

I Introduction

The purpose of this report is to study the potential for a standardized regional tourism signage system. This report is primarily policy-oriented and includes only selected traffic engineering standards. The report addresses the following elements:

- existing and proposed local, county, regional, and state tourism signage systems
- the rules and guidelines that govern existing systems or will govern proposed systems in terms of sign design and location
- the costs of sign installation and maintenance
- preliminary sign location recommendations
- the potential for the adoption of international signs and symbols
- a preliminary strategy for implementing a standardized regional tourism signage system
- a list of tourism and tourism-related agencies and organizations in our region

II Methodology

For the preparation of this report the author consulted federal and New York State Department of Transportation (DOT) manuals and interviewed local, county, regional, and state officials.

In the section on NYS DOT State highways, the numbers in parentheses refer to the respective chapters in the federal Manual on Uniform Traffic Control Devices (MUTCD) and the NYS Manual of Uniform Traffic Control Devices.

The reproduced signs and markers are selected examples of their respective sign categories to visually enhance this report. The author created the classification system of tourist services signs, tourist destination signs, and billboards for better understanding. Included price ranges for signs and markers are estimates.

The recommendations are based on the review of federal and state manuals and interviews with local, county, regional, and state officials.