

# PENNSYLVANIA TOURISM SIGNING TRUST

TRANSPORTATION ENGINEERING AND SAFETY CONFERENCE  
DECEMBER 7, 2023

**MARK MORATH**

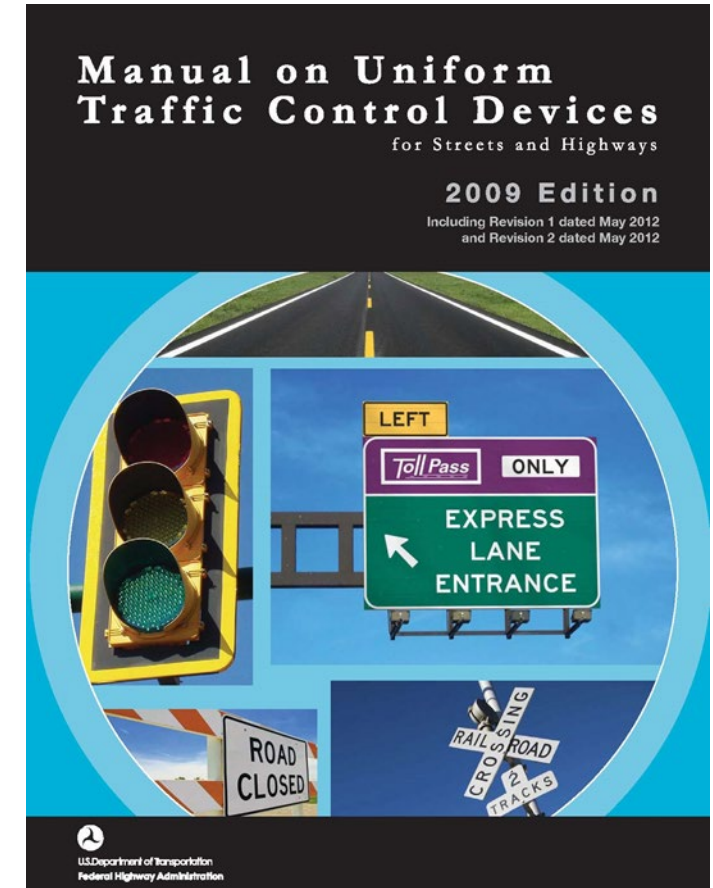
FOUNDER & CEO, HOSPITALITY ASSET MANAGEMENT COMPANY  
TRUSTEE (LODGING), PA TOURISM SIGNING TRUST



- WHAT ARE LOGO SIGNS AND TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)?**
- HISTORY OF THE PA TOURISM SIGNING TRUST (PTST)**
- ADMINISTRATION OF THE PROGRAM**
- LOGO AND TODS PROGRAM GUIDELINES**

# MUTCD

- Manual on Uniform Traffic Control Devices (MUTCD)
  - 23 Code of Federal Regulations (CFR), incorporates the MUTCD as the National Standard for all traffic control devices
  - 67 Pa. Code § 212.2 adopts the MUTCD in totality except as indicated in Chapter 212
- Logo Signs and TODS are official traffic control devices
  - Chapter 2J. SPECIFIC SERVICE SIGNS
  - Chapter 2K. TOURIST-ORIENTED DIRECTIONAL SIGNS

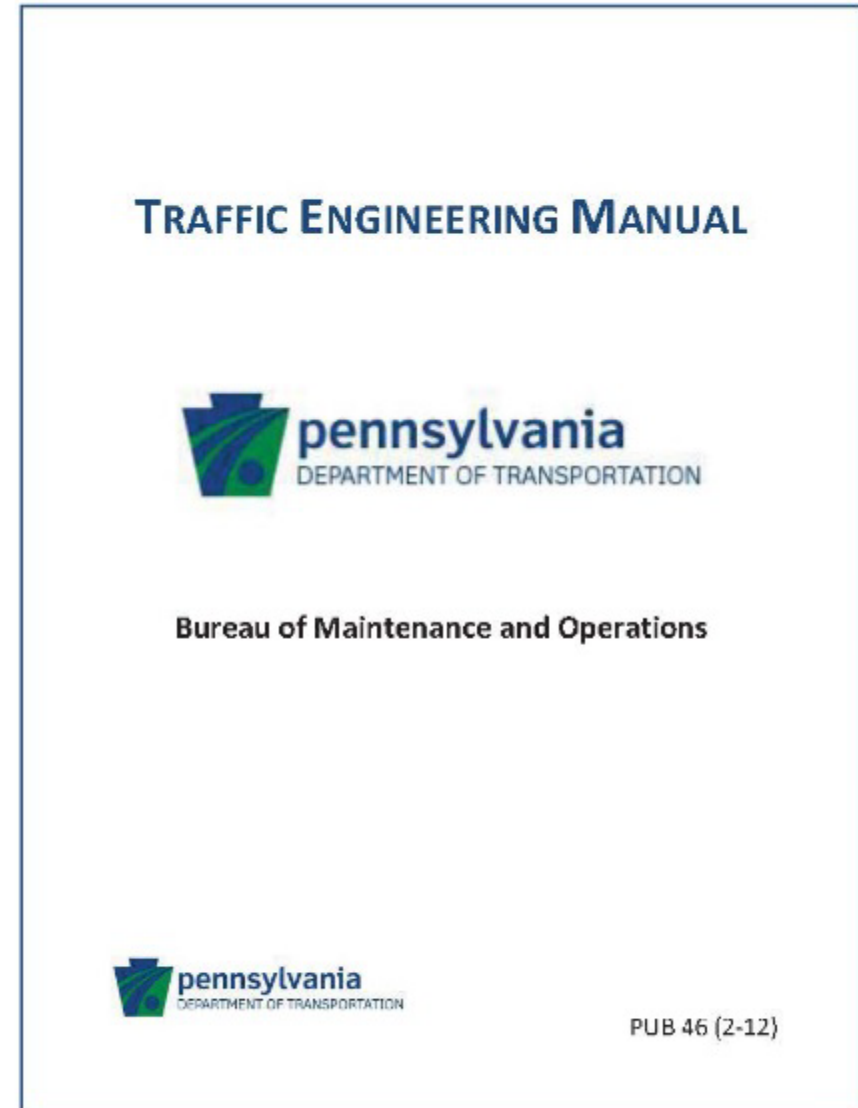


<http://mutcd.fhwa.dot.gov>



# PUBLICATION 46

- Traffic Engineering Manual (Pub. 46)
  - TODS Policy – Section 2.7
  - LOGO Policy – Section 2.14



# LOGO SIGNS

- Guide signs that provide motorists directional information for services and attractions
  - Gas, Food, Lodging, Camping, Attractions
- Installed on interstates and other limited access roadways
  - Identify eligible businesses accessible at exits
  - Provide trailblazing signs at every turn to reach those businesses
- Up to 6 logos on each sign with maximum of 4 signs at each exit (space permitting)



# TODS

- Guide signs that provide directional information for businesses with most of their visitors being motorists not residing in the area
- Installed on conventional roadways (highways other than expressways or freeways)
  - Signing starts on nearest road with at least 2,000 vehicles per day
  - Provide TODS at every turn to reach those businesses



# FORMATION OF THE PTST

- PennDOT conducted a logo sign pilot in 1983 on Interstate 84
  - Results of the pilot were favorable
  - Department lacked sufficient funding for the program
  - Decided program would be privately funded by businesses
- Created private non-profit Trust to administer logo sign program
  - Trust was created to benefit PennDOT and serve the Traveling Public
  - Trust Agreement executed November 1, 1984 to form the Trust
  - Used \$200,000 in private business seed money
- TODS added as PTST responsibility in 2011



# WHAT IS THE PTST?

- 9 Member Board

- 7 Trustees

- Gas – Josh Campbell (Sheetz, Inc.)
    - Food – Wendy Brumbaugh (Walmart Distribution Center)
    - Lodging – Mark Morath (Hospitality Asset Management Company)
    - Camping – David Mull (Shady Brook Campground & Boat Rental, LLC)
    - Attractions – Cathy Wegener (Berks County Heritage Center)
    - Traveling Public – Ted Leonard (Pennsylvania AAA Federation)
    - Outdoor Advertising - James Vlasach (Lamar Advertising Company)

- 2 Representatives

- PennDOT Representative - Christopher Flad, P.E. (District 8-0)
    - Department of Community and Economic Development Representative  
-Michael Chapaloney





# WHAT IS THE PTST?

- Contracted Professional Services
  - Administrator – Woodfield Financial Services, LLC
  - Legal – Shumaker Williams, P.C.
  - Business Manager – Carl Croft
  - Auditor – SB & Company, LLC

[www.palogo.org](http://www.palogo.org)

pa tourism signing trust

Contact Us 877-272-1332

About Us LOGO Program TODS Program Sign Locations Contact Us

## Get Noticed

### With Pennsylvania's Signing Programs

Looking to bring in more business? Pennsylvania is one of the most traveled states in the country – each year over 170 million motorists travel throughout our state and are in need of food, gas, lodging, camping or looking for something to do or see.



What better way to guide these traveling motorists to your business than with a well-placed sign that tells them you're just off the next exit.

#### LOGO Program

Logo signing is part of a motorist information network, assisting the traveling motorist to designated service. [Read more...](#)

#### TODS Program

TODS provide directional signing specifically to eligible businesses that decide to participate. [Read more...](#)



# PURPOSE OF THE PTST

- Administer program for public benefit
- Establish fees w/ PennDOT consultation
- Collect fees from participants
- Long-term program viability thru investment
- Execute contracts comparable to Commonwealth procurement



# DUTIES OF THE PTST

- Inventory eligible exits to identify potential businesses
- Contact the businesses for promotional purposes
- Establish the fee schedule and enter into an agreement with the businesses on a contractual basis
- Collect fees from the businesses
- Obtain signed compliance forms from applicants to verify business eligibility
- Develop construction plans for Department and Federal Highway Administration approval



# DUTIES OF THE PTST

- Coordinate with the Department relative to sign placement and obtain concurrence from Department District Offices upon completion of a construction contract
- Bid and award the construction project
- Inspect and maintain the sign panels
- Report to the Department inquiries and/or complaints which may be received relative to existing logo signing
- Prepare an annual report and submit it to the Department
- Administer the program on a day-to-day basis



# WHAT QUALIFIES FOR A LOGO?

- Gas
- Food
- Lodging
- Camping
- Attractions
  - College or University, Cultural Center, Golf Course, Museum, Recreational Area, Shopping Center, State and National Parks, Visitor Center, Winery



# DISTANCE TO SERVICES

- Maximum distance that services may be located from the end of the off-ramp to qualify for a logo is as follows:
    - Gas 1.0 mile
    - Food 2.0 miles
    - Lodging 3.0 miles
    - Camping 5.0 miles
    - Attraction 5.0/15.0 miles\*
- \*5.0 miles from an urban interchange or 15.0 miles from a rural interchange



# GAS

- Provide gasoline, diesel, CNG, LPG, LNG, electric (must be Level 3 minimum) or other alternative fuel
- Oil available
- Free public restrooms with sinks and running water
- Open at least 16 hours per day, 7 days a week
- Telephone on or within 500 feet of the property
- Facility that qualifies for participation under the gas service that does not sell gasoline must include supplemental messages of the alternative fuels provided followed by the word “ONLY”



# FOOD

- Licensed by the Department of Agriculture or local health jurisdiction
- Accessible without an admission fee
- Seating for at least 20 people within the same building
- Open at least 10 hours per day, 6 days a week
  - If open only 6 days, must include supplemental message stating day they are closed
- Public restrooms with sinks and running water
- Restaurants within shopping centers must have an outside entrance directly accessing the restaurant's leased space





# LODGING

- Hotel or motel with private rooms and baths
- Public telephones or telephones provided in each room
- Adequate off-street parking, and available 24 hours a day, 7 days a week
- Condominiums and time-share forms of hotel occupancy may participate, provided they are marketed to the General Public for overnight accommodations



# CAMPING

- Continuous operation for at least 6 months per year
- Minimum of 20 overnight sites
- Attendant shall be available during the hours of operations
- Restrooms with showers, running water and flush toilets
- Public telephone on the site or within 500 feet of the property



# ATTRACTIONS

- Adequate legal parking accommodation
- Public restrooms with sinks and running water
- Open a minimum 30 days per year
- Meet minimum annual attendance requirements
- If there is an admission charge, it must be readily visible to prospective visitors at the point of entry



# ATTRACTIONS

- Amusement Park
- Arena
- Business District
- College or University
- Commerce Park
- Cultural Center
- Facility
- Fairground
- Gaming
- Golf Course
- Historical Site or District
- Museum
- Observatory
- Recreational Area
- Shopping Center/Antique & Flea Market
- Ski Area
- State and National Park, Forest or Cemetery, or State Game Land
- Unique Natural Area
- Visitor Information Center
- Winery
- Zoological/Botanical Park



# LOGO APPLICANT RESPONSIBILITIES

- Initial Contacts
- Application and Fee
- Logo Agreement and Initial Installation Costs
- Annual Fees and Compliance Forms
- Temporary Removal
- New and Replacement Logo Panels



# LOGO PARTICIPANTS

- 2,506 current logo program participants
  - 489 Gas
  - 1,264 Food
  - 555 Lodging
  - 15 Camping
  - 183 Attractions



# WHAT QUALIFIES FOR A TODS?

- Commercial
  - Winery, Brewery, Drive-in Theatre, Racetracks, Roadside Farm Markets, Shopping, Zoos
- Cultural/Institutional
  - Arena, College, Government Buildings, Fairgrounds, Library, Military Base
- Historical/Architectural
  - Historical Sites and Districts
- Recreational
  - Campground, Golf Course, Hiking/Biking Trails, State and National Park
- Tourist Services
  - Bed and Breakfasts, Hospital, Resort, PA Visitor Information Centers
- Transportation
  - Airport, Railroad/Bus Stations, Scenic Overlooks, Waterfronts



# WHAT QUALIFIES FOR A TODS?

- No minimum annual attendance requirement
- Maximum distance from the intersection for which Participants can be trail blazed and qualify for TODS shall be 5.0 miles
- TODS may be installed to direct traffic to each entrance of an eligible Participant beginning at the nearest access point from a Conventional Road with an average of at least 2,000 vehicles per day





# TODS APPLICANT RESPONSIBILITIES

- Application and Fee
- TODS Installation Cost
- Missing or Damaged Signs
- Repair and Replacement Cost
- “Seasonal” Temporary Removal



# QUESTIONS???

PA TOURISM SIGNING TRUST

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