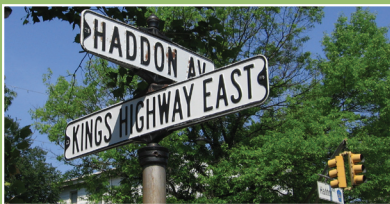


STATE OF NEW JERSEY Wayfinding Master Plan



Prepared by:

Celebrate NJ!
49 Ford Avenue
Freehold, NJ 07728
celebrateNJ.org

MERJE
One South Penn Sq.
The Widener Bldg.
Suite 1500
Philadelphia, PA 19107
merjedesign.com

Lance Wyman Ltd.
118 West 80th Street
New York, NY 10024
lancewyman.com

STATE OF NEW JERSEY Wayfinding Master Plan



Prepared by:

Celebrate NJ!
49 Ford Avenue
Freehold, NJ 07728
celebrateNJ.com

MERJE
One South Penn Sq.
The Widener Bldg.
Suite 1500
Philadelphia, PA 19107
merjedesign.com

Lance Wyman Ltd.
118 West 80th Street
New York, NY 10024
lancewyman.com

JULY 2009

Table of Contents

Acknowledgements	3
Executive Summary	5
1 MAKING IT EASY TO FIND OUR WAY	
1.1 Project Background	19
1.2 Objectives	22
1.3 Goals	23
1.4 Philosophy	24
1.5 Wayfinding Best Practices	24
2 ORGANIZING THE STATE	
2.1 Information Hierarchy	31
2.2 Gateways	34
2.3 Zones and Icons	38
2.4 Tourist Oriented Directional Signage	46
2.5 Existing Signage Programs	56
2.6 Transportation Links	60
2.7 Terminology	63
2.8 Community Mapping Initiative	65
3 PARTNERING IN THE PROCESS	
3.1 Overview	73
3.2 Criteria for Inclusion	76
3.3 Wayfinding Requirements	82
3.4 Budget Guidelines	86
3.5 Management & Maintenance	89
4 IDENTIFYING POTENTIAL PILOT PROGRAM AREAS	
4.1 Overview	97
4.2 Proposed Pilot Program Areas	100
4.3 Pilot Program Participant Application Form	107
5 IMPLEMENTING A STATEWIDE SYSTEM	
5.1 Funding Sources	112
5.2 Adoption of the Plan	117
6 COMPLETING THE JOURNEY	
7 APPENDICES	
A. Existing Roadway Signage	129
B. Existing Wayfinding Programs	133
C. Sign Maintenance Agreement	137
D. Sub-Committee Reports	143
E. Consultant Biographies	183

Acknowledgements

The team would like to thank a large number of people and organizations that have contributed to the creation of this report, including:

The citizens of New Jersey
The New Jersey legislature
The Wayfinding Steering Committee
The Wayfinding Work Groups
The Wayfinding Advisory Groups
ArtPride NJ
Crossroads of the American Revolution Association
NJ Chamber of Commerce
NJ Department of Cultural Affairs (NJDCA)
NJ Department of Environmental Protection (NJDEP)
NJ Department of Transportation (NJDOT)
NJ Heritage Tourism Task Force
NJ History Advocates
NJ Municipal Land Use Center
NJ Secretary of State (NJSOS)
NJ Transit

Funding Sources:
Community Foundation of NJ
The Hyde and Watson Foundation
NJ State Chamber of Commerce
The AdvanceRealty Foundation
Edmar Corporation

Advisors & consultants:
MERJE
Lance Wyman
Vertices (Wansoo Im)
Celebrate NJ! Board and Staff



Executive Summary

Our roadways are public space, part of the “public commons” of our state. In addition to considerations of safety and good engineering practices, our roads should also serve the highest public good and support healthy, whole communities.

The challenge

Everyone has their story of being lost in New Jersey. We are the most densely populated and most culturally diverse state in the nation with more roadways per square mile than any other state. In addition, we have 566 municipalities, 21 counties and numerous state authorities that oversee our roads—and they don’t currently coordinate signage with one another.

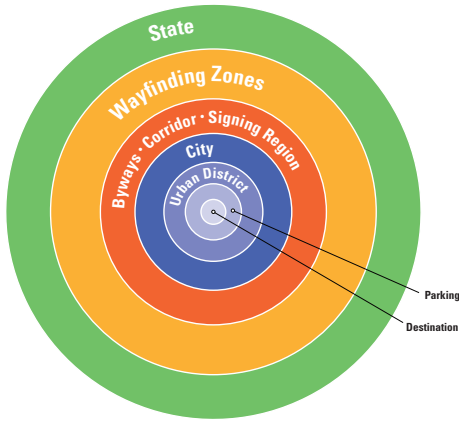
The opportunity

In October, 2006, Celebrate NJ, a New Jersey non-profit organization, accepted the request of the New Jersey History Advocates to champion a seamless, systematic, statewide wayfinding system. Following a Wayfinding Symposium that brought 100 representatives of statewide organizations together, and working closely with NJ DOT, Celebrate NJ began the process of coordinating four task teams (Tourist Oriented Destination Signs [TODS], Pilot Project, Funding, Public Relations) and funding raising for and hiring a team of Wayfinding experts: John Bosio (MERJE Wayfinding designer), Lance Wyman (an internationally recognized Wayfinding iconographer), and Wansoo Im (an extraordinary GPS mapping expert).

Modern technology allows for innovation that would have been impossible even five years ago. Using wide-spread access to GPS systems, cell phones, and the Internet, it is now possible to create a comprehensive Wayfinding system using words, colors, and symbols (icons) that integrate road signage, public transit, paper maps, and electronic medium. No state needs this more than ours.

The New Jersey Wayfinding Master Plan (available in PDF format at www.CelebrateNJ.org) addresses the following: Wayfinding, Icons and zones, Partnering Opportunities, NJPOL.com, Pilot Projects, Budget Guidelines, Funding and Adoption of the plan.

Vision: To make New Jersey a more welcoming, livable, friendly place by helping us find our way with ease and by making all our many points of interest and areas of natural beauty more accessible.



This diagram depicts the hierarchy of information for wayfinding in the State of New Jersey. It incorporates a sequence using general to specific information to reach your destination.

Wayfinding

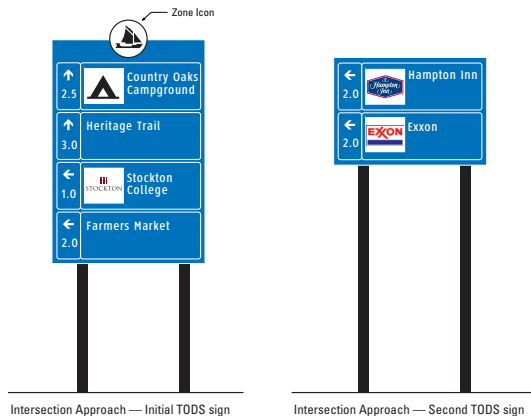
When a wayfinding system works, it helps us move with confidence in unfamiliar locations, creates a more welcoming environment, increases our sense of place, and benefits both travelers and New Jersey's many points of interest. New Jersey has always been the place of innovation, and New Jersey is a leader in developing a comprehensive, statewide wayfinding system.

Wayfinding encompasses all the ways in which people orient themselves in physical space and navigate from place to place. In reference to large exterior spaces (campuses, cities and regions) "Wayfinding Programs" typically include a coordinated signage system, distinct landmarks, printed support materials and electronic media information. When coordinated properly a Wayfinding program also promotes a consistent identity and acts as a powerful marketing tool.

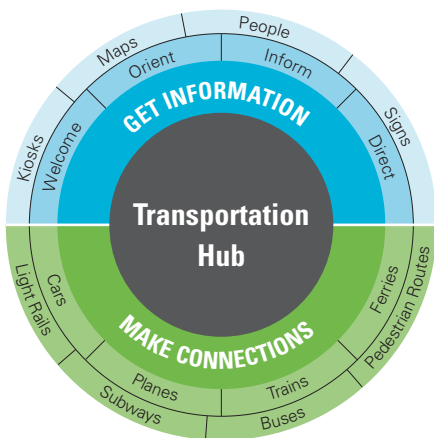
A successful, statewide wayfinding system begins with a consistent visual system that includes physical signs, incorporating consistent, clear, easily understood distinctions, GPS, and paper maps. The program outlined in this report is designed to enhance our state's cultural and economic development as follows:

- Identify and consistently mark entry points with Gateway signage that includes wayfinding zones that orient travelers to their position within the state
- Establish statewide wayfinding zones based on geography and context with unique, easily recognizable icons that unify and identify each zone
- Link County and local signage with TODS* signage (the blue, rectangular signs on state highways)
- Use TODS* signs to primarily promote New Jersey's attractions (consistent with the original intent of the TODS* program)
- Link all forms of mobility (e.g., public transit, bicycle paths, cars, Park & Ride lots) with vehicular travel

* Tourist Oriented Destination Sign (TODS)



TODS Signs—The addition of the wayfinding zone icon to the design of the TODS (Tourist Oriented Destination Sign) program unifies it with the rest of New Jersey's wayfinding elements.



Transportation centers should be viewed as opportunities to establish information hubs where wayfinding information can be distributed via interactive kiosks, printed materials, maps, etc.

Icons and zones

Wayfinding zones reflect the unique character and culture of an area while maintaining a consistent presentation of information to the traveler. Creating wayfinding zones provide a universal link in the chain of wayfinding information. Zone identification in gateway signage, maps and written directions offers an extended reach to individual destinations that may not currently be signed.

Our approach to establishing six wayfinding zones within the State has been to create a simple and memorable map pattern that is absent of political, official or functional boundaries. The zones are intended to reflect the context of the State while the naming of the zones remain consistent with cultural and historical references. Icons were developed for each zone to clearly and simply establish each area and provide a single element that can be used on signs, maps and promotional materials. The six zones identified are:

Western Zones

- Skylands
- Capital
- South Jersey

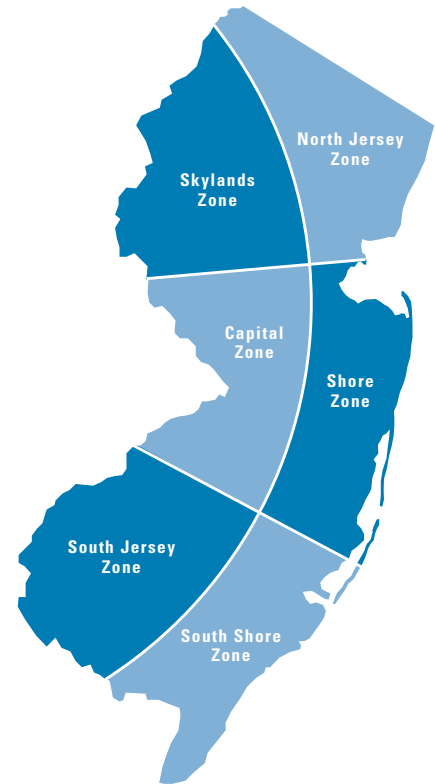
Eastern Zones

- North Jersey
- Shore
- Southern Shore

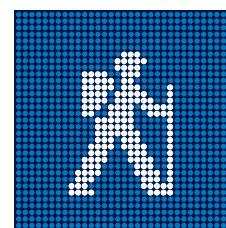
Partnering Opportunities

This is not just about pretty signs for visitors. A successful wayfinding strategy has far-reaching implications for increasing economic prosperity by bringing each of us to our destinations with ease: shoppers, business travelers, commuters, recreational adventurers. By examining the issues from the most general to the most specific, we are able to develop a seamless journey for the traveler. This journey begins with the earliest planning stages all the way until we enter the front door of our chosen destination. When we can achieve this, downtowns benefit. Historic sites and cultural venues benefit. Public facilities benefit. And all translate into economic benefits and increased tax revenues.

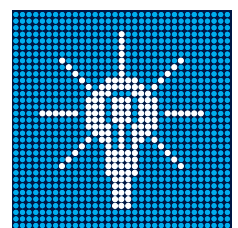
Wayfinding sign design begins with Federal and NJ DOT standards for legibility and consistency. Our overall approach has been developed through a wide consensus of stakeholders, creating ownership, a sign “vocabulary,” and funding, as well as guidelines for establishing inclusion in the system.



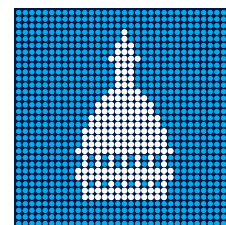
Above: This map shows the recommended wayfinding zones established based on the context of each area.
Below: These recognizable icons have been established to identify the zones depicted above.



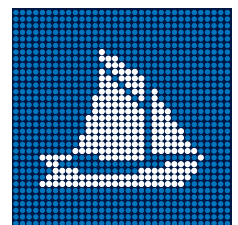
SKYLANDS ZONE



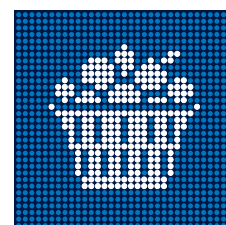
NORTH JERSEY ZONE



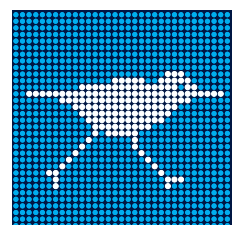
CAPITAL ZONE



SHORE ZONE



SOUTH JERSEY ZONE



SOUTH SHORE ZONE



NJPOI.com: New Jersey's Points of Interest Map Site: A new model for a new time

NJPOI.com represents a shift from the old "top-down" model of tourism marketing to one that is driven powerfully from the ground up.

For too long, NJ's attractions have looked to government to effectively market the State to our residents, to neighboring states and to the world. Much progress has been made, but our potential is greater. Especially now, in hard economic times, we need to use this opportunity to build the infrastructure that gives NJ's attractions a competitive advantage over other states.

New Jersey is within 100 miles of one third of the population of the United States. In a recession, people stay closer to home. Given the current economic climate, the opportunity has never been greater.

NJPOI.com is a new online wayfinding tool developed to help both visitors and all of us explore and discover our State. The map site includes thousands of points of interest for visitors to find, whether we enjoy arts, the outdoors, history, shopping, sports or entertainment.

New Jersey is home to thousands of great Points of Interest and now we can help you find them!

NJPOI.com can help you find your way when you know what you're looking for, and especially when you don't. Search the map by town and find all kinds of fun and exciting ways to spend a day, a weekend or a lifetime in the Garden State. Or narrow your search by category and find arts & culture, history, educational activities, outdoor recreation, sports & entertainment, shopping, food, lodging and more – all in one place!

NJPOI.com is your one-stop map site to all the best New Jersey has to offer.

Find New Jersey Points of Interest

SELECT ONE OR MORE CATEGORIES

<input checked="" type="checkbox"/> Arts and Culture	<input type="checkbox"/> Outdoor Activities
<input type="checkbox"/> Educational Activities	<input type="checkbox"/> Shopping
<input checked="" type="checkbox"/> Food and Lodging	<input checked="" type="checkbox"/> Sports and Entertainment
<input checked="" type="checkbox"/> History	<input type="checkbox"/> Visitor Information

CITY

NEWARK CITY

POI NAME

* optional

CHOOSE A SEARCH RADIUS

☒ 5 miles ☐ 10 miles ☐ 15 miles ☐ 20+ miles

Public Transit Information, too.

If you want to explore New Jersey by rail or bus, select the Public Transit options on the [Search the Map](#) Page and see where the lines run, get the schedules and discover great Points of Interest within walking distance from the stops.

It's Easy to Get Started

- 1 Select a Search Category
- 2 Select a City or Town and Search Radius
- 3 Click Search and View Interactive Map Results

Quick Links

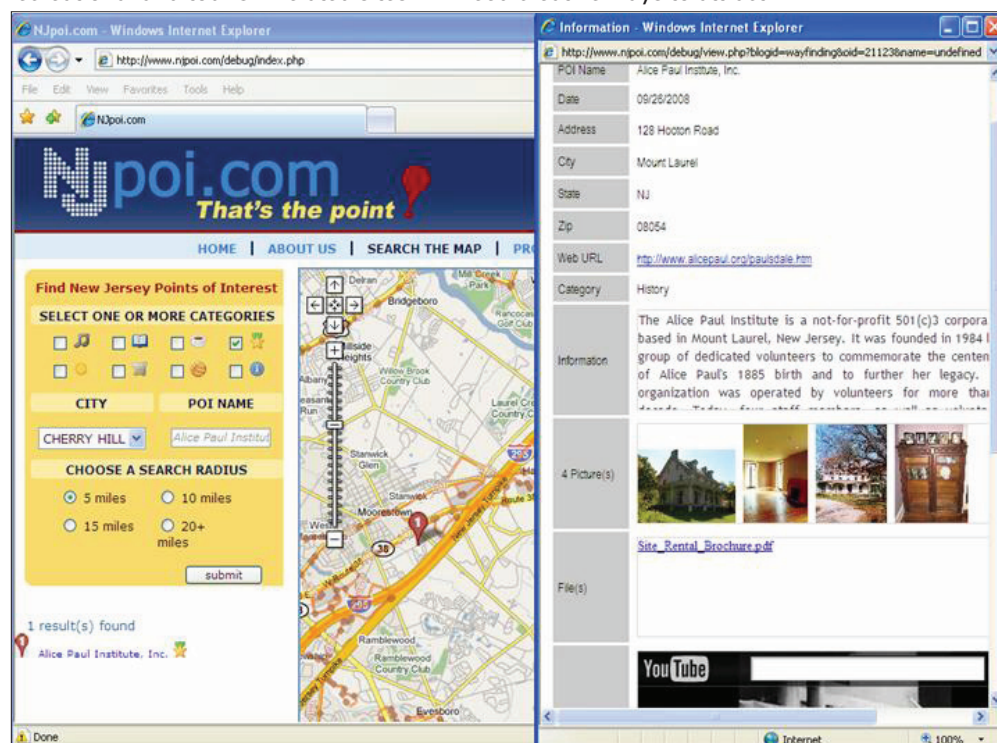
NJPOI.com is a new online wayfinding tool developed to help both visitors and all of us explore and discover our State.

What does this shift look like?

ASPECT	TOP DOWN (OLD WAY)	BOTTOM UP (NEW WAY)
Travel planning	Visitors conduct research online one attraction or travel planning site at a time, in advance of travel	NJPOI.com – Visitors can move around the state geographically, search by location and category, visit multiple attraction websites, all from the same map site
Multiple site planning	Visitors go to websites one at a time, piece together itinerary and directions	NJPOI.com – able to see sites in relation to each other on the map, see reasons to stay longer and explore a given area of the State
Coordinate travel plans with mass transit	Visitors go to mass transit websites separate from travel planning and attraction websites	NJPOI.com - Mass transit lines and stop locations integrated with attraction sites and site distances are highlighted; access to mass transit schedules from map site
Special event information	Visitors research individual interest-focused websites or attraction websites for event information	NJPOI.com- Wide array of information available in real time from member site locations—updated as needed by members 24/7
Richness and depth of information	Available primarily to larger attractions with greater promotional budgets	NJPOI.com - Available to all attractions—text, photos, links, and video uploaded by member site itself at an extremely affordable annual membership fee
Data base management	State and regional tourism websites and bi-yearly travel guides are centrally managed and updated	NJPOI.com – Community participatory model where members update their own information. Expandable (easy to add POI locations and information layers)
Direction of statewide promotional agenda	State Department of Travel & Tourism, NJTIA members and lobbyists, outside marketing firms help to determine direction	NJPOI.com - A collaboration of thousands of points of interest work together to promote the entire State
Marketing Campaign Focus	State tourism focus and investment has historically been made primarily on Atlantic City and The Shore (recent shift to DMO funding)	NJPOI.com -All New Jersey travel zones empower each other by their membership, all receive equal opportunity to promote
Source of cooperative marketing dollars	Administered, decided and distributed by the NJ Department of Travel & Tourism – dependent on state budget; county budgets	NJPOI.com –an affordable membership fee that funds a statewide marketing campaign to benefit the entire NJPOI community
NJ TODS (Tourist Oriented Directional Signage) program	Managed by NJ DOT, pricing is higher than many smaller points of interest can afford (even at recommended lower price points).	NJPOI.com – a grant pool from membership dollars will underwrite a portion of the cost of TODS signs for members
Orientation of planning	Planning in advance	NJPOI.com – Encourages discovery and spontaneity!

By searching a town by 5, 10, or 20 mile radius, we can see all that's available on one map. We can also plan our travel by bus, train or light rail, overlaying these lines and stops on the map.

We live in a new world. Funding sources have been greatly reduced or have disappeared altogether. History is no longer a reliable predictor of funding. Arts and cultural venues, historic sites, parks, recreational and tourism-related sites will need creative ways to attract

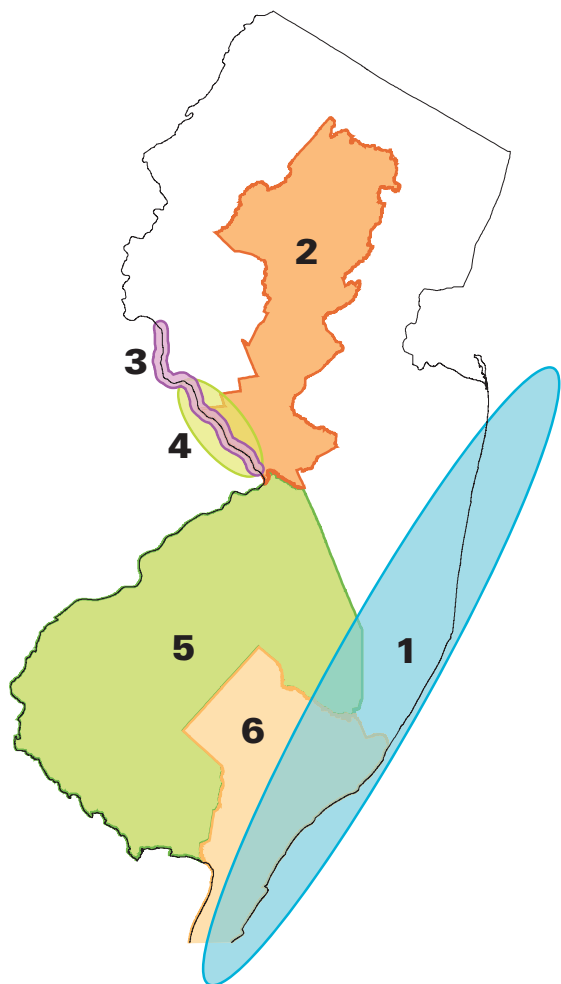


The NJPOI.com site includes thousands of points of interest for visitors to find, whether we enjoy arts, the outdoors, history, shopping, sports or entertainment.

visitors and generate revenue. Groups will need to re-invent the way we do business by engaging in new strategies for promotion to gain maximum visibility and ultimately ensure long-term viability.

NJPOI.com is an online cooperative, community-based marketing tool that pools nominal membership fees from thousands of points of interest organizations and businesses together to create a powerful promotional vehicle for today's world. For as little as \$50 per year, these groups can benefit from a statewide promotional effort that will not only help visitors find them but also find out about them as they travel around NJ.

NJPOI.com is a new model for a new time. It's not dependent on state or private funding but on the concept that "the whole is greater than the sum of the parts." The united strength of many attractions,



This map shows areas considered for potential Wayfinding Projects based upon the criteria established for Pilot Program Area Selection. Those areas are: (1) the Jersey Shore, (2) Morris, Somerset and Mercer Counties, (3) Route 29 Delaware Scenic Byway, (4) Lambertville/Trenton Corridor, (5) Camden, Burlington, Salem, Gloucester and Cumberland Counties, (6) Atlantic/Cape May Counties.

large and small creates a self-generating, self-sustaining vehicle for marketing and promoting thousands of New Jersey's points of interest.

Developed by Dr. Wansoo Im and Vertices LLC throughout 2008, Phase I of the fully functional www.NJPOI.com site was launched on January 12, 2009.

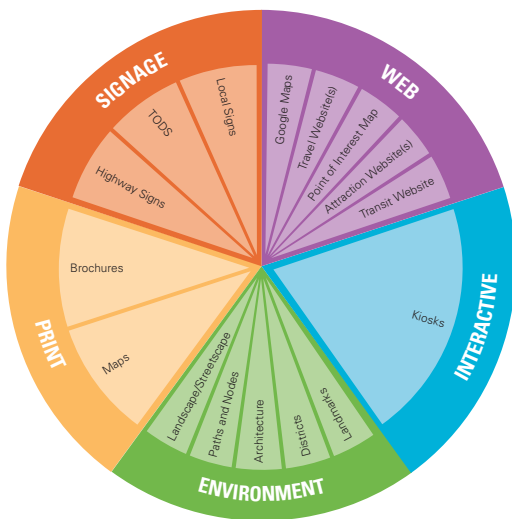
Pilot Projects

One or more areas will be identified to demonstrate how this wayfinding system will function. Criteria for selecting areas wishing to participate in the first phase-in of this program include those where:

- Tourism is an economic engine of the area
- An established organization or agency promotes and/or governs the area
- The area encompasses a variety of physical conditions
- The area includes multiple counties
- The area includes an existing urban wayfinding program
- A relatively simple wayfinding circulation pattern exists
- Opportunities to link various modes of transportation are available
- The organization or agency agrees to accept all costs and labor associated with the on-going maintenance of the system
- The organization or agency agrees to remove all extraneous and/or deteriorated existing wayfinding signage.

Additional consideration may be given to areas that have a strong public transportation component to their wayfinding requirements.





WAYFINDING TOOLS

Signage is not the only tool available to aid a person in their ability to find their way. Wayfinding tools include information found on the internet, kiosks, and print materials as well as signage and the physical environment.

Budget Guidelines

Consideration should be given to the costs associated with implementing a wayfinding program as projects are organized. There are both hard costs (implementation costs) and soft costs (planning fees) that go along with a project of this nature.

Small boroughs or main street programs could expect to spend anywhere from \$25,000–\$50,000 on planning and design fees plus \$50,000–\$75,000 on implementation of a system depending on the project's scope. In contrast, a mid-size city may spend \$85,000–\$120,000 on planning and design plus \$350,000–\$500,000 on implementation. Comprehensive city/regional program costs could be upwards of \$150,000–\$225,000 for soft costs plus \$750,000–\$1.2 million for hard costs. (See Section 3.4 for a full table outlining project associated costs)

Funding

This statewide wayfinding system will seek to maximize available federal, state, and county funding through coordination, uniformity, and economies of design and fabrication costs as well as to attract private funding.

Adoption of the Plan

In order to assure cooperation and coordination among various state agencies, counties, and municipalities, by providing a process, a set of guidelines, and legal authority regarding jurisdictions, the plan recommends that where appropriate and necessary that the wayfinding standards be drafted into NJDOT regulations and /or related legislation.

Go to www.CelebrateNJ.org for information about New Jersey's wayfinding system, a 5-minute Wayfinding video, and the link to the complete Wayfinding Master Plan.



MAKING IT EASY TO FIND OUR WAY

1

- 1.1 Project Background
- 1.2 Objectives
- 1.3 Philosophy
- 1.4 Wayfinding Best Practices



1.1 Project Background

Our roadways are public spaces, part of the “public commons” of our state. In addition to considerations of safety and good engineering practices, our roads should also serve the highest public good and support healthy, whole communities. When signage works, it helps us move with confidence in unfamiliar locations.

Because New Jersey state, county, and local authorities do not always coordinate signage, it’s often easy to lose the trail when trying to find our way. A successful Wayfinding program has the potential for making all our important points of interest easy to find without creating unnecessary and confusing sign clutter.

A good Wayfinding program not only reduces the frustration of traveling in unfamiliar neighborhoods, it also enhances pride in our sense of place by reminding us of the sites which give character to our surroundings. It makes business sense too. Tourism is a \$35 billion industry in New Jersey. Neighboring states have already begun to enhance Wayfinding to support their own tourism. New Jersey needs to keep pace and be competitive.

Why now?

The next 12 months are a prime window of opportunity that won’t come again for another 10 years. The state’s Tourist Oriented Destination Sign (TODS) signage program has been in place for almost 10 years. In August, 2009, NJ DOT began accepting proposals to enhance or replace the existing program. A comprehensive, statewide approach to Wayfinding is needed.

New Jersey has some unique challenges. Many of New Jersey’s recreational areas, cultural sites, historic venues, and other attractions (e.g., farmer’s markets, zoos, botanical gardens and parks, marinas, resorts, ski areas, wineries) are





not directly accessible from major highways. The current state TODS signage program is a template used in 17 other states. Since Colonial times, New Jersey has been the most densely populated and culturally diverse state in the nation with a tradition of Home Rule. A successful Wayfinding program in New Jersey would involve not just sites within a short distance of state highway crossroads, but “tiered” signage that directs a person from federal, state, county or local roads to a point of interest.

How can this be accomplished?

Celebrate NJ! has facilitated the involvement of a wide spectrum of stakeholders, encouraging public/private collaboration, coordinating meetings to develop a process of consensus building, and forging a common vision. No one person or group singly can do what all of us can do easily together. This is not an impossible challenge, but an opportunity for creativity, imagination, and commitment.

Who are our partners?

To date, a nonprofit organization, Celebrate NJ!, has engaged a variety of stakeholders, government agencies and community leaders to take on the initiative of creating a comprehensive wayfinding program. So far, NJDOT, the NJ Heritage Tourism Task Force, NJ DEP, New Jersey History Advocates, the state Chamber of Commerce, NJSOS, NJDCA, Crossroads of the American Revolution Association, ArtPride, the Municipal Land Use Center, NJ Transit, NJ Travel & Tourism, and the Community Foundation of New Jersey have signed on as partners in this initiative. Other interested parties include representatives of many statewide groups including the NJ Historical Commis-



A Successful Wayfinding Planning Process:

- Creates a great first impression of a State and municipalities that are well planned, organized, friendly and safe.
- Promotes teamwork among project participants.
- Addresses each criteria for all levels of wayfinding across the State.
- Aids travelers in discovering all that NJ has to offer.



sion, the NJ State Council on the Arts, NJ Audubon, the NJ Hotel/Motel Association, the League of Municipalities, the NJ Restaurant Association, the NJ Association of Counties, NJBIA, the NJ Campground Association, and NJ Parks & Recreation Association.

A nationally-prominent wayfinding design team, MERJE of Philadelphia, is managing the process. What has been developed is a set of standards and options for creating signage districts and regions in the State of New Jersey, using best practices to develop a consistent, comprehensive statewide framework.

Following the NJ Wayfinding Symposium in Trenton on Dec. 7, 2007, a Wayfinding Advisory Committee of 70 was formed. Forty-seven individuals representing a wide, cross-section of stakeholders organized themselves into Work Teams (i.e., Funding, Pilot Project, TODS Criteria, and Public Relations) and contributed to the development of this master plan.

1.2 Project Objectives

The objective of this report is to establish a set of best practices for developing wayfinding systems within a consistent and comprehensive framework throughout the State of New Jersey.

This has been accomplished by auditing existing statewide wayfinding systems, creating standards for defining zones in the State, recommending criteria for inclusion for the various wayfinding systems, establishing a framework for consistent

use of terminology and proposing recommended standards across the State.

This report provides Signing Regions and specifies the need for an accompanying administration process and ongoing management and maintenance plan to assure a successful wayfinding program. Design guidelines and “common” components necessary for a cohesive statewide system have been established. Subsequent Pilot Project areas will ultimately demonstrate this system.

1.3 Project Goals

- Illustrate best practices and the process for creating successful wayfinding projects in NJ.
- Provide a plan for wayfinding information to be easily understandable and strategically located.
- Create signage zones and standards.
- Establish design guidelines and “common” components that present a cohesive system throughout the state but allow for signing zones to project their unique character/identity.
- Educate NJ municipalities, cities, towns and communities, to successfully administer, manage and maintain their wayfinding systems.
- Minimize the project obstacles encountered when developing a wayfinding system.
- Identify funding sources and strategies, including public/private partnerships and grant programs.



1.4 Philosophy

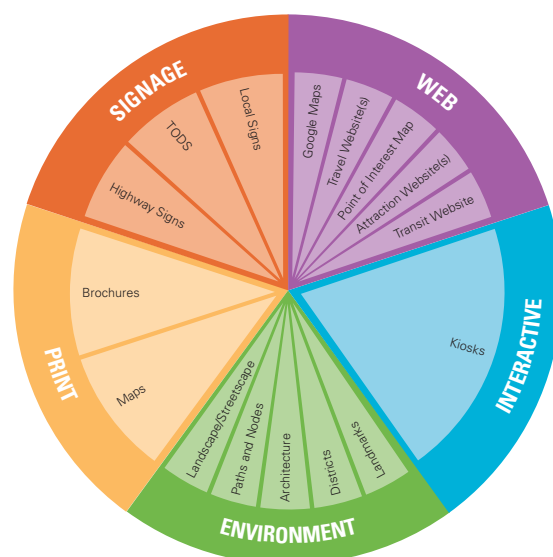
As we set forth to meet our objectives, our philosophy was to create a well planned, organized and user-friendly image for the State while aiding travelers in discovering all the State of New Jersey has to offer. To achieve this we sought to link each level of information so that wayfinding becomes a seamless process. We also engaged and promoted teamwork among the many stakeholders in this process, including FHWA, NJDOT, the various Counties and Regions of New Jersey as well as other approving agencies.

1.5 Wayfinding Best Practices

Wayfinding is the way in which people orient themselves in the environment and make their way from one place to another. It is a problem solving process that involves making decisions and processing information in order to move with confidence in unfamiliar locations.

Wayfinding efforts are successful when your intended destination has been reached. Environmental cues, such as landmarks and the natural landscape in addition to signage can influence how an individual makes decisions regarding their travel. The goal of wayfinding is to present general to specific information that will facilitate a traveler's ability to make their journey in a logical way. A clearly established information hierarchy, removal of visual (sign) clutter, sign legibility and consistent use of terminology all play an important role.

The federal Manual on Uniform Traffic Control Device (MUTCD) guidelines, followed by all state Departments of Transportation, provide design standards with regard to legibility and safety along state and federal highways. This Master Plan provides a process to expand and organize these standards throughout all wayfinding programs in New Jersey.

**WAYFINDING TOOLS**

Inclusion criteria and standardized terminology were developed for those areas that are unique to New Jersey. Urban sign program were given consideration and an outline of design standards are provided.

All wayfinding programs must aim to reduce visual clutter and provide a limited but focused amount of information at any given point. The issue of visual clutter is something all states, municipalities and cities struggle with. Solving the problem of “visual clutter” is a much larger issue than just signage. Visual clutter is often the result of a lack of overall coordination. Signs are typically placed based on individual needs and not planned as part of a comprehensive system that takes all surrounding environmental elements into consideration, including other signs, street furniture, trees and buildings.

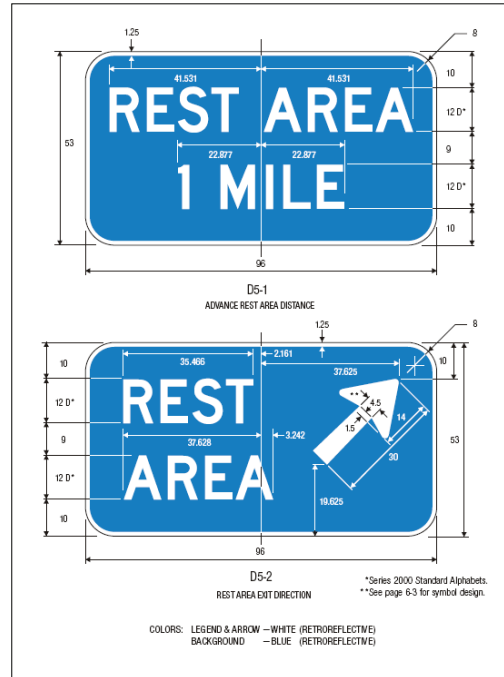
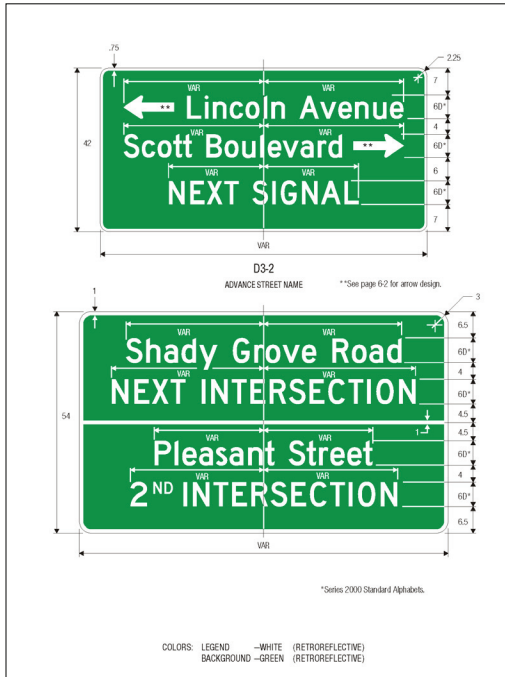
Wayfinding tools include information found on the internet, kiosks, and print materials as well as signage and the physical environment.

MUTCD Requirements

(From the Manual on Uniform Traffic Control Devices, published by the Federal Highway Administration (FHWA) under 23 Code of Federal Regulations (CFR), Part 655, Subpart F.)

The Manual on Uniform Traffic Control Devices (MUTCD) defines the standards used by road managers nationwide to install and maintain traffic control devices on all streets and highways.

The traffic control devices (TCD) are very critical for the safe and efficient transportation of people and goods. The Manual on Uniform Traffic Control Devices (MUTCD), by setting minimum standards and providing guidance, ensures uniformity of traffic control devices across the nation. The use of uniform TCDs (messages, location, size, shapes, and colors) helps reduce crashes and congestion, and improves the efficiency of the surface transportation system. Uniformity also helps reduce the cost of TCDs through standardization. The information contained in the MUTCD is the result of either years of practical experience, research, and or the MUTCD experimentation process. This effort ensures that TCDs are visible, recognizable, understandable, and necessary.



The MUTCD contains standards, guidelines, and options for the signing within the right of way of all types of highways open to public travel.

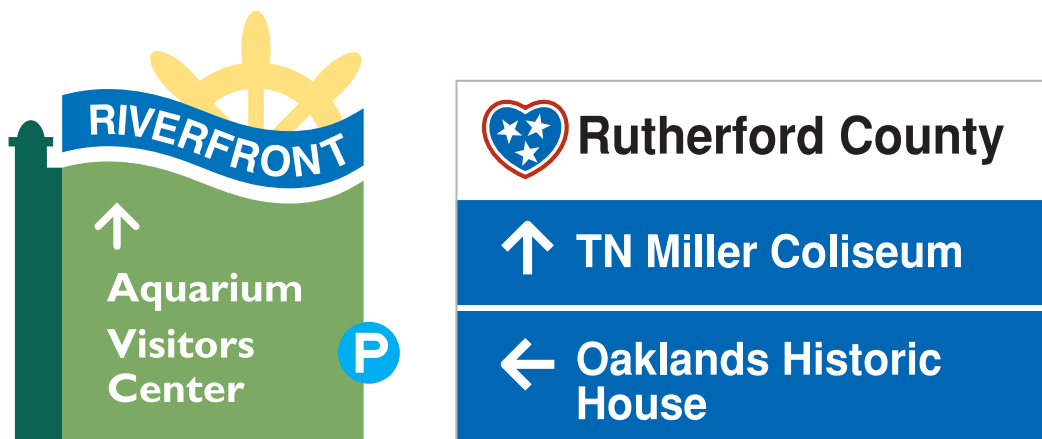
The MUTCD audience includes, but is not limited to: State and local highway agencies, public officials, the insurance industry, law enforcement agencies, incident management personnel, maintenance personnel, academic institutions, private industry, and planning, construction and engineering organizations.

MUTCD Design Guidelines

The MUTCD contains standards, guidelines, and options for the signing within the right of way of all types of highways open to public travel. Guidelines include regulations for sign usage and placement as well as panel layouts and design. General guidelines include elements such as sign dimension, letter style, letter size, amount of legend, arrows, symbols, reflectivity, borders, spacing, and color. Requirements and standards vary by road type and options are defined within the manual for various types of roadways (i.e. Freeways, Expressways, Urban Roads, Rural Roads).

Proposed changes to MUTCD guidelines specifically address concerns raised by various community wayfinding programs throughout the country. The FHWA is proposing the following:

Figure 2D-19. Examples of Enhancement Markers on Community Wayfinding Guide Signs



Proposed changes to MUTCD guidelines would add guidelines for community wayfinding programs.

The FHWA proposes adding a new section numbered and titled "Section 2D.52 Community Wayfinding Signs" that contains SUPPORT, STANDARD, OPTION and GUIDANCE statements, as well as two new figures, regarding the use of community wayfinding guide signs to direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area. The remaining sections and figures in Chapter 2D would be renumbered accordingly.

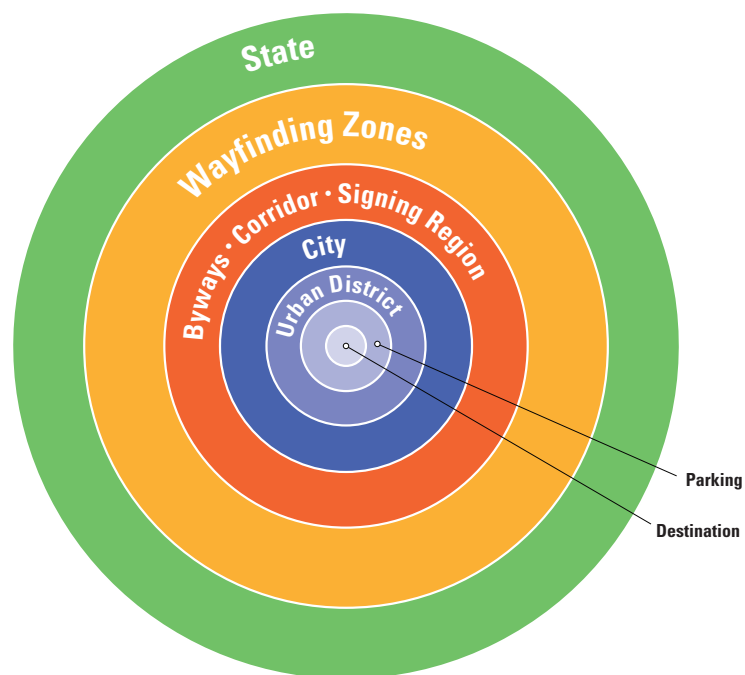
Many of the cities currently using community wayfinding signs are using different colors, design layouts, fonts, and arrows, and many of these signs are not well designed to properly serve road users. The FHWA proposes to add this section to provide a uniform set of provisions for design and locations of these signs based on accepted sign design principles, to achieve consistency for road users. The FHWA proposes a phase-in compliance period of 15 years for existing signs in good condition to minimize any impact on State or local highway agencies.

The proposed new section was under public review until July 2008 and could be formally adopted, mid to late 2009.

ORGANIZING THE STATE

2

- 2.1 Information Hierarchy
- 2.2 Gateways
- 2.3 Zones and Icons
- 2.4 Tourist Oriented
Directional Signage (TODS)
- 2.5 Existing Signage Programs
- 2.6 Transportation Links
- 2.7 Terminology
- 2.8 Community Mapping
Initiative (NJPOI)



2.1 Information Hierarchy

Wayfinding is about making your way to a specific destination or point of interest following a sequence of information that moves from general to specific. A strategic plan for wayfinding throughout the State of New Jersey must be all inclusive and begin at the state boundary all the way through arrival at a point of interest. This hierarchy of information is supported through all means of communication be it electronic, signage, internet, printed, written or verbal.

Think of the path to information as concentric circles with the outer most ring representing the State of New Jersey. Moving inward the next ring represents a geographical zone of the state. The next ring would represent signing regions, corridors and byways. These are geographically smaller than a zone and may provide connections between zones or connect cities and municipalities within any larger region. Cities mark the mid-point on the concentric circle. On a state level Cities would be considered the most specific level of information to be obtained on the interstate and state roadway systems. Cities may have wayfinding programs internal to themselves and within those programs the City becomes the most general level of information similar to that described for the State

A hierarchy of information must be established as well as consistent terminology for information at each level. It is also important to understand how proximity to a point of interest factors in to the overall communication of the wayfinding information.

Where in
New Jersey am I?

Have I crossed into
New Jersey?

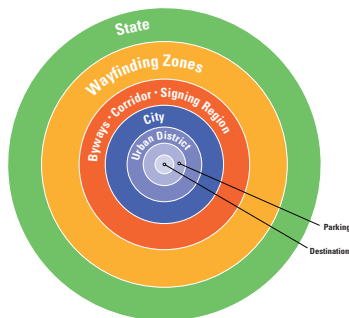
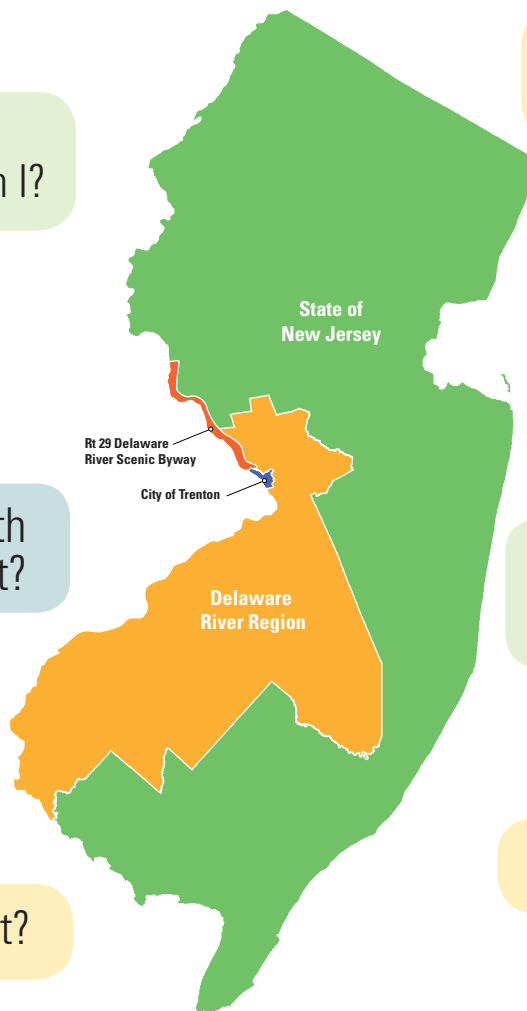
Do I need to head North
or South? East or West?

When will I see signs
for Trenton?

How much farther is it?

Is this Trenton?

Where do I park?



Visitors traveling to New Jersey in pursuit of a specific city, destination, or point of interest ask themselves a number of questions during the course of their travel. Signage with a clear hierarchy and consistent messages can answer these questions and reassure travelers. For instance, take someone traveling from New York City to Trenton.

They leave New York via the George Washington Bridge and enter New Jersey. As they exit the bridge they are greeted by a Welcome to New Jersey sign indicating their arrival to the state. They enter into New Jersey in the Northern Zone. They access the NJ turnpike (I-95) and follow signs pointing them towards Central New Jersey. As they travel south and cross the Union and Middlesex county lines, signage confirms that they have arrived in Central New Jersey. Continuing their travel they now follow signs pointing them towards I-195 and Trenton. The wayfinding signage program for the City of Trenton welcomes the traveler to the City and points them towards their particular point of interest and any associated parking.

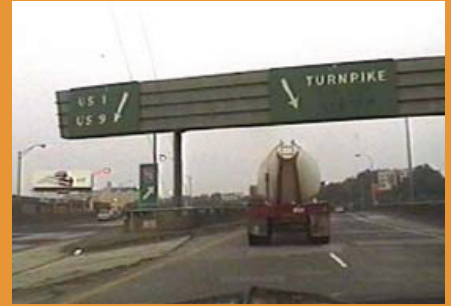
Driving the route from New York City to the New Jersey State House



Accessing the George Washington Bridge from NY



Exiting George Washington Bridge into New Jersey



Turnpike decision point



Turnpike toll plaza



Turnpike decision point



Turnpike exit for Trenton



I-195 West toward Trenton



I-195 West becomes Rt.29



Rt.29 toward Trenton



Rt.29 tunnel to Trenton



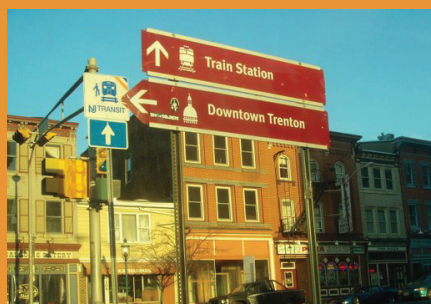
Trenton exit decision points



Trenton exit decision points



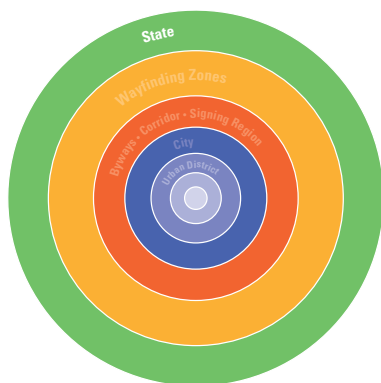
Trenton exit decision points



Trenton city wayfinding signs



Final destination



2.2 Gateways

Overview

As travelers enter into the State of New Jersey, they cross the state line via a multitude of conditions. Travelers entering into the state from surrounding urban centers, such as New York City and Philadelphia, cross state lines via bridges and tunnels. Southern New Jersey has its own unique condition: the ferry between Cape May and Lewes, Delaware. High speed Interstate travel, i.e. I-80, I-78, PA/NJ Turnpike, and I-95, passes travelers into the State with nothing more than a sign to signal their arrival. Rural travelers note the passage into the State with a simple "Entering New Jersey" sign.

Existing Gateways

Several different types of "Welcome to New Jersey" signage (see illustrations on next page) can be seen along roads entering the State. In their current configuration, there does not appear to be a logic or consistency to the way they are used. The signs span all road types from major interstates to small bridges.

The "Postage Stamp" sign, denoted in orange on the map on the right, is the most commonly found "Welcome to New Jersey" sign. This sign can be found mounted to the ground along the side of the road or mounted overhead along with other Interstate signage.

On the New Jersey Turnpike and Garden State Parkway, one can find more roadway specific signage. This signage, unlike the "Postage Stamp" sign, does not incorporate a large visual image. Rather it identifies the roadway by name and its accompanying symbol. These signs also identify the State's Governor, whereas the "postage" signs do not.

Some Interstate signage employs electronic messaging that notes one's arrival to the state. Entering into New Jersey from Delaware via I-295 is a good example of this. Though this method does reduce sign clutter by utilizing a single sign for multiple purposes, there may be points when other messages would be given priority over the welcome message. This might occur when travel advisory information needs to be posted. At



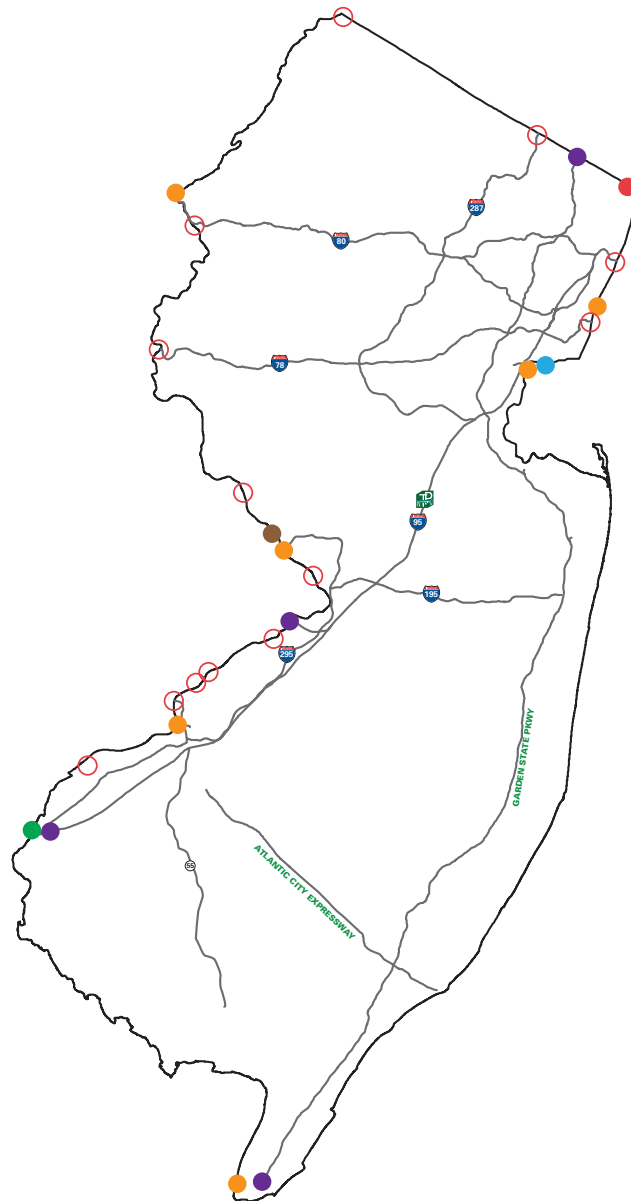
● Overhead or Ground Mounted
"Stamp" Design



● Roadway Specific Sign
(Turnpike and Parkway)



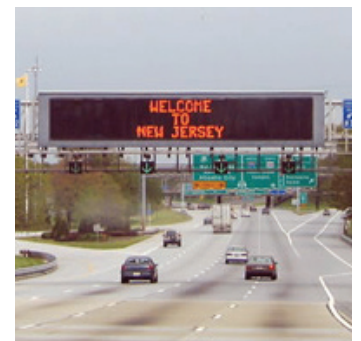
● Small Ground Mounted Sign



"WELCOME TO NEW JERSEY" SIGNS LACK CONSISTENCY

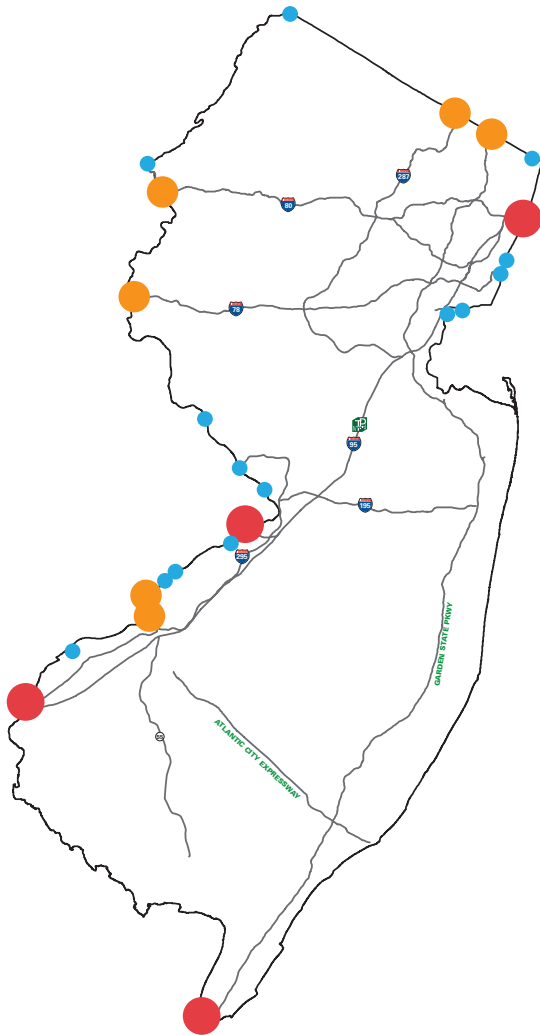


● Ground Mounted Blue Sign



● Electronic Signage

● No Gateway Sign



PRIMARY & SECONDARY GATEWAYS

- Located at entry into the State from major routes
- Primary information is to identify State
- Can incorporate zone icon on secondary level
- Can be overhead or ground mounted per road condition
- Sizes can be adjusted per location

TERTIARY GATEWAY

- Located at entry points into the State from minor routes
- Primary information is to identify State
- Can incorporate Zone icon
- Overall scale of sign is smaller, ground mounted

such times these areas would not mark a traveler's arrival into the State.

Tertiary roadways and rural roads are marked by simple DOT signs that note you are "Entering New Jersey" or signs that identify New Jersey as the Garden State and mark the state line. An example of the later can be found at the Washington's Crossing Bridge between Pennsylvania and New Jersey.

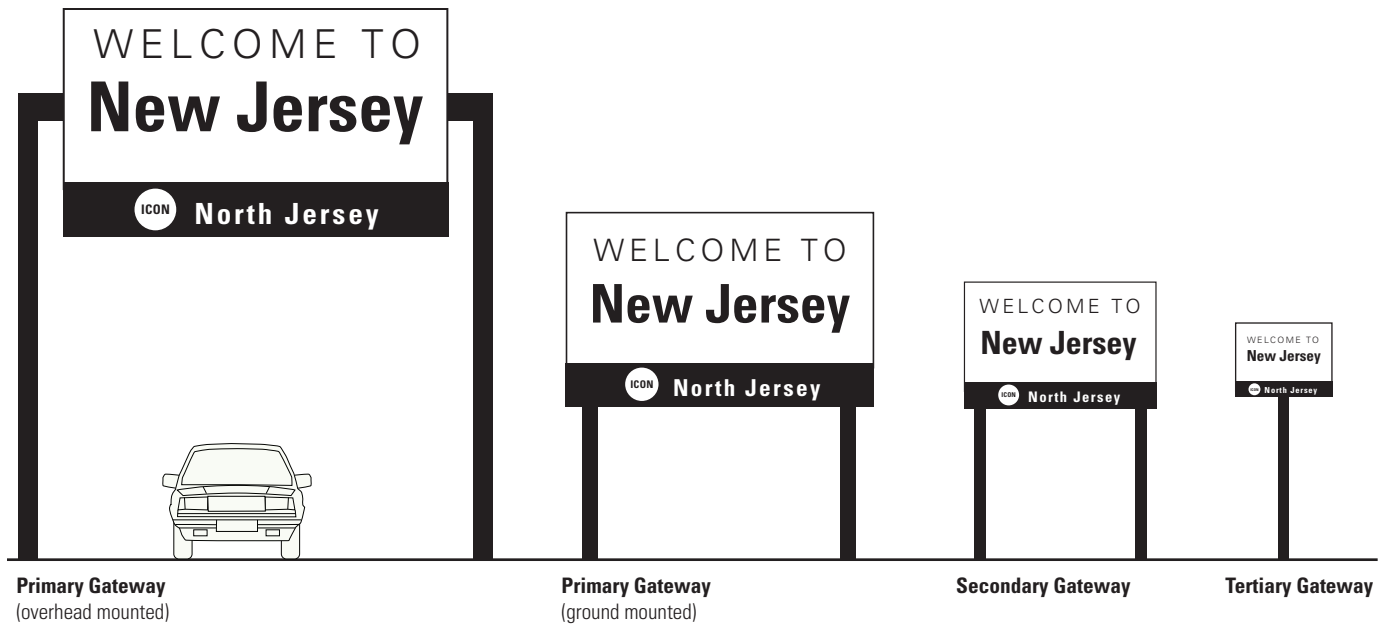
Also, there are major locations that did not have any signage indicating one's arrival into the state.

Recommendations

Consistency | In looking at the variety of ways travelers enter into the State of New Jersey, the first item to address is consistency. Whether people are traversing across the state from day to day or on a single journey to visit a particular point of interest, they should readily recognize that they have arrived in the state. By doing this consistently, immediately says that New Jersey is organized, welcoming and friendly.

Hierarchy | As there are so many entry points into the state and each environment is so drastically different, establishing a hierarchy for the Gateway signage is extremely important. Primary gateways should be established on each major thoroughfare, within each zone identified in the state. Establishing secondary gateways at other key connection points should work similarly to the primary gateways.

Let's look for example at the routes connecting the greater Philadelphia area with New Jersey. The primary gateways in this area would be I-95 and the Delaware Memorial Bridge linking the Pennsylvania and New Jersey turnpikes. Secondary gateways would occur at the Walt Whitman and Ben Franklin



Bridges. These routes were identified as secondary because of their direct linkage into Center City Philadelphia. The remaining bridges, i.e the Betsy Ross, Tacony Palmyra, Bristol, Washington Crossing, etc., in the area would be considered tertiary gateways into the state.

Design | A uniform design of both the primary and secondary gateways can be configured for each environmental condition — some may be mounted overhead and some ground mounted, some areas may accommodate a larger sign and others for a smaller sign. Tertiary gateways would be much smaller in scale but would present the same information as the primary and secondary gateways.

Zone Identification | Entry points also offer opportunity to orient travelers as to their position within the State. This can be done by simply identifying the New Jersey zone you are entering. In establishing a design standard for gateways, it is our recommendation to include zone identification as an integral element on these signs. The iconography and terminology established for zones throughout the state (as described in the Zones and Icons section that follows) should be incorporated as part of the overall gateway design.



Information Hierarchy:

By directing to a larger area (zone) first and then to smaller points (districts, byways, signing regions, municipalities, and cities) it provides a clear information hierarchy for the user.

2.3 Zones and Icons

Overview

The need to establish Zones within the State of New Jersey has been identified as a primary issue of this state-wide wayfinding master plan. The purpose of creating zones within the context of the state is to establish a clear information hierarchy and extend the reach of information for all entities (municipalities, cities, and points of interest).

The creation of Zones is a natural process. Factors that go into establishing the boundaries of a Zone are:

- Physical changes in the landscape
- Unique natural character (differences in history and culture)
- Name familiarity (how residents and visitors naturally refer to the area)
- Simplicity (easily remembered)
- A limited number (no more than 6)

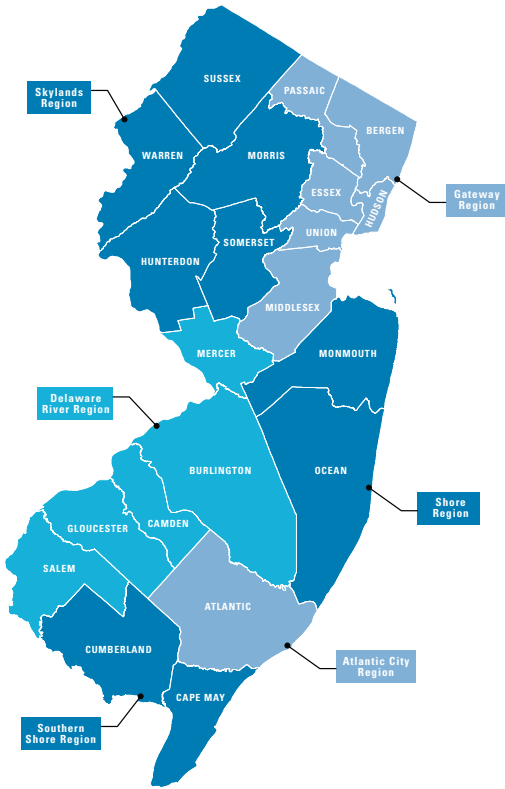
Factors that may suggest Zone boundaries are:

- Strong natural / physical element that physically delineates its border, for example; a body of water or a highway.
- The area has a unique natural character.
- An existing legal or formal zoning boundary recognized by all.
- A cultural or historical boundary and name that has evolved over time and has become a permanent recognized reference.
- A natural or planned cluster of similar destination types or uses.
- A simple and memorable pattern.

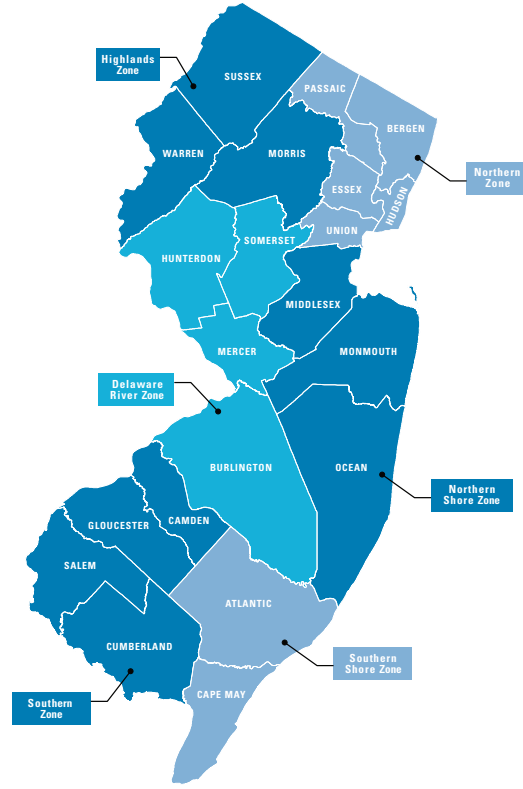


Information Reach:

Utilizing zones provides a farther “reach” of information for destinations inside that area, since the zone message will appear on additional signs outside the zone boundary, i.e. “follow signs to the Capital Zone and then follow signs to the Camden Waterfront”



CONCEPT #1
Existing Tourism Regions



CONCEPT #2
Zones By County Lines

Zone Analysis

There are a number of ways to approach dividing the state of New Jersey into zones, just ask anyone who lives here, guaranteed you'll get a number of opinions — take the North Jersey, South Jersey debate for example.

CONCEPT #1

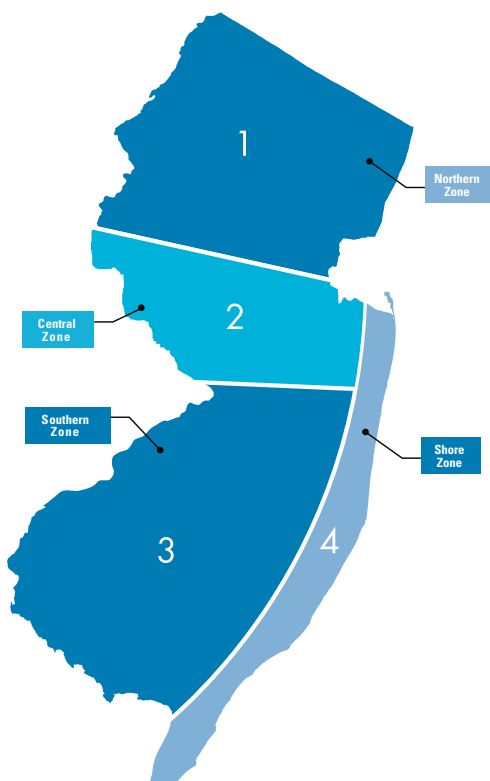
One obvious approach is to utilize the six existing tourism regions. These have existed for ±20 years and are currently promoted by the State's Department of Travel and Tourism. These six regions consist of the Skyland Region in the north-west, Gateway Region in the Northeast, Delaware River Region to the west, Shore Region to the East, and the Southern Shore and Atlantic City regions to the Southeast.

CONCEPT #2

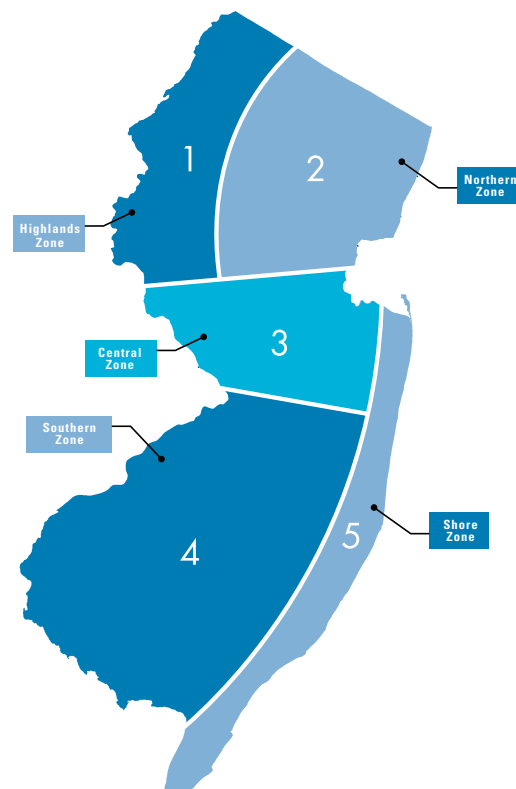
A similar approach would be to look at legal county boundaries. How could we section the state if we divided it down the center from North to South and then divided it again into thirds from the North to the South? Either of these approaches would maintain six individual zones, but with a slightly different configuration.

CONCEPT #3

Other than legal county boundaries, what are the other natural boundaries that could be used to delineate portions of New Jersey? New Jersey has a number of major arteries that bisect the state. These arteries can divide the State into four zones: the Northern zone being above I-78 running East and West; the



CONCEPT #3
Zones By Major Arteries



CONCEPT #4
Zones By Context

Central zone being the area between I-78 and I-195; the Southern zone being south of I-195; and the Shore zone being east of the Garden State Parkway.

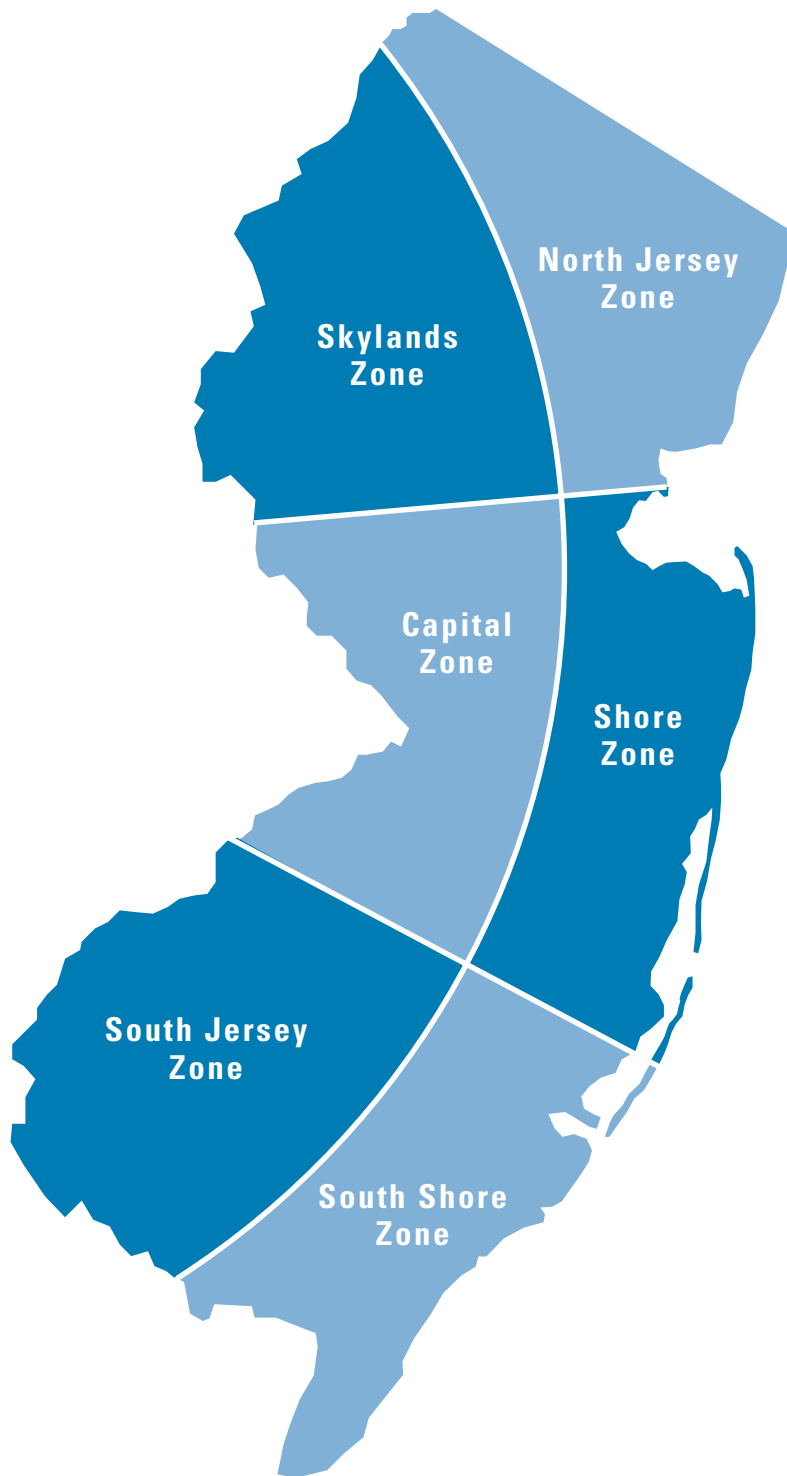
CONCEPT #4

A fourth approach could be a hybrid of each of the previous scenarios. This would be based more upon the context of an area.

APPROVED ZONES

All of the scenarios so far have been based upon literal interpretations, either following county lines or major arteries. **Travelers moving about the State are not always aware of the legal boundaries, nor are these necessarily important to the traveler.** What if we divided the state into 6 zones, in an easily visualized mind map?

By utilizing a clear, memorable pattern, six zones are created that are helpful to the first-time visitor, independent of political boundaries. The checkerboard pattern of these 6 zones is instantly recognizable and easily remembered. Names and icons have been designed for each zone based on the dominant character of the area.



APPROVED ZONES
Zones by Context

Icons and Wayfinding

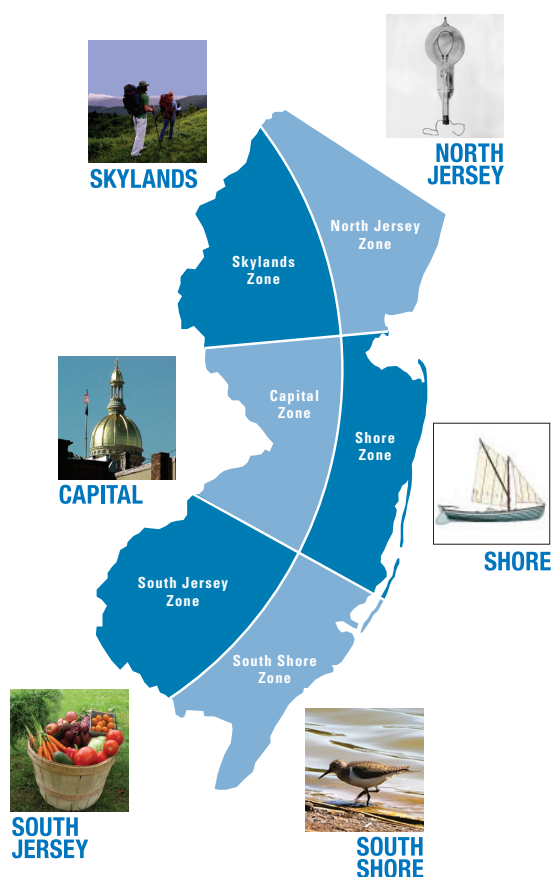
An effective wayfinding system can add an important dimension to the image of an environment. If the words and images are meaningful and legible, they give user-friendly information and direction. They help people find their way into, through, and out of a town, a city or a state.

Icons can play an important role. They contribute simplicity, clarity and personality. They don't need translation and help us cross the maze of global language barriers created by words. They guide us on roadways and help us navigate on our computer screens. They enable the design of seamless communication systems, from website to road-sign.

When icons are too complicated to be recognized, or too simple to have meaning, they become decoration, or visual static, rather than communication. Determining the content and crafting the final form of a single icon requires packing a full range of communication qualities into a simple form. It is similar to writing poetry, but in a universal language.

Creating a system of icons is an effective way of identifying the different parts of a complex environment. It is important that all of the icons in the system have a common look. This creates a unified, easy to understand and easy to remember, branding image. It is also important that each icon is different, and can be identified in any language. A bell can be called a bell; a cat can be called a cat, in French, Chinese, Spanish, and so on.

A system of icons can be designed to have character. It can be friendly, authoritative, smart, joyful, etc. Icons inform and help people find their way. They should also contribute to the quality of everyday experience.



This maps shows contextual imagery that relates to each of the six zones.

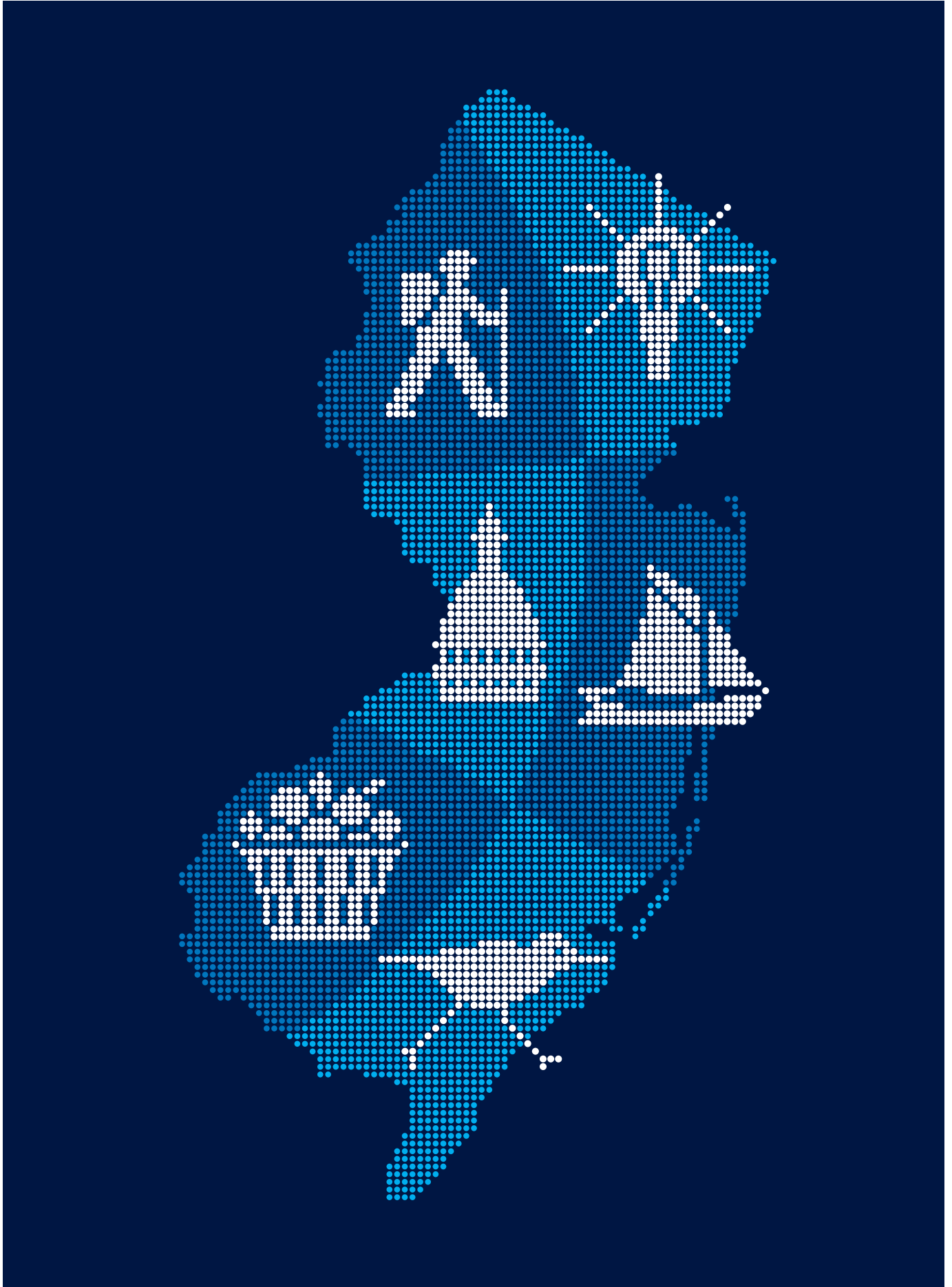
Icons for New Jersey

New Jersey has distinct environments and landmarks that provide unique identities to the various geographical zones. The following wayfinding zone icons reflect the character of the place and promote the environment, activities and resources available within each zone.

The following icons have been established:

- | | |
|-----------------|---|
| Skylands: | The Appalachian Trail runs through this zone. An icon of a hiker emphasizes the outdoor qualities of NJ. |
| Capital Zone: | This is the seat of state government. The Statehouse is a landmark that captures this zone. |
| South Jersey: | This zone epitomizes the fact that NJ is the Garden State. An icon of a Farmer's Bushel Basket emphasizes the concept of the Garden State. |
| North Jersey: | The Great Wall of China is not the only man-made object visible from space. The light bulb was invented in North Jersey. |
| Shore Zone: | The shore is an oasis of the metropolitan area. The icon of a the Sea Bright skiff communicates the recreational activity of this zone. |
| Southern Shore: | This zone is a continuation of commerce, entertainment, and wildlife preservation. An icon of the sandpiper emphasizes the natural resources. |

These "New Jersey Icons" can easily be communicated across all forms of media including signage, maps, and web based information.





Current TODS sign.



Current TODS sign.



Current LOGOS sign.

2.4 TODS Program

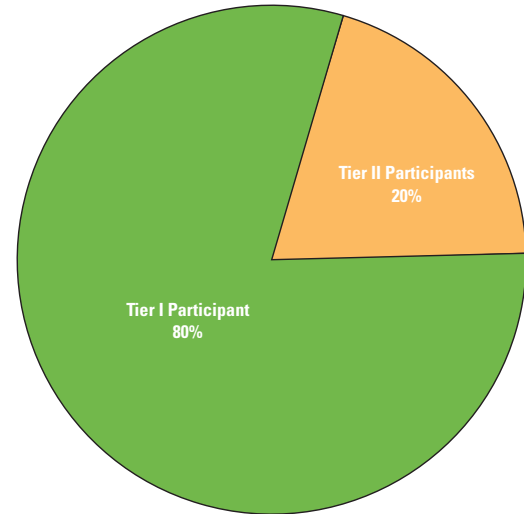
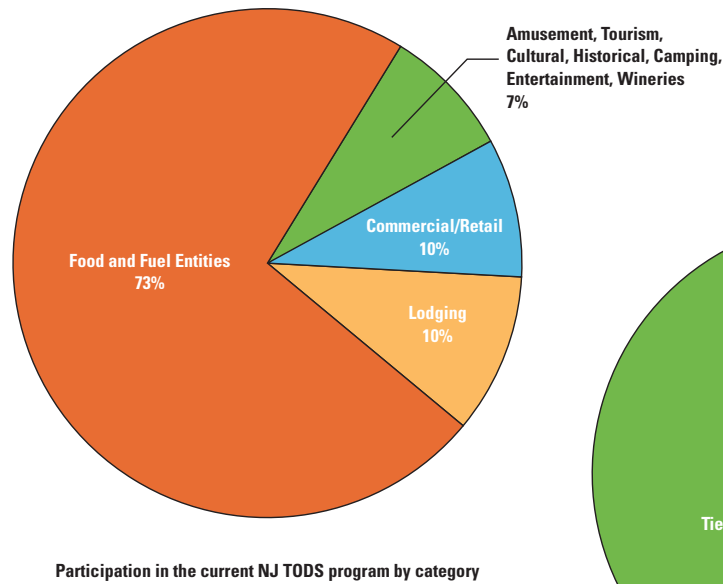
As part of the overall analysis for wayfinding throughout the State of New Jersey, all wayfinding signage must be considered. A key component of that is the NJ TODS (Tourist Oriented Directional Sign) program. As a part of this comprehensive master plan our main objective is to include recommendations regarding the participation criteria and linkage between the TODS signage and the larger wayfinding program throughout the State.

Existing NJ TODS program

LOGOS signs are found on interstate highways. On state highways, existing NJ TODS signage provides direction to tourist oriented businesses and activities. These businesses and activities are defined as "any licensed commercial, recreational, cultural, historical or educational activity whose major portion of visitors are derived from motorists not residing in the immediate area of the business or activity." At present, participation in the TODS program is represented by food and fuel entities (73 percent), lodging (10 percent), commercial/ retail (9 percent), and the remaining seven percent is comprised of amusement, tourism, cultural, historical, camping, entertainment and wineries.

Businesses and Activities must meet some general requirements that are applicable to all participants and then specific requirements depending on the nature of the business. General requirements include being located on the crossroad where the sign would be placed, having licensing by all appropriate authorities and possessing valid permits from all appropriate health departments. In addition:

Fuel facilities are currently expected to have gas, fuel, and oil for cars, trucks and other vehicles and be located within one mile of the highway. They must have free public rest rooms, a public telephone and provide drinking water. Continuous operation must occur for at least 16 hours each day, seven days each week throughout the year.



Food facilities must be in continuous operation at least 12 hours each day, six days each week throughout the year and are within three miles of the highway. They must also have free public rest rooms, a public telephone and provide drinking water.

Lodging facilities should have a minimum of 10 units, each with a private bath and off-street parking. They must have a public telephone, be located within three miles of the highway, and operate continuously seven days each week throughout the year.

Camping Facilities should be located within seven miles of the highway and have public rest rooms and showers, a public telephone, and provide drinking water.

Any other applicable attractions and businesses should be located within three miles of the highway and have public rest rooms and showers, a public telephone, and provide drinking water.

The current design criteria for TODS signs limits each sign to four messages per sign structure with a maximum of 2 sign structures per approach of an intersection. Each listing receives its own message panel measuring 6-feet wide by 2-feet high. Entities are currently permitted to include a logo/symbol as part of their message.

Participation Guidelines

First let us examine the participation requirements. The current TODS system is heavily focused on tourist oriented services such as food, fuel, lodging, and a handful of other applicable businesses rather than tourism oriented attractions. By having the TODS program expand and re-focus so that it

Acceptable NJ TODS Tier I Sites*

CULTURAL	EDUCATIONAL	TRAILS	RECREATIONAL		RETAIL TOURISM
Arts/Crafts Center	Schools	Historic Trails Recreational Trails Others as approved	Amphitheatre	Golf Course	Agri-Business
Gallery	Colleges & Universities		Amusement Park	Natural Attraction	Antique Business
Museum	Science Centers		Aquarium	Natural Resource	Auction Houses
Historic Building	Educational Attractions		Arboretum	Pavillion	Bed and Breakfast
Historic Cemetery			Arena	Race Track	Brewery
Historic Site			Auditorium	Park: National, Municipal, Privately Owned, Regional	Distillery
Historic District			Boat Landings/ Marina		Farm Market
Performing Arts Center			Botanical Garden	Ski Resort	Farmers Market
		Civic Center	Stadium	Flea Market	
	Coliseum	Theme Park	Nurseries/ Greenhouses		
	Concert Hall	Water Oriented Business	Restaurants ⁽¹⁾		
	Equestrian Center	Zoo	Winery		
			Fairground		

* A location may be deemed ineligible if its facility and/or signage may be clearly seen from the state highway.

⁽¹⁾ Shall not be a franchise or part of a national chain

can better meet the needs of tourists and of the large number of tourist oriented attractions in NJ, the wayfinding effort is greatly enhanced across the State of New Jersey.

In order to expand and re-focus the program we are recommending a two-tier system of eligible locations, giving priority to tourist oriented attractions. This would move over 80% of the current listings TODS into Tier 2* category. In this expanded program Tier I attractions would include cultural, recreational and educational attractions and retail-tourism businesses. Tier II would then focus on the tourist oriented services such as food, fuel and lodging. Certain commercial, governmental, medical and religious businesses would be excluded from participation in the NJ Tourist-Oriented Directional Signage program. This exclusion would only relate to a business's qualification under only these specific categories. These facilities may participate if they qualify under another acceptable category.

General Criteria — Tier I & II

Businesses or activities may participate if a substantial portion of its products or services are of significant interest to tourists, if it derives its major portion of income or visitors during the normal business season from road users not residing in the immediate area of the facility, and if it meets the other criteria outlined below.

- Shall be located within five miles (5) miles and 4 turns of the intersection of a non-limited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route.

Excluded NJ TODS Tier I Sites*

BUSINESS/ COMMERCIAL	GOVERNMENTAL	MEDICAL	RELIGIOUS	MISCELLANEOUS
Adult Entertainment Funeral Homes Industrial Parks or Plants Media Facilities Movie Theatres Office Parks Radio Stations Television Stations Truck Terminals	Local Jails Local Police/ Sheriff Offices Post Offices	Drug Rehabilitation Extended Care Facility Fraternal Homes Hospitals Humane Facility Infirmaries Mental Facility Nursing Homes Sanitariums Retirement Homes Treatment Centers Veterans Facilities	Cathedrals Chapels Churches Mosques Shrines Synagogues Temples Other Religious Sites	Animal Shelters Cemetaries/ Columbaria Mobile Home Parks Subdivisions Veterinary Facilities

* The exclusion relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall be open a minimum of six (6) hours, five (5) days a week during its normal operating season (at least a twelve consecutive week period each year). Exceptions of this requirement may be made for certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, wineries and flea markets.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- Camping businesses shall meet Specific Travel Service (LOGOS) Program criteria to be eligible.
- Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
- Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

Additional Criteria for Tier II Businesses

In addition to the facilities listed as acceptable TODS sites, Gas, Food and Lodging establishments may participate in the TODS Program as a TODS - Tier II site provided they meet all of the TODS - Tier I criteria with the exceptions to the criteria noted below.

General Eligibility Requirements — Tier II

- Shall be located within required distance (see below) of the intersection of a non-limited access state primary or secondary system highway where the initial TODS panel is to be located.
- Shall meet the Specific Travel Services (LOGO) Signing Program - Tier II criteria for their respective type of facility. (see below).
- Agree to be bumped in accordance with the Bumping Policy for a Tier II facility.

Additional Eligibility Requirements — FUEL

- Maximum distance from intersection of facility: 1 mile
- Minimum period of operation: 12 hours per day, 7 days per week
- Must provide fuel, oil, tire repair service or information on available tire repair service in area.
- Must provide compressed air for tire inflation and free water for battery and radiator.
- Must provide free drinking water and cups.
- Must provide free rest room facilities with appropriate lock, sink for washing, flush toilet, tissue and sanitary towels or drying devices.

Additional Eligibility Requirements — FOOD

- Maximum distance from intersection of facility: 3 miles
- Minimum period of operation: 6 hours per day, 6 days per week
- Must display valid permit from the State Board of Health.
- Shall have a menu available.
- Shall have and keep in place easily accessible indoor seating at tables or counters to comfortably seat a minimum of 20 adult people.
- Possess valid permit to operate by the State Board of Health.

Additional Eligibility Requirements — LODGING

- Continuous 24 hour operation, 7 days per week
- Provide a minimum of 4 lodging rooms with off street parking for each room.

Participation Maintenance

As the TODS program is expanded and re-focused and the demand for inclusion increases, “Bumping,” or the removal of a business, becomes necessary in order to accommodate the enrollment and listing of a new program applicant. In order to effectively maintain and accommodate participation requests, a policy should be established as an integral part of the program’s new guidelines to address “Bumping.”

“Bumping” from the TODS program is only applicable for Tier II participants - GAS, FOOD, and, LODGING. Bumping occurs at the end of the participant’s contracted period AND only if previously requested by a Tier I facility.

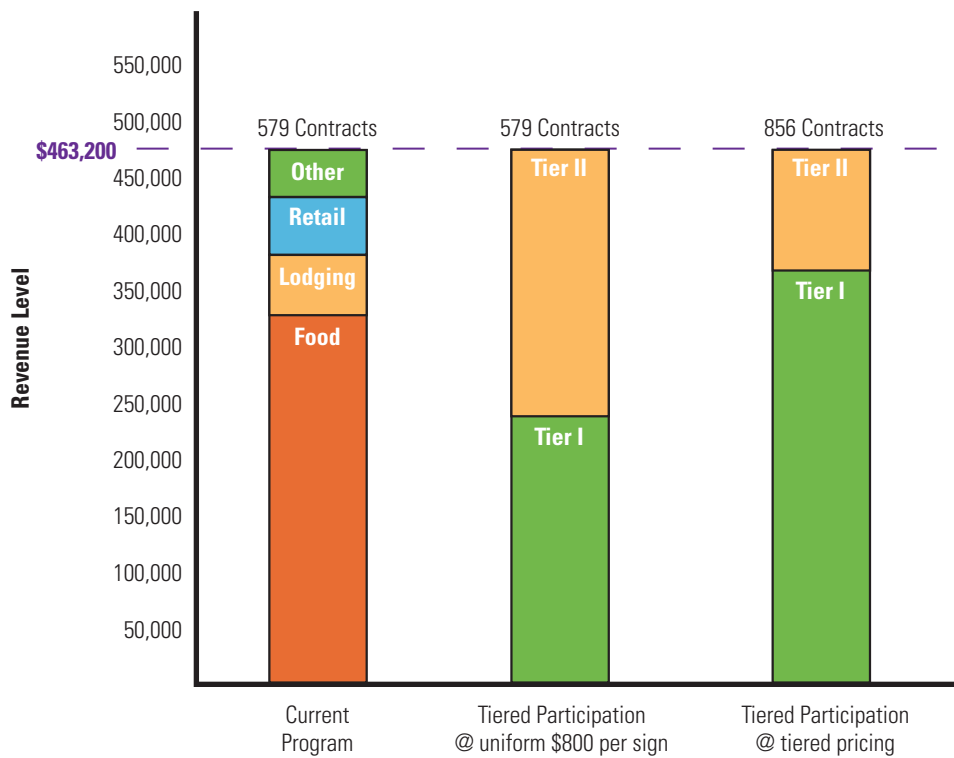
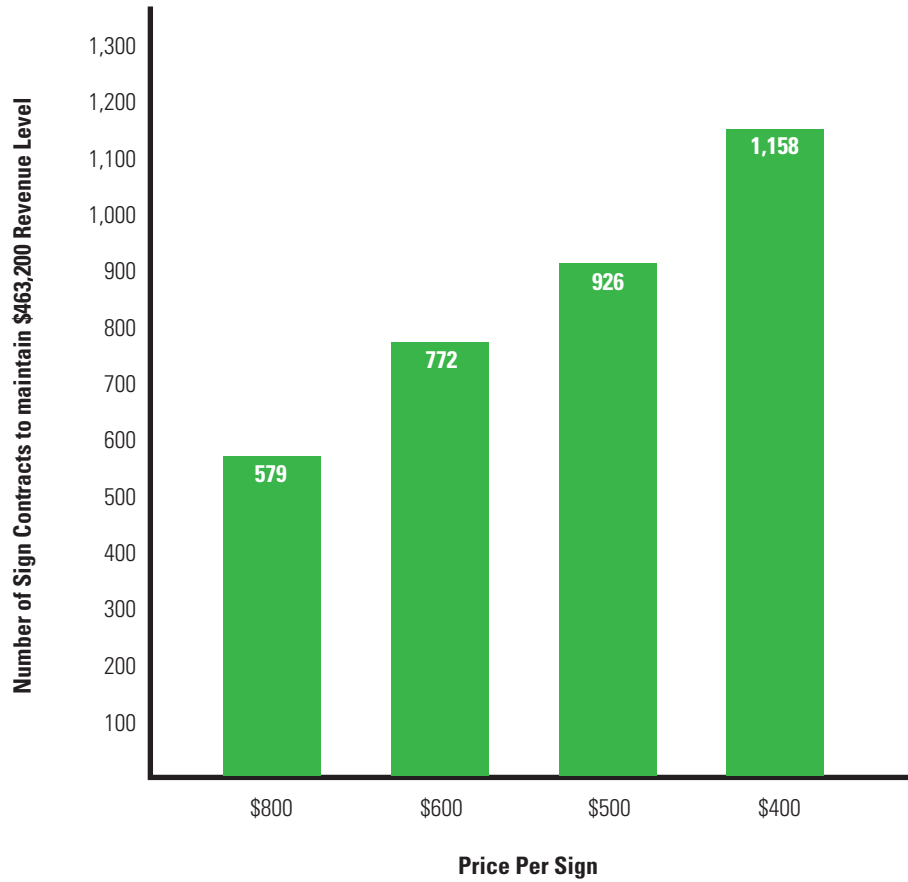
Tier I Bumps Tier II — A business meeting only the Tier II criteria can be removed from the Program if a request for participation is made by another business that satisfies all of the Tier I requirements.

Tier II bumping of another Tier II — A Tier II business located outside of one (1) mile of the intersection as measured for inclusion in the TODS Program may be “bumped” from the Program at the conclusion of their contract period if a request is made by another business of the same service which satisfies all of the Tier II requirements for the service and is located more than 1/2 mile closer to the interchange or intersection as measured for inclusion in the TODS Program.

However, a Tier II business located within one (1) mile of the intersection as measured for inclusion in the TODS Program cannot be “bumped” from the Program by another Tier II business; it will remain in the Program as long as it continues to satisfy the Tier II requirements for the service, provides the necessary service to the motorist, and satisfies the contracted financial obligation to the Program.

Funding Guidelines

New Jersey is unique in that no other state is as densely populated or has as many roadways per square mile. However, in comparing data to six other states currently employing a TODS program, New Jersey’s program was found to be the most expensive at \$800 per mainline sign panel. This cost is generally too high for most Tier I facilities. A brief survey was distributed to a small sample of Tier I facilities to gauge their level of interest in the TODS program. Of these, 54% said they



would apply if the cost was reduced to \$500 per sign and an additional 32% would apply if a grant program were in place to support TODS signage.

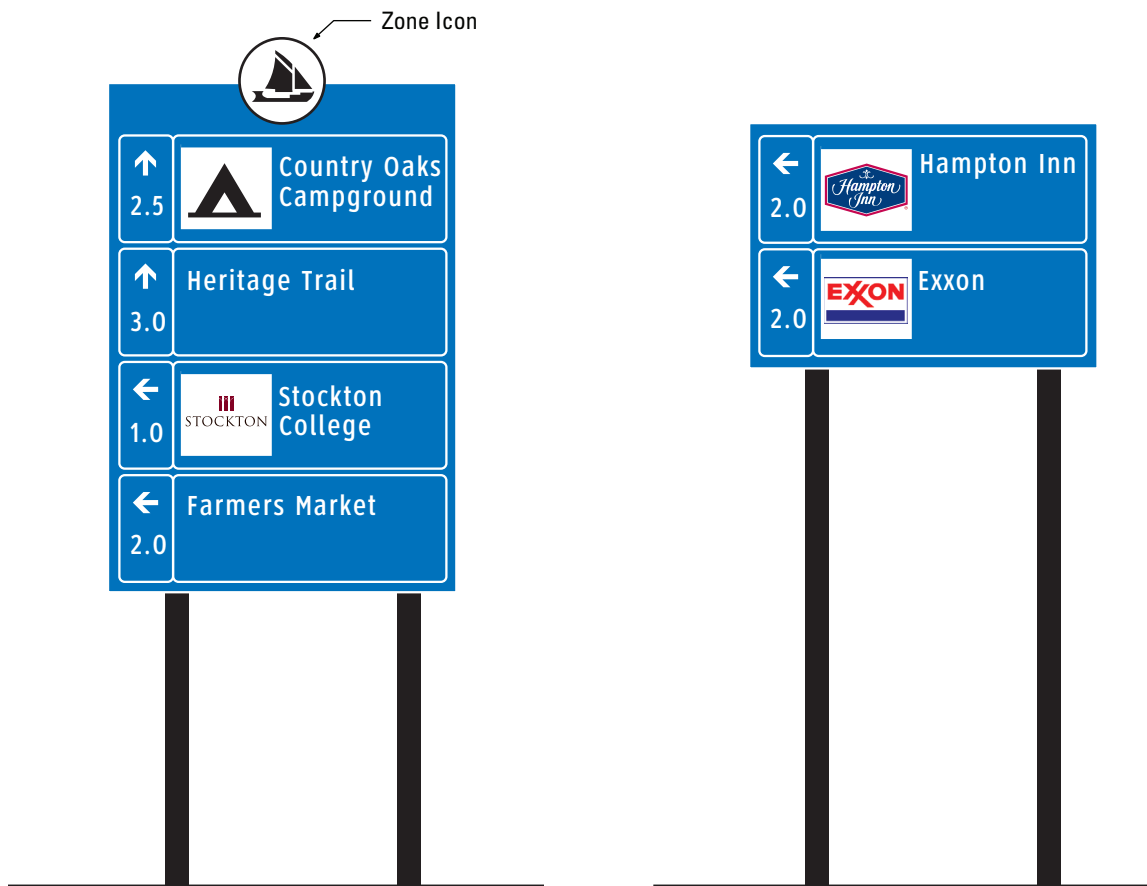
Celebrate NJ! has developed a “NJ Points of Interest Community Map,” which intends to use membership fees to help fund a grant program to help support TODS signage. 71% of the survey participants responded that they would be willing to pay an annual membership fee for this service. Interest levels indicate that a grant program to support TODS signage would be attractive and feasible.

A two tiered approach to pricing allows the TODS program to better serve the tourism community. It allows revenue levels to remain constant with the current pricing while also increasing the number of Tier I facilities.

Design Guidelines

In addition to examining the participation criteria for NJ TODS, this recommendation also sets forth to unify the design of the TODS program with the rest of New Jersey’s wayfinding elements. This includes not only visual consistency, but consistent use of terminology as well.

Following the information hierarchy for the State, as outlined earlier in this chapter, we want travelers to be able to navigate the State in a seamless and comprehensive way. We have done this by identifying their arrival to the State and referencing them to their position within the State — the Zone. The TODS program, on the state highways, as well as the LOGOS program on the interstates, provides an opportunity to link travelers with the Zone. This can be done simply by incorporating the symbol and color established for the particular zone onto the TODS sign. The terminology used for those Tier I participants should be consistent on all levels of wayfinding signage throughout the State. Consistent use of terminology will provide for a comprehensive and cohesive presentation of wayfinding information and will aid travelers in their decision making process.



Our design criteria recommendation is to maintain the parameters established under the current program with a few minor enhancements. The new criteria would be as follows (and as demonstrated on the drawing above:

- Maximum of 4 messages per sign structure. Each message receives its own panel measuring 6-feet wide by 2-feet high.
- Maximum of 2 sign structures per approach of an intersection.
- Symbols/Logos are permitted for both Tier I & Tier II applicants.
- Terminology for all Tier I participants shall be consistent with the State-wide terminology standards. (Refer to the terminology section of this report for more on Terminology)
- A zone header panel would be required for each sign structure. The header panel would include the symbol identifier for the zone. (Refer to the Zones portion of this report for more information on zone icons.) In instances where two structures are located within the same approach of an intersection, only the initial structure receives the zone header.

By incorporating the zone logo on TODS signs, we can reassure travellers that they are being guided along the right path to their desired destinations. This is in keeping with the spirit and purpose of the Tourist Oriented Directional Signing program. The State of Maryland employs a similar device by incorporating their established tourism flag logo on the top of their version of TODS signs.

Moving TODS forward

So now the big question, how do you handle the transition of signs over to the new criteria if it is accepted? The simplest way to approach this is at the renewal date of the current program participant's contracts as most of the current program's participants would become Tier II participants under the new recommendations.

Once a current participant's contract is up, they would reapply to participate in the program. During the application process it would be determined if the participant is categorized as a Tier I or a Tier II participant under the new guidelines. If the applicant qualifies as a Tier I applicant, their contract would be renewed and their listing would remain with any necessary adjustments to the terminology of their listing to comply with the State standards.

If the renewing participant is categorized as a Tier II listing and there is a Tier I applicant applying for space, the "bumping policy" would apply. If there are no new applicants for the space, the Tier 2 sign would be renewed with the necessary adjustments to the terminology of their listing. The maximum number of TODS signs allowed are two in each approach of an intersection per the MUTCD. Therefore, this would allow for the expansion of signs in a location where only one sign structure currently existing without necessarily "bumping" a Tier II participant.

Zone header panels can be added as new sign structures are implemented, as participant contracts are renewed or engaged and message panels are replaced, or in other instances as funding permits.

The new guidelines for the NJ TODS program should be introduced to the points of interest community which would be the marketing arm for the program. This marketing effort would be the avenue to engage points of interest in the NJ TODS



The State of Maryland developed these Tourist Area and Corridor (TAC) signs in response to interest among stakeholders in a TODS program.



Some examples of existing roadway signs and city wayfinding programs. Refer to Appendix A and Appendix B for detailed audit of sign systems.

program. This method has a proven track record as TODS was actively marketed in Ocean County 10 years ago and resulted in Ocean County participants having the most TODS signs in the state.

2.5 Existing Signage

Existing Federal, State, and County Roadway Signs

The effect local points of interest and local municipalities have on current Federal, State and County roadway signs varies by which portion of the state you are in. The standard for signage on the Federal and State roadways is governed by NJDOT, while the County roadways are governed by the local municipalities. This signage follows the standards set forth in the *Manual on Uniform Traffic Control Devices* (MUTCD). Some notable differences within these established areas are the consistent usage of symbols/identifiers for various points of interest, bridges and tunnels.

Some tourist attractions have been successful in having their logos included on overhead directional signs on Interstate roadways. NJ Performing Arts Center and The Meadowlands are two examples of this. In most cases, for a motorist traveling at high speeds these logos are far too small to be legible under these viewing conditions. On other local roadways tourist attractions are predominately signed at present with brown and white trailblazer signs as opposed to TODS. When these signs include logos, the messages become difficult to read. New recommendations for including such tourist attractions into the TODS program is outlined in the previous section of this report.



Another notable example of DOT signage exceptions are signs along the Atlantic City Expressway at the approach to Atlantic City. These signs incorporate color-coded district information that creates a direct link to color-coded wayfinding program established within the city.

Because the state is so complex and there is no clear way to provide direction to various areas of the state on a more general level, the existing wayfinding signs attempt to direct to everywhere from everywhere for some of the larger, more significant points of interest. Liberty State Park in Jersey City and the Adventure Aquarium in Camden are two good examples. Presently, Liberty State Park (located near Newark) has signage at Exit 4 on the NJTP and Adventure Aquarium (located in Camden) has signage at Exit 14C on the NJTP. Heading south from Newark Airport on the Turnpike you would actually have to pass Liberty State Park before ever nearing the Aquarium.

Trailblazer Signs

Existing bridge and tunnel trailblazer signage varies by its governing agency. For example in North Jersey the tunnels and bridges that connect to New York City that are managed by The Port Authority of New York and New Jersey utilize universal bridge and tunnel icons along with text identifying the specific bridge or tunnel. In contrast the bridges in the south that are governed by The Delaware River Port Authority (DRPA) trail blaze to the Commodore Barry, Walt Whitman, Ben Franklin, Betsy Ross and Tacony Palmyra bridge using a generic bird icon.



Conceptual bridge icons developed by MERJE in 2002. Implemented to replace the 'bird' trailblazers in a very limited scope. Icons were designed to coordinate with other existing trailblazer systems such as the Garden State Parkway and Atlantic City Expressway.

Existing Urban Wayfinding Programs

No fewer than 21 existing urban wayfinding programs have been identified in the State of New Jersey, including completed programs and those in the planning stages. The municipalities with such programs in place are scattered throughout the state and include such cities and towns as Newark, Atlantic City, Trenton, Millville, Morristown, Palmyra, Camden and Plainsboro. These programs range from Citywide Gateway programs to comprehensive wayfinding programs with all levels of signage.

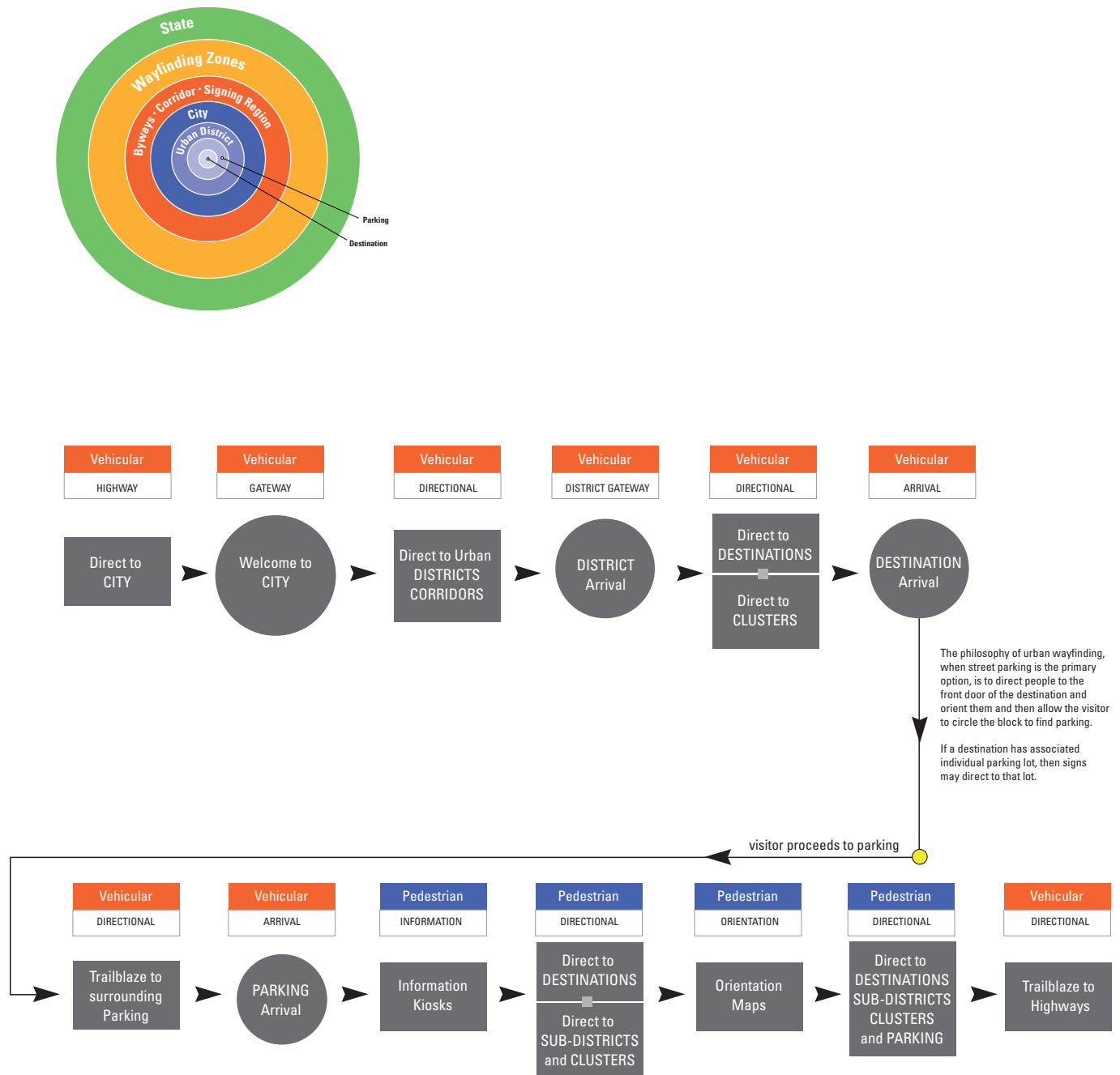
The Borough of Palmyra, representative of a basic program, incorporated custom gateway signage as part of their revitalization efforts. In contrast, Jersey City has a complete urban wayfinding program in place. The program in Jersey City divides the city into a number of urban districts and includes all levels of signage from City Gateways to Vehicular Directional to Pedestrian Kiosks. A full audit of these and other existing programs can be found in Appendix B. Additionally, many smaller communities have gone beyond the standard green and white DOT sign marking a legal boundary to create a gateway sign that marks the entry point into town along the community's major crossroads.

Recommendations:

A well-designed Urban Wayfinding program is one that guides from general to specific. The programs established in Camden, Atlantic City, Jersey City, Newark, Bayonne, Trenton and Plainsboro are good examples.

In these systems, the programs mark a traveler's arrival to the city then direct to urban districts and/or destinations guiding you to the city's various points of interest. Linkage was made with the DOT signage on the interstates through a consistent use of terminology for districts and destinations as you make your approach via highway or city streets.

For example, a motorist attempting to travel to UMDNJ in Newark will find signs on the Interstate listing the exits for the various districts within the city, including University Heights. A sign specific to the University Heights exit lists destinations within that district. Once a motorist takes that exit they are greeted by an arrival sign that is part of the City of Newark's wayfinding system welcoming them to University Heights. At this point the city system takes over the job of directing you to destinations within this district, including UMDNJ.



EXAMPLE OF AN URBAN WAYFINDING SYSTEM HIERARCHY

Municipalities as well as any other signing regions that are seeking to create wayfinding programs should at minimum coordinate the terminologies used between Federal, County, and State roadway signage with programs being developed within their own city limits.

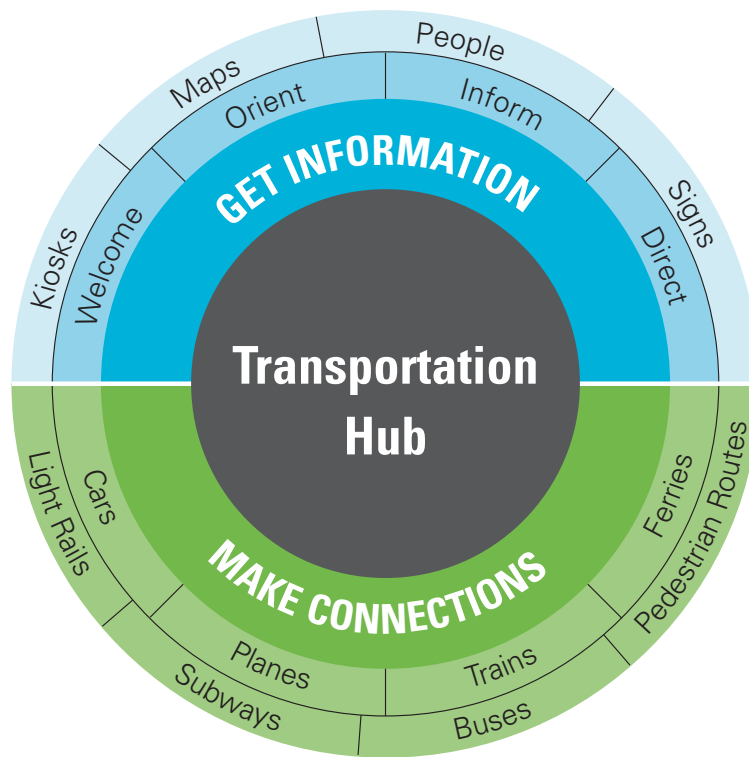
2.6 Transportation Links

Wayfinding should link all forms of mobility across every medium (road signs, Internet, GPS, maps, etc.) available to travelers in New Jersey.

Most travelers begin their journey by acquiring travel information available to them on the Internet through sites such as mapquest, google, travel sites, and directional information provided on individual point of interest sites. It is important that as we evaluate and make recommendations for wayfinding across the State of New Jersey that all sources of wayfinding information be considered.

Not only should directional information and terminology be consistent through all mediums where wayfinding information is presented but consideration to online, kiosk and printed maps should be given to unify the detail of information provided.

Throughout the State of New Jersey there are numerous transportation options for travelers. Though the primary focus of this master plan has been on those traveling on the State's roadways, it would be foolish to not address all of New Jersey's other modes of transportation. The NJ Transit commuter rail systems which include the buses, and regional and light rails are important connections to the two metropolitan centers flanking the State. Large transportation hubs such as Newark Penn Station and Newark Airport and the Cape May-Lewes Ferry serve as gateways for entry into the State as well as launching points for a traveler's journey. Smaller Regional hubs



IMAGINE A STATEWIDE WAYFINDING PROGRAM THAT:

- Links all forms of mobility (car, bus, bicycle, train,, plane) across every medium (road signs, Internet, GPS, maps, cell phone) available to travelers in New Jersey.
- Allows travelers to plan every part of their journey from the NJ Points of Interest map.
- Provides consistent terminology regardless of source (e.g., online, kiosk, print map, road signage).
- Suggests numerous public transportation options at all of NJ's transportation hubs through kiosks, print and electronic maps.
- Enhances "green living" options to reduce traffic congestion, including Park & Ride lots, optimal walking routes, and bike paths.



such as Princeton-Jct Train station and Atlantic City Airport are connection points where travelers transition from car travel to pedestrian or commuter travel. Transportation centers should be viewed as opportunities to establish information hubs where wayfinding information can be distributed via interactive kiosks, printed materials, maps, etc.

In this day and age when we are facing high gas prices and seeking to create a greener environment, New Jersey's Wayfinding Master Plan looks to ways to make travel more efficient and lessen the impact on the environment. The State wayfinding plan can highlight ride share opportunities such as Park 'n Ride lots, thus seeking to reduce the traffic congestion found in many areas of the state. Alternative modes of transportation such as biking and foot travel can also be encouraged. This can easily be done by clearly identifying available parking so that travelers can switch to pedestrian travel where ever possible. Identifying bike path and access to bike paths establishes another opportunity to ease congestion.

Recommendations

Clearly identify transition points between vehicular transportation and commuter, pedestrian, and alternate transportation modes while reducing sign clutter when signing to these transportation hubs.

Synchronize statewide wayfinding efforts with information provided via Internet mapping sites like NJPOI and GPS technology.

Identify opportunities within transportation hubs to inform travelers where they are and how to find their way in the State through the internet, printed material distribution, and interactive kiosks.

2.7 Terminology

Overview

When dealing with complex wayfinding issues across multiple signage programs, as those found throughout the State of New Jersey, ways to link the various systems so that they appear seamless is critical. The simplest way to do this is to coordinate consistent terminology and similar colors and graphic elements across all systems.

- All gateway signs should include a simple “Welcome to New Jersey” message with Zone identifiers and nomenclature added to each sign to give travelers a point of orientation for their position within the State.
- Zone information should be overlaid onto existing directional signs, as well as providing route information and travel distance to the various zones.
- Zone identifiers should be strategically added to LOGOS, TODS and attraction signage on Interstates, State and County roadways.

Consistent destination terminology should be coordinated among local wayfinding programs, TODS, and DOT attraction signage. Hospitals and Airports should be signed using standard DOT symbols. A consistent use of commonly recognized abbreviations should be established across all wayfinding programs.

Message terminology should be simple and concise. Full donor names should not be included at the directional level. In other words, a destination should not be listed as the “Mary Ann Smith Performing Arts Center” but rather “Smith Performing Arts Center.” Once inside a particular municipality it is acceptable to drop reference to the municipality in the destination name, i.e. “Bayonne Community Center.” However, on Interstates or State roadways that sign to multiple municipalities including the Municipality’s name is critical to provide a point of reference and distinguish this destination from a similar one in the next community off of the same roadway.

When local programs have a number of common destinations clusters should be considered. Clusters are a way to group similar destinations that are in close proximity to each other. It also reduces the occurrences of destinations with similar



Terminologies on interstate signs around Newark are coordinated with those on signs within the Newark city wayfinding system.

names on individual signs, thus making the information easier to read. Examples of destinations that might provide opportunity for grouping into clusters may be Beaches, Museums, Performing Arts Theaters, Scenic Overlooks, Trails, etc.

Priority should be given to urban districts and clusters at the Interstate level over points of interest. This will aid in limiting the amount of information presented and it gives farther reach to individual destinations.

Terminology Recommendations

State Gateways Terminology

- Welcome to New Jersey
(zone icon and name)

Zone Terminology & Iconography

- Use Zone terminology and Iconography consistent with recommendations shown in this report.
- Strategically link Zone identification with State Gateways, TODS, LOGOS and DOT signage.
- Provide information on available routes to each Zone as well as travel distance.

Destination / Point of Interest Terminology

- Coordinate use of terminology for destinations and urban districts between local wayfinding programs, DOT and TODS signage.
- Use only commonly recognized abbreviations across all sign systems. Examples: Ctr. = Center; Bldg. = Building; S. = South; N. = North
- Use clusters to direct to common destinations located in close proximity. Examples: Beaches, Museums, Theaters, Overlooks, etc.
- Trailblaze to Hospitals and Airports using standard DOT symbols.

2.8 NJPOI.com

New Jersey's Points of Interest Map Site:
A new model for a new time

NJPOI.com represents a shift from the old "top-down" model of tourism marketing to one that is driven powerfully from the ground up.

For too long, NJ's attractions have looked to government to effectively market the State to our residents, to neighboring states and to the world. Much progress has been made, but our potential is greater. Especially now, in hard economic times, we need to use this opportunity to build the infrastructure that gives NJ's attractions a competitive advantage over other states.

New Jersey is within 100 miles of one third of the population of the United States. In a recession, people stay closer to home. Given the current economic climate, the opportunity has never been greater.

NJPOI.com, makes the Garden State easily navigable with opportunities to discover the thousands of points of interest from High Point to Cape May.

The screenshot shows the NJPOI.com website. The header includes the logo "njpoi.com" with the tagline "That's the point" and a red location pin icon. Navigation links include HOME, ABOUT US, SEARCH THE MAP, PROMOTE YOUR POI, FAQ, and PARTNERS. A "New to the Map" section lists "D&R Canal State Park" and "The Metlar-Bodine House Museum".

The main content area features a heading "New Jersey is home to thousands of great Points of Interest and now we can help you find them!" followed by a paragraph explaining the site's purpose. Below this is a section titled "Find New Jersey Points of Interest" with a form to "SELECT ONE OR MORE CATEGORIES". The categories are listed in two columns:

SELECT ONE OR MORE CATEGORIES	
<input checked="" type="checkbox"/> Arts and Culture	<input type="checkbox"/> Outdoor Activities
<input type="checkbox"/> Educational Activities	<input checked="" type="checkbox"/> Shopping
<input checked="" type="checkbox"/> Food and Lodging	<input checked="" type="checkbox"/> Sports and Entertainment
<input checked="" type="checkbox"/> History	<input type="checkbox"/> Visitor Information

Below the categories are input fields for "CITY" (with "NEWARK CITY" selected) and "POI NAME" (with a placeholder "optional"). A "CHOOSE A SEARCH RADIUS" section offers radio button options for 5 miles, 10 miles, 15 miles, and 20+ miles. A "submit" button is at the bottom right of the form.

On the right side, there is a "Quick Links" section with a map of New Jersey. The map is divided into regions, each with an icon representing a different type of attraction: a person walking, a lightbulb, a shopping bag, a sailboat, a lighthouse, and a building.

At the bottom left, there is a section titled "Public Transit Information, too." with a paragraph explaining how to use the site to find public transit options.

What does this shift look like?

ASPECT	TOP DOWN (OLD WAY)	BOTTOM UP (NEW WAY)
Travel planning	Visitors conduct research online one attraction or travel planning site at a time, in advance of travel	NJPOI.com – Visitors can move around the state geographically, search by location and category, visit multiple attraction websites, all from the same map site
Multiple site planning	Visitors go to websites one at a time, piece together itinerary and directions	NJPOI.com – able to see sites in relation to each other on the map, see reasons to stay longer and explore a given area of the State
Coordinate travel plans with mass transit	Visitors go to mass transit websites separate from travel planning and attraction websites	NJPOI.com - Mass transit lines and stop locations integrated with attraction sites and site distances are highlighted; access to mass transit schedules from map site
Special event information	Visitors research individual interest-focused websites or attraction websites for event information	NJPOI.com- Wide array of information available in real time from member site locations—updated as needed by members 24/7
Richness and depth of information	Available primarily to larger attractions with greater promotional budgets	NJPOI.com - Available to all attractions—text, photos, links, and video uploaded by member site itself at an extremely affordable annual membership fee
Data base management	State and regional tourism websites and bi-yearly travel guides are centrally managed and updated	NJPOI.com – Community participatory model where members update their own information. Expandable (easy to add POI locations and information layers)
Direction of statewide promotional agenda	State Department of Travel & Tourism, NJTIA members and lobbyists, outside marketing firms help to determine direction	NJPOI.com - A collaboration of thousands of points of interest work together to promote the entire State
Marketing Campaign Focus	State tourism focus and investment has historically been made primarily on Atlantic City and The Shore (recent shift to DMO funding)	NJPOI.com -All New Jersey travel zones empower each other by their membership, all receive equal opportunity to promote
Source of cooperative marketing dollars	Administered, decided and distributed by the NJ Department of Travel & Tourism – dependent on state budget; county budgets	NJPOI.com –an affordable membership fee that funds a statewide marketing campaign to benefit the entire NJPOI community
NJ TODS (Tourist Oriented Directional Signage) program	Managed by NJ DOT, pricing is higher than many smaller points of interest can afford (even at recommended lower price points).	NJPOI.com – a grant pool from membership dollars will underwrite a portion of the cost of TODS signs for members
Orientation of planning	Planning in advance	NJPOI.com – Encourages discovery and spontaneity!

NJPOI.com is a new online wayfinding tool developed to help both visitors and all of us explore and discover our State. The map site includes thousands of points of interest for visitors to find, whether we enjoy arts, the outdoors, history, shopping, sports or entertainment. By searching a town by 5, 10, or 20 mile radius, we can see all that's available on one map. We can also plan our travel by bus, train or light rail, overlaying these lines and stops on the map.

We live in a new world. Funding sources have been greatly reduced or have disappeared altogether. History is no longer a reliable predictor of funding. Arts and cultural venues, historic sites, parks, recreational and tourism-related sites will need creative ways to attract visitors and generate revenue. Groups will need to re-invent the way we do business by engaging in new strategies for promotion to gain maximum visibility and ultimately ensure long-term viability.

NJPOI.com is an online cooperative, community-based marketing tool that pools nominal membership fees from thousands of points of interest organizations and businesses together to create a powerful promotional vehicle for today's world. For as little as \$50 per year, these groups can benefit by a statewide promotional effort that will not only help visitors find them but also find out about them as they travel around NJ.

NJPOI.com is a new model for a new time. It's not dependent on state or private funding but on the concept that "the whole is greater than the sum of the parts." The united strength of many attractions, large and small creates a self-generating, self-sustaining vehicle for marketing and promoting thousands of New Jersey's points of interest.

Developed by Dr. Wansoo Im and Vertices LLC throughout 2008, Phase I of the fully functional www.NJPOI.com site was launched on January 12, 2009.

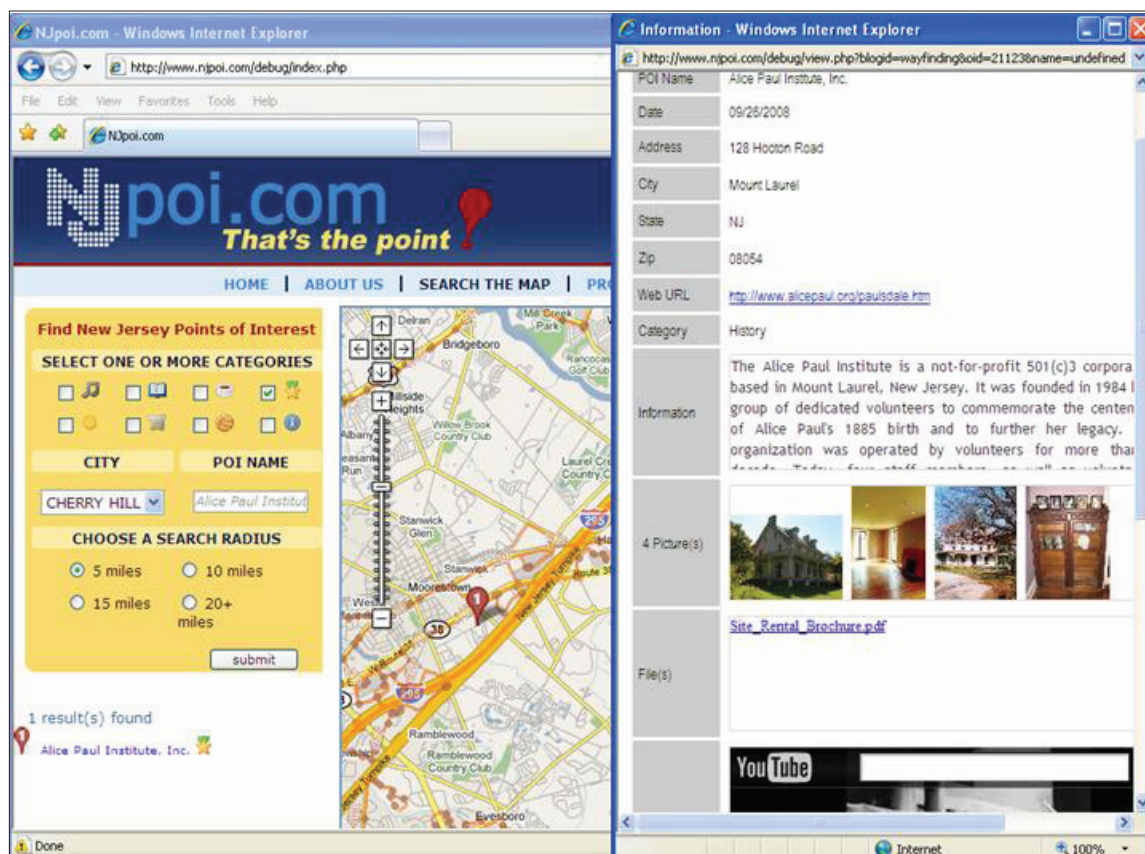
Using NJPOI.com, we can all easily navigate the Garden State, and discover thousands of points of interest from High Point to Cape May, searching categories including:

- Arts and Culture
- History
- Educational Activities
- Food and Lodging
- Outdoor Activities
- Sports and Entertainment
- Shopping
- Visitor Information

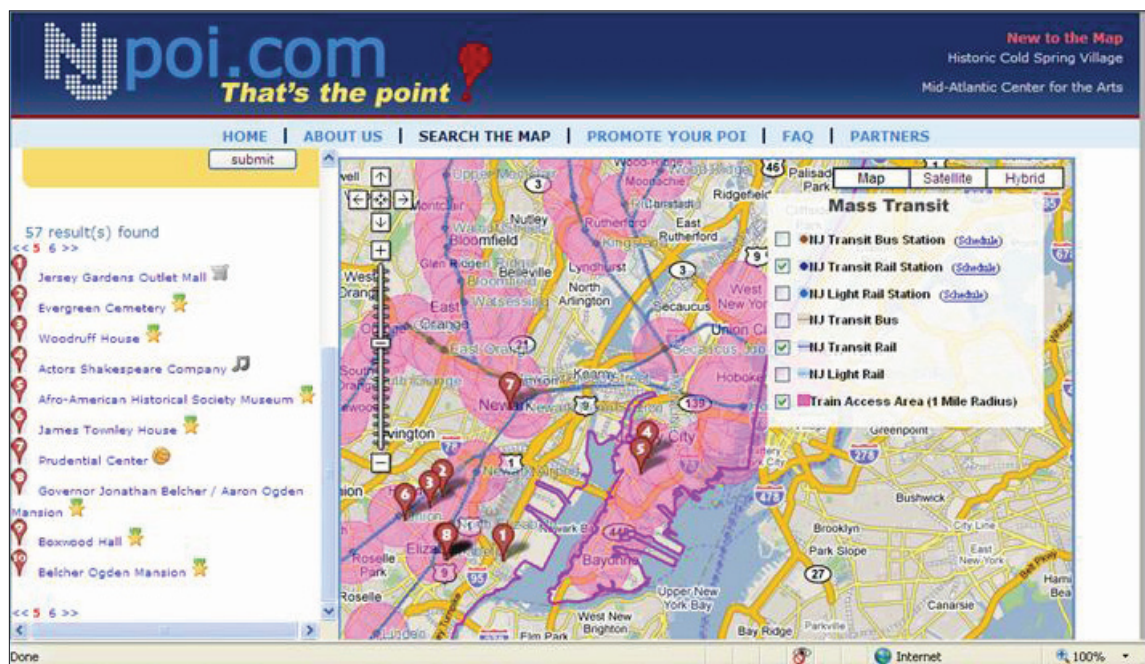
While signage is important once you're on the road, NJPOI.com provides travelers a comprehensive planning tool with information about what there is to see and do in every zone of New Jersey before they leave the house or once they have arrived in an area. The NJPOI.com map uses the same graphic icon design as the rest of NJ's Wayfinding program and creates a seamless look and feel to all aspects of our Wayfinding System.

When travelers see NJPOI.com promotional messages in the media, it connects them with the roadway signage they encounter as they drive, wayfinding information on their wireless appliances, GPS and paper maps, each reinforcing the other and creating a sense of welcome and security as they make their way around New Jersey.

Great history...great arts...great outdoor adventures...
NJPOI...That's the Point!



NJPOI.com includes thousands of points of interest for visitors to find. By searching a town by 5, 10, or 20 mile radius, we can see all that's available on one map including, bus, train or light rail lines and stops on the map.



PARTNERING IN THE PROCESS

3

- 3.1 Overview
- 3.2 Criteria for Inclusion
- 3.3 Wayfinding Requirements
- 3.4 Budget Guidelines
- 3.5 Management & Maintenance



3.1 Overview

A sign region is defined by an organized group of municipalities or attractions that are promoted through a single or allied group of organizations. The establishment of a signing region promotes the fact that there is a lot to do in this area and provides a larger coverage radius for local tourism and the region's overall brand equity.

Additional benefits of creating a regional wayfinding program include the opportunity to maintain and promote the regional brand message to travelers in the State. Wayfinding programs provide a seamless journey and experience to travelers while simultaneously building "trust" in the wayfinding information presented. It allows travelers to view the area as organized, safe and caring.

While the end result of a wayfinding program is signage, at its core it's a marketing project. The signage is a tool to promote the points of interest within an area. Other systems currently in place have shown that the addition of a wayfinding program in an area had a direct benefit to the area's smaller, 2nd tier, destinations.

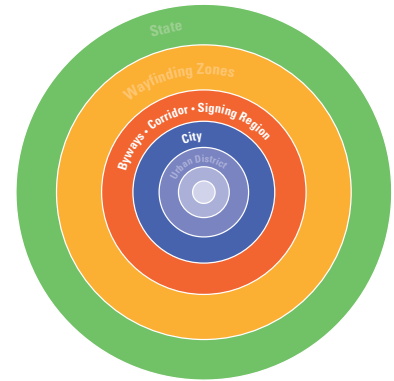
In order to establish a signing region the following steps must be taken:

Planning Phase

1. Write a clear Mission Statement outlining the Goals of the Wayfinding System, identify groups responsible for the development and ownership of the System, establish a sign vocabulary and funding for the system
2. Create a representative stakeholder group
3. Develop a concise criteria for selecting destinations eligible for inclusion in the system, based upon guidelines established in this Master Plan
4. Define the signing region and develop a trust document based on NJDOT standards

Design Phase

5. Create a sign vocabulary that adheres to NJDOT standards for legibility and consistency



6. Design sign and foundation details consistent with NJDOT standards
7. Develop sign placement standards that are appropriate to the streetscape environment (urban, suburban or rural)

Implementation

8. Establish Routing, sign locations and sign message schedules
9. Receive approvals from local officials for exact sign placement
10. Develop an ongoing maintenance and management program to cover sign cleaning, replacement, changes and expansion.
11. Agree to fund all maintenance of the system

Getting Started

Organizing a Steering Committee should be the first item of business when establishing a signing region. Members of the steering committee may include representatives from the State, County(s), City(s), Department of Transportation, Public Transportation Agency, Special Improvement District or Tourism and Visitors Bureau. City departments such as Public Works, Planning and Economic Development, and Travel and Tourism are also valuable team members. In addition, major destinations such as performing arts centers, museums, universities and other visitor attractions should be represented.

After the steering committee has been organized a Project Director should be assigned. The project director will organize stakeholder and community meetings, research and secure funding, act as a liaison between the local government officials, stakeholders and consultants as well as obtain information for the design professionals. It is very helpful if the project director is politically savvy and understands community issues. Familiarity with local municipalities' approval processes and key decision makers is also a positive attribute.

The steering committee should outline a list of possible projects, which could include: vehicular and pedestrian sign programs, historical markers, information kiosks, interpretive signage, banners or a shuttle bus system. Keep in mind that although the committee may feel all of these programs may be necessary, each one is a major project in itself, both in design

and planning efforts as well as funding. Your group should be realistic in setting goals and establishing a scope. Once the scope of the project is defined, the steering committee then must determine the boundaries of the project area, including; highways, districts, gateways and other potential signing areas, such as underground or skywalk systems.

The Steering Committee establishes a list of potential stakeholders and develops a preliminary criteria for inclusion in the system. Guidelines for developing inclusion criteria are outlined in the next section of this master plan.

Possible funding sources for regional signing programs could include grants from the State DOT, County, Stakeholder contributions, Council of Governments, TIF programs or Special Improvement Districts. Additional information on funding sources and opportunities are outlined in the Funding Section of the Master Plan.

There are 4 stages of the program that will require funding:

STAGE 1 Strategic Implementation Plan & Wayfinding Analysis

STAGE 2 Design and Documentation

STAGE 3 Fabrication and Installation

STAGE 4 Maintenance and Management

The cost for each of these stages can vary, based on the complexity or simplicity of the project. Stage 1 is generally the easiest to get started; budgets for the remaining design phases and fabrication will be established at the completion of the Wayfinding Analysis. In many cities Stage 1 (and sometimes 2) are funded by a core group of stakeholder donations. This generally includes both private and public sector stakeholders. Stage 3 (fabrication) is funded by transportation and enhancement grants, and Stage 4 is funded through a series of contributions, including stakeholder contracts, government grants and city maintenance budgets.

Establishing a maintenance and management program is an essential task before getting started with any wayfinding program. Maintenance costs include replacement, cleaning, expansion and general revisions. Identifying this early on will help secure grants, as many grants are dependent on the maintenance plan being in place prior to releasing any funds.

Once a steering committee, project manager, and maintenance plan are in place, the committee can develop a Request for

Proposal for a Strategic Implementation Plan and Wayfinding Analysis. We recommend this approach as the analysis provides a better understanding of the full project scope to both the client and funding sources. You may also include future phases such as programming, design and documentation. In addition to providing a clear scope for the project, Stage 1 also is the least expensive stage and the resulting report can be used as a tool to submit for grants and lobby potential contributors. As a consultant is brought on board, it is important for the steering committee to have a clear and organized approval process.

3.2 Criteria for Inclusion

It is important that as each signing region sets out to establish a wayfinding program based upon the State of New Jersey recommended wayfinding standards they develop a criteria for destination inclusion.

Determining destination inclusion is a two-step process. The first step is to identify those destination categories that are applicable for the particular signing region or city and write specific criteria to determine if the destination merits inclusion in the program.

Let's use specialty shopping centers for example. If a signing region only has one or two farmer's markets it may chose to write a criteria for their inclusion in the wayfinding program. However, if a signing region has a significant number of specialty shopping centers, a more restrictive criteria may need to be written.

Example #1 — Broad criteria

Specialty Shopping Center: A group of 30 or more specialty shops (antique, craft, outlet, flea markets, farmers' market, etc.) or retail stores with ample parking facilities. Specialty shops must offer goods or services of unique

interest to tourists, and which derives the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

Example #2 — More restrictive criteria

Specialty Shopping Center: Stand alone specialty shops such as a flea market or farmers' market with ample parking facilities. These shops must offer goods or services of unique interest to tourists, and derive the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

Once a destination has met the criteria in step one, step two applies a ranking to the destination using a point system. Points are given based upon size of, access to, availability of parking, and operations of a destination.



STEP 1: Potential Destination Categories and types of Destinations found in New Jersey

Commercial Attractions		
DESTINATION TYPES		SAMPLE CRITERIA
<ul style="list-style-type: none"> Amphitheatre Amusement, Theme, and Water Parks Arboretum Botanical Garden Brewery Caverns and Other Unique Natural Areas Commerce Park Distillery Off-Track Betting Facility Racetracks and Speedways Roadside Farm Market Specialty Shopping Center Winery Zoos, Zoological Gardens, Animal Parks and Aquariums 		<p>Amusement, Theme, and Water Parks: A permanent facility that may include structures and building, where there are multiple devices for entertainment, including rides, booths for the conduct of games, or sale of items, buildings for shows and entertainment, and restaurants and souvenir sales. The facility must be open a minimum of 5 months out of the year.</p> <p>Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the General Public. May include caverns, waterfalls, caves, or special rock formations</p> <p>Specialty Shopping Center: A group of 30 or more specialty shops (antique, craft, outlet, flea markets, farmers' market, etc.) or retail stores with ample parking facilities. Specialty shops must offer goods or services of unique interest to tourists, and which derives the major portion of its income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.</p>
Community		
DESTINATION TYPES		SAMPLE CRITERIA
<ul style="list-style-type: none"> Urban Neighborhoods 		<p>Urban Neighborhoods: A residential community, which is organized in a formal association that meets a minimum of 4 times a year. Private developments are not eligible. Urban Neighborhoods receive only an Arrival Identification signs, directional signage is not provided.</p>
Cultural / Institutional		
DESTINATION TYPES		SAMPLE CRITERIA
<ul style="list-style-type: none"> Arenas Arts/Crafts Centers Business District College / University Concert Hall Courthouses/Government Buildings Galleries Fairgrounds Institution Library Military Base Museums Observatory Performing Arts Center Regional Worship Facility Religious Site Schools Science Centers 		<p>College / University: An educational institution that is nationally accredited and grants degrees.</p> <p>Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General Public.</p> <p>Regional Worship Facility: A church, synagogue, mosque or other religious facility designated for worship that attracts members from the metropolitan region and that has programs and activities of interest to the general public. The facility must have a membership exceeding 750 or 1,000 or more weekly users.</p>

Historical / Architectural

DESTINATION TYPES	Historic Site or Building:	SAMPLE CRITERIA
	Bridges Canals Cemeteries Coal mines and coke ovens Commercial buildings Encampments and Battlefields Farms, farmsteads and barns Forts Furnaces Houses Mills and factories Railroad Stations Religious sites, places of worship, cemeteries and monuments Tollhouses Historic Districts: Canal Courthouses and public buildings Historic residential streets Railroad line Shopping streets and districts	Historic Site or Building: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State Historical and Museum Commission (HMC), or a County Historical Commission or Agency. The site must be accessible to the General Public and provide a place where visitors can obtain information about the historic site.

Recreational

DESTINATION TYPES	Boat Launch/Marina Campground Canoeing and Rafting Golf Courses Hiking and Biking Trails/Routes Equestrian Center / Horseback Riding Areas Hunting and Fishing Areas National, State and Regional Parks and Forests Natural Attraction Natural Resource Ski Areas Snowmobile Trails and Winter Sports Areas (excluding Ski Areas) Sports Facilities Water Skiing	SAMPLE CRITERIA
		Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Game Commission or the State Fish and Boat Commission. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, and school recreational fields.

Tourist Services

DESTINATION TYPES	Bed and Breakfasts Country Inn Hospitals Resort Rural Restaurant Visitor Information Centers	SAMPLE CRITERIA
		Bed and Breakfasts: A private residence located in Rural Area that contains ten (10) or fewer bedrooms used for providing overnight accommodations to the public, and which breakfast is the only meal served and is included in the charge for the room. Must be rated by a national or state lodging or bed and breakfast rating program. Rural Restaurant: An establishment where food and drink are prepared, served and consumed on premise and provided by waiter service. The facility must provide a minimum of twenty (20) seats. Excludes drive-through or franchised sit-down service. Must be located in a Rural Area.

Transportation

DESTINATION TYPES	Airports Heritage Roads, Historic Routes and Trails Railroad Trips Railroad/Bus/Ferry Stations Scenic Overlook Water Tours Waterfronts	SAMPLE CRITERIA
		Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by the State Department of Conservation and Natural Resources (DCNR), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Waterfronts: Areas with access to and views of the oceans and rivers of the State, which are recognized by the County or State as having significant recreational or cultural value and are open a minimum of 30 days per calendar year.

STEP 2:**Potential Destination Categories and types of Destinations found in New Jersey**

1 SIZE OF ATTRACTION	An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the Attraction's peak season. For example, an employee that works 50 percent of a normal full time employee than that employee should be counted as .5. Non-profit Attractions can count volunteer staff, using the same method of equivalent calculation.		
	Number of Full Time Employee Equivalents	Check One	Score
	100+		25
	51-100		20
	11-50		15
	<10		10
	Question 1 Score		
2 ADEQUATE ROAD SYSTEM		Check One	Score
	Paved Access Road/Entrance with clearly visible entrance signing		10
	Unpaved Access/Road Entrance with clearly visible entrance signing		5
	Unclear Entrance with sign not clearly visible with 200 feet of entrance		0
	Question 2 Score		
3 ADEQUATE PARKING FACILITIES		Check One	Score
	Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on a paved area.		15
	Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of Attraction attendance capacity and parking spaces on an unpaved area.		10
	Legal on street parking or parking in municipal lots or garages within ¼ mile of Attraction.		10
	Insufficient parking on Attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of Attraction attendance capacity and parking spaces.		5
	No parking		0
	Question 3 Score		

4 SEASONAL OPERATION		Check One	Score
	Open 12 months per year		20
	Open at least 6 months per year		15
	Open less than 6 months per year		5
	Question 4 Score		
5 HOURS OF OPERATION		Check One	Score
	Open 56 or more hours per week.		20
	Open between 40 and 56 hours per week		10
	Open less than 40 hours per week		5
	Question 5 Score		
6 RECOGNITION	Attraction of Regional Significance as Identified by Stakeholders		
		Check One	Score
	National Recognition		20
	Regional Recognition		10
	Local Recognition		5
Question 6 Score			
GRAND TOTAL			

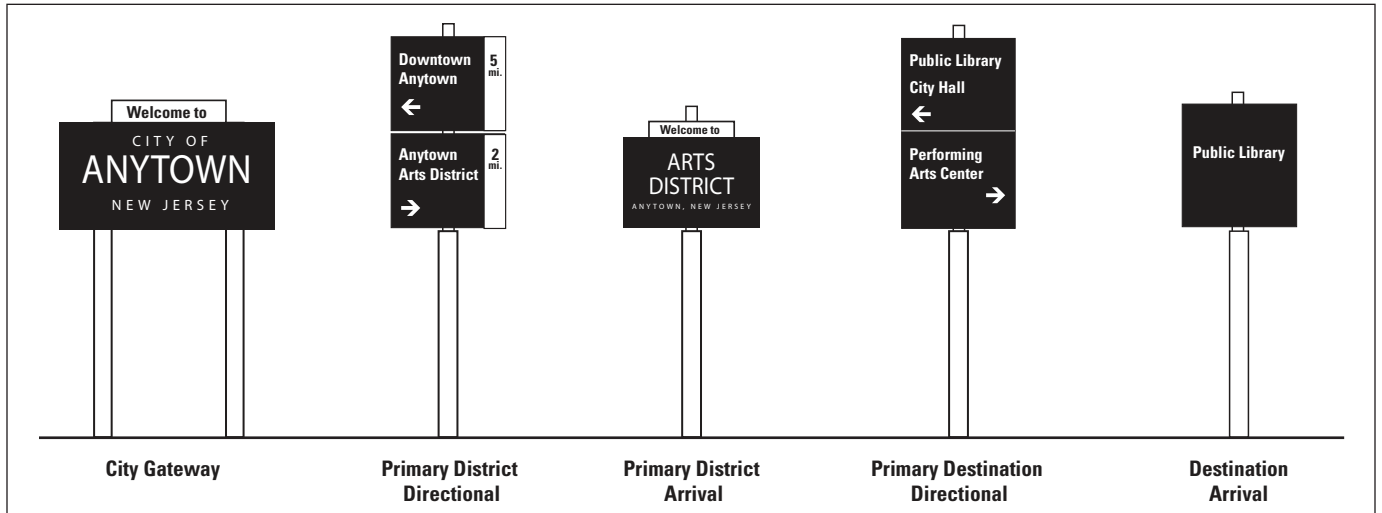
3.3 Wayfinding Requirements

Design Standards

Urban wayfinding signs are a marriage between the practicality of reading a message at vehicular speeds with the importance of creating an attractive design for the pedestrian environment. To meet these goals, the wayfinding sign design must follow some basic rules:

- **Color:** Color contrast should be at least 70 percent between typeface and background. Limit the number of different colors to no more than three or four to keep the design clean and simple. To avoid confusion with traffic regulatory signs, colors such as DOT standard red or yellow should be avoided.
- **Typeface:** The type size should be at least 4 inches for signs in urban conditions with speeds of 25 mph or less. For roadways over 25 mph the type size should be at least 6 inches. Letter styles should be simple and with narrow stroke widths, few flourishes and a wide kerning (spaces between letters) relative to the height of the letters. Clearview HWY is a preferred DOT approved typeface. Letters should be applied using a reflective material, with vinyl the most commonly used to allow for alterations should the need arise to change the sign message.
- **Symbols and logos representing destinations:** Internationally recognized symbols are the best to use, for example the Parking "P" or the Hospital "H." If unique symbols are developed, only three or four should be used at most to allow the driver to gain some familiarity. Logos should be kept small and should not dominate the messages on the sign. Logos representing districts or subdistricts can be used but always in conjunction with a text message and with limited application.
- **Destination messages:** Never use more than three messages per sign to ensure readability.
- **Sign panel height:** Signs should have a clearance of at least 7 feet (ft.) off the ground to satisfy the Americans with Disabilities Act requirement. Panel heights should also be high enough off the ground to deter vandalism.
- **Sign width:** The width is restricted by the need to keep the sign support out of the pedestrian path and also to maintain an urban scale. The width is generally 40 in. or less.

Generic Menu of Sign Types



As Applied to Jersey City



- **Connections:** All brackets and connections should be hidden with covers and tamper-proof screws.

Material Standards

Urban wayfinding programs have a life span of 10–15 years and require materials and fabrication standards that have longevity, can withstand environmental conditions, and comply with NJDOT and MUTCD requirements. The following outline specifications set basic standards for materials and fabrication methods:

Post and Panel Signs

Structural Performance: Provide post and panel signs capable of withstanding the effects of gravity loads and the following loads and stresses within limits and under conditions indicated, determined according to ASCE 7, “Minimum Design Loads for Buildings and Other Structures.”

- **Wind Loads:** Determine loads based on a uniform pressure of 110 mph acting in any direction.
- **Thermal Movements:** Provide post and panel signs that allow for thermal movements resulting from the following maximum change (range) in ambient and surface temperatures by preventing buckling, opening of joints, overstressing of components, failure of connections, and other detrimental effects. Base engineering calculation on surface temperatures of materials due to both solar heat gain and nighttime-sky heat loss.
- **Temperature Change (Range):** 120 deg F, ambient; 180 deg F, material surfaces.

Aluminum Sheet and Plate: ASTM B 209, alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of alloy 5005-H15.

Aluminum Extrusions: ASTM B 221, alloy and temper recommended by aluminum producer and finisher for type of use and finish indicated, and with at least the strength and durability properties of alloy 6063-T5.

Vinyl Film: Engineer Grade reflective vinyl film (minimum requirement, High Intensity vinyl is preferred), as produced by 3M Corporation, with pressure-sensitive adhesive backing, suitable for exterior applications.

Fasteners: Use concealed, fasteners fabricated from metals that are noncorrosive to sign material and mounting surface. Where fasteners are exposed, use tamper resistant fasteners.

Anchors and Inserts: Use stainless-steel or hot-dip galvanized anchors and inserts. Use torque-controlled expansion-bolt devices for drilled-in-place anchors. Furnish inserts, as required, to be set into concrete.

Warranty

Warranty Period: 10 years from date of Substantial Completion. The post, panel, footers, sign faces, materials and fasteners shall be free of defects, including but not limited to the following; scaling, peeling, fading, warping, vinyl shrinking, and corrosion.

Concrete

Concrete for Postholes: Comply with requirements “Cast-in-Place Concrete” for normal-weight, air-entrained, poured in place ready-mix CLASS B concrete with a minimum 28-day compressive strength of 5400 psi, unless otherwise indicated.

Reinforcing Bars: ASTM A 615/A 615M, Grade 60 , as required by structural engineer.

Installer Qualifications: An experienced installer who has completed concrete Work similar in material, design, and extent to that indicated for this Project and whose work has resulted in construction with a record of successful in-service performance.

Manufacturer Qualifications: A firm experienced in manufacturing ready-mixed concrete products complying with ASTM C 94 requirements for production facilities and equipment.

Testing Agency Qualifications: An independent testing agency, acceptable to authorities having jurisdiction, qualified according to ASTM C 1077 and ASTM E 329 to conduct the testing indicated, as documented according to ASTM E 548.

Source Limitations: Obtain each type or class of cementitious material of the same brand from the same manufacturer’s plant, each aggregate from one source, and each admixture from the same manufacturer.

Footers

Post Base and Installation: Refer to NJDOT "Breakaway Sign Supports for ground mounted signs (CD-619-9)". Sign posts shall meet or exceed the following:

- 1) 2004 AASHTO A policy on Geometric Design of Highway and Streets, 5th Edition
- 2) 2002 AASHTO Standard Specifications for Structural supports for Highway Signs, Luminaries and Traffic Signals, 4th Edition, including the 2003 revisions as required
- 3) 2002 AASHTO Roadside Design Guide, 3rd Edition
- 4) 2003 FHWA Manual on Uniform Traffic Control Devices

Anchor Bolt Assembly and Leveling Plate: Shall be structured steel to ASTM specification A36 or equivalent with minimum yield strength of 36.000 PSI

Nuts, Washer, and Bolts: Shall be hot dip galvanized.

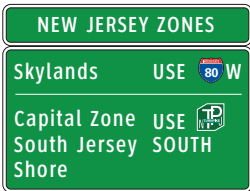
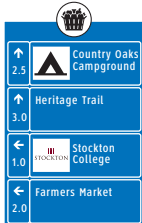
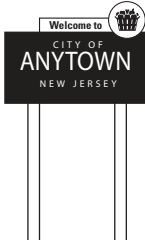


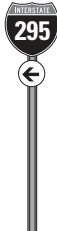
3.4 Budget Guidelines

There are number of costs associated with implementing a wayfinding program. As projects are organized and steering committees are formed consideration should be given to both the hard (implementation costs) and soft costs (planning fees) that go along with a project of this nature.

The table to the right breaks down planning fees into three categories: Strategy, Analysis and Planning and Design. The list below outlines some of the tasks associated with those three categories.

STRATEGY

- Develop Steering Committee and Stakeholder Group
- Create a Mission Statement
- Determine Project Boundaries and Scope of Work
- Develop Management Organization and Process
- Identify Funding Sources
- Develop Destination Criteria
- Create a Regulatory Approval Plan

Sign Type		Price Range (per sign)
	HIGHWAY SIGN Located on State and Federal Highways, these signs follow guidelines set by the Manual on Uniform Traffic Control Devices. While they have a set standard for design fabrication costs can vary by the size and location of signs (i.e. overhead or ground mounted signs).	\$250,000 – \$500,000
	TOURIST ORIENTED DIRECTIONAL SIGN Located on State Highways, TODS provide directional information and promote tourist activities. Types of destinations include cultural, historic, recreational, and educational activities as well as tourist services such as lodging, restaurants, and fuel.	LEASING COST: \$500 – \$800 per listing per year
	CITY GATEWAY Gateways can make a statement and welcome a visitor or they can simply mark the City limit. They provide a landmark and can include more than just signage. Lighting, landscaping and architectural elements can also be incorporated. Gateways can vary in scale and complexity based on their location, environment and purpose.	\$10,000 – \$50,000
	VEHICULAR DIRECTIONAL Vehicular directional signs direct visitors to urban districts, and destinations. They are typically single post and panel. This sign type only directs to destinations identified as a vehicular destination and contain a maximum of 3 listings per sign.	\$3,800 – \$4,500 single post (low speed) \$6,500 – \$8,500 double post (high speed)
	PEDESTRIAN DIRECTIONAL Smaller scale signs direct to districts and destinations within a pedestrian zone. Signs are typically located at intersections or street corners and can also include distances to destinations. Signs can be installed on either existing or new poles. Local approving agencies need to be included to determine if existing poles are an option.	\$1,500 – \$2,500
	TRAILBLAZERS Vehicular scale signs that direct to roads such as highways, byways, scenic routes, heritage trails, bike paths, and transportation hubs.	\$500 – \$700

PLANNING + DESIGN FEES

Small Borough / Main Street	\$ 25,000 - \$50,000
Small Town	\$ 75,000 - \$100,000
Mid Sized City	\$ 85,000 - \$120,000
Large Downtown	\$ 125,000 - \$185,000
City/Regional – Comprehensive	\$ 150,000 - \$225,000

IMPLEMENTATION COSTS

Small Borough / Main Street	\$ 50,000 - \$75,000
Small Town	\$ 100,000 - \$250,000
Mid Sized City	\$ 350,000 - \$500,000
Large Downtown	\$ 500,000 - \$750,000
City/Regional – Comprehensive	\$ 750,000 - \$1.2 million

ANALYSIS

- Wayfinding Analysis – Determine Project Issues and Scope of Work
- Revise Budget (based on Analysis)

PLANNING + DESIGN

- Sign Design
- Programming
- Bid Documents and specification
- Design Guidelines Manual
- Full maintenance and management plan
- All regulatory approvals
- Engineering
- Route Plans
- Sign locations

Implementation costs vary depending on the size of the project area and scope of the signage program. The table on the previous page provides a range of implementation costs based upon the size of the project area. The list below outlines some of the tasks associated with Implementing a wayfinding program.

IMPLEMENTATION

- Bidding
- Construction Administration
- Agency Coordination
- Permits
- Fabrication

3.5 Management and Maintenance

Before any wayfinding program is implemented, a management and maintenance plan must be established to sustain the program. This plan should include maintenance, replacement, cleaning, changes to the program and expansion of the program over both the long and short-term. This includes cleaning and repairing existing signs as well as a process for adding and deleting destinations and when necessary expansions to the system.

Management

Management can be handled through the establishment of a governing body, or “wayfinding committee,” that oversees the funding, maintenance, and expansion of the wayfinding program. A project manager should be assigned the responsibility of the day-to-day management of the system. The committee should also be responsible for maintaining a well-managed database of the wayfinding system along with accurate maps as to the locations of each sign.

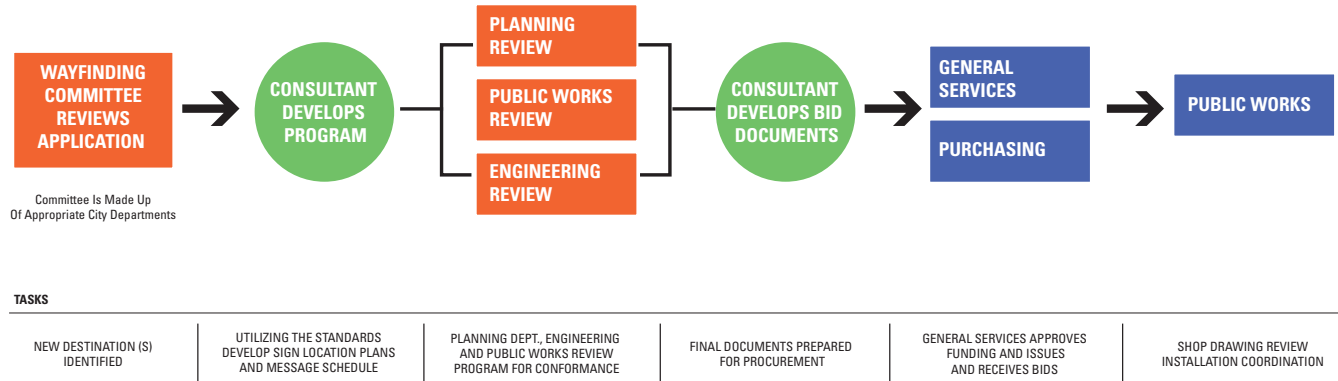
The fact is that some destinations within the signing region may move or as municipalities develop and grow new destinations may want to join an already existing program. All signage requests should be processed through the “Wayfinding Committee.”

Using the example that a new Performing Arts Center has been opened and it would now like to be included in the wayfinding program for Anytown, NJ. The Center must apply to the “Wayfinding Committee” in order to be approved for inclusion. Once approved the committee, public works or consultant, develops a program for sign locations and messages for the new Center. The proposed program is then submitted to planning, public works and engineering for review of the program for conformance to the system. Upon approval documents are prepared for procurement and issued through purchasing. Public works coordinates fabrication and installation of the new components.

Additional elements that may require the committee’s attention may include temporary or seasonal signs, regulatory







signs, hospital and interstate trailblazers, and banners. Temporary and seasonal sign programs should be controlled as to not interfere with the wayfinding program. Removing and managing illegal signs should be done through a streetscape management and sign removal program. An approval program and design standard, matching MUTCD standards, should be coordinated for Hospital and Interstate trailblazers.

Maintenance

Maintenance should be the shared responsibility of the Signing Region and the program's Stakeholders. Typical annual maintenance costs can average anywhere from 10%–15% of the total project construction cost. The long-term maintenance plan for a system will focus on sign replacement, system revisions and expansion.

Cleaning — It is important to keep the signs well maintained. Well-maintained signs instill trust with the end-user. A good maintenance program will call for an annual or biannual cleaning of the signs. For the cleaning of dirt & grime a simple solution of simple green and water is typically sufficient whereas removing graffiti may require a mild, enamel thinner. Stickers are the most common form of graffiti. These can be removed with either Goof Off or Goo Gone. Poles get the most graffiti damage and will require a continuous cleaning and repainting program.

Panels should have a higher-level professional cleaning program. Panels in high sun or tougher areas should be coated with a film, (Tedlar, mylar) to protect against ultraviolet rays. Cleaning should be carefully done with a lemon soap for stickers, and a mild paint thinner for graffiti. Professionals or highly trained staff should complete panel cleaning.

Removal — As new signs are put into place old signs should be removed. It can be anticipated that for every new sign approximately 2 signs will be removed — in effect reducing visual clutter. A clear foundation removal and replacement plan should be established prior to selecting a foundation system.

Management Matrix for Permanent Signs

SIGN LONGEVITY	0-4 YEARS	5-9 YEARS	9-25 YEARS
DESIGN AND PLANNING	Extensive design and planning program continues even after sign system in place. Client plays a crucial role	Moderate amount of design and planning. Less input needed from the client.	One time design and planning costs.
SIGN SYSTEM	Light attachment details. Flexible System. Extensive computerized system schedule.	Attachment details allow for some replacement. Computer database for sign changes	Durable attachment. Very difficult to remove. No database needed for system.
MATERIALS	Low grade materials	Medium Grade materials.	High quality materials
CHANGEABILITY	Limited Changeability. Signs need little demountability of parts but signs must be easy to remove.	Moderate Changeability. Extensive demountability of sign parts especially the sign face.	Complete Changeability. Every part of the sign must be fitted with removable parts for changes in the system
CLEANING	No major investment in cleaning	Major cleaning schedule	Major cleaning schedule

This information was developed with assistance from Craig Berger of the Society for Environmental Graphic Design.

Special Considerations: Designing for Maintenance

As a wayfinding program is developed, design consideration must be given to the maintainability of each element; the foundation, pole, bracket, panel, and lettering.

Foundations should be selected to fit the environment. Slip base or sleeve foundations should be used for high traffic areas and embedded foundations for soil and park conditions.

Changeability consideration should be given when selecting the lettering method for each sign. Gateways and other similar panels that will not be changed often can be fabricated using a complete film coating or silk-screening. However, for messages where changeability is paramount durable vinyl lettering with a clear program for changing information is best.

Programs should be developed using sign components that are constructed of readily available industry standard materials and use standard fabrication techniques. These include: 1/4 thick aluminum sheet, 4" tube poles, reflective vinyl, automotive grade paint. When a system is designed to coordinate with the historic nature of an area, design considerations include size, scale, color, placement, and quantity of signs. Future signage additions should adhere to the design philosophy established by the sign program.

Initial "attic stock" of parts should be included in the base bid of each phase of the project implementation. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted and other parts. This will aid in a region's ability to maintain the program "in-house." In most municipalities, in-house fabrication is typically limited to graphics and lettering for changing messages, poles, foundations, and installation.

Funding

As part of the Management and Maintenance plan, a continuing funding source must be identified. In most existing programs this includes a Maintenance Agreement Contract among the Stakeholders. This contract can be established based upon the quantity of listings for any one destination, equally distributed among all stakeholders, established on a sliding scale or ranked by significance.

It should be specifically noted that the New Jersey Department of Transportation does not provide funding of grants for the maintenance of wayfinding / signage projects. NJDOT will require all signing regions or municipalities considering a wayfinding program to agree to the maintenance with the understanding that if the project is not maintained to a sufficient level, NJDOT could pull funding for other projects or requests. It is important that municipalities have a funding plan in place for maintenance prior to the first sign going into the ground.

IDENTIFYING POTENTIAL PILOT PROGRAM AREAS

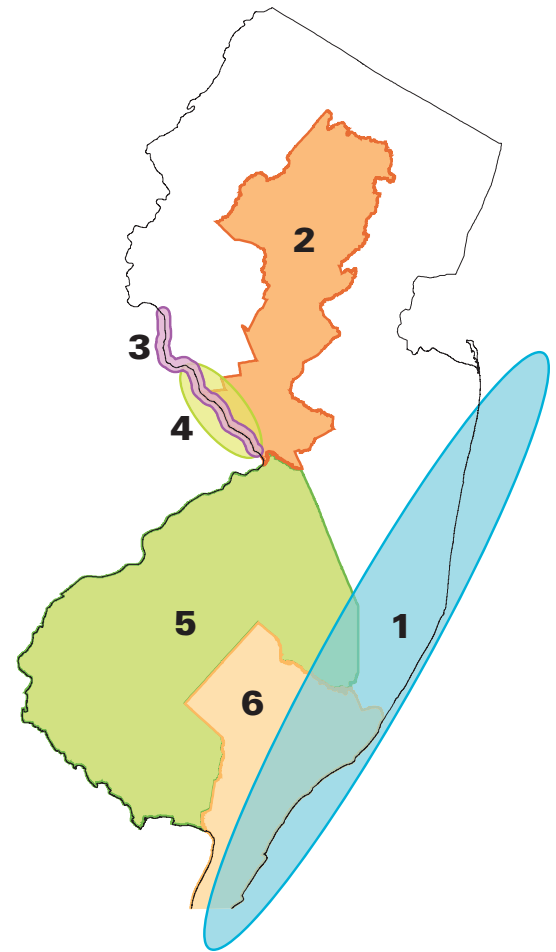
4

- 4.1 Overview
- 4.2 Proposed Pilot
Program Areas
- 4.3 Pilot Program Participant
Application Form



PILOT PROGRAM AREA SELECTION CRITERIA:

- Has tourism as an economic engine of the area
- Is promoted and/or governed by an established organization or agency
- Encompasses a variety of physical conditions
- Crosses county boundaries
- Incorporates an area where an established urban wayfinding program exists
- Has a relatively simple wayfinding circulation pattern
- Includes linkages to various modes of transportation
- Agrees to accept all costs and labor associated with the maintenance of the system
- Agrees to reduce visual clutter by removing all extraneous and/or deteriorating wayfinding signage



4.1 Overview

Creating a Pilot program is the first step in engaging support for and involvement in a standardized approach to wayfinding throughout the entire State of New Jersey. The pilot program can demonstrate in practical terms how wayfinding can provide continuity to an area, market the assets of an area as well as the integration with existing environmental conditions.

The objectives of this master plan are to establish criteria for the selection of the first Wayfinding Pilot Projects, to explore areas/regions that would be appropriate as a Pilot Project area and the rationale behind their identification, to suggest partnerships in the proposed regions, and to identify the key players who must be invited to participate in this process.

Areas considered were ones in which tourism is the economic engine for the region. In this type of area the elected officials, businesses, and attractions are already aligned through their tourism effort and can ease the approval process when establishing a Pilot Project. Potential Pilot Project areas for consideration include:

1. The Jersey Shore Area:

- Has experimented with working under one umbrella, the Jersey Shore Alliance, and has a high understanding of the value of tourism.
- Has a simple circulation pattern with the Garden State Parkway and Route 9 as the main North/South connectors between the various communities.
- Has a significant number of recreational tourist destinations

2. Morris Co., Somerset Co., and Mercer Co.

- These counties are promoted by and brought together under the auspices of the Crossroads of the American Revolution National Heritage Area.
- These counties have a variety of historic and recreational destinations.

3. Route 29 Delaware River Scenic Byway

- Delaware and Raritan Canal Commission and NJDOT are major stakeholders for this area.
- This area is also located in the southern end of the Crossroads of the American Revolution National Heritage Area.
- This corridor stretches from Trenton to Frenchtown and would provide an opportunity to integrate with the existing Trenton Wayfinding system.

Additional Potential Pilot Program Areas To Consider

4. Lambertville/Trenton corridor

- This corridor would provide an opportunity to integrate with the existing Trenton Wayfinding system.

5. Camden, Burlington, Salem, Gloucester, & Cumberland Counties:

- These counties are promoted by and brought together under the auspices of the South Jersey Tourism Corporation.

6. Atlantic County/Cape May County

- These counties share in common the Atlantic City Expressway, the Garden State Parkway, Route 9, local shore communities and downtowns. This area also would provide an opportunity to integrate with the existing Atlantic City Wayfinding system.

Potential Pilot Project Areas

As we look more closely at any of the areas identified as potential Pilot Project areas, partnerships and key players can be identified as having a vested interest in the development of a comprehensive wayfinding program.

Take the Route 29 Delaware River Scenic Byway for example. The key players in this area would be the Delaware and Raritan Canal Commission, NJ DOT Scenic Byway Committee, Cross-

roads of the American Revolution Association, Mercer and Hunterdon County Roads Departments, DRBA (Delaware River Bridge Authority), and Elected Officials of Trenton, Titusville, Lambertville, Stockton, Raven Rock, and Frenchtown — all communities located along the Byway. Funding partnerships may be available from Federal Scenic Byway Grant Funds, and NJDOT Grant Funds.

Another Example would be The Jersey Shore Area. The key players in this area would be the Shore Region Tourism Council, Cape May, Atlantic, Ocean and Monmouth County Roads Departments, and Elected Officials of Cape May, Wildwood, Atlantic City, Brigantine, Point Pleasant, Long Branch, and other beach communities located along the Shore. Opportunities for partnerships include local municipalities, Counties and NJDOT.

After examining the potential pilot project areas and the opportunities and constraints of each, the project team establishes a list of criteria for Pilot Area Selection. The objective of the pilot program is to show how wayfinding in areas beyond just urban centers can be developed. There are already a significant number of urban programs in place throughout the state and this opportunity should be taken to show programs at a larger scale and how multiple organizations and agencies can come together to develop a wayfinding system.

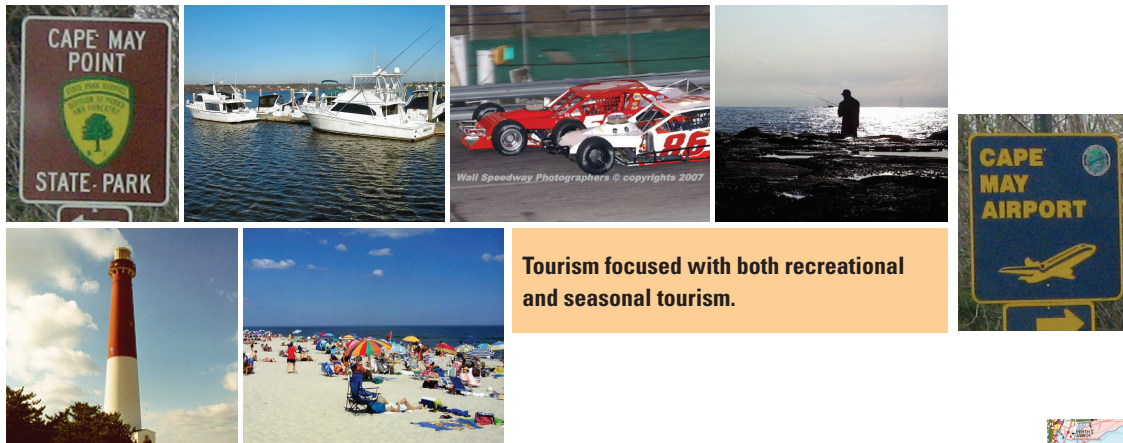
In order to be considered for a pilot area each criteria must be met. Areas must be tourism-focused with a variety of attractions, resulting in a diverse stakeholder group. They must also be promoted and/or governed by an established organization or agency, for example a county Chamber of Commerce, State Tourism Department or an Economic Development group. Encompassing a variety of physical conditions, such as highways, rural roads, small downtown areas, urban areas, as well as crossing county boundaries establishes that the area has reach beyond just an urban center. The area should provide an opportunity to connect to, enhance and/or re-examine an existing urban wayfinding program as part of the pilot project. In order to keep the pilot programs manageable it is important that the area has a relatively simple circulation pattern. Offering opportunities to connect to transportation hubs and other modes of transportation are key to establishing a seamless journey. Finally, it is important that pilot areas be committed to the project. They should agree to accept all costs and labor associated with the maintenance of the system as well as commit to reducing visual clutter by removing extraneous and deteriorating signage.



**Potential Pilot
Program Area #1 :**

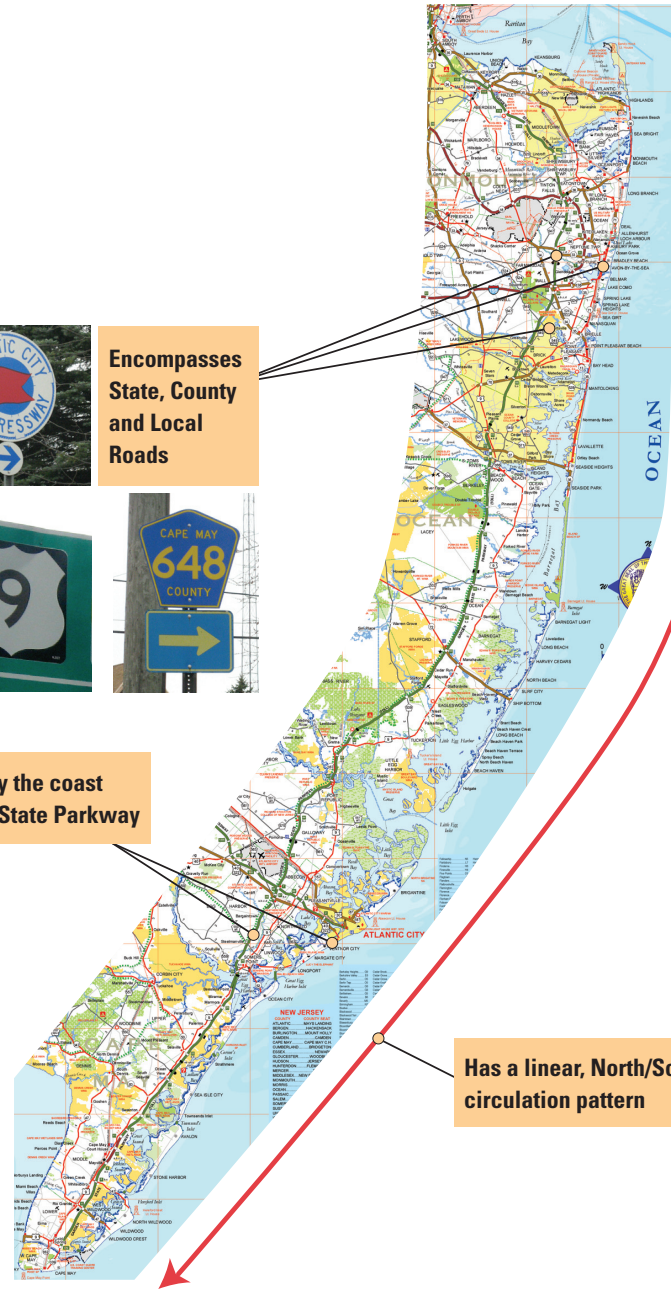
The Jersey Shore

- Area is easily defined by the coast and the Garden State Parkway
- Tourism focused: recreational and seasonal tourism are the economic engine
- Operates and promotes itself under a single entity: Jersey Shore Alliance
- Includes a variety of attractions, including but not limited to: Boardwalk, Beaches, Bays, Boat Launches, Recreational Parks, Regional Airports, Convention Centers, Lighthouse(s), State Parks, NJ Transit Buses, Amtrak
- Defined area includes portions of Monmouth, Ocean, Atlantic and Cape May Counties
- Has a linear, North/South circulation pattern
- Encompasses State, County and Local Roads
- Provides opportunity to connect with the established Atlantic City wayfinding program



Easily defined by the coast and the Garden State Parkway

Has a linear, North/South, circulation pattern





**Potential Pilot
Program Area #2 :**

Morristown-Pluckemin Corridor

- Area is centralized along I-287 and Rt. 202
- Tourism focus: heritage tourism is an economic engine
- Operates and promotes itself under a single entity:
Crossroads of the American Revolution National
Heritage Area
- Includes a variety of attractions, including but not limited to:
National Historic Landmarks, National and State Registered
Historical Sites, Recreational Parks, NJ transit, Morristown
Airport, Morris County Visitor Center
- Defined area includes portions of Morris and
Somerset Counties
- Has a primarily linear, North/South circulation pattern
- Encompasses State, County and Local Roads
- Provides opportunity to connect with an existing
wayfinding program in Morristown which needs
analysis and replacement



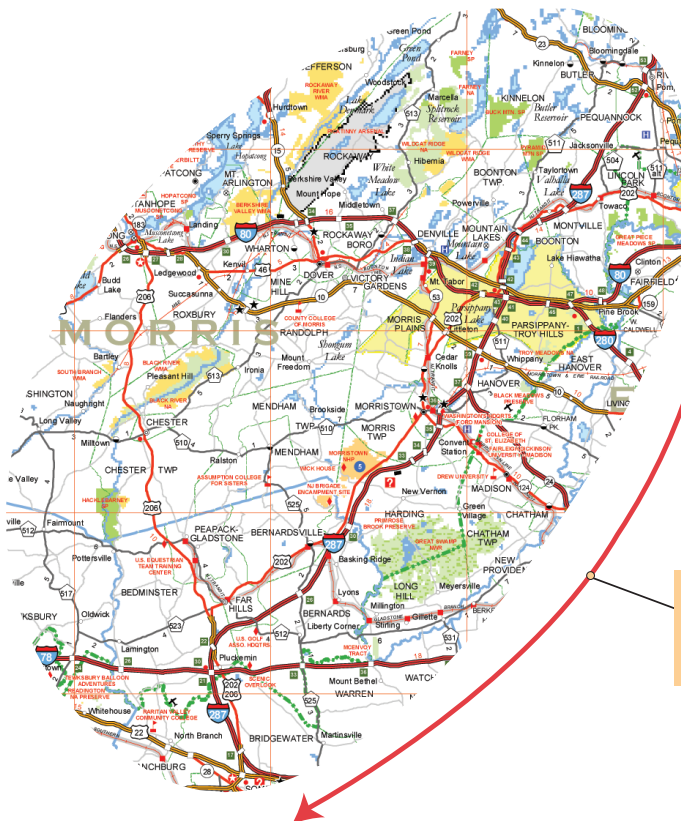
Heritage tourism
focused with a variety
of attractions.



Provides opportunity to connect with
an existing wayfinding program in
Morristown which needs analysis and
replacement



Area is centralized along I-287 and Rt. 202



Has a linear, North/
South, circulation
pattern



**Potential Pilot
Program Area #3 :**

Rt.29 Delaware River Scenic Byway

(Lambertville-Trenton Corridor)

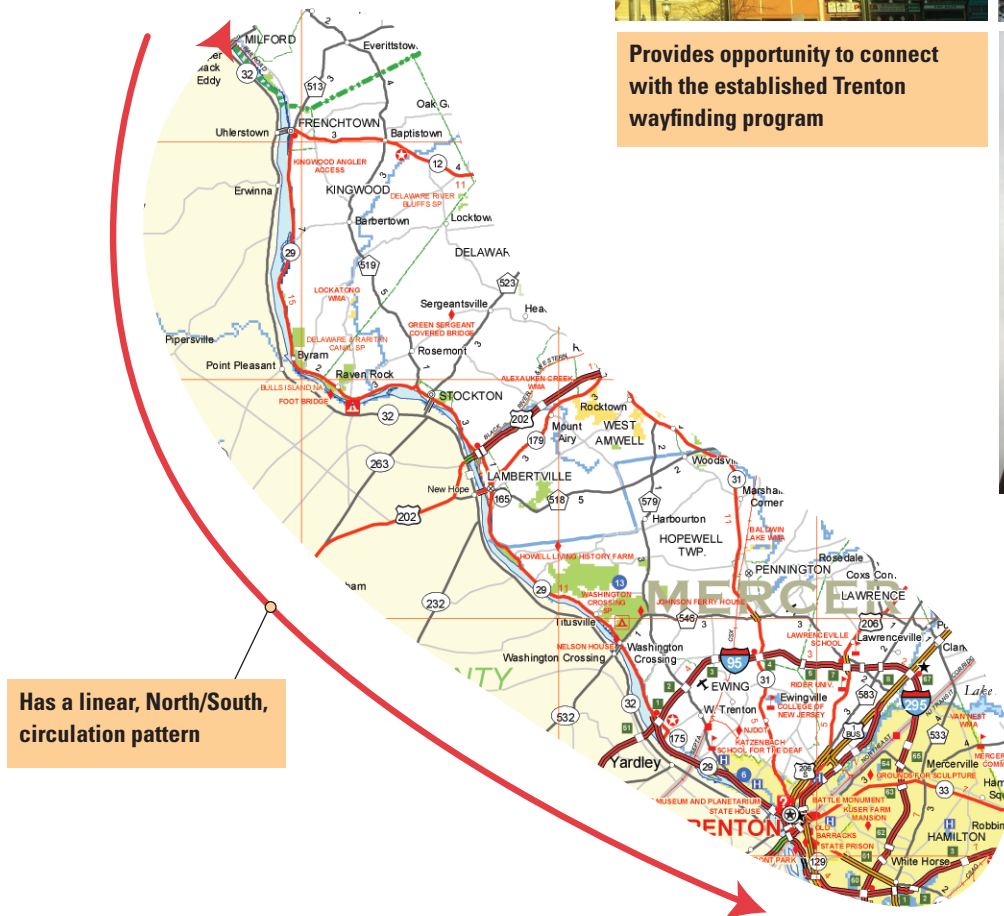
- Area is easily defined by Rt. 29 along the Delaware River beginning at Trenton and ending at Frenchtown
- Tourism focused: heritage and recreational tourism are the economic engine
- Operates and promotes itself under a single entity: Delaware River Scenic Byway
- Area is also part of the Crossroads of the American Revolution National Heritage Area
- Includes a variety of attractions, including but not limited to: Washington Crossing, National and State Registered Historical Sites, Recreational Parks, Canal
- Defined area includes portions of Mercer and Hunterdon Counties
- Has a primarily linear, North/South, circulation pattern
- Encompasses State, County and Local Roads
- Provides opportunity to connect with the established Trenton wayfinding program



Tourism focused with a variety of both heritage and recreational attractions.



Provides opportunity to connect with the established Trenton wayfinding program



Has a linear, North/South, circulation pattern

Pilot Program Participant Application

APPLICANT NAME	
(Governing Agency, Chambers or Non-profit Entity in charge of proposed project area)	
CONTACT NAME	
TITLE	
ADDRESS	
PHONE	
FAX	
EMAIL	

1. What are the physical boundaries of the proposed project area?

Northern Boundary: _____

Southern Boundary: _____

Eastern Boundary: _____

Western Boundary: _____

2. Describe the geographic conditions of the proposed project area (e.g., shore, mountainous, urban, rural):

3. List types of roadways included in the proposed project area:

(e.g., interstates, federal, state, county and/or local roadways)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. Counties included in proposed area:

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Atlantic County | <input type="checkbox"/> Essex County | <input type="checkbox"/> Monmouth County | <input type="checkbox"/> Sussex County |
| <input type="checkbox"/> Bergen County | <input type="checkbox"/> Gloucester County | <input type="checkbox"/> Morris County | <input type="checkbox"/> Union County |
| <input type="checkbox"/> Burlington County | <input type="checkbox"/> Hudson County | <input type="checkbox"/> Ocean County | <input type="checkbox"/> Warren County |
| <input type="checkbox"/> Camden County | <input type="checkbox"/> Hunterdon County | <input type="checkbox"/> Passaic County | |
| <input type="checkbox"/> Cape May County | <input type="checkbox"/> Mercer County | <input type="checkbox"/> Salem County | |
| <input type="checkbox"/> Cumberland County | <input type="checkbox"/> Middlesex County | <input type="checkbox"/> Somerset County | |

5. List the key Stakeholders for the proposed project area:

6. List Preliminary Destinations to be included in the proposed project area:

7. Transportation hubs within proposed project area (e.g., rail, bus, planes, bicycle trailways):

8. Will the proposed project area include wayfinding links with public transportation? Describe.

--

9. Are there any organizations and/or agencies currently promoting the proposed project area, and if so to what purpose (tourism, scenic by-way, recreation, retail, etc.)?

ORGANIZATION/ AGENCY	
PURPOSE	
ORGANIZATION/ AGENCY	
PURPOSE	

10. Proposed timetable (ballpark estimate) for implementing Pilot Project proposal:

--

11. List all existing wayfinding programs in place in the proposed project area.

Include the extent, age, and maintaining agency of each program.

Existing Wayfinding Program	Extent of Program	Program Age	Maintaining Agency

Funding source(s) identified for design and implementation:

Name of Funding Source	Terms of Funding Contract

Funding source(s) identified for maintenance of system:

Name of Funding Source	Terms of Funding Contract

If selected as the NJ Pilot Project, is the Governing Agency or Entity in charge willing to:

1. Sign an agreement accepting responsibility for all costs and labor associated with the maintenance of system.

☐ Yes ☐ No

2. Sign an agreement to remove extraneous and/or deteriorating existing signage prior to installing new signage.

☐ Yes ☐ No

IMPLEMENTING A STATEWIDE SYSTEM

5

5.1 Funding Sources

5.2 Adoption of the Plan

5.1 Funding Sources

Federal Funding Sources

Transportation Enhancement Grant

This is funded through a 10 percent set aside of the Surface Transportation Program category of federal funds for projects which are transportation related. Transportation Enhancement (TE) projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation.

Funds are available for design, right of way acquisition and construction. Selection of TE projects involves the participation of civic and environmental groups, the transportation community and other government organizations such as the state's Metropolitan Planning Organizations.

A. INTRODUCTION

The Federal Aid Transportation Enhancement Program strives to ensure that transportation enhancements are an integral part of our transportation investment policy. The Program recognizes that the users of transportation systems are influenced and impacted by more than just the condition of highways and bridges; that there is a growing recognition that there is a need to enhance the cultural, aesthetic, historic and environmental aspects of our intermodal transportation system.

Transportation Enhancement funding is to be used to support non-traditional transportation projects developed at the local level to advance community based needs and goals consistent with the broad Program eligibility categories. The NJDOT prepared this brochure in recognition of the considerable interest in this unique funding opportunity. A prominent feature is the wealth of opportunities for the public to contribute directly to enhancing the aesthetic and cultural qualities of the state, regional and local transportation systems. This brochure contains information on the application process, project eligibility and the selection process. The NJDOT's goal is to make this program and application process understandable and accessible to local governments and private non-profit organizations outside the traditional transportation community.

excerpt from the NJDOT website

B. ELIGIBLE ACTIVITIES

Transportation Enhancement funds are to be used only for projects with a direct transportation relationship that enhance quality-of-life while reaching the greatest number of people. Transportation enhancement activities are a means of more creatively and sensitively integrating transportation facilities into their surrounding communities. What distinguishes transportation enhancement activities from other worthwhile quality-of-life and environmental activities is their potential to create a transportation experience beyond normal expectations. At the same time, they may protect the environment and provide a more aesthetic, pleasant and improved interface between the transportation system for the communities and people adjacent to transportation facilities.

(excerpt from the NJDOT website)

State Funding Sources

Centers for Place

The New Jersey Department of Transportation Centers of Place Program is designed to assist municipalities who have formally participated in implementation of the New Jersey State Development and Redevelopment Plan (SDRP). Such participation in the SDRP entails designation as a Center by the State Planning Commission, preparation of a Strategic Revitalization Plan and Program that has been approved by the State Planning Commission, or entrance into an Urban Complex or Corridor Region officially recognized by the State Planning Commission. The program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives as outlined in the Planning and Implementation Agenda (PIA) of the municipality. Municipalities can be classified as an Urban Center, Regional Center, Town Center, Village Center or Hamlet. Also, municipalities are eligible to participate if designated as a Pinelands Town, Village or Regional Growth Area by the New Jersey Pinelands Commission.

(excerpt from the Centers for Place brochure on the NJDOT website)

Destination Marketing Organization Cooperative Marketing Grant Program

The Destination Marketing Organization (DMO) Cooperative Marketing Grant Program is a highly competitive program that is designed to empower DMOs, to promote and market specific New Jersey destinations, such as a city, a group of municipalities, or a region. The DMO must work to increase visitation in their area by collaborating with local business leaders to “connect the dots” by linking attractions to restaurants and accommodations.. The applicant must be an advocate for the industry it serves, be a good steward of the community, and celebrate its people, places, history, culture, and natural resources.

All grant applications will be reviewed by an independent panel. Although the emphasis of the program has shifted, the technical requirements of the grants are similar to previous grant programs administered by the Division of Travel & Tourism. The most radical change in the 2008 DMO Cooperative Marketing Grant Program is the opportunity to pay for administrative needs through grant funding of funded DMOs.

Pilot program funding

The pilot program and funding work teams have identified a number of potential funding sources for pilot program areas. These sources include:

NJDOT

The New Jersey Department of Transportation awarded \$3million in grant money in 2007-08. There are three funding sources available through them, they include:

- Centers for Place [urban areas]
- Enhancement grants [for gateways]
- Intermodal federal money (passed thru NJDOT—e.g., Route 1 corridor)

NJ Travel & Tourism

The New Jersey Department of Travel and Tourism awarded between \$150,000 and \$300,000 to Destination Management Organizations in 2008. A portion of each allocation is designated for Wayfinding. A list is made available once all agreements have been signed. The following agencies received

funding in 2008: Hunterdon County Chamber of Commerce, Morris County Visitors Center, Princeton Regional Chamber of Commerce, Meadowlands Liberty CVB, Southern Ocean County Chamber of Commerce, Atlantic City CVA, South Jersey Tourism Corp., Southern Shore Region Tourism Council, Newark CVB, Shore Region Tourism Council, and the Trenton Downtown Association.

Garden State Historic Preservation Trust Fund

This trust makes available up to \$750,000 for planning and capital for projects emphasizing heritage tourism. A letter of intent is due May 8, 2008.

Casino Reinvestment Development Authority (CRDA)

NY-NJ Port Authority

Delaware River Bridge Authority (DRBA)

The DRBA has very limited funds available.
contact: Niels Favre

Chambers of Commerce

Various Chambers of Commerce have funding available for projects in their respective areas. For example, the South Jersey Chamber in Voorhees involves Vineland, Trenton, Burlington Co., Camden Co., Gloucester Co., Salem Co., and Cumberland Co.

NJ DEP

Delaware River Port Authority (DRPA)

Corporate funding

Public Utilities

Public Utility companies can serve as a partner for projects in their areas of service.

- Ocean Co. Power & Electric
- Central Jersey Power & Light
- PSEG

Banks

(e.g., Bank of America)

Community foundations

- Community Fdn. Of NJ
- Princeton Community Fdn.
- Summit
- South Jersey/Cherry Hill
- Millville

Other funding groups

- Fund for New Jersey
- Dodge Foundation
- Kirby Fdn./Morristown
- Karma Fdn./Princeton

5.2 Adoption of the Plan

In order to assure cooperation and coordination among various state agencies, counties, and municipalities, by providing a process, a set of guidelines, and legal authority regarding jurisdictions, the plan recommends that where appropriate and necessary that the wayfinding standards be drafted into NJDOT regulations and /or related legislation. This comprehensive wayfinding Master Plan can guide the development of such regulations and/or legislation.

Pennsylvania Department of Transportation has established a ten step process that program applicants must follow in order to be considered for approval of a proposed system, while Florida Department of Transportation has an entire rule chapter, 14-51 dedicated to design guidelines for wayfinding programs.

NJ wayfinding sign legislation should include Wayfinding Best Practices which requires that system applicants must:

- Develop a mission statement and program goals
- Identify group(s) responsible for the development and ownership of the system
- Establish a representative stakeholder group
- Establish guidelines for a criteria for destination inclusion
- Create a well defined management and maintenance plan to cover sign cleaning, replacement, changes and expansion with an identified funding source
- Agree to a removal plan for all extraneous and/or deteriorating existing signage prior to the implementation of a new program
- Define the signing region and develop a trust document based on NJDOT standards
- Create a sign vocabulary that adheres to NJDOT standards for legibility and consistency
- Design sign and foundation details consistent with NJDOT standards
- Develop sign placement standards that are appropriate to the streetscape environment (urban, suburban or rural)

- Establish Routing, sign locations and sign message schedules
- Receive approvals from local officials for exact sign placement

Examples

SAMPLE #1

Florida Department of Transportation Wayfinding Design Guidelines

Rule Chapter 14-51

PART V WAYFINDING SIGNS

14-51.051 Standards.

- (1) This rule chapter provides statewide criteria for Wayfinding Signs to be installed on the State Highway System. Any deviation from the standards referenced herein shall require the local government to submit a Request to Experiment to the FHWA as referenced in Section 1A.10 of the MUTCD.
- (2) All regulatory, warning, and general service signs shall conform to the MUTCD.
- (3) The local government shall develop and approve through local resolution the criteria for the destinations shown on the Wayfinding Sign System Plan. The local government may use the criteria established in Rule 14-51.030, F.A.C.
- (4) Communities eligible for Wayfinding Signs shall be on the Official Florida Transportation Map. Wayfinding Signs for either an incorporated or unincorporated area not appearing on the Official Florida Transportation Map are eligible upon written request of the local government. Such requests shall follow the process outlined in subsection 14-51.041(2), F.A.C.
- (5) Wayfinding Signs installed on the State Highway System prior to March 31, 2006, shall be allowed to remain or be replaced until January 1, 2013. As of that date, all existing Wayfinding Signs that are on the

State Highway System, and which are not in compliance with this rule chapter, must be removed or be brought into compliance.

- (6) Wayfinding Signs are not allowed within the right of way of limited access facilities, including ramps and frontage roads.
- (7) Wayfinding Signs shall be designed, installed, and maintained in accordance with the standards referenced in subsections 14-51.014(7) and (8), F.A.C.
- (8) The planning, design, installation, and maintenance of all Wayfinding Signs and their assemblies is the responsibility of the local government, including on the State Highway System.
- (9) The local government shall submit their Wayfinding Sign System Plan to the appropriate District Traffic Operations Office to initiate the Department's permit process. Specific Authority 316.0745 FS. Law Implemented 316.0745 FS. History New 5-8-06.

14-51.052 Design.

- (1) Red, yellow, orange, fluorescent yellow-green, or fluorescent pink shall not be used as background colors for Wayfinding Signs, in order to minimize confusion with regulatory, warning, construction, or incident management signs.
- (2) Background colors, other than those stated in subsection 14-51.052(1), F.A.C., shall be allowed on Wayfinding Signs.
- (3) A minimum contrast value of legend color to background color of 70 percent is required for Wayfinding Signs (ADA minimum contrast value).
- (4) Enhancement markers may be used, at the option of the applicant, as a means of aesthetically identifying the Wayfinding Signs. The size and shape of an enhancement marker shall be smaller than the Wayfinding

Signs in order to avoid confusion with traffic control devices.

- (5) A pictograph may be incorporated into the overall design of a Wayfinding Sign.
- (6) There shall be a maximum of three destinations shown on each Wayfinding Sign.
- (7) All lettering used on Wayfinding Signs on the State Highway System shall be highway gothic fonts or other FHWA approved fonts.
- (8) The lettering size on Wayfinding Signs shall be in accordance with Section 2D.06 of the MUTCD.
- (9) Arrows shown on Wayfinding Signs shall be designed in accordance with Section 2D.08 of the MUTCD. The positioning of arrows relative to the destinations shown shall be in accordance with Section 2D.34 of the MUTCD.
- (10) Wayfinding Signs and their supporting structures shall be designed, constructed, and installed to meet the Department's clear zone and safety criteria, including break-away features. The design shall be signed and sealed by a Professional Engineer registered in the State of Florida.
- (11) Sign panels shall be retroreflective and in accordance with Section 994 (Retroreflective and Nonreflective Sign Sheeting) of the Standard Specifications for Road and Bridge Construction 2004, referenced in subsection 14-51.014(8), F.A.C. Specific Authority 316.0745 FS. Law Implemented 316.0745 FS. History—New 5-8-06.

SAMPLE #2

North Carolina Department of Transportation Wayfinding Design Guidelines

North Carolina Department of Transportation's
Guidelines for Wayfinding Signs along State
Maintained Roadways (for Motorists)

1. Wayfinding signs are destination guide signs that assist motorists to find destinations that

generate substantial traffic from tourists or other unfamiliar motorists such as cultural, historic, art, sport attractions, or other destinations such as visitor centers, courthouses, or civic centers. These signs are generally located in downtown areas of municipalities where stacking destinations on signs and consolidating signs will benefit the motoring public.

2. If wayfinding signs are used, they shall include all existing and proposed approved guide sign destinations that are appropriate for wayfinding signing, as determined by the Engineer. Wayfinding signing should eliminate separate stand-alone guide signs for destinations that can be included on the wayfinding signs.
3. Wayfinding signs should be limited to four destinations per sign when located on a 35 mph roadway and limited to three destinations on a roadway posted above 35 mph. All destinations on these signs must be significant traffic generators and must be considered by the Engineer as appropriate for this type of signing. The Engineer may use NC-DOT Standard Signing Practices to determine if proposed destinations qualify.
4. Destinations that are not event-oriented facilities should be open to the public a minimum of 40 hours per week, have a restroom available to the public at or near destination, be in close proximity to parking available to the public, and meet all federal, state, and local requirements for that type facility.
5. Destinations not allowed on wayfinding signs include: privately owned businesses, private or gated attractions/establishments, hotels, restaurants, retail establishments; shopping malls; furniture stores; drug stores; movie theaters; appliance stores; automobile or truck dealerships or garages; houses of worship; schools; real estate offices; livestock sales facilities; sand and gravel facilities; produce stands; nurseries; grocery stores;

- gas or vehicle service stations; restaurants; bars; lounges; adult establishments; adult video, book, or novelty stores; and medical facilities.
6. The sign support system for wayfinding signs located within the roadway clear zone (determined by Engineer) shall be break-away or yielding in design as detailed in NCDOT Roadway Standard Drawings or as approved by FHWA.
7. Each destination on wayfinding signs shall have standard highway color background for the category of destination, such as green for general guide (i.e. courthouse, civic center); brown for recreational or cultural (i.e. museum, park, or historic district); or blue for service (i.e. visitor center). In all cases, destinations (messages) shall have white letters. The message should have appropriate letter size for the facility and speed and shall be in appropriate highway font lettering. (Generally 6" maximum letter height; however, and a 5" minimum letter height may be approved for locations where width of sign is limited and where vehicular speed is less than 45 MPH). The arrows shall be white and be NCDOT standard highway arrow design. Orientation of arrows may be "all left" or "all right" hand side of sign. The sign designs shall meet NCDOT requirements and approval prior to installation. See example design.
8. Signs may incorporate a color coded "block" to assist motorists and pedestrians as specified in the MUTCD. If color coded blocks are used, colors should provide adequate contrast to the background. W-30 Approved by: J. Kevin Lacy, P.E., State Traffic Engineer Effective: 04-17-07 Page 2 of 3
9. Destination/message portion of signs shall meet current Department retroreflective requirements for background, message, arrows, and color coded blocks, if used.
10. Logos/emblems/pictographs are not allowed on destination/message portion of wayfinding signs; however, an emblem, seal, or symbol may be included above the message portion of sign (in a separate area above destinations) to represent the municipality/requesting party. This portion of sign is not required to use standard highway colors, fonts, or to meet retroreflectivity requirements since it not necessary to communicate the guidance message. See example design.
11. Wayfinding signs are allowed on conventional roads only. Wayfinding signs are not allowed on full control of access facilities, partial control of access facilities, or ramps.
12. Wayfinding signs are generally located within a few blocks of the destination, and not further than 2 miles from the destination.
13. Wayfinding signs shall be located with adequate spacing from other signs, and shall not block the view of other signs. A wayfinding sign shall not be located where the sign could cause a sight distance problem for a motorists making a turn at an intersection or movement from a driveway, as determined by the Engineer. See Manual on Uniform Traffic Control Devices for minimum sign spacing.
14. Wayfinding signs are only allowed as ground mounted signs. No overhead wayfinding signs are allowed.
15. Regulatory, warning, service, and any separate guide signs (not appropriate for inclusion on wayfinding signs – see # 2) shall have a higher priority than wayfinding signs.
16. The request for wayfinding signs must be submitted in writing to the appropriate Division Engineer. A plan clearly showing requested sign locations and messages (layouts), and sign support designs for each location must be submitted with the request. The plan should also specify all existing signs that will be removed due to the imple-

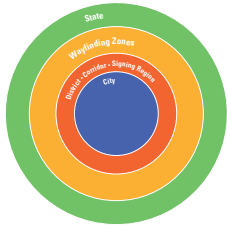
mentation of this request. The plan should be prepared by an engineering firm and sealed by a Professional Engineer. Any additional components (other than roadway signs) of the wayfinding effort, such as for signs for pedestrians, kiosks, etc, that are proposed to be implemented with the roadway signage should also be specified in the request. The Division Engineer will use this information when evaluating the request for roadway signs. The Division Engineer will make the determination if the request is approved.

17. All costs for wayfinding signs, including investigation, design, fabrication, installation, inspection, and maintenance shall be paid by the requester. The requester must enter into an encroachment agreement with NCDOT for any and all wayfinding signs. The agreement may only be with one entity.
18. If the approved sign request is not being implemented by the municipality forces, the requester will be required to hire and pay a pre-qualified private contractor that is approved by the Department and licensed to work in North Carolina, to install and/or maintain the signs. All materials and workmanship must comply with the Department's current Standard Specifications for Roads and Structures. Traffic control shall be in accordance with the MUTCD, North Carolina Supplement to the MUTCD, and current NCDOT Roadway Standard Drawings. The Contractor shall not be allowed to perform any work on weekends or official State holidays. The Contractor shall furnish Proof of Insurance prior to beginning work within the Department's right-of-way. W-30 Approved by: J. Kevin Lacy, P.E., State Traffic Engineer Effective: 04-17-07 Page 3 of 3
19. If a Division Engineer determines it is acceptable to allow a sign installation where a utility requires relocation, all work, coordination, and costs will be the responsibility of the requester.

20. As described in General Statute 136-30 (a), (b), and (d), the Department has the authority to control all signs within the right-of-way of the State Highway System. § G.S. 136-30. Uniform signs and other traffic control devices on highways, streets, and public vehicular areas.

- (a) State Highway System. - The Department of Transportation may number and mark highways in the State highway system. All traffic signs and other traffic control devices placed on a highway in the State highway system must conform to the Uniform Manual. The Department of Transportation shall have the power to control all signs within the right-of-way of highways in the State highway system. The Department of Transportation may erect signs directing persons to roads and places of importance.
- (b) Municipal Street System. - All traffic signs and other traffic control devices placed on a municipal street system street must conform to the appearance criteria of the Uniform Manual. All traffic control devices placed on a highway that is within the corporate limits of a municipality but is part of the State highway system must be approved by the Department of Transportation.
- (d) Definition. - As used in this section, the term "Uniform Manual" means the Manual on Uniform Traffic Control Devices for Streets and Highways, published by the United States Department of Transportation, and any supplement to that Manual adopted by the North Carolina Department of Transportation.

It should be noted that the Florida and North Carolina guidelines provide criteria for design elements such as color, copy height, fonts, etc. They do not outline criteria for the administration or organization of wayfinding programs, such as criteria for inclusion, funding, or organize the state or regions into an overall context.



- Interstate / State Highway Level signage
- County Roadway Level signage
- Signing Region Level signage
- City Level signage

1
LEVEL

■

■

■

■ ■

■

2
LEVEL

■ ■

■ ■ ■

■

■ ■ ■

3
LEVEL

■ ■ ■

■ ■

■

■

■

■

6.1 Conclusion

In order to create cohesive wayfinding throughout the entire State of New Jersey, we must take a comprehensive look at all levels of wayfinding as set forth in this master plan. When looking at the entire state, wayfinding can be broken down into three distinct levels: Interstate Highway signage, signage along State and County roadways, and local wayfinding programs.

Level 1

The MUTCD provides clear and definitive design and sign guidelines for all instances of highway signage. From a design standpoint, there is little that can or should be deviated from. The opportunity comes in terminology and specifically the incorporation of “Zone” nomenclature and the use of graphic icons.

Terminology of level one signage should also be considered and coordinated with as level two and level three programs are established.

Level 2

The TODS (and LOGOS) program offers a new opportunity to extend the idea of zones/icons, by maintaining the required TODS design but adding the zone iconography. This continues the concept of zones and helps to connect tourist attractions and service destinations to specific zones.

It is recommended that the terminology used on all level two signage be coordinated with the terminology used on highway signage as well as the terminology used for tourist attractions and urban districts in level 3.

Level 3

Cities and local municipalities should continue to offer unique wayfinding programs that capture the character, uniqueness and culture of the town. Elements such as the zone icon can be incorporated into gateway and other trailblazer type signage.

It is recommended that Cities and Municipalities coordinate the terminology used for various points of interest and tourist attractions and urban districts with the terminology used on both levels one and two.



LEVEL 4 — Orientation Maps and Kiosks at Pedestrian and Transportation Hubs, similar to the one from Jersey City shown here.



LEVEL 5 — Electronic and web-based information.

APPENDICES

7

- A. Existing Roadway Signage
- B. Existing Wayfinding Programs
- C. Sub-Committee Reports
- D. Sign Maintenance Agreement
- E. Consultant Biographies

EXISTING ROAD SIGN SYSTEMS | A

HIGHWAY TRAILBLAZERS



DOT GUIDE SIGNS Federal / State Roads



DOT GUIDE SIGNS County / Local Roads



LOGOS



TODS



TRANSIT TRAILBLAZERS



MISC. MOBILITY SIGNS



EXISTING WAYFINDING PROGRAMS | B



ATLANTIC CITY

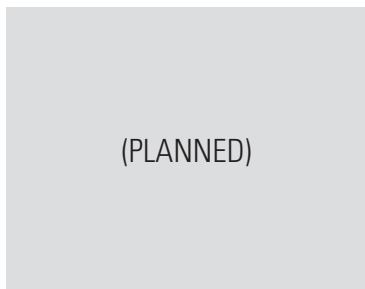


BAYONNE

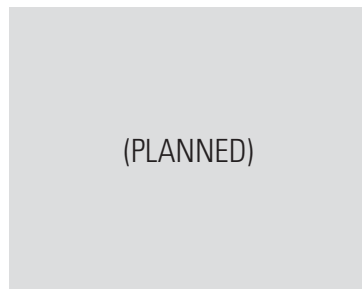


CAMDEN

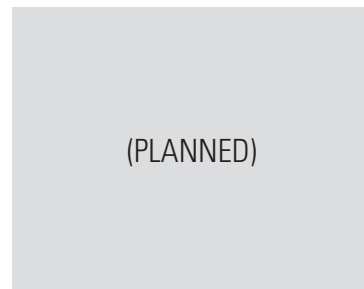
Owner / Manager		City of Bayonne	Coopers Ferry
Extent of Program	Citywide Wayfinding	Citywide Wayfinding	Citywide wayfinding
Sign Types	Vehicular (Directional, Street ID)	Gateways (City) Vehicular (Directional, Arrival) Parking (Trailblazer, Arrival)	Gateways (City, Districts) Vehicular (Directional, Arrival) Parking (Trailblazers, Arrival) Pedestrian (Maps, Directional)
Years in Place	10?	2	6



ELIZABETH

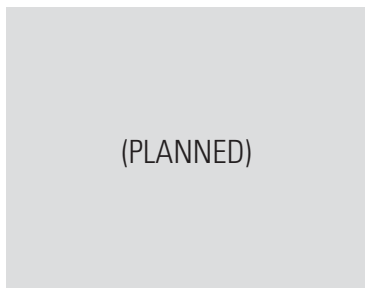


ENGLEWOOD

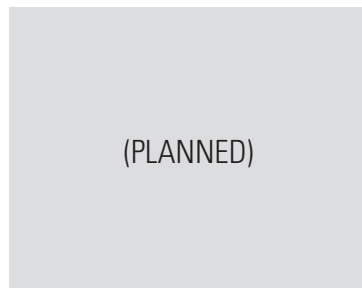


FLEMINGTON

Owner / Manager	Chamber of Commerce	City of Englewood	
Extent of Program	Citywide Wayfinding	Citywide Wayfinding	
Sign Types	Gateway (City) Vehicular (Directional, Arrival) Pedestrian (Interpretive)	Gateways (City) Vehicular (Directional, Arrival) Parking (Trailblazers, Arrival, Garage Interior) Pedestrian (Gateway, Maps, Directional)	
Years in Place	Planned	Planned	Planned



HACKENSACK

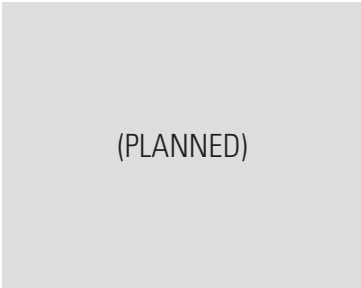







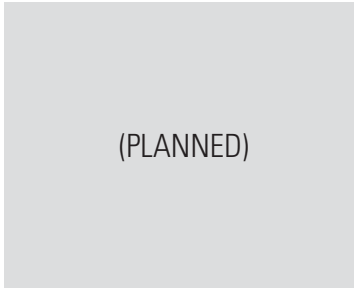


HIGHLAND PARK



JERSEY CITY

Owner / Manager	Main Street Business Dist.	City / Destination Jersey City
Extent of Program	Downtown Business Dist.	Citywide wayfinding
Sign Types	TBD	Gateways (City, Districts) Vehicular (Directional, Arrival) Pedestrian (Maps, Directional, Interpretive)
Years in Place	Planned	4

					
MILLVILLE		MORRISTOWN		NEWARK	
Owner / Manager		Morris Co. Visitor Center		City of Newark	
Extent of Program		Citywide Wayfinding		Citywide Wayfinding	
Sign Types		Vehicular (Directional) Parking (Trailblazer)		Gateways (City, Districts) Vehicular (Directional, Arrival) Parking (Directional, Arrival) Transit (Identification, Maps) Pedestrian	
Years in Place	Planned	5		10	
					
LAWRENCEVILLE		PALMYRA		PERTH AMBOY	
Owner / Manager		Borough of Palmyra		City of Perth Amboy	
Extent of Program		Historic Main Street		Downtown	
Sign Types		Gateway Vehicular (Directional) Parking (Trailblazers)		Vehicular (Directional, Street ID)	
Years in Place	10	3		1	
					
PLAINSBORO		RAHWAY		SOMERVILLE	
Owner / Manager		Plainsboro Township			
Extent of Program		Village of Plainsboro		Citywide Wayfinding	
Sign Types		Gateways Vehicular (Directional, Arrival, Street ID) Parking (Directional)		Gateway Vehicular (Directional, Arrival)	
Years in Place	5			Planned	



SUMMIT



TRENTON



WESTFIELD

Owner / Manager	City of Summit	City of Trenton	
Extent of Program	Citywide wayfinding	Citywide Wayfinding	Downtown
Sign Types	Vehicular (Directional, Street ID) Parking (Trailblazers, Identification) Streetscape (Banners)	Vehicular (Directional, Arrival) Pedestrian (Interpretive)	Downtown Gateway Vehicular (Downtown Trailblazer, Street ID) Parking (Trailblazers) Streetscape (Banners)
Years in Place		10	6

SIGN MAINTENANCE AGREEMENT | C

Sign Maintenance Agreement

AGREEMENT made and entered into the _____ day of _____ by and between the (the "Participant") and the **ORGANIZATION**.

BACKGROUND:

A. The **ORGANIZATION** has conducted a comprehensive directional signage and public information program known as **PROGRAM**, involving the fabrication and installation of signs ("Signs") for the benefit of visitors to and residents of **CITY**, members of the business community, cultural institutions and other attractions (the "Participants") in the **CITY**.

B. The Signs and the real property on which the Signs are located are owned by the **CITY**. However, each Participant in the Program has agreed to be responsible for maintenance of all Signs, on a pro-rated basis, according to the total number of times the name of the Participant's attraction is listed (a "Listing") on Signs in the Program.

C. The Participant desires to hire the **ORGANIZATION** to administer the maintenance of its Signs, pursuant to the terms set forth herein.

WITNESSETH:

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

1. Duties of the **ORGANIZATION**
The **ORGANIZATION** shall hire a responsible maintenance contractor (the "Contractor") to perform the following work:
 - (a) quarterly inspection of all signs, with graffiti and placard removal and minor mechanical maintenance as necessary;
 - (b) annual washing of all sign panels and poles, with graffiti and placard removal and minor mechanical maintenance;
 - (c) annual touch-up painting of sign panels and poles as necessary;
 - (d) annual waxing of all poles; and,
 - (e) administration of replacement of damaged or demolished signs through the **STREETS DEPARTMENT**, including preparation of bid materials, review of contractor submittals and installation observation.

Notwithstanding the foregoing, the Participant acknowledges that some maintenance items above may be covered by certain warranties provided by the fabricator and installer of the Signs. If the Foundation believes that an item of maintenance is covered under the warranties issued to the City, the **ORGANIZATION** shall, on behalf of the City, promptly notify the fabricator and installer who shall be given a reasonable period of time to honor its warranties. If the fabricator and installer does not honor its warranties within such period, then the Foundation shall proceed to perform the maintenance item.

DRAFT DOCUMENT INTELLECTUAL PROPERTY OF SEG D COPYRIGHT 2001

2. Terms; Renewal; Termination.

The Participant hereby employs the **ORGANIZATION** to maintain the Signs for a four(4) year term (the "Term"), commencing on completion of installation and expiring four years thereafter.

Notwithstanding anything to the contrary, this Agreement may be terminated before the expiration of the Term, or any renewal or extension thereof, for "cause" (hereinafter defined). If cause exists, the party seeking to terminate this Agreement may do so, if it has provided the other party and the City with thirty (30) days' advance notice, specifying the reasons why termination is sought. The recipient of the notice shall be permitted to cure its defaults during such thirty (30) day period, but its failure to do so shall result in automatic termination of this Agreement. If the Participant terminates this Agreement for cause, the **ORGANIZATION** shall refund to the Participant—on a pro-rata basis—the unearned portion of the prepaid Maintenance Fee.

Cause shall exist for terminating this Agreement if the **ORGANIZATION** or the Contractor fails and/or refuses to perform its maintenance duties hereunder, if the Participant fails and/or refuses to pay the Foundation all or any portion of the Maintenance Fees, or if the City terminates the Foundation's License (hereinafter defined).

3. Compensation to the Foundation.

For all services rendered by the **ORGANIZATION** hereunder, the Participant shall pay the **ORGANIZATION** a maintenance fee ("Maintenance Fee"). The annual Maintenance Fee for is \$. On the date of completion of installation of the Signs, the Participant shall pay the **ORGANIZATION** \$ the Maintenance Fee for the first year of the Term. For the remainder of the Term, the Participant shall pay the annual Maintenance Fee of \$ to the Foundation for the services to be performed during that year.

4. Insurance.

(a) The **ORGANIZATION** agrees to carry, at its sole cost, such types and amounts of liability insurance specific to the Program as may be necessary, in the opinion of the **ORGANIZATION'S** insurance carrier, to protect the interests of the Foundation

(b) The **ORGANIZATION** shall also require the Contractor to carry, at Contractor's sole cost, such types and amounts of liability insurance may be necessary, to protect the interests of the **ORGANIZATION**. The **ORGANIZATION** shall be named as an additional insured in all such liability insurance policies.

5. License from the City.

The **CITY** granted a license (the "License") to the **ORGANIZATION** which authorizes the **ORGANIZATION** and the Contractor to enter onto the Signs and the real property on which such Signs are located in order to perform the maintenance contemplated by this Agreement. Such License also authorizes the Foundation to require the fabricator and installer to perform under its warranties pursuant to the terms of Section 1 above. If the City revokes the License from the **ORGANIZATION**, the **ORGANIZATION** will have no further obligations to perform its maintenance duties hereunder and all prepaid Maintenance Fees shall be refunded to the Participant.

DRAFT DOCUMENT INTELLECTUAL PROPERTY OF SEG D COPYRIGHT 2001

6. Relationship of Parties.
This Agreement shall not be construed as creating a partnership, joint venture, common venture, undertaking or employer/employee relationship between the parties hereto and/or the **CITY**. The **ORGANIZATION** is acting as an independent contractor of the Participant.
7. Modification.
No change or modification of this Agreement shall be valid or binding upon the parties hereto, nor shall any waiver of any terms or conditions be effective, unless such change, modification, or waiver shall be in writing and signed by both of the parties hereto and approved in writing by the **CITY**.
8. Severing the Agreement
If any provision of this Agreement is determined by a court of competent jurisdiction to be prohibited or unenforceable, such provision shall be stricken to the extent of such prohibition or inability to enforce, and shall not effect the balance of the provisions hereof.
9. Binding Effect.
This Agreement shall inure to the benefit of and be binding upon the parties hereto, their legal representatives, successors and assigns.
10. Duplicate Originals.
For the convenience of the parties hereto, any number of counterparts hereof may be executed, and each counterpart shall be deemed to be an original.
11. Notices.
All notices, requests, and communications required or permitted hereunder shall be in writing and shall be sufficiently given and deemed to have been received upon personal delivery or, if mailed, upon the first to occur of actual receipt or seventy-two (72) hours after being placed in the United States mail, return receipt requested. Until changed in writing by either party to this Agreement, each party's address is as follows:

The Participant:

ORGANIZATION ADDRESS

12. Governing Law.
This Agreement shall be construed in accordance with and governed by the laws of the **STATE**.
13. Entire Agreement.
This Agreement is intended by the parties hereto to be the final expression of their Agreement and is a complete and exclusive statement of the terms thereof.

IN WITNESS WHEREOF, the parties hereto, by duly authorized officer or agent, have caused this Agreement to be executed the day and year first above written.

PARTICIPANT:

ORGANIZATION:

Signed:

Signed:

Print Name:

Print Title:

This document is only a guideline. The Society for Environmental Graphic Design has no knowledge and responsibility for the how this document will be used. This documents is only for direct application by the user and is not to be resold or repackaged in a format for sale without expressed permission by SEG D.

SUB-COMMITTEE REPORTS | D

Celebrate NJ! Wayfinding Initiative

TODS Team

Call Notes- February 8, 2008, 10:00 – 11:30AM

On the Call: -Mark Albin, The Newark Museum -Cindy Bloom-Cronin, NJDOT
 -Barbara Steele, Ocean Cty. Public Affairs -Doreen Prinzo, A.C. CVB
 -Gregg Rackin, Del. Riv. Greenway Partnership -Karen Hatcher, Celebrate NJ!

Karen Hatcher opened the meeting with welcome and thanks to all for participating.

The purpose of the call is to begin the process of crafting a series of recommendations for the TODS Program that ultimately will be presented to NJDOT before April 30, 2008

Using the current TODS Brochure as a guide, we undertook evaluation and discussion of all aspects of the current program. Cindy suggested we look to the Indiana Program for reference since they just made changes in November 2007.

I. Define: “Tourist-Oriented business, service or activity”

The group reviewed the current list in the TODS brochure and added the following:

- Agricultural sites (agri-tourism)
 - Parks
 - Beaches
 - Marinas
-
- The group also felt that the criteria that “a major portion of income or visitors from motorists not residing in the immediate area” does not apply to NJ, because we are so densely-packed and are all potential tourists to the entire state, even locations 5 miles down the road.

II. Distance Criteria

The group felt the need for expanded distance criteria and recommends that all TODS locations be “within 5 miles and within 4 turns of the main state road” for all destinations with the exception of:

Fuel facilities-- remains within one mile

Camping facilities-- expanded to within 10 miles and 4 turns

III. Food Facilities Criteria

The group recommends that the hours of operation be changed to include facilities that are open “at least 6 hours per day (2 meals) and at least 5 days per week, at least 8 months of the year” (similar to the program adopted in Indiana).

IV. Lodging Facilities Criteria

Recommended changes are as follows to include more B & B type lodging locations:

- From “at least 10 units, each with a private bath” to “at least 5 units, each with a semi-private bath”
- From “off street parking for each unit” to “off street parking for guests”
- Be in continuous operation five days each week throughout the year

V. General Criteria changes

- The group discussed whether access to a public telephone was still a valid requirement given the proliferation of cell phones.
- The group also felt that the requirement for drinking water should be discussed further.
- The group discussed the possibility of a public restroom being located within one mile as a guide for

locations such as memorials, etc.

VI. Pricing Structure

- The group discussed a tiered pricing structure based on annual gross revenue (maximum of 3 tiers). More research is needed on this.
- Karen suggested that finding creative ways to generate grant money for smaller groups should be part of the Wayfinding process. One idea is a Community Points of Interest map that funds the program.

VII. Balance of Representation on Signs

- The groups indicated a need for prioritizing categories of locations at each exit to provide a balanced representation of types. There could be a maximum number of type of sign established instead of a first-come, first served arrangement. The objective would be to have maximum diversity on each TODS sign vs. all food or fuel.
- In situations where there are no applicants from different types of locations, then more than two of the same type could be included.
- Annual re-evaluations should be made to ensure balance before renewal.

Next steps:

- Cindy offered to research other states' TODS criteria and send it out to the group.
- Karen will type up notes and send out for feedback
- Next full Advisory Board call is 2/28 at 10AM, next TODS Team call is 3/6 at 10:30AM using same conference call numbers.

Respectfully submitted,

Karen Hatcher, Chair
TODS Team

NJ TODS Participation Requirements (Recommendations 3-10-2008)

The recommendations made herein reflect the desire of the Wayfinding TODS Criteria committee to expand and re-focus the NJ TODS program so that it will be used by tourists to locate the large number of tourist oriented attractions in NJ. We are recommending a two-tier system of eligible locations, giving priority to tourist oriented attractions.

There are specific criteria each type of facility must meet to be eligible for the program. Businesses or activities may participate if a substantial portion of its products or services are of significant interest to tourists, if it derives its major portion of income or visitors during the normal business season from road users not residing in the immediate area of the facility, and if it meets the other criteria outlined below.

Gas, Food and Lodging businesses wishing to participate must also satisfy the specific criteria for its facility category outlined in the table below.

Tourist Oriented Directional Business Criteria for TODS Sites

General Eligibility Requirements - Tier I

- Shall be located within five miles (5) miles and 4 turns of the intersection of a non-limited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall be open a minimum of six (6) hours, five (5) days a week during its normal operating season (at least a twelve consecutive week period each year). Exceptions of this requirement may be made for certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, wineries and flea markets.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- CAMPING businesses shall meet Specific Travel Service (LOGO) Program criteria to be eligible.
- Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
- Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

Tourist Oriented Directional Business Criteria for Gas, Food, Lodging- Tier II

In addition to the facilities listed as acceptable TODS sites, Gas, Food and Lodging establishments may participate in the TODS Program as a TODS - Tier II site provided they meet all of the TODS - Tier I criteria with the exceptions to the criteria noted below:

Tier II Facilities

- Shall be located within required distance (below) of the intersection of a non-limited access state primary or secondary system highway where the initial TODS panel is to be located.
- Shall meet the Specific Travel Services (LOGO) Signing Program - Tier II criteria for their respective type of facility. (see table below).
- Agree to be bumped in accordance with the Bumping Policy for a Tier II facility.

GAS

- Maximum distance from intersection of facility: 1 mile
- Minimum period of operation: 12 hours per day, 7 days per week
- Required service to be provided & other requirements:
 - Provide fuel, oil, tire repair service or information on available tire repair service in area.
 - Provide compressed air for tire inflation and free water for battery and radiator.
 - Provide free drinking water and cups.
 - Provide free restroom facilities with appropriate lock, sink for washing, flush toilet, tissue and sanitary towels or drying devices.

FOOD

- Maximum distance from intersection of facility: 3 miles
- Minimum period of operation: 6 hours per day, 6 days per week
- Requirements:
 - Display valid permit from the State Board of Health.
 - Shall have a menu available.
 - Shall have and keep in place easily accessible indoor seating at tables or counters to comfortably seat a minimum of 20 adult people.
 - Possess valid permit to operate by the State Board of Health.

LODGING

- Continuous 24 hour operation, 7 days per week
- Provide a minimum of 4 lodging rooms with off street parking for each room.

ACCEPTABLE NJ TODS TIER I SITES*

Cultural	Recreational	Retail Tourism
Arts/Crafts Center	Amphitheatre	Agri-Business
Gallery	Amusement Park	Antique Business
Museum	Aquarium	Auction Houses
Historic Building	Arboretum	Bed and Breakfast
Historic Cemetery	Arena	Brewery
Historic Site	Auditorium	Distillery
Historic District	Boat Landings/Marina	Farm Market
Performing Arts Center	Botanical Garden	Farmers Market
	Civic Center	Flea Market
	Coliseum	Nurseries/Greenhouses
	Concert Hall	Restaurants(1)
	Equestrian Center	Winery
Educational	Fairground	
Schools	Golf Course	
Colleges and Universities	Natural Attraction	
Science Centers	Natural Resource	
Educational Attractions	Pavillion	
	Race Track	
	Park: National, Municipal, Privately Owned, Regional	
Trails	Ski Resort	
Historic Trails	Stadium	
Recreational Trails	Theme Park	
Others as approved	Water Oriented Business	
	Zoo	

(1) Shall not be a franchise or part of a national chain

* A location may be deemed ineligible if its facility and/or signage may be clearly seen from the state highway.

EXCLUDED NJ TODS SITES

The following would be excluded from participation in the NJ Tourist-Oriented Directional Signage program. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

Business/Commercial	Medical	Religious
Adult Entertainment	Drug Rehabilitation Facility	Cathedrals
Funeral Homes	Extended Care Facility	Chapels
Industrial Parks or Plants	Fraternal Homes	Churches
Media Facilities	Hospitals	Mosques
Movie Theatres	Human Facility	Shrines
Office Parks	Infirmaries	Synagogues
Radio Stations	Mental Facility	Temples
Television Stations	Nursing Homes	Other Religious Sites
Truck Terminals	Retirement Homes	
	Sanitariums	Miscellaneous
Governmental	Treatment Centers	Animal Shelters
Local Jails	Veterans Facilities	Cemetaries/Columbaria
Local Police/Sheriff Offices		Mobile Home Parks
Post Offices		Subdivisions
		Veterinary Facilities

NJTODS BUMPING POLICY

“Bumping” or the removal of a business from the TODS program is only applicable for Tier II participants - GAS, FOOD, and, LODGING. Bumping occurs at the end of the contracted period.

Tier I Bumps Tier II: A business meeting only the Tier II criteria can be removed from the Program if a request for participation is made by another business that satisfies all of the Tier I requirements.

Tier II bumping of another Tier II: A Tier II business located outside of one (1) mile of the intersection as measured for inclusion in the TODS Program may be “bumped” from the Program at the conclusion of their contract period if a request is made by another business of the same service which satisfies all of the Tier II requirements for the service and is located more than 1/2 mile closer to the interchange or intersection as measured for inclusion in the TODS Program.

However, a Tier II business located within one (1) mile of the intersection as measured for inclusion in the TODS Program cannot be “bumped” from the Program by another Tier II business; it will remain in the Program as long as it continues to satisfy the Tier II requirements for the service, provides the necessary service to the motorist, and satisfies the contracted financial obligation to the Program.

TODS Sign Program Comparison								
Signs Offered	Indiana	Michigan	Ohio	Kentucky	Illinois	Virginia	New Jersey Current	New Jersey Proposed 02-08-08
TODS - State Roads	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Administered by	Tourism and DOT	Michigan Logos LLC	Ohio Logos Inc.	Kentucky Logos LLC	Illinois DOT	Virginia Logos	NJ Logos LLC	??????
Qualifications								
Categories	Agri-tourism/agri-education site, airport, amusement park, arena, Main Street Community or business district, campground, college or university, convention center, cultural center, educational center, fairground, golf course, historical site, museum, park, recreation area, forest or wildlife refuge, resort area, farm market, winery, zoo or botanical facility.	Cultural, historical, recreational, educational or commerical activities are eligible. (i.e. campgrounds, art galleries, bed and breakfasts, amusement parks, golf courses, wineries, farm markets, etc.)	Campgrounds, places of regional significance, tourism activities that do not have Logo signs, and restaurants that are not part of a national chain	Cultural, historical, recreational, agrucultural, educational or entertainment activity; shopping mall or area (stand-alone shopping areas not eligible); commerical activity unique and local or indigenous in nature.	Amusement Park/fairgrounds/entertainment complex, antique shopping area, area/performance center, botanical/zoological facility, entertainment/dining/shopping district, golf course, historic shopping district, historic site, museum, orchard, shopping center, winery	Cultural: art/craft center, gallery, Museum, Historic Building, cemetery, site or district. Recreational: amphitheatre, amusement park, aquarium, arboretum, arena boat landings, marinas, botanical garrdens campounds, concert hall, equestrian center, fairground, golf course, natural attraction, race track, park, stadium, ski resort, water park. Colleges and Universities Retail Tourism: agribusiness, antique, auctions, B&B, brewery, distillery, farm market, lea market, greenhouse, regional retail facilities, restaurants (no national chains), winery. Trails. Gas, Food and Lodging (separate criteria with "bumping" policy	Commercial fuel, food, lodging, antiques, crafts, malls, wineries, farm markets. Recreational camping, resorts, riding stables, golf, sports, speedways, arenas, amusement partks. Cultural drama, theatre, galleries. Historical areas, caves, memorials, reservations, mansions. Educational museums, tours, colleges, universities, vo-tech schools.	Commercial fuel, food, lodging, antiques, crafts, malls, wineries, farm markets. Recreational camping, resorts, riding stables, golf, sports, speedways, arenas, amusement partks. Cultural drama, theatre, galleries. Historical areas, caves, memorials, reservations, mansions. Educational museums, tours, colleges, universities, vo-tech schools. Plus Agricultural sites, parks, beaches and marinas
Distance	7 miles SGS; 10 miles TODS	10 miles Lower Pennisula and 15 miles Upper Pennisula TODS	10 miles TODS	20 miles TODS; 50 miles SGS	5 miles (Cook County), 10 miles (DuPage & Lake Counties), 30 miles (all others); Scoring system in place for distances.	Within 15 miles of intersection. Gas, food and lodging within 3 miles.	Gas: 1 mile, restaurants 3 miles, camping 7 miles, lodging 3 miles, other attractions 3 miles	Within 5 miles and within 4 turns of the main road with the exception of fuel facilities- remains one mile from main road and camping facilities expanded to withing 10 miles and 4 turns.
Hours of Operation	5 days/wk; 6 hrs/day; 8 months/year. Visitor Centers - weekend day required; may not apply to some categories	5 days/wk (one of which is a weekend day); 8 hrs/day.	5 days/wk (one of which is a weekend day); 8 hrs/day.	5 days/wk (one of which is a weekend day); 8 hrs/day.	Scoring system in place - open options: minimum 100 hours/year; min. 3 days/wk, 7 hrs/day less than 6 months for a total of 400 hrs/year; min. 5 days/wk, 7 hrs/day more than 6 months; year-round min 7 hrs/day (except major holidays)	Shall be open a mimimum of six hours per day, five days per week in at least 12 consecutive week period each year, except for arenas, auditoriums, civic centers, farrmers markets, farm markets, wineries and flea markets. Seasonal: 6 hours/day, five days /week during its normal season. Gas: 12 hrs/day, 7 days. Food 6 hours per day, 6 days. Lodging 24 hours, 7 days per week.	Fuel: 16 hours continuous daily for 7 days. Food: 12 hours per day continuous at least 6 days per week. Lodging: continuous 7 days per week. Other attractions not indicated.	No change to fuel hours. Food facilities change to "open at least 6 hours pr day (2 meals) and at least 5 days per week, at least 8 months of the year".Lodging changed to continuous 5 days per week.

THIS PAGE INTENTIONALLY LEFT BLANK

Attendance Requirement	1,500 or as stated in tables (p 6 & 9); 50% of traffic must be from 50 miles or more away.	2,000 in 12 consecutive months; significant portion of traffic must be unfamiliar with the local area	2,000 in 12 consecutive months; majority of visitors from outside 10 mile radius.	<div>You Are Viewing an Archived Copy from the New Jersey State Library</div> No minimum annual for TODS, but 1/3 of income/visitors must be derived from more than 20 miles.	Scoring system in place - based on multiple ranges (i.e. less than 50,000 persons, etc.); Major portion of income/visitors derived from more than 25 miles.	Not clearly specified	Not clearly specified.	Not clearly specified.
General Non-discriminating clause	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Admission Charge/on-premise signs	Must be visible, if applicable					Must be visible from the public highway on which the facility is located	Not clearly specified.	Not clearly specified.
Parking	Must be available on-site. (Minimum 15 parking spots)			Must be available on-site. (Minimum 15 parking spots)		Not clearly specified	Lodging: Have off street parking for each unit., not otherwise specified.	Lodging change to "off street parking for guests"
Restrooms & drinking water	Must be available						Must be available for all facilities.	Must be available.
Additional applicant requirement (if applicable)	Provide brochure/advertising materials with directions to facility	Facility must include deatil directions in own advertising. If facility doesn't provide such it must demonstrate it proir to consideration.	Food related - non-chain, etc.; lodging & camping related		Scoring in place for inclusion of attraction Marketing Plan in final sign application approval.		All businesses must be licensed by all appropriate authorities and possess valid permits from all appropriate health departments.	No change
Signs Allowed on multiple highways (TODS only)	No	Consideration given when facility is within specified disance.	No	No	No	No	No	No
Application Process								
Applicant	individual	Individual	individual	Local gov't sponsor on behalf of individual	individual		individual	individual
Application Fee	No	No	No	No	\$50	\$100	No	No
Who approves	IOTD (1 employee) & INDOT (main office & district office)	TODS Review Board (established by legislation)	DOT District Traffic Staff	6 tourism & 6 DOT member commission (legislation established)	DOT District Traffic/Operations Staff	Viginia Logos	NJ Logos LLC, appeal to NJ DOT	Not discussed.
Costs								
Sign Cost	\$350 Annual fee/sign	\$360 Annual Fee/sign	\$360 Annual Fee/sign	\$216 Annual Fee/sign	\$65 Annual Fee/sign	\$450 Annual Fee/sign	\$800 Annual Fee/sign	
Maintenance	\$50 Annual							
Fabrication	Included	Additional charge	Additional Charge	Additional Charge	Included	Additional Charge	Additional Charge	
Other	\$100 sign modification fee \$250 sign relocation fee	\$25 seasonal closing fee charged annually		\$200/change annual	\$50 Fee/change annual	\$50 Fee each occurance of covering or uncovering signs		

THIS PAGE INTENTIONALLY LEFT BLANK

Celebrate NJ! Advisory Board
Public Relations Team Call Notes- February 13, 2008

On the call: Carrie Fellows, Morris County Heritage Commission
 Mary Eileen Fouratt, Association of County Cultural & Heritage Agencies
 Edie Sharp, Delaware River Mill Society
 Karen Hatcher, Celebrate NJ!

Absent: Gregg Rackin, Wild and Scenic Lower Delaware
 Bob Preston, South Jersey Transportation Authority

Objectives of the PR Team:

1. to create public support for a statewide Wayfinding Initiative
2. to educate people about what Wayfinding is, the benefits of a good Wayfinding System, and about the process of creating a Wayfinding System
3. to engage people in the process

P.R. Tools

- 5 minute Wayfinding Video- up on CNJ! website
- Wayfinding Survey- up on CNJ! website
- Petition- planned
- NJ Wayfinding Blog- planned

Outreach Strategies

1. Celebrate NJ! Newsletter is staged to go out to our mailing list including links to the video and survey this week.
2. The group discussed ways to use our current list of partner groups and their respective networks to spread the word.
 Email: Send a short, colorful, “pretty and punchy” email message out including
 - Benefits of Wayfinding- \$36 Billion tourism industry
 - Address the “so what?” factor—what’s in it for smaller points of interest locations-- Increasing attendance, visibility, creating an affordable system for promotion
3. Media:
 - Public Service Announcement—can we edit the video to create these?
 - Karen will Contact NJ Cable Telecommunications Association re: Comcast, Cablevision, other cable networks using a spot
 - Carrie will contact Larry Fast regarding cable access channels (NOTE: Carrie has already made this contact and Larry will upload it to the common server, and advise their listserv that it’s available for download and use)
 - Television Interviews
 - Karen will contact Chris O’Donnell at News12NJ
 - Comcast Newsmakers
 - Mary Eileen has contact: Georgette Reilly Timoney, Producer of “Caucus:New Jersey” & “One-on-One with Steve Aduato” 732.280.2937
 - Edie may have an NJN contact and Channel 63 contact – Nicole Lieb
 - Newspapers—Press Release announcing Survey and Petition online
 - Karen will contact Bob Provost at the Star Ledger
 - Karen will contact Susan Young Media Relations
 - Carrie has contact at Daily Record
 - Radio Interviews
 - Karen will ask Susan Young about these

4. Presentations and Conferences to spread the word—where else should we be? We should have a core group of volunteers who can do these presentations.

On the Calendar:

February 15: Association of County Planners
February 28: (to be confirmed) Delaware River Environmental Commissions (Edie?)
March 18 & 19: NJ Amusement Association Convention
March 28: NJ History Issues Conference
April 1: Association of County Cultural and Historic Agencies
April 4: Garden State Film Festival showing of Video
April 18: Monmouth & Ocean Development Council – Tourism Workshop
May 3: State History Fair
May (to be scheduled): Jersey Arts Marketers regional meetings
June: (to be scheduled): State Historic Preservation Conference
November (to be scheduled): State League of Municipalities

Other opportunities to have information tables (need volunteers at events):

Celebrate NJ! School Program Awards Nights

April 5: Paramount Theatre, Asbury Park
May 2: Ocean County Mall, Toms River
May 6: Brunswick Square Mall, East Brunswick
May 8: Rockaway Towne Square
May 13: Livingston Mall, Livingston
May 15: Bridgewater Commons, Bridgewater
May 21: Williams Center for the Arts, Bergen County

Celebrate NJ! Baseball Game Nights

June 2: Lakewood BlueClaws
June 5: Somerset Patriots
June 6: Sussex Skyhawks
June 8: Atlantic City Surf
June 12: Trenton Thunder
June 14: NJ Jackals, Monclair
June 18: Camden Riversharks

Next steps:

1. Present report to the full Advisory Board on Thursday, February 28th at 10AM.
2. Next Team Call is scheduled for Tuesday, March 11th at 3PM.

Celebrate NJ! Advisory Board Pilot Project Team Call Notes – February 19, 2008

On the call: John Bosio, RMJM Hillier Group
Marguerite Chandler, Celebrate NJ!
Tom Dallessio, Leadership NJ
Phil Correll, NJ Coastal Heritage Trail
Sally Lane, NJDEP
Bob Preston, South Jersey Transportation Authority
Gregg Rackin, Wild & Scenic Lower Delaware
Barbara Steele, Ocean Co. Dept. of Public Affairs

Absent: Cindy Bloom-Cronin, NJDOT
Ron Tindall, North Jersey Transportation Authority
Michael Zuckerman, MidAtlantic Center for the Arts

Objectives of the Pilot Project Team

1. To create criteria for selection of the first Wayfinding Pilot Projects
2. To identify the key players who must be invited to the table
3. To explore areas/regions appropriate as a Pilot Project area and their rationale
4. To suggest partnerships in the proposed regions

Brainstorm: Suggested Criteria for “ideal” Pilot Project areas

- That it be set in a tourism-focused region with a variety of attractions (rationale: when tourism is the economic engine for a region, the elected officials, businesses, and attractions are already aligned which can ease the approval process)
- That it have organizations that already cover the area (e.g., a county Chamber of Commerce or an Economic Development group)
- That it include a variety of physical conditions (e.g., highways, rural roads, small downtown areas, urban areas)
- That it have a relatively simple Wayfinding circulation pattern (i.e., not North Jersey)
- That it be an area larger than a county (e.g., a multiple county area)
- That we avoid counties with an existing Wayfinding system (a clean slate)
- That we include counties with an existing Wayfinding system and link with them
- That we identify the area by communities that are willing to come together (create a matrix of standards and requirements—and available resources)

Challenges/questions for setting criteria

- Currently ALL signs for state and federal parks are brown
NOTE: Proposed changes in the MUTCD standards allow for more flexibility in colors.
- What about signage that already exists? How many currently exist now? How do we integrate new Wayfinding signage into existing signs where some signs are better than others? What about areas where there are already too many different signage programs (e.g., Hunterdon County in the Wild & Scenic Delaware region)?
NOTE 1: The MUTCD standards provide for a 10-year “integration” period to allow existing signage to be replaced over its normal lifetime of wear and tear.
NOTE 2: The NJ Women’s History Trail signage is being developed this year.
NOTE 3: Any new, prototype, generic Wayfinding system would need to link with existing Wayfinding system initially.
NOTE 4: Some states provide incentives or pools of money to replace existing signs.
- How do we create Wayfinding icons/categories when some attractions fit into multiple categories?
E.g., a park/historic site/outdoor recreation/wildlife viewing

- Can we add Wayfinding information to Overhead signs as they are replaced?
- How do we resolve that fact that every layer of government (as well as other programs) has their own standards? What are the design issues to integrate a Wayfinding system that includes federal, state, regional and local roads?
NOTE: General design guidelines and a standard set of pictograms for attractions, color, shape can be developed to create “standards” as well as “a kit of parts” that can be integrated into existing programs.
- Who is this Wayfinding system for? How can we design an equal playing field so that all attractions—non-profit as well as commercial—can benefit, regardless of size?
- NOTE: Pat Ott is the head of NJDOT’s Division of Traffic & Safety and has been involved in the discussion from the beginning.
- How can we incorporate and include college students and attract university involvement (e.g., NJIT in Newark)?
- What is our time frame? What’s possible to do within a 9-18 month period?
NOTE: This depends on availability of funding and the readiness of an area to get started.
- How do we deal with all the layers of governmental authorities?
- How do we deal with existing signs (one suggestion: hire “sign ninjas to remove signs in the dark of night!—any volunteers?)
BOTTOM LINE: There are many challenges, but the longest journey begins with a single step.

Possible Areas to be the initial Pilot Project areas:

- Camden, Burlington, Salem, Gloucester, & Cumberland (covered by the South Jersey Tourism Corporation)
- the Jersey Shore area (already has a history of working under one umbrella [the Jersey Shore Alliance] and has a high understanding of the value of tourism)
- Atlantic County/Cape May County (share in common the Atlantic City Expressway, the Garden State Parkway, Route 9, local communities and downtowns and the existing [if antiquated] Atlantic City Wayfinding system)
- Morris Co., Somerset Co., and Mercer Co.
- Lambertville/Trenton corridor
- Route 29 Delaware River Scenic Byway (have to work with PA also)

Who are the key players that must be involved?

- Chambers of Commerce
- Elected officials
- DMOs (Destination Management Organizations)
NOTE: 12 applications have been made statewide—6 will be chosen by NJ Travel & Tourism.
- CRDA (Casino Redevelopment Authority)
- Cultural groups
- Arts groups
- County & local historical groups
- Trade associations
- Transportation Authorities in south Jersey and north Jersey
[] Bob Preston will arrange for Celebrate NJ! to present the NJ Wayfinding initiative to this group.
- DRBA (Delaware River Bridge Authority)
- DRJTB (Delaware River Joint Toll Bridges)
- County planners & road depts.
- Municipal planners & street/road depts. and committees
- NJDOT

Opportunities for partnerships in Pilot Project areas

- NJDOT (grant money but not for maintenance)

- Municipalities
- Counties (most counties and towns stock “blanks”—a certain number per budget cycle)
NOTE: A new Wayfinding program may require upgrading existing sign shop equipment.
- South Woods State Prison in Bridgeton (creates signs for state parks now)
NOTE: May require in-kind financing and quality control. The contact is through the Dept. of Corrections.

[x] Phil Correll and Sally Lane provided contact information for John Moro, DEPTCOR

NEW JERSEY WAYFINDING INITIATIVE

Steering Committee Notes

Kick-off meeting March 19, 2008 (by conference call)

Present on call (listed alphabetically by last name):

Marty Bierbaum, Municipal Land Use Center
Leslie Bensley, Morris County Visitors Center/ NJ Heritage Tourism Commission
**John Bosio, Amy Rees, and Kelly Bennett, Sharmi Patel, RMJM Hillier (wayfinding designers)
Jeff Buehler, Main St. NJ, NJDCA
*Marguerite Chandler, Celebrate NJ!
Michael Egenton, NJ Chamber of Commerce
Andy Fakete, RPA Group
*Karen Hatcher, Celebrate NJ!
Bob Kiser, Princeton Township Engineer
Sally Lane, NJDEP/Natural & Historic Resources
Nancee May, NJ Dept. of Agriculture
Phyllis Oppenheimer, NJ Dept. of Travel & Tourism
Barbara Steele, Ocean County Dept. of Public Affairs
Allison Tratnor, NJ State Council on the Arts
**Lance Wyman, Lance Wyman, Ltd. (iconography designer)
Michael Zuckerman, Mid-Atlantic Center for the Arts/NJ History Advocates
*Celebrate NJ! Wayfinding coordinators **Consultants to Wayfinding Steering Committee

Experience of consultants

John Bosio, Amy Rees, Kelly Bennett - NJ wayfinding in Newark, Camden, Bayonne, Plainsboro, Elizabeth, Englewood, Jersey City (www.rmjmhillier.com)
Lance Wyman – NJ, National & International wayfinding (www.LanceWyman.com)

Scope of project (see attached contract for specifics)

John Bosio reviewed the scope of the RMJM Hillier contract which includes a statewide strategic implementation plan, a NJ wayfinding analysis (which will include a 90% document by April 28, 2008, in time to inform the TODS [Tourist Oriented Destination Signage program] criteria recommendations to NJDOT, and schematic designs and standards. His experience working in New Jersey's cities will provide us with the benefits of many lessons learned. John provided handouts:

1. A Project process diagram (1 page)
2. A list of Project goals and issues (1 page)
3. A process for destination inclusion criteria, a list of possible categories, and a scoring mechanism (6 pages—illustrative, not yet specific to New Jersey)

Approval process for statewide Wayfinding plan: John Bosio's team (which includes consultant Lance Wyman in the design aspects) will interview key stakeholders including NJDOT, NJ Turnpike and Garden State Parkway with the input of the four Wayfinding Work Groups and the Steering Committee, craft a plan and make presentations to the Steering Committee. Celebrate NJ! will coordinate the activities of the Wayfinding Work Groups, the Steering Committee, and the consultants. The Wayfinding Steering Committee will make the final decisions by a process of consensus.

Implementation process: If we want legislative support, Mike Egenton underlined how important it is that we speak to the Legislature with one voice, and all agreed that working as a unified coalition of stakeholders is essential. We understand that any Wayfinding legislation we might recommend will not include an appropriation (unless we can propose a revenue stream). The purpose of legislation

would be to create statewide Wayfinding guidelines and standards and insure the involvement of all levels of state government.

Funds for the Pilot Project phase will be generated by an RFP process through matching grants using private sector funding for the initial match. Public funding may be available through current federal, state, county and local budgets for replacement of existing signage due to normal wear and tear (federal standards imply a 10-year cycle of replacement). NJDOT does not provide grants for maintenance, only for fabrication (and in some cases installation) of signs.

Steering Committee Concerns/Issues to be addressed

- Include public transit options and interface in Wayfinding system (Jeff Buehler)
- Include NJDOT at every step of the process (Mike Egenton) NOTE: Marguerite mentioned that NJDOT has said it cannot participate as a member of the Steering Committee (which is the decision-making group for the NJ Wayfinding Initiative), but the consultants and Celebrate NJ! will work in tandem with NJDOT to assure they are kept current and included in the process.
- Apply federal MUTCD standards[Manual of Uniform Traffic Control Devices] on all Federal or State highways in NJ's statewide wayfinding system. (John Bosio)
- Include NJ toll roads, especially NJ Turnpike and Garden State Parkways (Michael Zuckerman)
- Inventory and include existing Wayfinding signage programs and their sponsors (Andy Fakele/Bobbi Steele) NOTE: John Bosio said that one of the project goals is to integrate existing local system with future local Wayfinding systems. Marguerite said the Pilot Project work team will work on identifying and reaching out to the existing local wayfinding systems.
- Prioritize goals and issues (Andy)
- Work with county and municipal engineers to include county and local roads (Bob Kiser)
- Outreach to the Secretary of State's Office, include Nina Mitchell-Wells (Mike Egenton) NOTE: Allison mentioned she was on the Steering Committee representing Steve Runk, Executive Director, and Carol Herbert, Board Chairperson, of the NJ Council on the Arts. Phyllis Oppenheimer mentioned she was on the call representing NJ Travel & Tourism. Karen and Marguerite met with Secretary Wells before the Dec. 7 Wayfinding Symposium, and Secy. Wells requested that Celebrate NJ! collaborate with the work of the NJ Heritage Tourism Commission.
- Clarify what is the Steering Committee approving: a plan? details? (see contract)
- Include the League of Municipalities (Bobbi Steele) NOTE: The Spring issue of the League of Municipalities magazine included an article on the NJ Wayfinding Initiative written by Marguerite. Celebrate NJ! has been invited to have a panel presentation on the Wayfinding Initiative, tentatively scheduled for Nov. 18 (3:35-5:15pm), at the League's Fall conference. We are still looking for a group we could share a table with at the League's conference.
- Specify what actions occur after the NJ Wayfinding plan is complete NOTE: Marguerite said the Wayfinding Initiative was designed to create 1-2 Pilot Projects to demonstrate the effectiveness of a) a fully integrated Wayfinding system, b) to show how it will work across multiple county boundaries, and c) to interface with an existing Wayfinding system.
- Assure that the Wayfinding plan has a mechanism built in to assure implementation (Bobbi Steele) NOTE: Karen mentioned that Celebrate NJ! has been in discussion with legislators about legislation to adopt state guidelines on Wayfinding standards. John Bosio mentioned that other states like Florida have design guidelines but no standard signage. GA, NC, VA and MD have guidelines. New Jersey has a big opportunity to innovate. Marguerite said probably no state needs a comprehensive wayfinding system more, due to our population density, ethnic diversity, and number of roads per square mile, and we will need to build the political will to

achieve it. Jeff Buehler will provide a copy of the Main Street model ordinance that provides design guidelines. Lance Wyman will provide a copy of model ordinances from cities he's worked in.

- Design Wayfinding symbols/signs that communicate multiple messages as clearly as the white H on the blue background for Hospitals (Leslie Bensley)
- Coordinate Wayfinding system among federal, state, and local authorities (John Bosio)
- Determine who installs and/or maintains signs on federal, state, county and local roads (Bob Kiser) NOTE: The Pilot Project team will include this in their inquiry.
- Shift focus of TODS program to primarily benefit historic and cultural attractions NOTE: John said the TODS program falls under the MUTCD standards so there is no design flexibility for these signs. Karen reported that research of the existing NJ TODS program compared with other states shows that NJ has one of the most expensive programs and currently 90%+ of the existing NJ TODS signs are used by national chains for fuel, food and lodgings (i.e., those who can pay the most). Karen will send the Steering Committee the comparison grid once the analysis is complete. Karen observed that no other state has done what we're preparing to do--and that New Jersey has a history of being the place where innovation happens!
- Include maintenance and removal of signs that are faded, outdated, and no longer needed in the criteria for the Pilot Project and TODS. (Jeff Buehler, Sally Lane)

Destination inclusion categories

Add the following to the 6-page list of mostly non-profits & commercial tourism attractions:

- Performing arts centers (Allison Tratnor)
- Beaches and boardwalks (Karen Hatcher)
- Retail, specialty shopping (Phyllis Oppenheimer)
- General shopping areas, dining, movie theaters (John Bosio)
- Government buildings and commerce parks (Mike Egerton)
- Parking (Bobbi Steele)

Questions to be addressed about the inclusion categories

1. In NJ, who will administer the rankings?
2. Who determines who gets how many signs?
3. What is the appropriate time frame for inclusion in New Jersey? (e.g., most Shore communities have a 12-week season)

New Jersey Points of Interest (POI) Community Map

Celebrate NJ! has applied for a \$25,000 grant from The Hyde and Watson Foundation for the software development of a NJ POI Community Mapping system (similar to the one currently employed by the NJ Dept. of Agriculture for the farmers markets, U-pick farms, wineries, etc.) Karen reported that this Internet-based mapping system will be compatible with Google API and interface with paper maps, other electronic devices (e.g., GPS, cell phones), and the statewide Wayfinding system. It can provide the following benefits:

- It creates a level playing field for all attractions, regardless of size
- It allows each attraction to manage its own data and upload information in real time—daily if they wish
- It will be priced to be affordable with a flat fee
- It has the potential to generate a grant pool (e.g., to fund access by some of the smallest attractions; to match funds for TODS signage and future Pilot Projects)
- It's infinitely expandable (inclusive—no one left out)

BOTTOM LINE: The NJ Points of Interest Community Map can provide “one-click” destination planning by providing a visually simple, comprehensive, user-friendly mechanism and, at the same time, empower the POI Community attractions to support each other.

Creating “big picture in” Wayfinding

Lance Wyman spoke to the 5 maps he provided (the official NJDOT map [which shows a complicated tangle of roads], the NJ congressional district map, the NJ travel regions map, the shape of the state (showing a natural curve or “spine”), and one proposal showing a six segment design.

The purpose of creating segments is to take something extremely complex and create a memorable pattern, a cognitive, visual image that easily interfaced with GPS and other technologies. He recommended that:

1. If we employ color-coding, no more than six regions be used.
2. If we employ icons, that they be culturally-based and clearly distinct.

Discussion: Sally Lane suggested we consider the East/West map (2 regions) that goes back to the 1700’s. Michael Zuckerman suggested we stick with the existing tourism regions which conform to county boundaries. Nancee May reminded us that Travel and Tourism has been promoting these regions for the last 20 years. Bobbi Steele observed that Travel & Tourism is now promoting Destination hubs and grants to support these amounting to \$100,000-\$300,000 have been given out this year (these destination hubs are not based on previously existing travel regions, e.g., the Shore Region, Southern Ocean County Chamber, and Atlantic City all got individual grants). Leslie Bensley said the new emphasis was on destinations, not geographical areas. Sally Lane mentioned that other states use other models and urged us to keep an open mind about segmenting the state for Wayfinding purposes. Jeff Buehler concurred and added that visitors don’t care about county, town, or other political jurisdictions. He urged us to focus on the needs of the first-time visitor.

Next Steering Committee meeting (date within 30-45 days to be determined by work of consultants and Work teams). The meeting will probably need to be in person, either in Trenton (but not on Mon. or Thurs. which are legislative days or Tuesdays which are budget hearing days) or Princeton (Bob Kiser offered the Princeton Township meeting space and said they had plenty of parking; Bobbi Steele offered Ocean County; Marguerite offered beautiful Cape May!).

NJ Wayfinding Initiative

TODS Team Call Notes: April 3, 2008, 9:45AM

On the call:

Mark Albin, Newark Museum
Cindy-Bloom Cronin, NJDOT Scenic Byways
Barbara Steele, Ocean County Community Affairs
Karen Hatcher, Celebrate NJ!

Input by email:

Doreen Prinzo, Atlantic City CVA
Gregg Rackin, Wild and Scenic Lower Delaware

Objective of the Call:

Discuss NJ TODS data reports and pricing model proposals and arrive at recommendations for pricing guidelines for NJDOT report.

Questions Raised:

Mark Albin: Is the purpose of the TODS program to bring revenue to the state (NJDOT) or to be an investment in our tourism industry, and therefor bringing revenue to the state (local attractions, local economies, state taxes, etc.)?

Karen: That is the key question. We want our recommendations to meet the needs of the local tourist related destinations, but we are also sensitive that the program generates revenue under the current contract with NJDOT (20% of revenue generated per month).

Cindy: Our pricing is nearly double the next highest state TODS program (Virginia- \$450 per sign). Why is that the case? The number looks arbitrary since fabrication of the sign is an additional cost. Why does it cost so much to run the program in NJ?

All: Good question!

Participation in the current NJ TODS program by category: (Information based on TODS Status Report 3-3-08)

- 73% of all signs represent food entities (mostly national chains)
- 10% are for lodging
- 9% are for commercial/retail
- 7% reflect amusement, tourism, cultural, historical, camping, entertainment, wineries

Our criteria recommendations would move over 80% of the current listings into Tier 2* category (food, fuel, lodging).

Question: How would we handle transitioning signs over to the new criteria if it were accepted?

Karen: The best way to do this is at the renewal date. If we have Tier 1 signs applying for space, the “bumping policy” would apply. If no applicants for the space, the Tier 2 sign would be renewed. The maximum number of TODS signs allowed are four in each direction per the MUTCD. This would allow for expansion of signs in a location without bumping necessarily.

NJ TODS Pricing Model

	Mainline Signs	Price Per Sign	Mainline Revenue	
Current number of sign contracts	579	\$800	\$463,200	Current Contract (per TODS Status report)

Possible price adjustments

TODS would need to contract	772 signs @	\$600	\$463,200	to maintain revenue levels
TODS would need to contract	926 signs @	\$500	\$463,200	to maintain revenue levels
TODS would need to contract	1158 signs@	\$400	\$463,200	to maintain revenue levels

TODS Program Comparison Summary

	Mainline Sign	Coverage Seasonal	Application Fee	Fabrication Fee	Maintenance Fee	Sign Modification & Relocation
Illinois TODS	\$65	\$50	\$50	Included	\$50	N/A
Kentucky TODS	\$216	None	None	Additional	None	\$200
Indiana TODS	\$350	None	None	Included	\$50 Annual	\$250
Michigan TODS	\$360	\$25	None	Additional	None	N/A
Ohio TODS	\$360	None	None	Additional	None	N/A
Virginia TODS	\$450	\$50	\$100	Additional	None	N/A
NJ TODS Current	\$800			Additional		N/A

Recommendation:

The team is recommending a two tiered approach to pricing in the new NJ TODS contract.

Tier 2 (food, fuel, lodging)*	\$800 per sign
Tier 1 (attractions per criteria list)*	\$500 per sign
Sign modification or relocation fee	\$100 per occurrence
Fabrication	Additional

(*See criteria for participation.)

A discussion ensued regarding how to best engage points of interest in the TODS program. Bobbi indicated that she actively marketed TODS ten years ago in Ocean County. (Ocean County has the most TODS signs in the state!) She made the point that the points of interest community would be the marketing arm for the program if the new criteria is adopted.

The group is in favor of circulating an online survey to points of interest groups to gauge their interest in participating in the TODS program. The survey would pose the new price points and the idea for a grant program connected to the Community Points of Interest Map, to provide to NJDOT as a basis for supporting the new pricing recommendations.

Actions: Karen will design the survey and will ask Phyllis Oppenheimer at the Division of Travel and Tourism if we can distribute this survey at the Governor's Conference on Tourism next week. She will also contact all the members of the Wayfinding Advisory Board and ask their support in circulating the survey among their members. We will look to begin this the week of April 7th and include preliminary results in the recommendation report due to NJDOT before the end of April.

Karen congratulated this team on an outstanding job. She will write up the recommendations and send them out to the full Advisory Board in advance of the next call scheduled for April 22nd at 3PM.

Celebrate NJ! Wayfinding Initiative
Recommendations to NJDOT
Tourist Oriented Destination Signage Program
April 21, 2008

Wayfinding Initiative Coordinators

Marguerite Chandler, Celebrate NJ!

Karen Hatcher, Celebrate NJ!

TODS Team Members

Mark Albin, The Newark Museum

Cindy Bloom-Cronin, NJDOT, Scenic Byways

Doreen Prinzo, Atlantic City Convention and Visitors Agency

Gregg Rackin, Wild and Scenic Lower Delaware

Barbara Steele, Ocean County Department of Community Affairs

Project Consultants

John Bosio, III, RMJM Hillier

Lance Wyman Ltd.

Celebrate NJ!
Wayfinding Initiative – TODS Program Recommendations
April 15, 2008

Table of Contents

I.	EXECUTIVE SUMMARY	Page 3
II.	NJ WAYFINDING INITIATIVE OVERVIEW Wayfinding Symposium- December 7, 2007	Pages 3-4
III.	TODS PROGRAM A. Review Process B. Current Program Data C. Recommended Eligibility Criteria D. TODS Pricing Comparison E. TODS Interest Survey F. TODS Pricing Recommendations	Pages 4-11
IV.	TRANSITION PROCESS FOR NEW CRITERIA	Page 11
V.	PROMOTIONAL SUPPORT	Page 12
VI.	INTEGRATION WITH WAYFINDING MASTER PLAN 12-	Page

Contact:

Karen Hatcher, Executive Director
Celebrate NJ!
49 Ford Avenue
Freehold, NJ 07728
732-333-0462

EXECUTIVE SUMMARY

The spirit of an object or place is intangible, yet essential. At its heart, the New Jersey Wayfinding initiative will reflect in physical terms New Jersey's spirit. It will seek to make us more accessible and visitor-friendly, and be a visible welcome that proudly displays our culture of arts, history, and natural beauty.

Everyone has their story of being lost in NJ. A comprehensive, state-wide Wayfinding signage system is critical to the cultural and economic development of our state. When signage works, it helps us move with confidence in unfamiliar locations. It creates a more welcoming environment, enhances our sense of place, and benefits both travelers (all 8.5 million of us plus all our visitors!) and NJ's many points of interest (performing arts, museums, libraries, historic sites, parks, schools, etc.).

Because New Jersey State, county, and local authorities do not coordinate signage, it's often easy to lose the trail when trying to find our way. An example of an existing Wayfinding system that works (a combination of both icons and signage) are hospitals—the big blue “H” is universally understood and can be followed right to the Emergency Room door. A successful Wayfinding program has the potential for making all our important points of interest as easy to find as a hospital without creating unnecessary and confusing sign clutter.

NJ WAYFINDING INITIATIVE OVERVIEW

Celebrate NJ!, a non-profit whose mission is “to create a legacy of pride in the spirit and character of New Jersey, for future generations to celebrate and preserve”, was asked by the History Advocates Group to coordinate a statewide wayfinding signage initiative. We began with a vision: to make New Jersey a more welcoming, livable, friendly place by helping us find our way with ease and by making our many attractions and areas of beauty more accessible.

The Context for our endeavor is this: Our roadways are public spaces, part of the “public commons” of our state. In addition to considerations of safety and good engineering practices, our roads should also serve the highest public good and support healthy, whole communities.

As a first step, we engaged a variety of stakeholders, government agencies and community leaders at a Wayfinding Symposium held on December 7, 2007. As a result, the Wayfinding Advisory Committee of 70 was formed and 47 individuals representing a wide, cross-section of stakeholders organized themselves into Work Teams (i.e., Funding, Pilot Project, TODS Criteria, and Public Relations). These teams have been extremely productive.

A promotional video and online survey have been employed to gain public support, and over \$50,000 in private funds have been raised, enabling us to hire a nationally prominent wayfinding

design team, RMJM Hillier of Philadelphia, to manage the process of analysis and design. Ultimately what will be developed is a set of standards and options for creating signage districts and regions in the State of New Jersey, using best practices to develop a consistent, comprehensive statewide framework. One or two regional pilot projects will be selected by year end to demonstrate how a successful wayfinding system can work.

Wayfinding Symposium- December 7, 2007

Purpose

To have consensus for an innovative, first-class, tiered, statewide Wayfinding program that complies with MUTCD* sign standards.

Intended Results

1. That signage clutter will be reduced while safety and mobility will be enhanced.
2. That signage will reflect the beloved landmarks of our state and increase the spirit of place.
3. That signage will link all forms of mobility (e.g., public transit, bicycle paths, cars, Park & Ride Lots, pedestrians) in every medium (e.g., road signs, GPS, Internet, maps)
4. That signage will give visitors—and residents—useful information when and where they need it.
5. **To deliver a set of recommendations to improve the Tourist Oriented Destination Signage (TODS) program to NJDOT by May 1, 2008.**

*Manual of Uniform Traffic Control Devices

TOURIST ORIENTED DESTINATION SIGNAGE (TODS) PROGRAM

The purpose of the NJ TODS program is to promote “tourist oriented activities” defined as “any lawful cultural, historical, recreational, or educational activity whose major portion of visitors are derived from motorist not residing in the immediate area.”

The TODS Criteria Team set out to achieve the following goals:

1. Bring a wider assortment of tourist-oriented venues into the current NJ TODS program,
2. Make the TODS program more accessible and affordable to the tourist-oriented venues, and
3. Help visitors more easily find their way to those destinations.

Review Process

One of the primary objectives of the Wayfinding Symposium was to participate in the process of improving the Tourist Oriented Destination Signage (TODS) program so that it will better meets

the needs of both visitors and the cultural, historical, recreational and educational organizations around the state. The current TODS contract will expire at the end of 2008. In order to see changes reflected in the new RFP, we understood that recommendations would need to be presented to NJDOT by May 1, 2008.

The TODS Criteria Team was formed and included the following people:

- Mark Albin, The Newark Museum
- Cindy Bloom-Cronin, NJDOT, Scenic Byways
- Doreen Prinzo, Atlantic City Convention and Visitors Agency
- Gregg Rackin, Wild and Scenic Lower Delaware
- Barbara Steele, Ocean County Department of Community Affairs
- Karen Hatcher, Celebrate NJ!

Using email and conference call, the group met several times to focus on two major areas of the program:

- Eligibility Criteria
- Pricing

Current Eligibility Criteria

Under the current program, NJTODS allows the following businesses to apply:

- Commercial: Fuel, Food, Lodging, Antiques, Crafts, Malls, Winery, Farm Markets
- Cultural: Drama, Theatre, Galleries
- Historical: Historic Areas, Caves, Memorials, Reservations, Mansions
- Educational: Museums, Tours, Colleges, Universities, Vo-Tech Schools
- Recreational: Camping, Resorts, Riding Stables, Golf, Sports, Speedways, Arenas, Amusement Parks

All locations must be located on the crossroad, within 3 miles of the highway.
(Exception: Fuel must be located within one mile of the highway.)

Current NJTODS program usage (based on NJ DOT Status Report – New Jersey TODS dated March 3, 2008):

- 73% of all current signs represent food and fuel (majority are franchises or members of national chains)
- 10% represent lodging (majority are franchises or members of national chains)
- 10% represent commercial or retail establishments

- 7% represent amusements, cultural, historic, eco-tourism, camping and recreational venues

State by State TODS Comparisons

New Jersey is unique in that no other state is as densely populated or has as many roadways per square mile. Thus, it's difficult to draw "apples to apples" comparisons. However we had data from six other states currently running a TODS program: Indiana, Illinois, Michigan, Ohio, Kentucky, and Virginia to measure against. Kentucky, Michigan, Ohio and Virginia are also managed by Interstate Logos, LLC, the company currently managing the New Jersey TODS program. (See comparison chart for details– Addendum)

Recommendations for New Eligibility Criteria

The recommendations we are making are largely modeled from the Virginia TODS program, a comprehensive, two-tiered approach.

Eligibility Criteria

Businesses or activities may participate if:

- a substantial portion (more than 50%) of its products or services are of significant interest to tourists,
- it derives its major portion (more than 50%) of income or visitors, during the normal business season from road users not residing in the immediate area (those residing outside of a five-mile radius**) of the facility, and
- it meets the other criteria outlined below.

** Because New Jersey is so densely populated and because the over 8.5 million its residents count as potential visitors to all tourist-oriented destinations, the team felt strongly that this requirement is both justifiable and sensible.

Gas, Food and Lodging businesses wishing to participate must also satisfy the specific criteria for its facility category outlined in the table below.

Tier I General Eligibility Requirements

- Shall be located within five miles (5) miles and 4 turns of the intersection of a non-limited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route. (This allows for a maximum of 3 TODS signs beyond the state highway. All signage locations are subject to engineering approval.)

- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall be open a minimum of six (6) hours, five (5) days a week during its normal operating season (at least a 12 consecutive week period each year). Exceptions of this requirement may be made for certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, wineries and flea markets.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- CAMPING businesses shall meet Specific Travel Service (LOGO) Program criteria to be eligible.
- Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
- Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

Tier II Eligibility for Gas, Food, Lodging

In addition to the facilities listed as acceptable TODS sites, Gas, Food and Lodging establishments that are franchises and/or are members of national chains, may participate in the TODS Program as a “TODS - Tier II” site, provided they meet all of the “TODS - Tier I” criteria with the exceptions to the criteria noted below:

Tier II Facilities

- Shall be located within required distance (below) of the intersection of a non-limited access state primary or secondary system road where the initial TODS panel is to be located.
- Shall meet the “Specific Travel Services (LOGO) Signing Program - Tier II” criteria for their respective type of facility. (See table below.)
- Agree to be bumped in accordance with the Bumping Policy for a Tier II facility.

Fuel

- Maximum distance from intersection of facility: 1 mile
- Minimum period of operation: 12 hours per day, 7 days per week
- Required service to be provided & other requirements:
 - Provide fuel, oil, tire repair service or information on available tire repair service in area.
 - Provide compressed air for tire inflation and free water for battery and radiator.
 - Provide free drinking water and cups.

- Provide free restroom facilities with appropriate lock, sink for washing, flush toilet, tissue and sanitary towels or drying devices.

Food

- Maximum distance from intersection of facility: 3 miles
- Minimum period of operation: 6 hours per day, 6 days per week
- Requirements:
 - Display valid permit from the State Board of Health.
 - Shall have a menu available.
 - Shall have and keep in place easily accessible indoor seating at tables or counters to comfortably seat a minimum of 20 adult people.
 - Possess valid permit to operate by the State Board of Health.

Lodging

- Continuous 24 hour operation, 7 days per week
- Provide a minimum of 4 lodging rooms with off street parking for each room.

Acceptable NJTODS Tier I Sites*

(1) Shall not be a franchise or member of a national chain

*NOTE: A location may be deemed ineligible if its facility and/or signage may be clearly seen from the state highway.

Cultural	Recreational	Retail Tourism
Arts/Crafts Center	Amphi-theatre	Agri-Business
Gallery	Amusement Park	Antique Business
Museum	Aquarium	Auction Houses
Historic Building	Arboretum	Bed and Breakfast
Historic Cemetery	Arena	Brewery
Historic Site	Auditorium	Distillery
Historic District	Boat Landings/Marina	Farm Market
Performing Arts Center	Botanical Garden	Farmers Market
	Civic Center	Flea Market
	Coliseum	Nurseries/Greenhouses
	Concert Hall	Restaurants(1)
	Equestrian Center	Winery
Educational	Fairground	
Schools	Golf Course	
Colleges and Universities	Natural Attraction	
Science Centers	Natural Resource	
Educational Attractions	Pavilion	

	Race Track	
	Park: National, Municipal, Privately Owned, Regional	
Trails	Ski Resort	
Historic Trails	Stadium	
Recreational Trails	Theme Park	
Others as approved	Water Oriented Business	
	Zoo	

Excluded NJTODS Sites

The following would be excluded from participation in the NJ Tourist-Oriented Directional Signage program. **The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.**

Business/Commercial	Medical	Religious
Adult Entertainment	Drug Rehabilitation Facility	Cathedrals
Funeral Homes	Extended Care Facility	Chapels
Industrial Parks or Plants	Fraternal Homes	Churches
Media Facilities	Hospitals	Mosques
Movie Theatres	Humane Facility	Shrines
Office Parks	Infirmaries	Synagogues
Radio Stations	Mental Facility	Temples
Television Stations	Nursing Homes	Other Religious Sites
Truck Terminals	Retirement Homes	
	Sanitariums	Miscellaneous
Governmental	Treatment Centers	Animal Shelters
Local Jails	Veterans Facilities	Cemeteries/Columbaria
Local Police/Sheriff Offices		Mobile Home Parks
Post Offices		Subdivisions
		Veterinary Facilities

NJTODS Bumping Policy

“Bumping” or the removal of a business from the TODS program is only applicable to Tier II participants - GAS, FOOD, and, LODGING (franchises or members of national chains). Bumping would occur only at the end of the contracted period AND only if previously requested by a Tier I facility.

Tier I Bumps Tier II: A Tier II business can be removed from the Program only if a request for participation is made by another business that satisfies all of the Tier I requirements.

Tier II bumping of another Tier II: A Tier II business located outside of one (1) mile of the intersection as measured for inclusion in the TODS Program may be “bumped” from the Program at the conclusion of their contract period if a request is made by another business of the same service which satisfies all of the Tier II requirements for the service and is located more than 1/2 mile closer to the interchange or intersection as measured for inclusion in the TODS Program.

However, a Tier II business located within one (1) mile of the intersection as measured for inclusion in the TODS Program cannot be “bumped” from the Program by another Tier II business. It will remain in the Program as long as it continues to satisfy the Tier II requirements for the service, provides the necessary service to the motorist, and satisfies the contracted financial obligation to the Program.

TODS Pricing

When compared to the six other states mentioned above, New Jersey’s TODS program is the most expensive at \$800 per mainline sign panel.

TODS Program Comparison Summary

	Mainline Sign	Coverage fee Seasonal	Application Fee	Fabrication Fee	Maintenance Fee	Sign Modification & Relocation
Illinois TODS	\$65	\$50	\$50	Included	\$50	N/A
Kentucky TODS	\$216	None	None	Additional	None	\$200
Indiana TODS	\$350	None	None	Included	\$50 Annual	\$250
Michigan TODS	\$360	\$25	None	Additional	None	N/A
Ohio TODS	\$360	None	None	Additional	None	N/A
Virginia TODS	\$450	\$50	\$100	Additional	None	N/A
NJ TODS Current		\$800		Included		N/A

TODS Interest Survey

We distributed a brief survey to a small sample of tourist oriented destinations to gauge their level of interest in the TODS program.

- 72 Respondents represented:

Arts and Culture	22
History/Heritage Tourism	12
Entertainment/Amusements	13
Eco-Tourism/Nature Sites	12
Recreation	6

Education/Information Sites	4	
Retail Tourism		3

- 69 Interested in learning if they qualified for a TODS sign.
- 66 Located within 5 miles of a state highway
- 39 Would apply if the price were reduced to \$500 per sign
- 23 Thought the program was still too expensive at \$500 per sign, but would apply if a grant program were in place to support TODS signage.

As part of the Wayfinding Initiative, Celebrate NJ! is developing a “NJ Points of Interest Community Map”, which intends to use a membership fee to help fund a grant program to support TODS signage. When asked about interest in this program, respondents said:

- 66 Could benefit by being a member of an online promotional map site
- 51 Would be willing to pay between \$100 and \$500 per year for this service

Based on this limited data, interest levels indicate a grant program to support TODS signage, would be attractive and feasible.

Pricing Recommendation:

The team is recommending a two-tiered approach to pricing in the new NJ TODS contract.

Tier II (food, fuel, lodging)*	\$800 per sign
Tier I (attractions per criteria list)*	\$500 per initial sign, \$350 per additional sign
Sign modification or relocation fee	\$100 per occurrence

*refer to eligibility criteria

Transition Process for New Criteria

Existing TODS Contracts

We recommend implementation of the new criteria upon renewal date of current signs. If we have Tier I signs applying for space, the “bumping policy” would apply. If no applicants for the space, the Tier II sign would be renewed. The maximum number of TODS signs allowed per assembly is four in each direction per the MUTCD. This would allow for expansion of signs in a location without the need to bump and existing sign. (Refer to the Bumping Policy)

Notification of New Criteria

We recommend that NJDOT send out a notification and FAQ flyer to all existing TODS contract holders regarding the new criteria policy upon adoption of these changes.

New Applicants

New applicants will be advised of the new eligibility criteria including the bumping policy and will be informed about possible timing issues when replacing existing signage.

Promotional Support

In support of the adoption of the new eligibility recommendations, Celebrate NJ! and members of the Wayfinding Initiative Advisory Board will promote the NJ TODS program within their respective “points of interest” communities. We plan to co-market the TODS program along with the NJ Points of Interest Community Map, and provide a grant program to support smaller organizations in participation in the TODS program.

Integration of TODS program with Wayfinding Master Plan

In accordance with the MUTCD regulations, TODS allows for limited design change. That being said, our intention is to include the TODS signage in the overall wayfinding plan by creating sign assembly “frames” that include icons/text or other acceptable graphics that will connect the TODS signs into the overall program.

See sample designs below:

Celebrate NJ!

Pilot Project-Funding Team Call Notes

May 7, 2008 (9:15-10:00am)

On the call: Cindy Bloom-Cronin, John Bosio, Marguerite Chandler, Tom Dallessio, Greg Rackin, Jim Turk, Michael Zuckerman

Funding sources: Marguerite reviewed the sources of funds that have already been identified and asked if there were others. The list so far is:

- NJDOT (Centers for Place [urban areas] and Enhancement grants [for gateways]—see list attached for \$3 million in 2007-08 grants)
- Intermodal federal money (passed thru NJDOT—e.g., Route 1 corridor)
- NJ Travel & Tourism (\$150,000-\$300,000 to Destination Management Organizations—list available once all agreements have been signed; a portion of each is designated for Wayfinding; Cape May got \$200,000; Ocean Co. got 2 grants; Morris Co. got \$175,000)
- Garden State Historic Preservation Trust Fund (up to \$750,000 for planning and capital; a letter of intent is due May 8; emphasis is on heritage tourism)
- Casino Reinvestment Development Authority (CRDA - Larry Sharp)
- NY-NJ Port Authority
- Delaware River Bridge Authority (DRBA - Niels Favre)—very limited funds available; ask soon [] Michael Zuckerman will send Marguerite Niels Favre's phone number and email address
- Chambers of Commerce (e.g., South Jersey Chamber in Voorhees involves Vineland, Trenton, Burlington Co., Camden Co., Gloucester Co., Salem Co., and Cumberland Co.)
- NJ DEP
- Delaware River Port Authority (DRPA)
- Corporate funding
[] Gregg Rackin will send Marguerite a contact for Merck which has locations in White House Station, Rahway, and Somerset.
- Public Utilities (e.g., Ocean Co. Power & Electric, Central Jersey Power & Light, PSEG)
- Banks (e.g., Bank of America)
- Community foundations (e.g., Community Fdn. Of NJ, Princeton Community Fdn., Summit, South Jersey/Cherry Hill, Millville)
- Other funding groups (e.g., Fund for NJ, Dodge Foundation, Kirby Fdn./Morristown, Karma Fdn./Princeton)

Potential synergies

- Scenic by-ways (5 have been approved [Delaware River, Millstone Valley, Palisades Interstate Parkway, Southern Pinelands, Upper Freehold Farmland]; Delaware River and Millstone are ready for signage; and several more are in the pipeline [Route 57 from Phillipsburg to Hackettstown and Bayshore Heritage Byway in Salem, Cumberland and Cape May counties])
- Einstein's Alley (covering parts of Somerset, Middlesex, Monmouth, & Mercer counties)
- Crossroads of the American Revolution National Heritage Area

Developing the RFP process

Jim Turk asked who the RFP would be going to, what groups had money available, and who is going to outreach to these groups.

Marguerite responded that it is the intention to have this be an open and inclusive process which would bring groups together to pool their funding.

Michael Zuckerman suggested 3 possible models:

1. Put out an RFP and let all compete
2. Identify 3-6 Pilot areas and look for a lead person and/or groups in each area to submit a proposal
3. Have this group pick one Pilot area and make it work.

Since our timeframe is to select a Pilot Area by the end of 2008, models 2 and 3 seemed most immediately fruitful to the group (anticipating that this Wayfinding initiative will be a multi-year project and that successive Pilot Areas will become eligible in future funding years). As a non-profit organization, we are not required to go through a public bidding process, advertise, etc.—although we intend to distribute the information throughout our Advisory Committee partner groups.

John Bosio's group has already identified 3 possible Pilot Areas that meet our criteria already: all or part of the Jersey Shore, the Morristown/Pluckiman corridor, and the Delaware corridor.

[] Marguerite will resend the minutes of 2/19/08 which includes the criteria already agreed upon.

The group agreed that one additional criteria be added to include an area that has some form of public transportation (e.g., NJ Transit has announced a pilot project to create a Bus Rapid Transit route in Newark).

[] Marguerite will work with Bob Kiser to draft an RFP document for the group to review as a committee of the whole.

**Next conference call of the Pilot Project/Funding Group:
Thurs., June 5 at 9:15am.**

CONSULTANT BIOGRAPHIES | E



MERJE creates memorable places and meaningful visitor experiences that promote and enhance the client's brand and help them achieve their strategic mission and goals.

This is done through a holistic design approach that merges graphic design with the built environment.

Environmental Graphic Design is a design discipline which combines planning, architecture, industrial design, lighting, interiors, and of course, graphic design. It establishes client identity, provides the appropriate level of information to help people "find their way," and promotes a well-planned, organized and friendly environment.

MERJE offers consultation services in wayfinding, exterior/interior signage design, identity, donor recognition, exhibit design and interpretive graphics. Our designers work in concert with the client, architects, planners and interior designers to create graphics that are distinctive, respectful of the architecture of the project, and meet the program's functional requirements.

As a division of RMJM Hillier architects, we have access to the expertise of the many disciplines practiced throughout the firm. Through both, independent and collaborative projects with RMJM Hillier, we have developed a national portfolio of clients including: cities, universities, healthcare organizations, corporations, retail establishments, hospitality facilities, libraries, and public schools. We work closely with these clients to plan, program, design, document, and implement environmental graphic design programs.

John Bosio

Associate Principal

As the director of MERJE, John Bosio serves as the Principal In Charge for each project. He leads clients to successful solutions by providing expertise in branding, signage & wayfinding, graphic design, and project strategy.

John studied at the University of the Arts in Philadelphia and joined the graphic design studio at RMJM Hillier in 1993 and became Associate Principal in 2003. Over the course of his tenure at RMJM Hillier, John established the firm as an industry expert in urban wayfinding. He has also developed environmental graphic design projects for healthcare, corporate and educational institutions.

John speaks regularly to professional and civic groups about environmental graphic design issues. Recent lectures include the 2007 American Planning Association National Planning Conference and a variety of Society for Environmental Graphic Design (SEGD)-sponsored workshops. He serves as the Philadelphia Chapter Chair for the SEG D and is an adjunct faculty member of the Graphic Design Department at Drexel University.

Amy Agurkis Rees

Senior Associate

After graduating from Drexel University, Amy Rees started her career within an exhibit design firm as a graphic designer. She quickly moved on to become Senior Exhibit Designer and then Associate. Amy developed interpretive exhibits for new and established institutions such as the National Civil War Museum and the Liberty Bell Complex. Her work for the Delaware Agricultural Museum and Village earned her a 2000 SEG D Merit Award.

Amy joined RMJM Hillier in 2003 serving as lead designer on numerous environmental graphic design projects. Her work on multi-lingual signage for the New York Health and Hospitals Corporation won a 2005 SEGD Honor Award and she earned a 2006 SEGD

Merit Award for her design of exhibits and signage at The Walter and Leonore Annenberg Science Center at The Peddie School, Hightstown, NJ.

As a Senior Associate at MERJE, Amy continues to lead the design efforts for a wide range of project types. She has taken a special interest in green design as it relates to the field of environmental graphics. Amy also serves as an adjunct faculty in the Graphic Design Department at Drexel University and has assisted in developing the college's new environmental graphic design track.

Sharmi Patel

Graphic Designer

Sharmi is a graphic designer for MERJE. Her work combines, planning, architecture, industrial design, lighting, interiors, and graphic design. Her projects include, wayfinding, signage, exhibit design, map design, and donor recognition for cities, libraries, schools, universities, corporations, retail and healthcare institutions.

She also has an extensive background in graphic design for print, including corporate identity, editorial design, book design, and event marketing.

Sharmi serves as a guest lecturer and instructor in environmental graphics for the graphic design program at Drexel University. She is a graduate of the Graphic Design Department at Drexel University in Philadelphia, PA.

Lance Wyman

I was born in Newark, New Jersey in 1937 and lived the first 19 years of my life just across the Passaic River in Kearny. My father ran a commercial fishing boat and I spent time on the Atlantic with him during grade school years. Kearny was an industrial area and I worked in the factories during the summers to pay my college tuition. The no-nonsense functional aesthetic of the sea and the factories has been an important influence in my approach to design.

In 1960 I graduated from Pratt Institute in Brooklyn, New York with a degree in Industrial Design. At that time graphic design was a European influence that was just being introduced in American universities at the graduate level. When I met a student who studied logo design with Paul Rand at Yale, I knew I wanted to design logos.

I started my career in Detroit, Michigan, first with General Motors, and later with the office of William Schmidt. At General Motors I designed the packaging system for their Delco automotive parts that unified 1,200 different packages. At the Schmidt office I did the graphics for the 1962 USA Pavilion at the trade fair in Zagreb, Yugoslavia. The theme of the exhibition was "Leisure Time". I devised an hourglass logo with a sun and moon image in the top and used it as a gateway to the exhibit. It was my first experience integrating logo design into a three-dimensional environment.

In 1963 I joined the George Nelson office in New York and designed the graphics for the Chrysler Pavilion at the New York World's Fair which was a series of islands with exhibits designed for kids. Devising a "pointing hand" theme logo and adapting it as the site directional signs convinced me that logos could play a more important role in an overall design program.

In 1966 I went to Mexico City with Peter Murdoch to participate in a competition to design the graphics for the 1968 Mexico Olympic Games. It was the beginning of an adventure that has continued to influence my work and my life. The Mexico68

logotype that I designed was instrumental in winning the competition. The resulting design program, a multidimensional integration of logos, typography and color, developed to communicate to a multilingual audience, was cited by Philip Meggs in the book "A History of Graphic Design" as "...one of the most successful in the evolution of visual identification..." The lessons from this program have been a constant guide to my work.

After the Olympic program Peter returned to London and I stayed on in Mexico for two more years to develop graphic programs for the Mexico City Metro and the 1970 World Cup. Like the Olympics, these urban programs were integral to the vitality of the city streets. Effective integration of graphics into an urban environment is a goal that is both challenging and rewarding.

After returning to New York from Mexico in 1971, I worked with Bill Cannan (Wyman & Cannan) and in 1979 established my own office, Lance Wyman Ltd. I have also been teaching corporate and wayfinding design at Parsons School of Design in New York since 1973.

Vertices

Since 1994, VERTICES, LLC has provided the health care and local government sectors with advanced GIS (Geographic Information System) solutions. VERTICES delivers customized solutions to you in the form of digital maps. Traditional methods of displaying information in columns and rows in a table have evolved into their visualization as digital maps with layers of specific information. With the increasing popularity of the Internet and numerous advancements in information technology, VERTICES has developed new technologies to deliver geographic information to your organization and clients in an easy and affordable way.

Dr. Wansoo Im

Dr. Im is the President and Founder of Vertices, LLC and is responsible for managing all facets of the company's business. He is also the Founder and Executive Director of The Center for Community Mapping, a non-profit organization. He received his MURP in City and Regional Planning from UNC Chapel Hill and earned a Ph.D. from Rutgers University in Urban Planning and Policy Development. Dr. Im is also an adjunct professor at Rutgers University and The University of Medicine and Dentistry of New Jersey. He serves as URISA's Membership Chair as well as on the New Jersey Supreme Court Committee on Minority Concerns.