



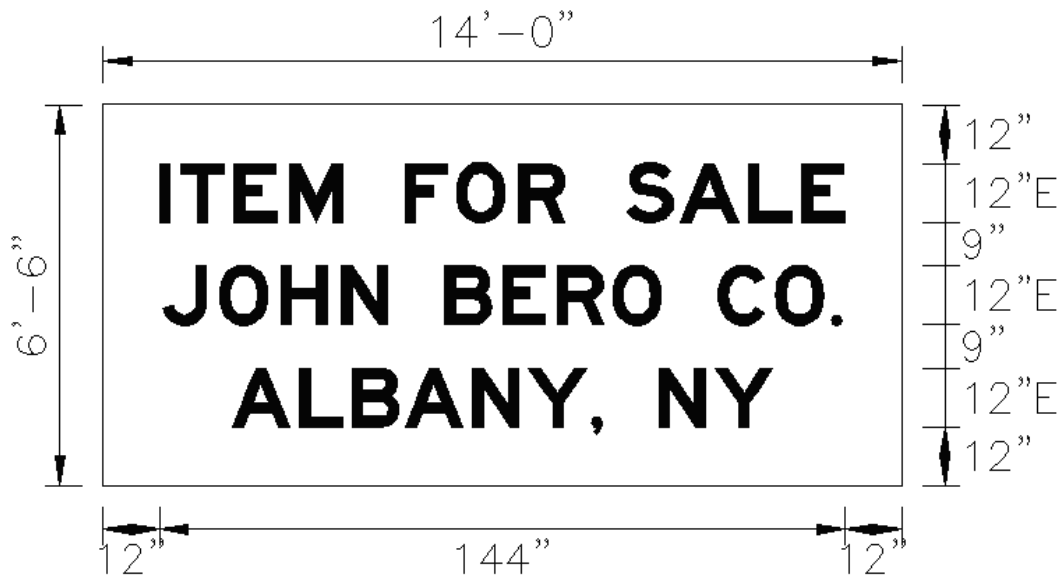
**NEW YORK STATE THRUWAY AUTHORITY  
BUREAU OF TRAFFIC MANAGEMENT**

**GENERAL GUIDELINES PERTAINING TO ADVERTISING DEVICES**

- I. All advertising devices subject to a permit will be evaluated with respect to the following guidelines:
  - A. Normally, a limit of one device facing each direction of traffic will be allowed for an individual property owner or individual business.
  - B. An additional entrance sign may be allowed for a motel, gas station, shopping center, etc. when necessary to identify such entrance from the local highway.
    1. The legend on an entrance sign is limited to no more than four lines and/or twelve words of copy, including the name of the business.
    2. A list of the individual businesses is not allowed on a shopping center entrance sign.
  - C. A street address or telephone number is not permitted. A web address also is not permitted unless the official name of the company includes “.com” or a similar web address ending; in this case, the applicant must submit documentation stating that this is the official name of the company.
  - D. A sign should consist of two colors, one for the legend and a contrasting color for the background. If it will not cause unreasonable distraction, a symbol, logo or additional colors may be allowed.
  - E. Outdoor advertising signs, displays and devices which include the steady illumination of sign faces, panels or slats that rotate or change to different messages in a fixed position, commonly known and referred to as “changeable or multiple message signs”, may be allowed, provided the change of one sign face to another does not occur more than once every six seconds, and the actual change process is accomplished in three seconds or less.
  - F. The sign and legend should be large enough to be seen and read within a reasonable and appropriate time. It should not be so large as to cause an unreasonable distraction or violate the natural scenic beauty or aesthetic features at its location.

In general:

1. The sign should not exceed 200 square feet in area or 30 feet in any one dimension. The top of a sign should not be more than 40 feet above the Thruway road surface adjacent to its location. Provided however, a sign on a building will be considered in relation to the size of the building and should not exceed 1,200 square feet in area with a maximum height of 30 feet and a maximum length of 60 feet. In the Authority's sole discretion, upon receipt of notice of approval from a municipality in which a sign would be located, a sign on a building may be permitted which exceeds the 1,200 square feet.
2. An example layout for a sign with 12 inch capital letters is shown below:



In general, the width of the sign can be approximated by multiplying the number of letters and spaces in the longest line of text, including right and left edge spaces, by the height of the letters. The spacing between lines of text should not be less than  $\frac{3}{4}$  of the average height of the uppercase letters in the adjacent lines of text. The spacing to the top and bottom borders should be equal to the uppercase letter height of the adjacent lines of text. The lateral spacing from the right and left edges of the longest line of text to the vertical borders shall be essentially the same as the height of the largest letters.

## II. Some advertising devices may be excluded from a need for a permit.

- A. An advertising device visible from a main roadway of the Thruway system may be excluded from a need for a permit when such device is:
- B. Deemed incidental and otherwise in conformance with section 361-a of the Public Authorities Law or Part 105 of the Thruway's Rules and Regulations.

- C. Among a multitude of devices oriented toward local highways and not causing an unreasonable distraction to Thruway travelers.
- D. An advertising device visible from an interchange roadway but not visible from a main roadway of the Thruway system may be excluded from permit requirement when such device is:
  - 1. Deemed incidental and otherwise in conformance with section 361-a of the Public Authorities Law or Part 105 of the Thruway's Rules and Regulations.
  - 2. Among a multitude of devices oriented toward local highways and not causing an unreasonable distraction to Thruway travelers.

III. Fees for advertising device permits are as follows:

Inspection Fee:  
 \$50.00 (non-refundable) for each advertising device

Annual Signage Fees:

<u>Size of sign</u>	<u>Fee</u>
100 sq. ft. or less	\$20.00
101 sq. ft. to 600 sq. ft.	\$50.00
601 sq. ft. or more	\$100.00