STAGE 2 PROJECT:
ADIRONDACK TOURIST DESTINATION SIGNAGE PROGRAM

PROJECT GOAL
The project goal is to provide a system of unified signage designed to direct travelers along I-87 within the Adirondacks to motorist services, and to guide visitors to shopping, tourist, lodging and other attractions. The program would help promote the recreation and tourism industries that are vital to the economy of the Adirondack region.

EXISTING PROGRAMS
The New York State Manual of Uniform Traffic Control Devices (NYSMUTCD), Section 253.7, describes the application, design, and location of tourist-oriented business signs that can be used to guide traffic from State Highway routes to businesses not on that route. That system limits the ability to provide signs to fully assist travelers reaching service areas and key destinations within the Adirondack region. There are numerous natural and cultural attractions that are not located on major highways and are difficult to find because of the lack of signing.

PROPOSED PROJECT COMPONENTS
- Adirondack Signage Task Force, comprised of representatives from NYSDOT, NYSDEC, APA, Counties, Towns, and local business and regional tourism organizations, charged with investigating the issues, problems, and needs of travelers in the Adirondacks.
- General Service Sign Initiative, permitting the placement of "Distance to Service" signs at I-87 exit ramps, to direct travelers to services located outside the three-mile distance required under existing NYSMUTCD regulations.
- Route 73 Demonstration Signage Project, to create a unified Adirondack tourist signage system. The program would be expanded to encompass other facilities, pending the outcome of the Route 73 demonstration program.
- All information in English and French; distances expressed in miles and kilometers.

RELATION TO SHORT-/LONG-TERM PLAN
Consistent with the Smart/Safe Traveler, it supports the Recreational Travel market that is critical economically to the Adirondack region. The project is consistent with the Route 73 Scenic Corridor Management Plan.

REGULATORY REQUIREMENTS, AGENCY COORDINATION
Program would require changes to, or regulatory relief from, certain NYSMUTCD guidelines, as well as concurrence with the Adirondack Park Sign Law (ECL Article 9 Title 3, 6NYCRR Part 195). The signing system would have to be reviewed and approved by NYSDEC.

ESTIMATED COST
Organization, design and capital costs would be approximately $50,000, using funds from New York State Scenic Byways Program and NYSDOT, with possible regional business organization support.