

## Background on National Scenic Byway Marker Sign

When considering the attached one page addendum to the new Manual of Uniform Traffic Control (MUTCD), a few points are useful to remember. The goal of this effort is to create a common visual identity for nationally designated byways without limiting your options to continue or develop state or local initiatives. The background points include:

1. FHWA plans to print a new edition of the MUTCD in January 2001. FHWA also will propose a number of additions or changes as an addendum to the MUTCD. These changes were identified during the development of the new MUTCD, but not in time to seek public comment necessary to include them in the new edition. FHWA will advance the byway marker with a number of other additions to the MUTCD within the following timeframe
  - November 2000: FHWA will provide information on the additions and changes to the National Committee on Uniform Traffic Control Devices for review. The committee includes traffic engineers and sign experts from state DOT's, local agencies, and the transportation industry.
  - January 2001: The National Committee on Uniform Traffic Control Devices will meet and provide comments and suggestions to FHWA on the proposed addendum to the MUTCD.
  - Spring 2001: FHWA will publish a notice for comment in the *Federal Register* on the proposed addendum to the MUTCD.
  - Fall 2001: FHWA will publish the addendum to the MUTCD.
2. The next page is the one-page addendum to the MUTCD that FHWA has provided to the National Committee on Uniform Traffic Control Devices for their January meeting. It is written in the format used for the new edition of the MUTCD. SUPPORT includes background information applicable to each manual section. STANDARDS cover all required activities. GUIDANCE would cover any "should" activities we'd propose and OPTIONS allows road management authorities some latitude when implementing the section.
3. We have suggested for now that the byway "logo" sign be placed in the Trail Sign (formally Trail Markers) section of the MUTCD and that the term "Marker" be used when referring to this sign. These specific terms seem important in the Traffic Operations community so why fight it.
4. You will note that the addendum page refers to a 24" square marker while the posted sign prototypes page on the byways.org website shows two sign types. In discussions with the manual preparation staff, the 24" square marker was ok but a 12" X 24" marker was "not done". We believe showing two sizes in the manual would add flexibility to use of this marker by road management agencies. As you review this material within your agencies, try to gauge the value and feasibility of pushing both sizes. For those states with existing logo or marker sign programs in your states, it would be important to determine whether this addendum will add value to what you are doing or limit you in some unintended way.

## 2D.49.01 NATIONAL SCENIC BYWAYS MARKER:

### SUPPORT:

This marker's message, the icon and text together, is the "brand image" developed for the National Scenic Byways Program, see figure 2-X. This marker's primary purpose is to form a connection between the route a byway traveler is driving and travel literature or promotional materials they may be using about the nationally designated byway. Markers also identify the gateway or portal of the byway and confirm the route for travelers. Markers are used to reinforce the traveler's experience and support other forms of traveler information including roadside interpretive materials, maps, route brochures and similar promotional materials. This marker is intended to complement state or local byway logo signing activities.

### STANDARDS:

This marker design is the only acceptable layout. When a byway and road management authority elect to use this marker, it shall be used uniformly along the entire route. This marker shall be placed so that the roadway route markers have primary visibility for the driver, see figure 2-XX. Use of this marker is limited to byways designated by the Secretary of Transportation under the National Scenic Byways Program.

### OPTIONS:

Placement of this marker may include use at gateway or entrance points to a route, either on route marker assemblies or as part of larger roadside structures. Markers may also occur periodically along the byway to confirm that travelers are still on the designated byway route, and at intersections where the byway route turns or follows a different numbered highway. When designated byways extend beyond state boundaries, this marker will be most effective when applied to each state's route. At locations where roadside features have been developed to enhance the byway travelers' experience such as rest areas, historic sites, or interpretive facilities, this marker may be placed on advanced sign assemblies to inform travelers that the site contributes to the byway travel experience. See Figure 2-XXX.



Sign is 24"x 24"

Figure 2-X

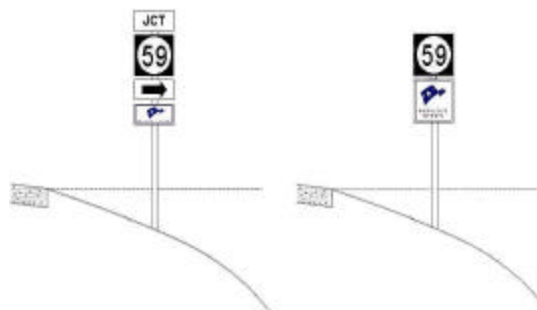


Figure 2-XX



Figure 2-XXX

Please post comments about your experience in the development, fabrication, placement, and use of signs or logos (along the road, as part of interpretative exhibits, maps, brochures, etc.). FHWA is especially interested in practical considerations that we should take into account in developing the guidelines.

