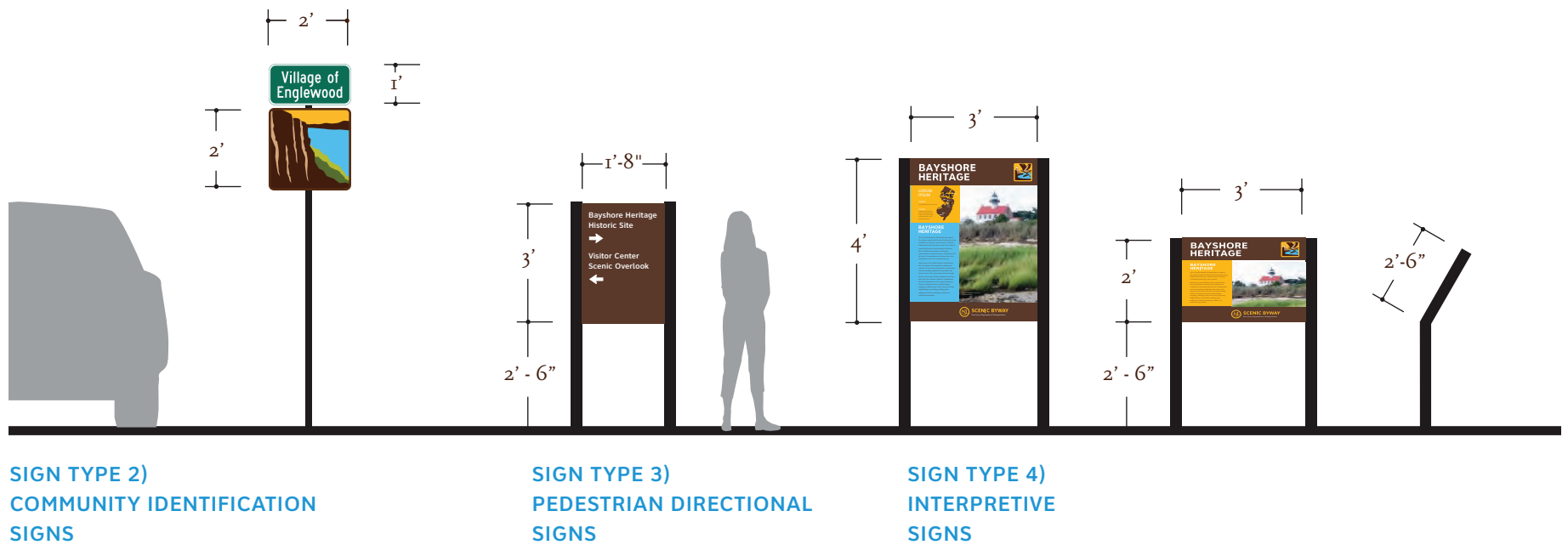
**NJ SCENIC BYWAYS
SIGN SYSTEM OVERVIEW**

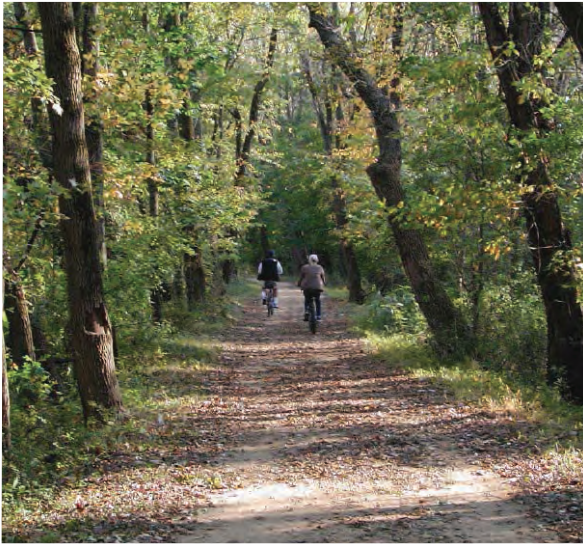
2' X 2' MODULE



**SIGN TYPE 1)
SCENIC BYWAYS IDENTIFICATION
& WAYFINDING**

NJ SCENIC BYWAYS
SIGN SYSTEM OVERVIEW
(CONTINUED)





People who are unfamiliar with an area are more likely to make wrong turns when a byway is not properly signed. It is important that the route is well marked at critical locations where motorists must make quick decisions, such as at intersections and in areas of high congestion. Proper placement of scenic byway identity and directional signs confirms the route and assures visitors that they are traveling in the correct direction.

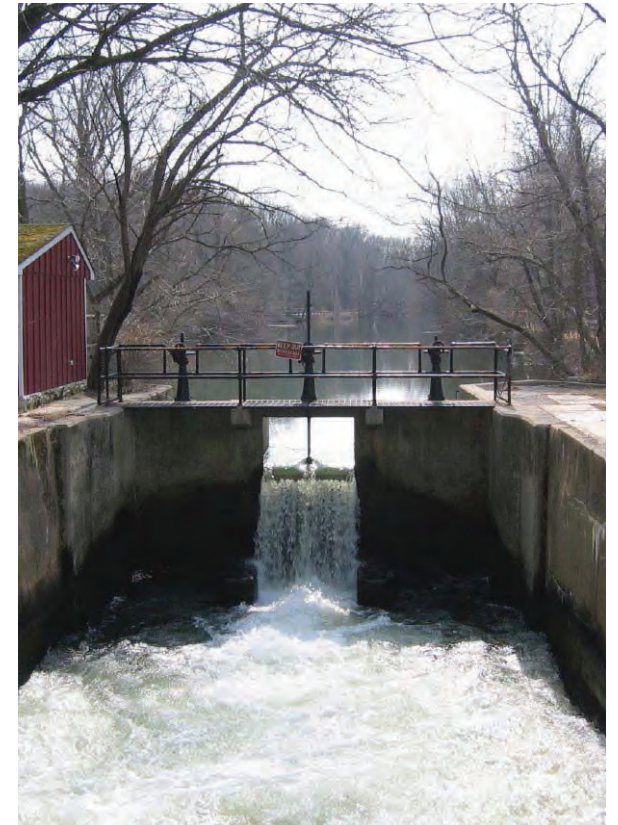
The byway signing system is only one element of a comprehensive wayshowing program. Information should be conveyed by the use of other strategies as well, such as providing maps, brochures, and websites that byway visitors can access even before they begin their trip. Each wayshowing element contributes to a worry-free and enjoyable byway experience.

Another objective for each byway is to get people out of their vehicles to enjoy the visitor attractions and activities within the byway corridor. The scenic byway sign system is designed to provide the traveler with the necessary information to make the transition from a vehicle to a walking environment, and to a visitor experience. The needs of touring bicyclists should also be considered during development of sign plans.

REQUIRED SCENIC BYWAY SIGNS

This guide includes sign design, specifications, location, and installation for a coordinated visitor guidance system.

The use and placement of Scenic Byway signage includes: entrance, directional, route confirmation, and intersection applications. The NJDOT provides these signs to the roadway jurisdictions to install.



WAYFINDING AND WAYSHOWING

“Wayfinding” describes the method by which people orient themselves in the environment and make their way from one place to another. “Wayshowing” refers to the deliberate communication strategies used to help travelers make decisions and take appropriate action. Byway sponsors are responsible for showing visitors the way and assisting them in following the routes and accessing attractions within byway corridors. Visitor satisfaction is determined, to a large degree, by the unique and authentic experiences offered along the route, and by the ease with which the byway user is able to find his way.



Each individual byway logo is displayed on all required byway identification and wayfinding signs posted along the designated route. Logos assist visitors in verifying the correct route and recognizing each byway as one of a statewide collection of New Jersey Scenic Byways. This guide outlines specifications for the development of logos that express the unique identity of each byway. Although logo symbols are selected by the sponsor to represent the byway's character, logos must conform to specifications such as graphic style, color, size and shape. This common approach results in a set of logos that reinforce the New Jersey Scenic Byways brand.

OPTIONAL SCENIC BYWAY SIGNS

This guide addresses signs that are optional but which are also part of the Scenic Byway Sign system. Community identification signs, pedestrian directional signs, and interpretive signs are included within this guide. Templates for design and placement of these types of signs are provided for the convenience of byway communities, visitor site managers, sponsors and others. However, other sign designs that incorporate a byway's logo are also acceptable, providing the use of the logo is approved by the New Jersey Scenic Byways Program.



INFORMATION AND TECHNICAL ASSISTANCE

The New Jersey Scenic Byways Program offers assistance to scenic byway sponsors and partners. Information about the program can be found on the New Jersey Department of Transportation website, or by contacting the New Jersey Scenic Byways

Coordinator. **[NJ Scenic Byways Program Guidebook](#)** is available as a companion document to **[NJ Scenic Byways Program Guideline for the Development of Scenic Byways Signage](#)**.

Chapter 2 Planning Process

OVERVIEW OF THE SIGNING PROCESS

Signs provide the byway traveler with the necessary information to make the transition from a vehicle to a walking environment to a visitor experience. The Scenic Byways Sign System is designed to enhance this experience by eliminating confusion about where to go and what visitor sites and services are available.

The byway sponsor needs to understand the importance of signing its byway and must commit to the Program's requirement early in the process. The application for scenic byway designation requires endorsement by the municipalities, counties and other organizations with jurisdiction over the roadways pro-

posed for designation. It is pragmatic for sponsors to begin forming partnerships with the roadway managers responsible for posting byway identification and wayfinding signs as early as possible in this procedure.

The New Jersey Scenic Byways Program has a two-step process for designation as a New Jersey Scenic Byway:

STEP 1: APPLY FOR BYWAY DESIGNATION

The byway sponsor submits an application for designation to the New Jersey Scenic Byway Advisory Committee for review and recommendation. This application must include the intrinsic quality(s) that will be used as the distinguishing characteristic(s) of the byway, the

byway theme or story that will highlight this intrinsic quality(s), and the route chosen that best connects the sites that represent the intrinsic quality(s) and tell the byway story. As part of the application process, the roadway jurisdictions for the proposed routes are contacted for application endorsement and formal agreements to install, maintain, and replace scenic byway signs as necessary. This ensures that they are willing partners in meeting the Program's signing requirements.

STEP 2: PREPARE A CORRIDOR MANAGEMENT PLAN (CMP)

Once the application for designation as a New Jersey Scenic Byway has been provisionally approved, the sponsoring organization prepares a Corridor Management Plan (CMP) that identifies strategies to preserve, protect, enhance, and promote the byway. This document is an important planning tool for the byway sponsor. However, the plan does not have any regulatory powers unless communities along the byway route agree to incorporate the plan as part of their local guidelines. It cannot supersede state or local land use plans or requirements.





SCENIC BYWAY SIGNING PROCESS BYWAYS SIGN LOCATION PLANS

Once the Scenic Byway Corridor Management Plan (CMP) is completed, one of the first implementation steps will include signing the byway route with identification and way-finding signs. Upon NJDOT approval of the CMP, the byway sponsor begins to develop its unique byway logo and prepare a sign location plan. Logo development is discussed in Chapter 3 of this document.

The sign location plan will identify the location, type, and number of logo identification signs necessary to guide visitors along the route. This plan is the basis for determining the number of signs that the Department will provide. The requirements for the sign location plan are as follows:

- 1.) Cover sheet - An overall map showing the entire route of the scenic byway. This sheet will contain a color coded layout of the byway along with any spurs, loops or connectors that are currently present or proposed. On the sheet, provide a legend to explain the byway color coding, cartographic background with major routes and points of interest labeled, a scalebar, and a north arrow.
- 2.) Key map - with the same attributes as the cover sheet, show numbered locations of all signage along the byway (use multiple sheets with a smaller scale if necessary).
- 3.) Individual sign location maps - These maps will show detailed sign locations, photo numbers, corresponding layout sheet numbers, north arrow, road names and intersection. Each individual location map will have an aerial background using NJ 2012 orthophotography.
- 4.) Sign location sheets - Create photo logs of the individual sign locations. These sheets will provide a numbered photo of each sign location, mounting heights of signs and distance from the edge of pavement, annotation for road names and intersections, and labels for signs to be installed.

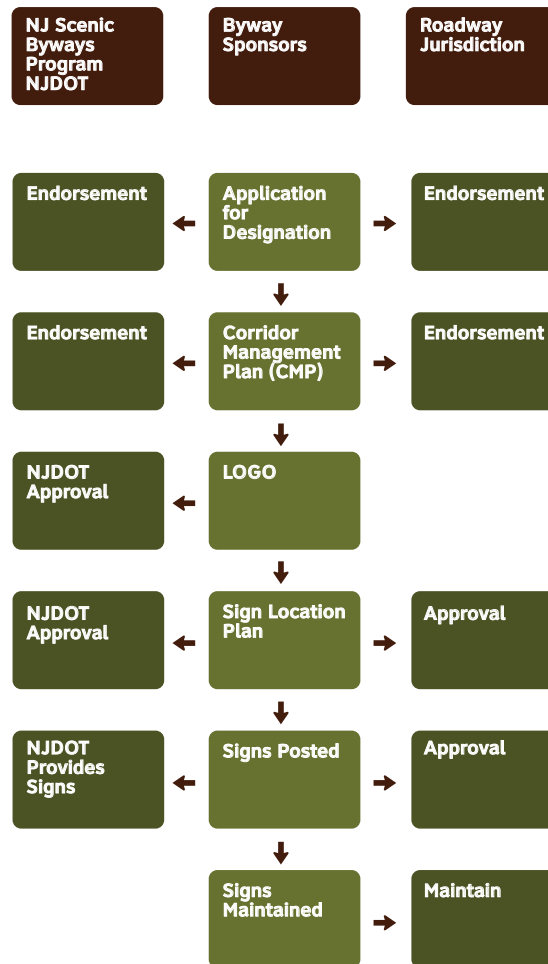
The CMP must be endorsed, through resolution, by the agencies (local, county and state) with jurisdiction over the designated roadways. Outreach to these agencies will be necessary at this point in the development process to ensure cooperation regarding sign installation, maintenance, and replacement.

The CMP must include a signage component that describes how the byway sponsor “will insure and make the number and placement of signs more supportive of the visitor experience.” The Plan should emphasize, in general terms, where directional assistance or information may be necessary. An additional and more detailed sign plan will be necessary at a later date to identify the location, type and number of signs that are necessary to guide visitors along the route.

Approval from the New Jersey Scenic Byway Program (NJDOT) is required at several steps in the signing process. These steps include:

- Application for Designation
- CMP
- Byway logo design
- Byway sign location plans for route identification and directional signs

Specialized services are likely to be required, such as graphic designers for logo development and engineering services to develop sign plans.





5.) Sign Layout sheets - show a detailed layout of all signage to be installed. Show graphical images of the signs with dimensions, letter layouts and copy, sign designations whether custom or listed in MUTCD and quantities for each type of sign.

NJDOT and the agency(s) responsible for installing the signs must be given the opportunity to review and approve the sign plan before sign production begins.

NJDOT will fabricate the required signs for the municipality, county or agency responsible for installation. It then becomes the responsibility of the roadway authority managing the byway to install, maintain, and replace the byway identification and directional signs.



Developing the sign location plan will require the assistance of an engineer to ensure that sign locations meet requirements of the Manual on Uniform Traffic Control Devices (MUTCD). It is important for byway providers to understand that road management authorities must follow MUTCD requirements for any components of the transportation network. The Engineering consultants or municipal and county engineering staff that have jurisdiction over the designated roadway may be engaged to prepare the plan.

POLICIES AND STANDARDS

Outdoor Advertising Prohibition: Scenic byways are recognized in the National Scenic Byway Program as benefiting the general public. Therefore the views from the road are afforded some protection from outdoor advertising that detracts from travelers' experiences.

The only national and state regulations that apply to scenic byways are the prohibition of "off premise" outdoor advertising signs, such as billboards. "On premise" signs are located on the property of the activity they advertise and are allowed along the byway route. "Off premise" signs are located on property that the advertiser of the activity does not own. They are not permitted along the byway unless they were erected on the site before the byway application was begun. New billboards or advertising signs cannot be placed along designated scenic byways unless they are on



premise signs such as business signs. This prohibition is part of the federal authorizing legislation and applies to state Scenic Byways Programs. Title 23 of the United States Code describes specific rules applicable to outdoor advertising on scenic byways that limit visual intrusions seen from the designated roadways. The New Jersey Administrative Code, Title 16, also defines rules that control roadside signs and outdoor advertising and specifically references scenic byways. The Code prevents NJDOT from issuing permits for "off-premise" signs visible to highways designated (or nominated) as scenic byways.



BYWAY SIGNS LOCATED ALONG ROADWAYS ARE SUBJECT TO TRANSPORTATION GUIDELINES AND STANDARDS SUCH AS THOSE DESCRIBED TO THE RIGHT. THE GUIDELINES PRESENTED IN THIS DOCUMENT COMPLY WITH STATE AND FEDERAL TRANSPORTATION DESIGN STANDARDS AND SPECIFICATIONS.

FUNDING FOR SIGNS

Signing byways is likely to require funding beyond the NJDOT Scenic Byways Program. Although NJDOT will fabricate the required identification and wayfinding signs, others are responsible for the placement of these signs on right of ways that are not owned by the State and for the optional Scenic Byway system signs. Byway sponsors should anticipate this and identify potential funding sources outside of the program. Funding may be obtained from public or private sources.

MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)

The MUTCD is a Federal Highway Administration (FHWA) document that contains traffic control standards used by federal, state and local jurisdictions nationwide. The MUTCD provides road management authorities with the tools necessary to consistently and safely direct motorists along roadways. It is important for byway sponsors to understand that road management authorities must follow MUTCD requirements for all components of the transportation network.

The MUTCD specifies standards by which traffic signs, pavement markings, and signals are designed and installed on all public streets, highways, bikeways, and private roads open to public traffic. MUTCD also provides guidance on the size of the sign lettering for legibility purposes. The MUTCD is published by the FHWA under Title 23 Code of Federal Regulations (CFR), Part 655, Subpart F.

Currently, two of New Jersey's Scenic Byways are designated as National Scenic Byways. Section 2D.55 discusses National Scenic Byway Signage and provides examples of typical installations. Design guidance for standard colors and shapes of signs can be found displayed in the MUTCD.

POLICY ON GEOMETRIC DESIGN OF HIGHWAYS AND STREETS, AASHTO

This book, commonly referred to as The Green Book, covers the geometric design of roads and highways. It also provides guidance on perception-reaction time of drivers, which can be used to determine lettering size as well as sign placement.

STANDARD HIGHWAY SIGNS AND MARKINGS

This FHWA document is a companion document to the MUTCD. It provides design details of all of the MUTCD signs and markings. It also provides dimensions of overall signs, lettering sizes, possible colors, width of borders, and spacing between letters that must be used when designing.

ROADSIDE DESIGN GUIDE, AASHTO, 3RD EDITION

This book, published by AASHTO, provides current information and operating practices related to roadside safety. This publication focuses on safety treatments that can minimize the likelihood of serious injuries occurring when accidents cause a motorist to leave the roadway. It includes guidance on elements such as clear zones, sign placement, and lighting.



Chapter 3 Signage Standards

GRAPHIC STANDARDS AND THE SCENIC BYWAYS SIGN SYSTEM

Carefully planned identification guidelines are the basis of a united image that represents the New Jersey Scenic Byways Program and its goals. The standards for identification elements – typography, placement, usage, and color – will simplify and unify operations and eliminate individual inconsistent design decisions.

These standards define the relative sizes, proportions and positioning of elements that will be required when preparing byway signs. They were developed through prudent consideration of a variety of factors, both functional and aesthetic. Since continuity of design and image consistency ensure logo integrity, deviation from these graphic standards will not be allowed.

The pages that follow present general guidelines for the New Jersey Scenic Byways Sign system. The guidelines define and illustrate the application of graphic standards for four types of scenic byway signs. Two are designed for byway visitors in vehicles and two are designed for visitors on foot:

- Primary and Secondary Byway Identification and Wayfinding Signs
- Byway Community Identification Signs
- Pedestrian Directional Signs
- Interpretive Signs





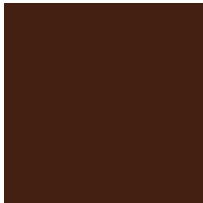
SCENIC BYWAY LOGOS

A logo is typically used to create a recognizable brand for a particular product. Each scenic byway logo has a unique combination of colors, images and words that are symbolic of a key characteristic or feature that represents the byway. These characteristics distinguish the logo signs from all other signs along the byways and are instantly recognizable.

REPRODUCING THE LOGOS

The typeface as shown on the signs is FHWA Series C Font. The letter spacing has been adjusted to achieve optimal reading clarity at large and very small sizes. Do not typeset or redraw any component of the signs. NJDOT will provide electronic files to roadway jurisdictions as necessary. NJDOT will also provide electronic files to byway sponsors for use on print materials and

distribution to media at their discretion. Always use the supplied electronic file for reproduction. No other letters, words, acronyms or visual elements are to be added to the logo or sign without permission from the NJ Scenic Byways Program Coordinator.



4625C
C-0 M-60 Y-100 K-86



4655C
C-0 M-31 Y-37 K-27



378C
C-33 M-12 Y-100 K-50



383C
C-20 M-0 Y-100 K-21



2915C
C-50 M-5 Y-0 K-8



1235C
C-0 M-22 Y-100 K-0

COLOR

The New Jersey Scenic Byways Program logo, logo-type and signage must never appear in any colors other than those specified in this document. Refer to the color chart on this page when specifying colors or printing. Whenever possible, enclose Pantone® color swatches with your project for visual matching during production.

The colors in this document are representations only and do not accurately match the Pantone® color standard. Please use the Pantone® numbers listed to achieve the proper color. All of the sign types identified for use on the scenic byways should be made using ASTM sheeting type III. This sheeting should be retroreflective and conform ASTM 4965 standards.

TYPOGRAPHY

FHWA Series C is the font used on the primary and secondary logo identification signs provided by NJDOT. For signs not provided by NJDOT, such as the Community Identification, Pedestrian Directional, and Interpretive signs, the Scenic Byways Program will provide logos electronically. A version of the Series C font for use on brochures and other print media is available. However, for some applications Series C font may not be available and in these cases a close substitute may be used if approval of the font is given by NJDOT. Font source link below.

http://www.fhwa.org/en/products/fhwa/fhwa_200ost_en.html

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

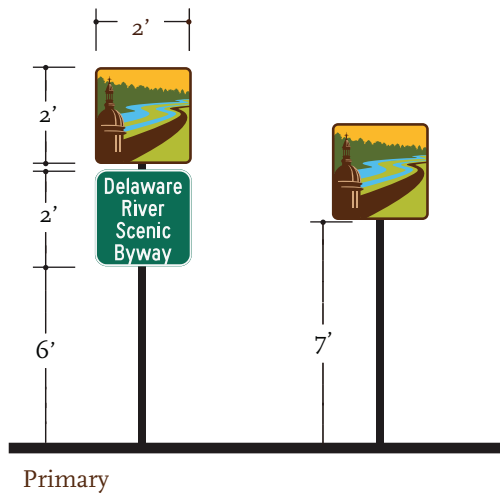


SIGN TYPE DRAWINGS

SIGN TYPE 1) BYWAY IDENTIFICATION AND WAYFINDING

PURPOSE Provides drivers with wayfinding directions and route confirmation

REQUIRED Provided by NJDOT; installed by roadway jurisdictions



Byway Identification Signs are to be placed in the right-of-ways along designated roadways, a requirement for all state and national designated byways. The sign design, fabrication, technical specifications, and placement as described in these guidelines must be applied to all signs within this category. All Byway Identification Signs will include the distinctive logo approved by the NJ Scenic Byways Program Coordinator.

There are two types of Byway Identification Signs, each for specific situations:

PRIMARY

Size: 24" x 24"

This sign shows the logo image of the byway. Underneath is a sign with the Scenic Byway name. This type of sign will be placed at each major approach to the byway and at locations where additional guidance/clarification is needed.

SECONDARY

Size: 24" x 24"

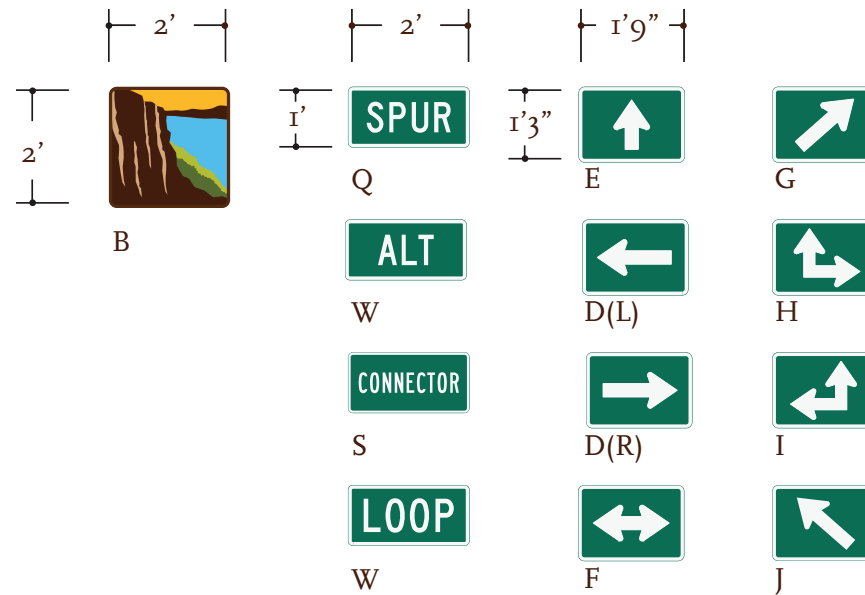
This sign shows only the distinctive logo. It will be used at regular intervals along the byway to confirm for travelers that they are on the correct road.

All Byway Identification signs conform to criteria set forth in the current Manual on Uniform Traffic Control Devices (MUTCD). The MUTCD engineering standards and specifications have been developed to provide consistent sign design tailored to meet the needs of drivers and maximize safety.

The MUTCD and other engineering reference documents establish standards for sign sizes based on roadway speed limits and the "bits of information" to be transmitted and quickly understood by drivers. For the purposes of consistency and to minimize sign clutter and obstruction of views, only one sign size will be used for each sign type on all roadways regardless of speed limits, with the exception of Interstates (e.g. I-95 and I-195):

Either type of Byway Identification Sign can be combined with additional panels to show direction or other necessary descriptors. Directional arrows will be placed below the logo.

Additional panels with the words "spur," "loop," "connector," or "alternate" may be used to mark branching byway routes. These panels will be placed above the logo.



SPURS, LOOPS, CONNECTORS, ALTERNATES

Many of New Jersey's scenic byways are routed along multiple and branching roadways that are part of the byways' designation. These roadways may have been included in the scenic byway designation because they lead to important visitor sites or because they provide access to outstanding views or landscapes. In all cases, they were designated because they were perceived to be key components of the byway story.

SPUR: Leading to and ending at a destination; visitors return to the main route using the same road.

LOOP: Returns to the main route at the point of departure or at another location on the main route from which a visitor can return to the point of departure.

CONNECTOR: Connects two points on the main byway.

ALTERNATE: A road equivalent in value that eventually intersects the main route or a common endpoint. Always consider the perspective of the visitor who is

totally unfamiliar with the byway or the region. All decisions should be made to fit the context; there is no "one size fits all."

Promotional brochures and websites with maps and directions that byway visitors can access before or during their trip are useful supplements to wayfinding signs. However, the fully installed sign system can stand alone as a "wayshowing" strategy.



NATIONALLY DESIGNATED BYWAYS

An additional panel with the America's Byways® logo is required on byways that have been designated as National Scenic Byways or All-American Roads. The MUTCD provides the technical specifications for these signs. These panels will appear below the logo on Primary Identification signs. They are not required on Secondary Identification Signs.

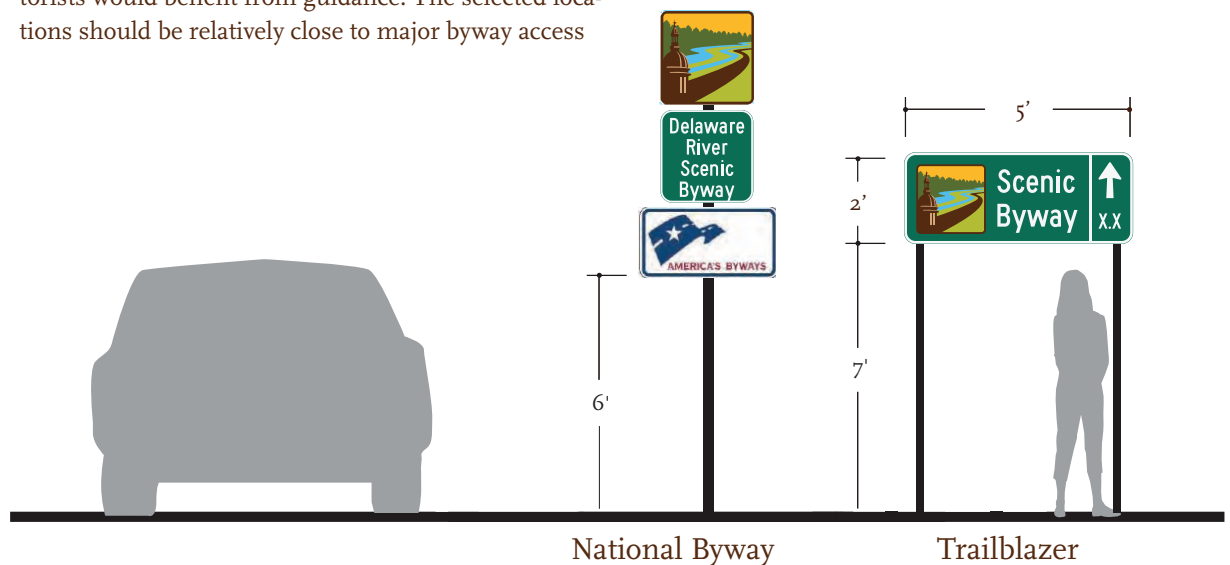
The Delaware River and the Millstone Valley Scenic Byways are examples of nationally designated byways now included in the Federal Highway Administration's America's Byways Collection ®. The signing requirement applies whether a byway receives National or All American Road ® designation, the two types of designation offered by the FHWA Byways Program.

SCENIC BYWAY TRAILBLAZER SIGNS

Byway trailblazers are wayfinding signs located off the byway that direct motorists to primary byway entry locations. Their use is optional, although NJDOT will supply them if they are approved by the appropriate roadway jurisdictions and NJDOT, and they are included in byway sign location plans.

Byway trailblazers are typically located on major roadways that motorists are most likely to take as they travel to the byways, for example, near interstate exit ramps or at major arterial road intersections. Trailblazer signs should be posted at critical decision points where motorists would benefit from guidance. The selected locations should be relatively close to major byway access

points. Since every byway and its approaches are unique, there are no specific rules for placement. To avoid sign clutter, only signs deemed essential should be posted.





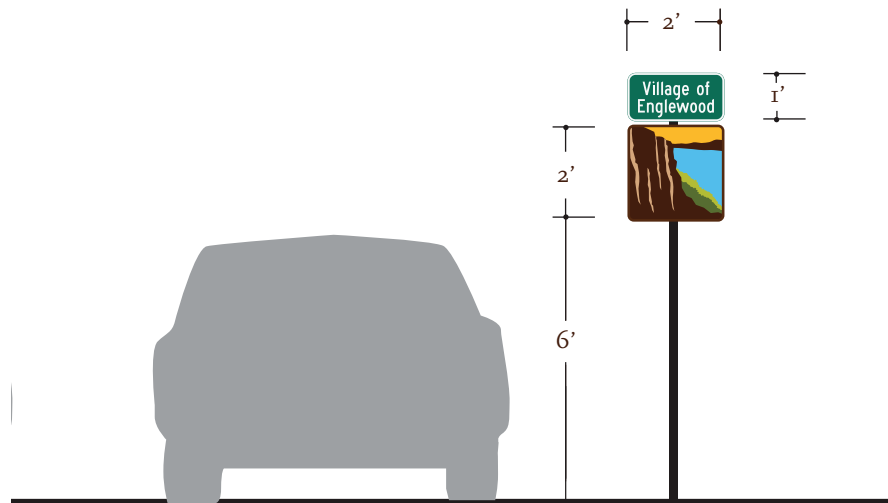
SIGN TYPE DRAWINGS

SIGN TYPE 2) BYWAY COMMUNITY IDENTIFICATION SIGNS

PURPOSE Associates communities with the byway; serves as a gateway to towns where visitor services are available (restaurants, gas stations, etc.)

OPTIONAL

PROCESS Communities design and install; Byways Program approval of logo use required



Byway Community Identification Signs announce to visitors that they have arrived at a welcoming byway municipality.

Byway Community Identification Signs are optional and their use is at the discretion of each municipality along the byway route. These signs are designed, fabricated, installed, and paid for by byway communities. Although a template for a typical Community Identification Sign design is provided for convenience, communities may decide to design a custom sign that includes a byway logo as specified.

Community Identification Signs must position the scenic byway logo on top and include a byline at the bottom. The byline shall have the phrasing, "A (insert byway name) Scenic Byway Community." Otherwise, the Community Identification Signs can be designed as seen fit by that community. The New Jersey Scenic Byways Coordinator must be notified of and approve the use of the byway logo.



SIGN TYPE DRAWINGS

SIGN TYPE 3) BYWAY PEDESTRIAN DIRECTIONAL SIGNS

PURPOSE Guides visitors at byway destinations

OPTIONAL

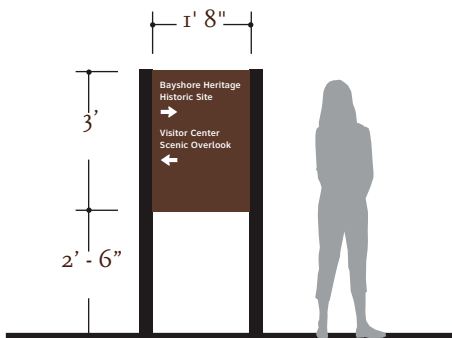
PROCESS Site managers design and install; Byways Program approval for logo use required

Byway Pedestrian Directional Signs can be located where visitors have left their vehicles to walk to byways destinations, such as trails, museums, and local tourist destinations within walking distance. Their use should be encouraged as these signs reinforce visitor recognition that the site is associated with the byway experience. Although a template for a typical Pedestrian Direction Sign is provided for convenience, its use is at the discretion of the site manager or owner, who is responsible for installing and maintaining the sign and the sign structure. NJDOT does not provide funding for this type of sign.

Site managers or others with jurisdiction over the pathways can customize the design of Pedestrian Directional Signs to reflect their vision of the visitor attraction and the byway. However, certain guidelines must be followed regarding use of the logo. The byway logo shall be installed on top of the pedestrian sign in its original color. This tells the pedestrian that they are at a scenic byway destination that is part of the intended byway experience. The New Jersey Scenic Byways Coordinator must be notified of and approve the use of the byway logo.

The lettering height will depend on the distance at which the pedestrian is expected to read the sign. The graphic to the lower left provides guidance. Unless otherwise necessary, these signs must use 1-inch lettering height and use FHWA Series C font if available or a similar font. The arrow height must be 1.5-inch. The height and width of a sign will vary depending on the information provided, however, it shall not be wider than 1'-8". The background shall be either brown or green and the legend shall be white. These signs must be ADA compliant.

These signs will be fabricated on aluminum sheeting and be installed on wood or metal posts. Installation details are provided in Chapter 5.





SIGN LAYOUT

Text is FHWA Series C font. Layout examples are shown on top left. Three (3) inches from baseline of text to baseline of following text line shall be standard. Three (3) inches beneath arrow baseline to top of letter height shall be standard.



ARROWS

Arrow options are shown to the left.

SIGN TYPE DRAWINGS

SIGN TYPE 4) INTERPRETIVE SIGNS

PURPOSE Exhibits displaying the byway story and/or maps; may be along roadways or at visitor destinations.

OPTIONAL

PROCESS Byways sponsors, site managers, or other byway partners design and install; Byways Program use of logo required; roadway jurisdiction approval when placed on right-of-way.

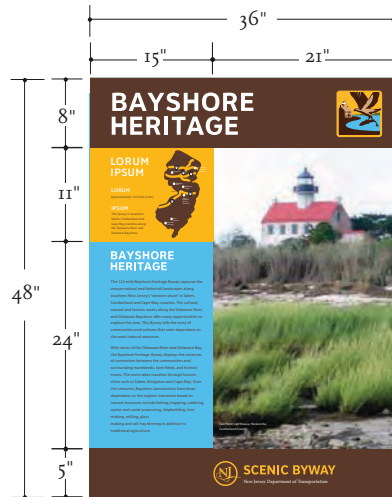
Every byway has stories to tell and interpretive signs can give byway visitors a deeper understanding of the byway's themes and intrinsic qualities. There may be particular stories to tell at the byway's visitor destinations and interpretive signs may be welcomed by visitor site managers. It is useful to have an Interpretation Plan for the byway that outlines primary and secondary themes and presents information in a coordinated and effective way.

Although these signs are not provided or funded by NJDOT, design guidelines for interpretive signs are included in this guide. These design guidelines should be used for interpretive signs placed within the designated roadway right-of-way, for example, at roadway rest areas. Use of these design guidelines is recommended for interpretive signs at all other loca-

tions within the byway corridor as well, to project a consistent byway identity that is easily recognized by byway visitors.

The proposed sign specifications on the following pages are preferred; however other designs may be selected by the byway sponsors or groups working with the sponsors. In all cases where an alternate design is used, the logo should be presented as described here. All interpretive signs that deviate from these specifications but apply the scenic byways logo must be approved by the New Jersey Scenic Byways Program.





SIGN LAYOUT

- A) Header Area
includes byway name and logo
- B) Description Area
shall include a map location and text detail description
- C) Interpretive Area
shall include all text information and description of byway or scenery
- D) Image Area
shall present a photo of featured byway, scenery or heritage feature.
- E) Logo Area
includes NJ Scenic Byway logotype

OPTIONAL SIGNING FOR VISITOR SITES AND BUSINESS SERVICE PROVIDERS

The Scenic Byways Program encourages byway visitor sites and businesses that offer support services to raise their visibility through other types of signs that are not part of the Scenic Byway Sign system.

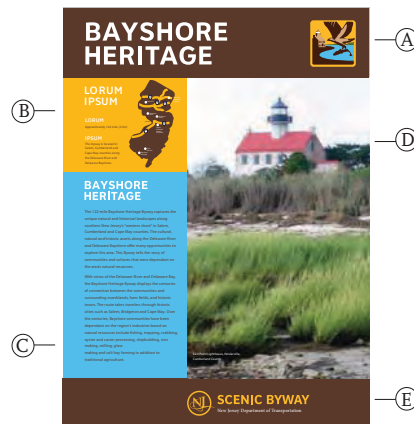
Although NJDOT does not provide funding for these types of signs, visitor sites and businesses may choose to take advantage of their proximity to byways to alert visitors of their location. These signs can lead to increased visitation and greater economic benefits from scenic byway tourism.

VISITOR DESTINATION SIGNS

Featured byway visitor sites and recreational facilities that do not charge for services sometimes post standardized destination markers, which may complement the Scenic Byways Sign system.

TOURIST-ORIENTED DIRECTIONAL (TOD) SIGNS

Businesses along byway routes may be eligible to participate in the State’s Tourist-Oriented Directional (TOD) Sign Program. Although unrelated to the NJ Scenic Byways Program, the TOD Program directs motorists to businesses that draw a major portion of their visitors or income from outside the immediate area of their business and are not located on the state highway system. More information on this fee-based program can be found on the NJDOT New Jersey Interstate Logos website.



TEXT AND IMAGES

Text and images shall be preselected and approved based on location of interpretive signs.

Chapter 4 Locating Signs

GENERAL GUIDELINES

Signs must be carefully located to allow good visibility and to provide the driver with adequate time to make decisions, avoid confusion, and navigate the roadway safely. Signs should be installed on the intersecting “approach” roads to inform travelers that they have arrived at the byway. Motorists accessing the byway will also need wayfinding information.

Byway identification and wayfinding signs should be placed along byways to provide directional information and to reassure motorists that they are on the correct route. If byway visitors arrive at an intersection where

they must make a choice to follow the main byway or to take a spur, loop, connector, or alternate route, signs must be clearly marked before the intersection to allow them time to maneuver to the correct lane.

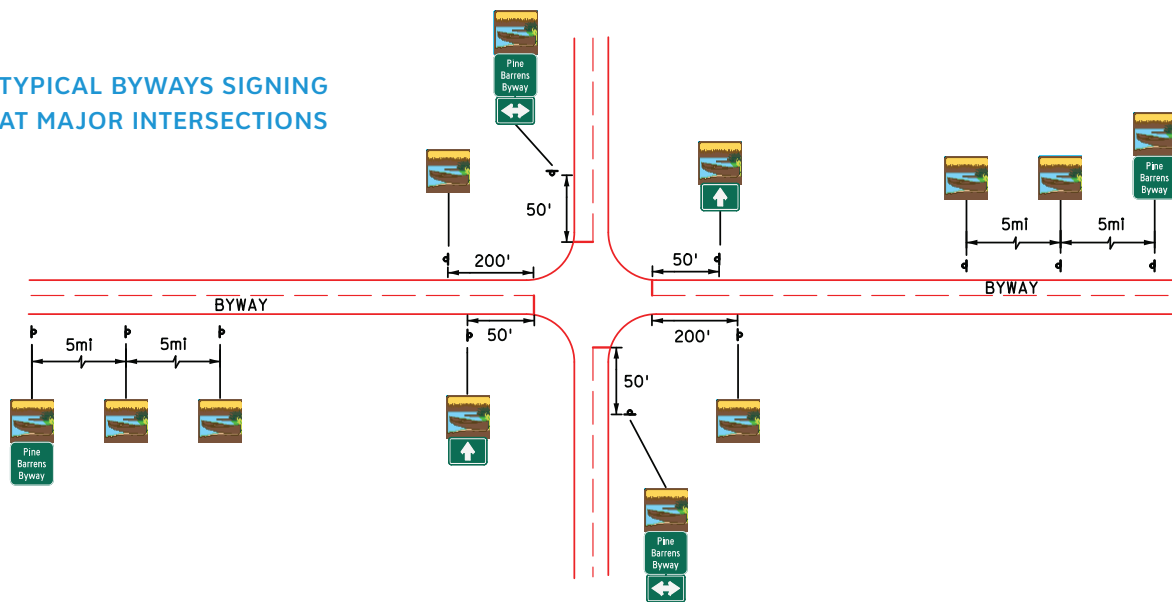
The required wayfinding and identification signs will be located within roadway right-of-ways. Their precise locations are regulated by the Manual of Traffic Control Devices (MUTCD). A byway sign location plan (as described in Chapter 2) identifies the exact location and the number of signs required to sign the entire byway. These plans are reviewed and approved by both

the NJDOT and the agencies with jurisdiction over the designated roadways and over the “approach” roadways where advance signs are necessary. NJDOT will fabricate the type and number of signs specified in the sign location plan on request from the jurisdictions.

PRIMARY AND SECONDARY SIGN PLACEMENT

- A primary byway sign (logo with byway name on sign directly below), shall be placed at the beginning of the byway and on intersecting access roads.
- Secondary byway signs (logo only) shall be placed at five mile intervals except when other byway signs are required within the five miles, such as at an intersection. The five miles will then be measured from the signed intersection.

TYPICAL BYWAYS SIGNING AT MAJOR INTERSECTIONS



A major intersection is defined as any crossing street that has been classified as a county road or higher. However, there may be instances where following this rule results in signs that are not necessary to guide travelers. For example, this may be the case at specific intersections in rural areas where the byway route would be obvious to visitors without sign guidance. Intersecting roads with low traffic volumes that visitors are unlikely to use to access the byway may not require signing.

Decisions on which intersection signs may be omitted should be based on the context. A review of the



intersecting road's traffic volumes and connectivity with other major roadways in the area is necessary to make a determination.

SIGNING INTERSECTIONS

At a major intersection, secondary byway signs shall be placed 50 feet or more prior to the intersection, and 200 feet to 400 feet after the intersection on the byway. The logo sign prior to the intersection will be accompanied by an arrow auxiliary sign. Roads approaching the byway shall have a primary byway sign 50 feet or more prior to the intersection. The primary byway sign shall be accompanied by an arrow sign.

SIGNING BRANCHING BYWAY ROUTES

At a byway spur, loop, connector, or alternate intersection, a secondary sign with an arrow auxiliary sign shall be placed prior to the intersection at a distance of at least 50 feet to guide the motorist onto the main byway route. At the same location, a secondary sign with a "spur," "loop," "connector," or "alternate" auxiliary sign will be placed, along with a directional arrow sign. This gives motorists the choice of staying on the main byway or following the alternative route.

On the branching road, a secondary auxiliary sign indicating "spur," "loop," etc., shall be placed 200 to 400 feet after the intersection. If the branching road is five miles or greater in length, then it may require additional secondary signs placed at five mile intervals.

LATERAL CLEARANCE

Post-mounted primary and secondary byway signs should be placed a minimum of two (2) feet from the edge of the travelled way. However, an exception can be made in instances where space is limited and it is impractical to place signs two feet from the edge of the travelled way. Under those circumstances, signs can be placed one (1) foot from the edge of the travelled way.

SPECIAL SITUATIONS - OVERLAPPING ROUTES

When there are two scenic byway routes that overlap or intersect, both scenic byway identification signs should be placed side by side. This will let drivers know that they are on an overlapping section of roadway and that they are following the correct route. Where the byways diverge, the divergence should be signed in advance so that drivers are able to make a decision, maneuver their vehicles, and continue on the correct byway. Where two scenic byways cross, a sign with the byway logo and a supplemental arrow panel shall be placed in advance of the intersection according to the parameters outlined in Table 5.

HOW TO AVOID SIGN CLUTTER

Care must be taken to avoid placing more signs than are necessary along the byway. The aim of signing the scenic byways is to guide travelers; therefore the signs should only be placed at points where decisions need to be made and/or locations where travelers need to be reassured that they are on the correct path.

Before placing signs, the engineer should ask the following questions:

- Is the sign necessary?
- Is it of an appropriate size?
- Can it be combined with other existing signing (only if it is not sending conflicting messages or too many/mixed messages)

Efforts should be made to maintain the scenic nature of the byway by limiting the number of signs as much as possible while ensuring that byway visitors can easily navigate the route.

ADVANCED PLACEMENT DISTANCE

Posted Speed (mph)	Advanced Placement Distance (feet)
25 - 35	100
40	125
45	175
50	250



Chapter 5 Sign Fabrication & Installation

SIGN MATERIALS AND FABRICATION

All the sign types identified for use on the scenic byways shall be made using ASTM sheeting type III. This sheeting shall be retroreflective and conform to ASTM D4956 standards.

Flat or extruded sign panels shall be used when fabricating signs. Signs shall be cut from a single piece of sheet aluminum without joints. The thickness of the signs shall be as follows:

- 0.080 inch thick aluminum for signs less than 8 square feet
- 0.100 inch thick aluminum signs for signs larger than 8 square feet

Drill 3/8-inch diameter holes into the sign back for attachment to sign supports. These holes shall be located according to Standard Highway Signs and Markings. If the panel is larger than five feet in any dimension, it shall be reinforced with z-bars. The legend for each sign shall use FHWA Series C font and the lettering shall be aligned, spaced and sized according to Standard Highway Signs and Markings and the working drawings.

The Scenic Byway Identification signs and any other signs in the highway right-of-way (ROW) shall be mounted on U-Posts conforming to ASTM A 499 Grade 50 or 60.

There are two types of sign supports for ground-mounted signs: breakaway sign supports and non-breakaway sign supports. The signs in the highway ROW shall be

breakaway signs such as Community Identification, Pedestrian Directional, and Interpretive signs that are not within the ROW can be non-breakaway.

Breakaway sign supports shall use the materials conforming to the requirements given in the following table. One piece of seamless aluminum tubing for posts shall be used and aluminum members shall be welded according to ANSI/AWS D1.2 Structural Welding Code – Aluminum. These details can be found in the NJ Department of Transportation Standard Specifications for Road and Bridge Construction.



MATERIALS FOR BREAKAWAY SIGN SUPPORTS

Item	Test Method	Type or Grade
Aluminum Materials	Refer to Table 911.01.01-15	
Spring Pins ¹	ASTM A 276	Type 304 or 420
Breakaway Coupling Assembly Hex Studs ²	ASTM A 320	Grade L7
Breakaway Coupling Assembly Nuts ²	ASTM A 194	Grade 2H
Load Concentrating Washers	ASTM A 564	Type 630, Condition H 1025
Washer Retainers	ASTM A 1011	Grade 40
Galvanized Steel Anchor Bolts	Refer to Subsection 908.01.035	
Galvanized Steel Leveling Plates ³	ASTM A 709	Grade 36
Breakaway Shock Absorber Cable (Stainless Steel Wire Rope)	4 MIL-W-87161	
Cutting Pins	ASTM A 564	Type 630, Condition H 1025

- 1 Ensure that spring pins have a minimum strength in double shear of 5000 pounds.
- 2 Provide hex studs and nuts with a zinc electro-deposited coating according to ASTM B 633, SC4, Type III.
- 3 Galvanize leveling plates according to ASTM A 123.
- 4 Ensure that the wire rope has a diameter of 1/4 inch, a minimum breaking strength of 4700 pounds, and is 1 x 19 construction.

Refer to Table 911.01.01-1 Aluminum Sign Components and Subsection 908.01.03 for the details on the source website (Source: <http://www.state.nj.us/transportation/eng/specs/2007>)

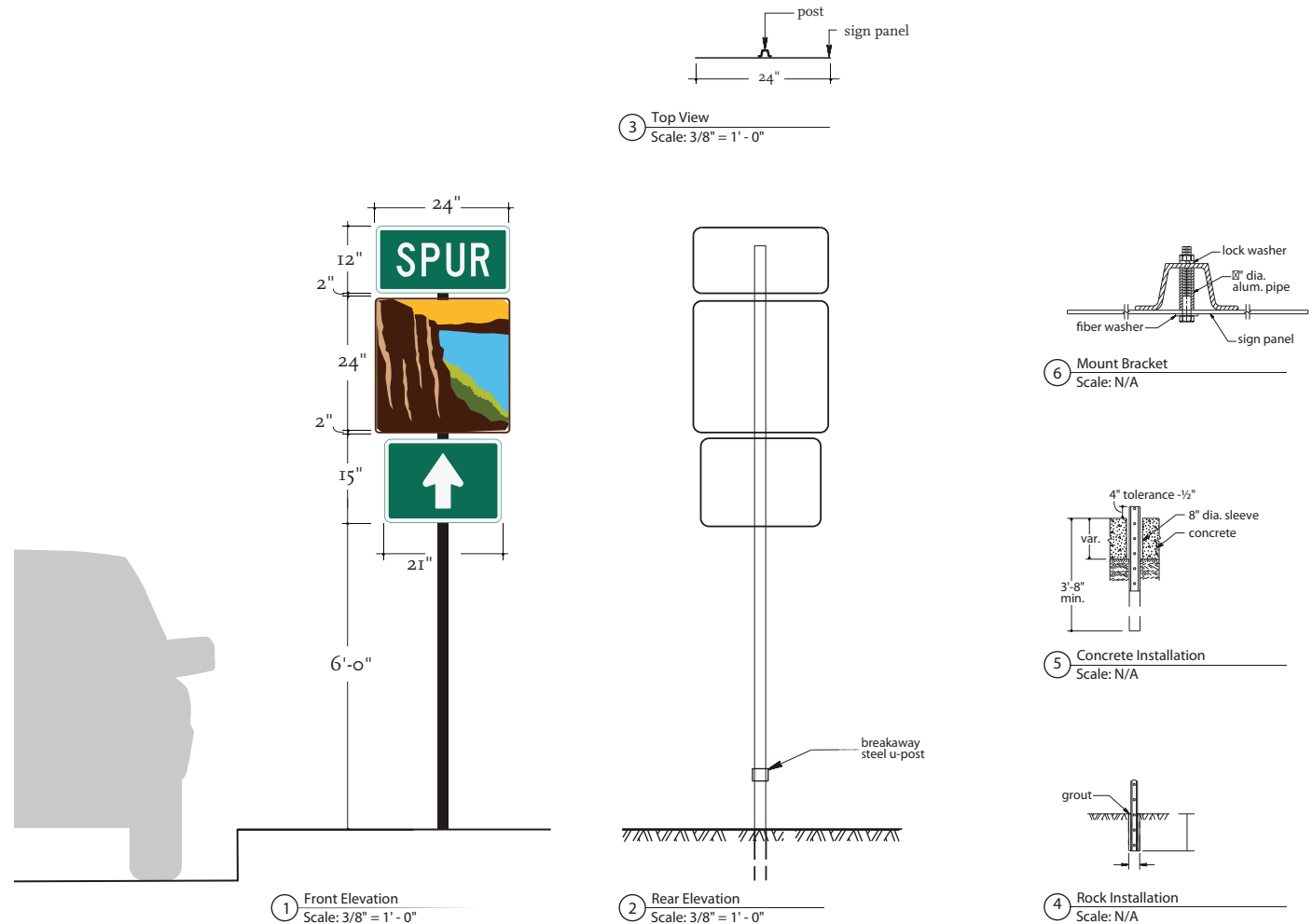
MATERIALS FOR NON-BREAKAWAY SIGN SUPPORTS

Item	Reference
Aluminum Materials	See Table 911.01.01 - 1 ²
Stainless Steel Hardware	See Subsection 908.042
Galvanized Steel Anchor Bolts	See Subsection 908.01.032
Galvanized Steel Leveling Plates 11	ASTM A 709, Grade 36
Galvanize Leveling Plates	ASTM A 123

These references present details about each item and can be found at <http://www.state.nj.us/transportation/eng/specs> (Source: <http://www.state.nj.us/transportation/eng/specs/2007>)

FABRICATION DETAILS

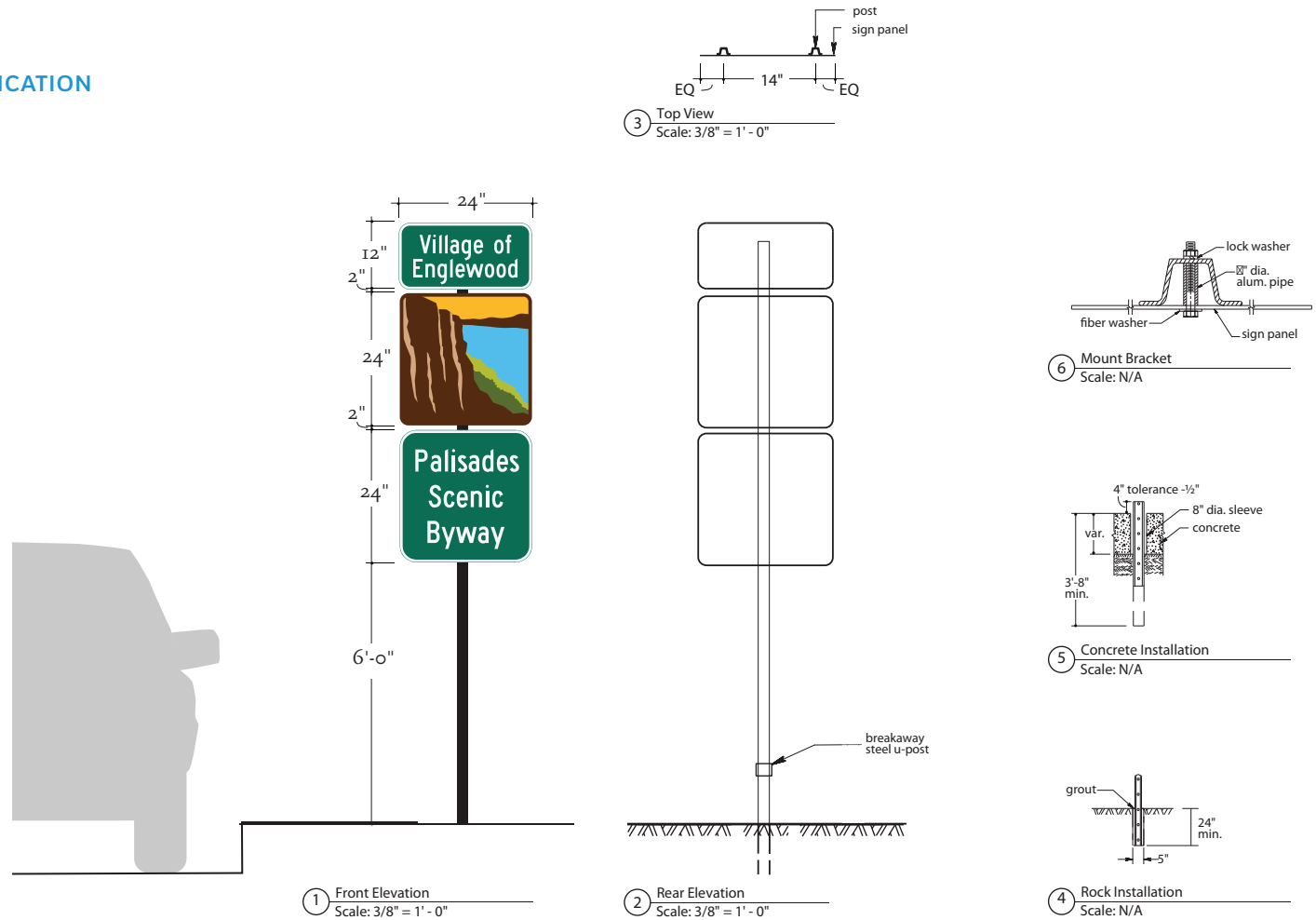
SIGN TYPE 1)
BYWAY IDENTIFICATION AND
WAYFINDING SIGNAGE



Note:
All signs shall be post mounted at a minimum height of 7'.
When a secondary sign is present, a minimum height of 6' is permitted.

FABRICATION DETAILS

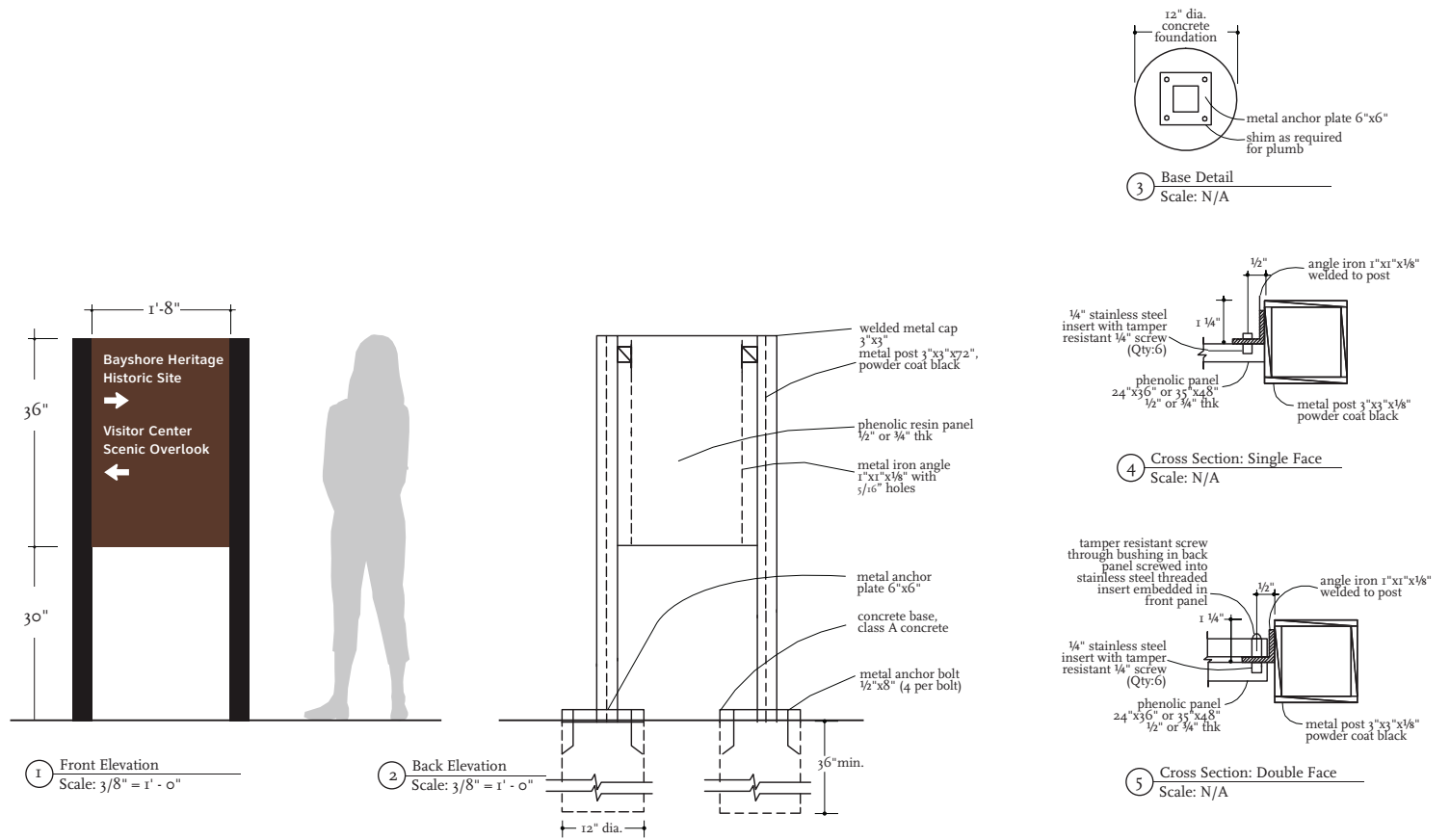
SIGN TYPE 2)
BYWAY COMMUNITY IDENTIFICATION



Note:
All signs shall be post mounted at a minimum height of 7'.
When a secondary sign is present, a minimum height of 6' is permitted.

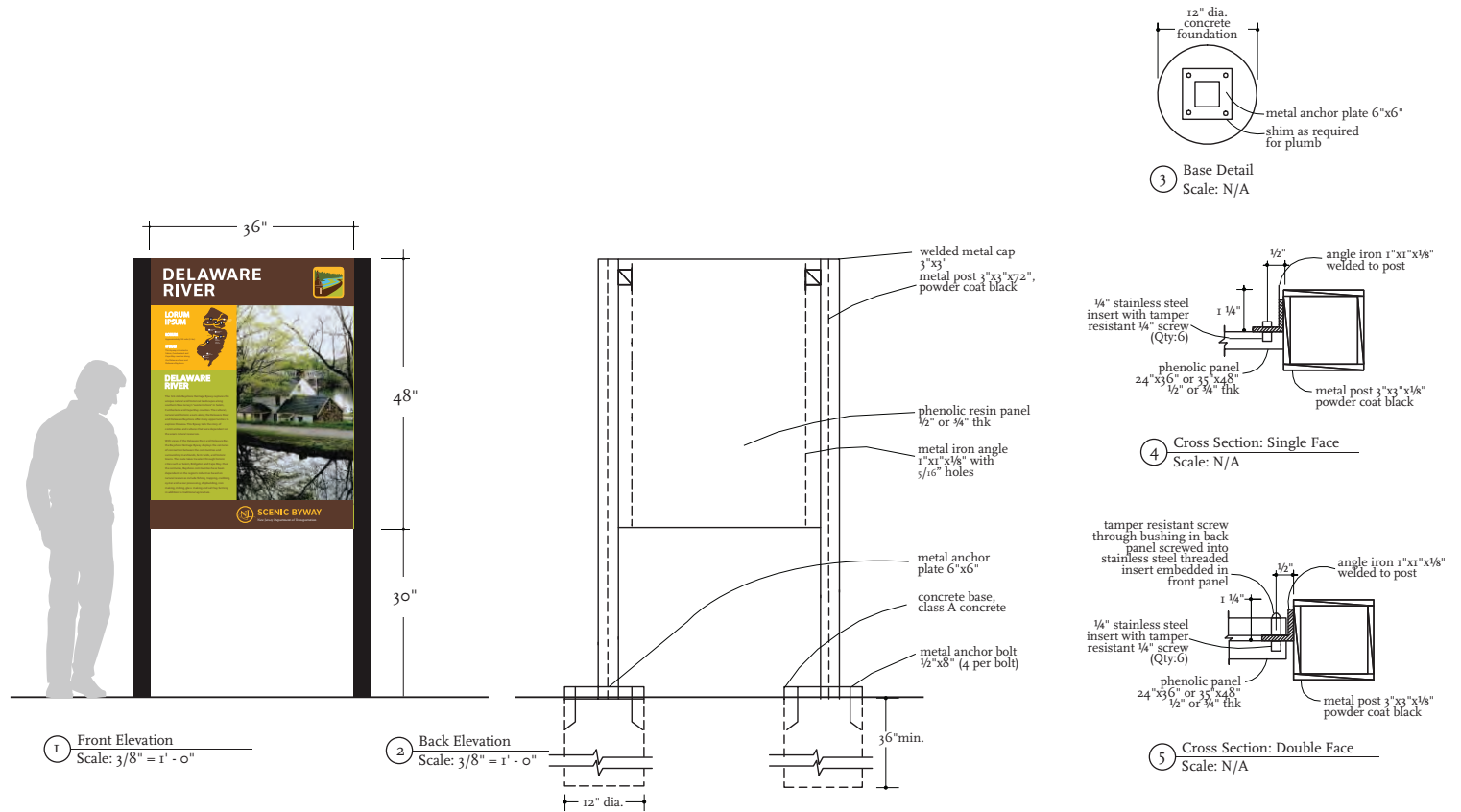
FABRICATION DETAILS

SIGN TYPE 3)
PEDESTRIAN DIRECTIONAL SIGNS



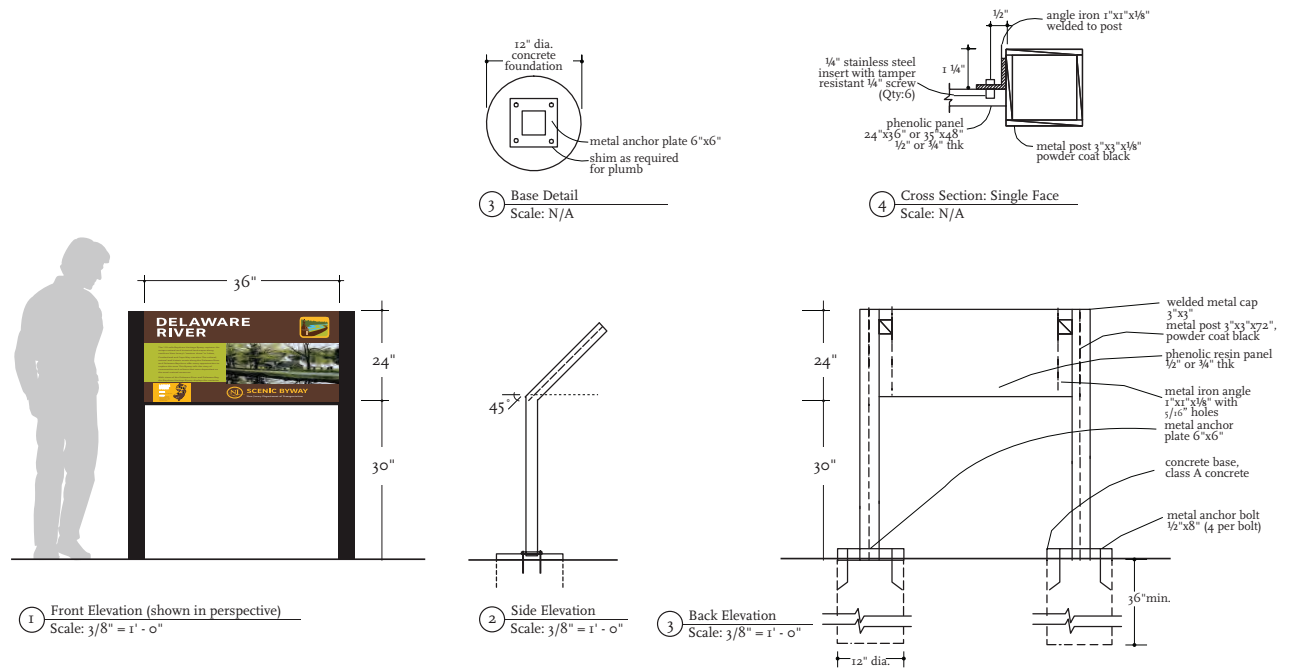
FABRICATION DETAILS

SIGN TYPE 4)
INTERPRETIVE SIGN



FABRICATION DETAILS

SIGN TYPE 4)
INTERPRETIVE SIGN SMALL





ADA COMPLIANCE AND MOUNTING HEIGHT

The minimum height of signs installed at the side of the road shall be seven (7) feet and shall be measured vertically from the bottom of the sign to the top the pavement. If a scenic byway is also part of the National Scenic Byway system, then the National Scenic Byway sign shall be installed below the identification sign. The height from the bottom of the secondary sign to the pavement shall be six (6) feet. Each sign panel must be separated by two (2) inches. For example, the distance between a byway logo sign panel and an auxiliary arrow panel must be two (2) inches.

