



Signage

General Sign Description

Three types of signage are present along the Scenic Byway. These include on-premise signs, off-premise signs, and official signs. These types of signs are defined below. A *Sign Inventory* for the Scenic Byway is included as an appendix.

- **On-premise signs** – are located on the property of the activity that they advertise. Signs that advertise the sale or lease of the property that they are on are also included in this category.
- **Off-premise signs** – display a wide range of messages and are the most commonly seen “billboard” type signs. They can range from oversized billboards to small posters.
- **Official signs** – are erected and maintained by public officers, departments, or agencies within their territorial or zoning jurisdiction. These signs are generally authorized under New York State or Federal Law. Historical markers authorized by State law and found in the Scenic Byway Corridor are considered official signs.

While much of this signage is limited and in sufficient quantity so as not to detract from the overall visitor experience, there are some areas where signage needs to be added, removed, or replaced. General signage recommendations provided by the Coordinating Committee and community included the following:

- Design a sign specific to the Durham Valley Scenic Byway
- Concentrate signage near points of entry
- Facilitate loop-tour travelers and better direct visitors to tourist services
- Signage should comply with New York State and Federal Law

Safety Signage

Safety signage helps promote safe travel for motorists and non-motorists alike. The Scenic Byway Coordinating Committee should also support efforts to provide signage in appropriate areas that inform drivers of sharing the road with pedestrians, bicyclists, equestrians, and livestock.

Interpretive Signage

Interpretive signage needs and design recommendations are described in detail in the *Resource Interpretation* section of the Corridor Management Plan.

Funding and Maintenance

Signage construction, installation and maintenance responsibilities will be determined based upon the location of the signs. All signs must be approved by the appropriate highway agency.

Outdoor Advertising Controls

Federal law prohibits new off-premise signs (e.g., billboards) along Scenic Byways. The goal of this requirement is to maintain an attractive right-of-way for the highway and avoid distracting clutter. A principal strategy of this Corridor Management Plan is to inform local government (i.e., the Town of Durham and Greene County), as partners in the management of the Scenic Byway, of this prohibition.

Trailblazing – Scenic Byway Signage

A system of consistent and identifiable route markers would serve to distinguish the Scenic Byway from other non-designated routes.

- A Scenic Byway logo marker alone will confirm that traveler is on the Scenic Byway

- The Scenic Byway marker will have possible additions:
 - “Begin” or “End” to mark Scenic Byway starting and ending points
 - “To” and appropriate arrow directing travelers to next Scenic Byway segment, when necessary
- Scenic Byway signs could piggyback on existing highway signs, or be mounted on new posts
- Scenic Byway entry signs should be placed near points of entry
- Scenic Byway entry signs should use non-obtrusive colors such as a light brown background with white text or green background with white text

Standard Sign Hierarchy

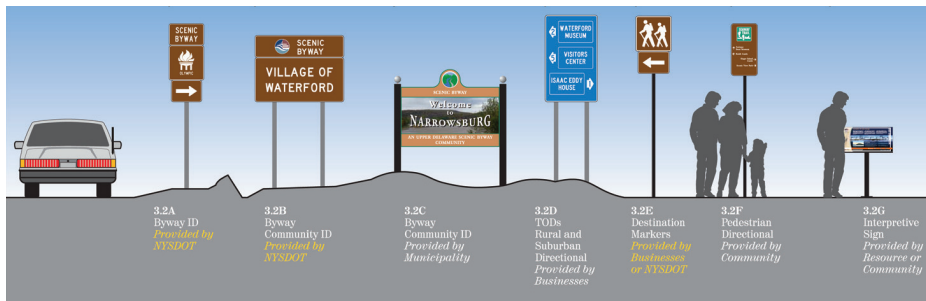
The signage graphic on the next page shows a standard sign hierarchy typically associated with a scenic byway. These are included to show the variety of materials, looks, and thematic styles that, if done properly, can extend the community's identity within its signage program. The intent of the typical hierarchy is to provide a standard reference and template for all future sign needs.

Management Actions - Signage

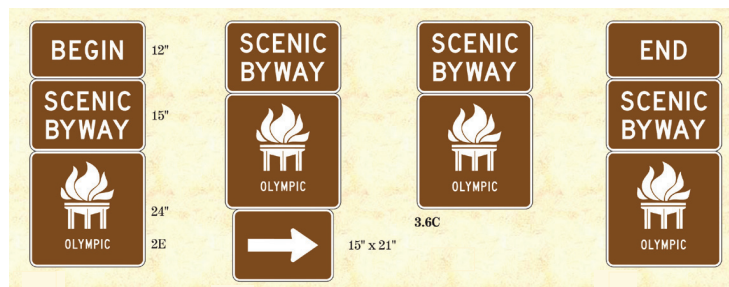
Create an integrated and cohesive system of graphic signing and materials to identify the Scenic Byway and Scenic Byway Corridor.

- a. Develop a graphic design for the Scenic Byway's interpretive signs.
- b. Develop a graphic design for a family of interpretive installations and interpretive media.

Signage



STANDARD NYSB SIGN HIERARCHY



- A BYWAY IDENTIFICATION (TYP.) WITH DIRECTIONAL ARROWS WHERE NEEDED**
12" wide (Provided by NYSDOT) Logo shown is sample of an approved byway logo. Durham Scenic Byway would need a color logo which could translate well into white.



- B BYWAY COMMUNITY ID- (existing)**
(Provided by Municipality)

NYSB SAMPLE WITH BYLINE

Durham hamlets have existing community identification signs that suit the historic character and scale of the area. With periodic maintenance and/or refurbishing, these are an appropriate part of the signage hierarchy for the scenic byway. Adding a byline that reads "A Durham Scenic Byway Community" would be an added benefit in maintaining visual continuity throughout the system.

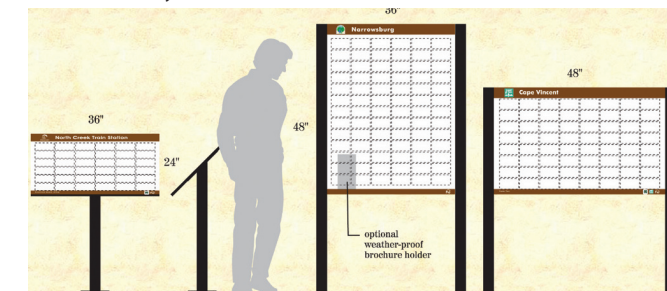


- C TOD -Tourist-oriented directional**
36" wide (Provided by businesses)

- D DESTINATION MARKERS**
12" wide
(Provided by businesses or NYSDOT)



- E PEDESTRIAN DIRECTIONALS (Variations)**
18" wide single panel, variable width arrow panels (Provided by community)



- F INTERPRETIVE**
36" wide on low profile horizontal and high profile vertical. 48" wide for high profile horizontal (Provided by resource or community)



- G HISTORIC MARKERS**
(Provided by resource or community- Not part of the NYS Scenic Byways sign program)

The NYS Scenic Byway sign manual shows recommended and required signs in the portions of the hierarchy shown on this sheet. **Signs A, C and D** are located in the rights-of-way, therefore are more strictly controlled by NYSDOT. They are also paid for by the NYS DOT.

Signs B, E, F, and G have more latitude when it comes to design and local character. It is recommended that these signs be designed to reflect the local character of the area.

As is mentioned under Sign B, the Durham Valley Scenic Byway needs its own distinctive logo which should appear on all signs, both standard and custom.