



NEW JERSEY
TURNPIKE AUTHORITY
SUPPLEMENTAL
SIGN POLICY

PART ONE
SUPPLEMENTAL GUIDE SIGNS

PART TWO
SPECIFIC SERVICE LOGO SIGNS

2009

FOREWORD

The United States Secretary of Transportation, under authority granted by the Highway Safety Act of 1966, decreed that traffic control devices on all streets, highways, and bicycle trails open to public travel in each State shall be in substantial conformance with the Standards issued or endorsed by the Federal Highway Administration and their Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD). Any supplemental guide sign contained in this policy shall be considered to be in the public domain.

The MUTCD discusses the usefulness of supplemental guide signs to provide information to motorists regarding accessibility to destinations from an interchange. This is in addition to places depicted on interchange guide signing. The guidelines outlined in this policy are intended to provide standards and criteria for the installation of supplemental guide signs for traffic generators or attractions and for specific service logo signs on the New Jersey Turnpike and Garden State Parkway.

PART ONE – SUPPLEMENTAL GUIDE SIGNS

I. INTRODUCTION

The selection of pertinent information at any interchange is critical to the safe and efficient use of the New Jersey Turnpike and the Garden State Parkway. Therefore, all information associated with an interchange can not be presented to the road user. The combination of necessary regulatory, warning and guide signs with supplemental guide signs can lead to signing problems such as confusion, misinformation and sign pollution. Accordingly, discretion is reserved by the Turnpike Authority in the selection and installation of all signs.

Technological advancements, availability and an increasing amount of users in advanced driver assistance systems such as in-vehicle global positioning systems can provide route information for millions of destinations that signing alone can not accomplish. The Turnpike Authority recognizes that the substitution for a sign request is not the purchase of such a device, but the applicant is encouraged to have their entity included in the number of databases established by the companies of these devices as one alternative should it be determined that signing can not be provided.

The guidelines set forth in this policy will assist in the clarification of which traffic generating entities qualify for a supplemental guide sign(s) on the New Jersey Turnpike or Garden State Parkway. This policy and the criteria set forth herein will consider local needs, customs and legal requirements. However, the MUTCD imposes several restrictions on the use of supplemental guide signs that can not be circumvented. These standards are presented here:

- No supplemental guide sign shall bear any advertising, commercial message, slogan, phone number, or Internet web address that is not essential to traffic control. All nonessential sign messages will not be permitted.
- Major signs at freeway interchanges and their approaches are reserved for advance guide signs and exit direction signs. It is essential that the same messages or destinations be displayed in the sequence of this signing. New destination information shall not be introduced into the major sign sequence for any interchange, nor should information be dropped. This guides the Authority as to the placement or location of any approved sign which is both set forth by this standard and is nonnegotiable.
- If approved, supplemental guide signs shall be limited to two traffic generating entities. The two traffic generators that satisfy the criteria with the greatest percentage or those with the greatest need will be shown on

the supplemental guide signs. Excessive signing can reduce the effectiveness of other important signing because the motorist can be overloaded with too much information and thus reduces his or her ability to process decisions.

- If approved, only one supplemental guide sign per traffic generating entity will be permitted per interchange per approach and it will be installed as an independent sign assembly. If approved, the traffic generating attraction or destination will not be posted overhead.
- The Turnpike Authority reserves the right to amend, abbreviate or abridge any sign legend where appropriate. To keep guide signing consistent, the entity or reference to it may be standardized. For example, the applicant may inquire as to the feasibility of the “XYZ Company Scenic Point Overlook”. If approved, these requests may be generalized as only “Scenic Area”, “Scenic View” or similar equivalent.

II. LIMITATIONS

Identification

The following traffic generators may qualify for signing on The New Jersey Turnpike or Garden State Parkway using the criteria set forth in section IV herein but studies have shown that they are not normally of interest to the road user. Therefore, except under unusual or rare circumstances, supplemental guide signing will NOT be considered for the following traffic generators:

AVIATION

Heliports
Private Airports
Training Centers

BUSINESSES

Media Outlets
Theaters
Trailer Parks
Industrial Parks
Power Plants
Shopping Centers
Retail Stores/Outlets
Casinos
Racinos

CEMETERIES

Local
State
Private
Public
Military

COMMUNITIES

Civil Centers
Military
Libraries
Churches
Subdivisions

GOVERNMENT

Research
Experimental
City Offices
Courthouses
Driver’s License Ctrs
Motor Vehicle Centers
Inspection Stations
Highway Buildings
Jails/Prisons
Civil Defense
Maintenance Facilities
Tribal Facilities

HISTORICAL

Homes / Buildings
Birthplaces

MEDICAL

Mental Institutions
Research Facilities
Sanitariums
Infirmaries
Treatment Centers
Veterans Facilities
City / County Facilities
Fraternal
Nursing Homes
Retirement Facilities
Humane Facilities
Animal Facilities

SCHOOLS

Elementary
Intermediate
High
Vocational
Trade
Seminaries
Private
Academies

RECREATIONAL

Marinas
Golf Courses
Country Clubs
Fish Hatcheries
Game Farms
Nature Preserves
Wildlife Refuges
Nurseries
Greenhouses
Arboretums
Planetariums
Points of Interest
Camps: Church, 4-H
YMCA / YWCA

MILITARY

Sites
Detachments
Armories
Arsenals

In addition to these entities, signing commonly referred to as wayfinding, acknowledgment signing or informational signing that identifies a municipal boundary or jurisdiction will not be permitted.

Color

The colors of the supplemental guide sign will be white legend on brown background or white legend on green background. Blue is reserved for specific service logo signs which the New Jersey Turnpike Authority assigns to service areas or Park-and-Ride facilities within its right-of-way and to businesses offering a specific service not available at a service area (see Part Two). If approved for a supplemental guide sign, the traffic generating entity will be classified as a recreational facility (or area) or a cultural interest facility (or area) whereas the color of the sign will be brown. In the event that this classification does not apply, then the traffic generating entity will be defaulted to a white legend on green background. There are no exceptions.

Size

The size of the sign panel is dictated by the length of the legend depicted. In most cases, limited space at the sign location also dictates the size of the sign panel. When this occurs, certain words from the request may be omitted or abbreviated to fit the legend on the sign panel for the location selected. For instance, this will almost always occur for the words “New Jersey”. Therefore, as an example, the legend “New Jersey State Site” would be abbreviated to “NJ State Site” to minimize size. Requests for specialized or oversized signing will not be accepted.

Logos

Supplemental guide signs will not incorporate logos of any kind. As specified in Section 2F of the MUTCD, logos are exclusively reserved for specific service signs. The New Jersey Turnpike Authority has reserved logo signing for only the following situations:

1. Any Service Area located throughout the New Jersey Turnpike and Garden State Parkway, and
2. Where road users should be provided with business and directional information such as lodging or any other service NOT provided or offered by a Turnpike or Parkway Service Area.

Except for Service Area signing, logo signing is limited to locations rural in character and in locations where sign spacing can be maintained. The predominant alignment of both the New Jersey Turnpike and Garden State Parkway occur in non-rural areas. In addition, the generous spacing of Service

Areas reduces the need for these signs. Therefore, logos and/or any color associated with a logo will not be permitted on any supplemental guide sign approved for installation. More information on logo signing can be found in Part Two of this policy.

Special Events

Special Events considered temporary in nature will not be signed for. These events include, but are not limited to, parades, fairgrounds, farmer's markets, political functions or rallies, fund raisers, golf functions, flea markets, etc. If it is determined by the Turnpike Authority that such an event will generate or attract significant traffic or will compromise the safe and efficient use of either the Turnpike or the Parkway, then other existing methods of disseminating this information will be implemented.

Display

Supplemental guide signs shall not disseminate additional information including, but not limited to, days, hours or seasons of operation, contact information, phone numbers, internet addresses, admission prices, parking rules, slogans, or people or persons (other than those memorialized if applicable) associated with the traffic generating entity such as past or current presidents, chief executive officers, directors, etc. Only the primary name or reference to the entity will be signed for.

Quantity

A maximum of two traffic generating entities may exist per approach per interchange. The entities that satisfy the criteria by the greatest percentage shall be installed. Each entity receives one sign installation per approach and the entities may share the same location and sign post assembly. The Authority selects all locations where the sign(s) will be installed.

III. RESPONSIBILITY

Independent of the additional required criteria set forth in Section IV herein, the following requirements are mandatory to gain approval for the installation of supplemental guide signing.

1. The applicant will be responsible for all costs of the initial signing. A sign fee of \$5,000 will be required to defray fabrication, installation and mobilization costs to the Authority. Upon approval, the Authority will install the necessary sign(s) and will assume the maintenance costs of the signing throughout the applicable life of the sign(s). Governmental

agencies and those applicants covered by Warrant 5 are exempt from this financial requirement.

2. The applicant accepts that the Turnpike Authority will install signs on its own right-of-way jurisdiction only. The applicant will be responsible for the installation request(s) of all directional signing outside the Authority's jurisdiction. The Authority will not proceed until it has received documentation that clearance has been obtained and those installations by other jurisdictions, if necessary, are performed. If it has been determined that the local authorities responsible for maintaining the signs on the applicable route are in non-compliance of doing so, then the signing within the jurisdiction of the Turnpike Authority will be removed.
3. After installation, the applicant is responsible to update and justify the need for the signing every 3 years from the installation date. The warrants and criteria must be maintained or met again on each subsequent renewal and the signs will remain free of charge. If the criteria are not met, then the signing will be removed. There will be no charge for a resubmission of an anniversary review.

IV. SPECIFIC CRITERIA

Exceptions

Traffic generating entities can qualify for supplemental guide signing using attendance, minimum traffic volumes, seating capacity, military employment, accreditation, availability or personnel on duty. While it is required that these warrants be met where applicable, supplemental guide signs may be approved and erected without the establishment of any of the warrants. These traffic generators include, but are not limited to:

- Airports with scheduled service
- Major military installations
- Major recreational areas
- Park and Ride facilities
- Tourist / Tourism information centers
- Port of Entry facilities
- New Jersey Transit facilities

Warrants

The following warrants are created to assist an applicant with determining the necessity of a supplemental guide sign on the New Jersey Turnpike or the Garden State Parkway. The applicant should use the values presented in the following tables. Should that applicant not meet the requirements set forth in the warrants, it is highly recommended that the applicant not apply for a supplemental guide sign. For any applicant that does not feel that any classification in the warrants provided applies to them, they can feel free to contact the Authority for further information.

The following entities are hereby discussed by an applicable warrant:

- Colleges
- Universities
- Stadiums
- Arenas
- Convention Halls
- Concert Venues
- Auditoriums
- Parks
- Monuments
- Major Recreational Areas
- Cruise Terminals
- Museums
- Military Bases
- Hospitals
- Trauma Centers

Warrant 1 – Colleges and Universities

In addition to satisfactory compliance of Section III entitled Responsibility, to be eligible as a College or University, the applicant must first be officially recognized by the Council for Higher Education Accreditation. Secondly, Colleges and Universities are subject to meeting the requirements of all three sections of Warrant 1: enrollment, traffic volume and distance from the respective interchange. The statistics provided to meet these warrants do not necessitate the verification from a hired professional. Published statistics from a registrar office and parking department may suffice to obtain satisfactory compliance of the warrants. However, if these statistics can not be independently verified by the Turnpike Authority, then an expert obtained on the behalf of the applicant will be required to furnish these statistics.

WARRANT 1 – COLLEGE – UNIVERSITY WARRANT

Generator	Criteria	Major Metro Area ¹	Urban Area ²	Other Area ³
College or University	Total Enrollment: Full and Part Time Students; and	25,000	17,500	10,000
	Number of Trips ⁴ Generated Annually; and	5,500,000 ^{5a}	3,250,000 ^{5a}	1,000,000 ^{5a}
	Distance from Interchange (miles) ⁶	3	4	5

1 - For generators in Bergen, Camden, Essex, Hudson, Mercer, Passaic, and Union Counties using a Turnpike interchange. For generators in Essex, Passaic, and Union Counties using a Parkway interchange.

2 - For generators in Middlesex and Somerset Counties using a Turnpike interchange. For generators in Bergen, Middlesex and Ocean Counties using a Parkway interchange.

3 - For generators in Burlington, Gloucester and Salem Counties using a Turnpike interchange. For generators in Atlantic, Cape May and Monmouth counties using a Parkway interchange.

4 - Trip: A single or one-direction vehicle movement to the generator.

5a - Without dorms, each student = 2 trips.

5b - With dorms, each student = 1.5 trips

6 - For each 10% over the listed enrollment, the distance can be increased 1/2 mile to a maximum of double the listed distance.

Warrant 2 – Arenas, Stadiums, Auditoriums, Convention Halls

In addition to satisfactory compliance of Section III entitled Responsibility, Arenas, Auditoriums, Convention Halls, Stadiums, Concert Venues, etc. are subject to meeting the requirements of all three sections of Warrant 2: annual attendance, number of permanently fixed seats and distance from the respective interchange. The statistics provided to meet these warrants do not necessitate the verification from a hired professional. Published statistics from a box office or management department may suffice to obtain satisfactory compliance of the warrants. However, if these statistics can not be independently verified by the Turnpike Authority, then an expert obtained on the behalf of the applicant will be required to furnish these statistics.

WARRANT 2 – ARENAS, STADIUMS, AUDITORIUMS, CONVENTION HALLS

Generator	Criteria	Major Metro Area ¹	Urban Area ²	Other Area ³
Arenas, Auditoriums, Convention Halls, Stadiums	Annual Attendance; and	600,000	500,000	400,000
	Number of Seats; and	10,000	7,500	5,000
	Distance from Interchange (miles) ⁴	3	4	5

1 - For generators in Bergen, Camden, Essex, Hudson, Mercer, Passaic, and Union Counties using a Turnpike interchange. For generators in Essex, Passaic, and Union Counties using a Parkway interchange.

2 - For generators in Middlesex and Somerset Counties using a Turnpike interchange. For generators in Bergen, Middlesex and Ocean Counties using a Parkway interchange.

3 - For generators in Burlington, Gloucester and Salem Counties using a Turnpike interchange. For generators in Atlantic, Cape May and Monmouth counties using a Parkway interchange.

4 - For each 10% over the listed seating, the distance can be increased 1/2 mile to a maximum of double the listed distance.

Warrant 3 – Parks, Monuments, Recreational Areas, Terminals, Museums

In addition to satisfactory compliance of Section III entitled Responsibility, State and County Parks, Monuments, Major Recreational Areas, Cruise Terminals, Museums, etc. are subject to meeting the requirements set forth in all three sections of Warrant 3: attendance, traffic volume and distance from the respective interchange. The statistics provided to meet these warrants do not necessitate the verification from a hired professional. Published statistics from a ticket office or total available parking may suffice to obtain satisfactory compliance of the warrants. However, if these statistics can not be independently verified by the Turnpike Authority, then an expert obtained on the behalf of the applicant will be required to furnish these statistics.

WARRANT 3 - PARKS, MONUMENTS, RECREATIONAL AREAS, TERMINALS, MUSEUMS

Generator	Criteria	Major Metro Area ¹	Urban Area ²	Other Area ³
State and County Parks, Monuments, Major Recreational Areas, Cruise Terminals, Etc.	Annual Attendance; and	1,500,000	1,000,000	750,000
	Number of Trips Generated Annually; and	1,000,000	600,000	300,000
	Distance from Interchange (miles)	5	5	5

1 - For generators in Bergen, Camden, Essex, Hudson, Mercer, Passaic, and Union Counties using a Turnpike interchange. For generators in Essex, Passaic, and Union Counties using a Parkway interchange.

2 - For generators in Middlesex and Somerset Counties using a Turnpike interchange. For generators in Bergen, Middlesex and Ocean Counties using a Parkway interchange.

3 - For generators in Burlington, Gloucester and Salem Counties using a Turnpike interchange. For generators in Atlantic, Cape May and Monmouth counties using a Parkway interchange.

Warrant 4 – Military Bases

In addition to satisfactory compliance of Section III entitled Responsibility, military installations are subject to meeting the requirements of all three sections of Warrant 4: personnel, traffic volume and distance from the respective interchange. The statistics provided to meet these warrants do not necessitate the verification from a hired professional. Published statistics from a management office will suffice to obtain satisfactory compliance of the warrants. However, if these statistics can not be independently verified by the Turnpike Authority, then an expert obtained on the behalf of the applicant will be required to furnish these statistics.

WARRANT 4 – MILITARY BASES

Generator	Criteria	Major Metro Area ¹	Urban Area ²	Other Area ³
Military Bases	Number of Employees AND Permanently Assigned Military Personnel; and	5,000	4,000	3,000
	Number of Trips ⁴ Generated Annually; and	5,000,000 ⁵	4,000,000 ⁵	3,000,000 ⁵
	Distance from Interchange (miles) ⁶	5	7.5	10

1 - For generators in Bergen, Camden, Essex, Hudson, Mercer, Passaic, and Union Counties using a Turnpike interchange. For generators in Essex, Passaic, and Union Counties using a Parkway interchange.

2 - For generators in Middlesex and Somerset Counties using a Turnpike interchange. For generators in Bergen, Middlesex and Ocean Counties using a Parkway interchange.

3 - For generators in Burlington, Gloucester and Salem Counties using a Turnpike interchange. For generators in .Atlantic, Cape May and Monmouth counties using a Parkway interchange.

4 - Trip: A single or one-direction vehicle movement to the generator.

5 - One employee or military personnel = 0.9 trips.

6 - For each 10% over the listed personnel, the distance can be increased 1/2 mile to a maximum of double the listed distance.

Warrant 5 – Hospitals, Trauma Centers, Emergency Care Facility

Hospitals, trauma centers and emergency (not urgent) care facilities are subject to the satisfactory compliance of all four sections of Warrant 5 as stated below: accreditation, availability, personnel on duty and distance from the interchange. Signing for hospitals will be trailblazer in nature only so that the most expeditious route to such a facility can be continued and maintained on roadways outside the jurisdiction of the New Jersey Turnpike Authority. The name of the hospital, trauma center or emergency care facility will not be included on any signing. In the event that more than one facility exists at the exit, the one with the most expeditious route as jointly selected by the local authorities and the hospital or trauma center will be signed for. The Turnpike Authority will bear all costs for the installation and maintenance of all hospital trailblazer signing within its jurisdiction for the entire duration of the applicability of the trailblazers. The four criteria required for hospital, trauma center or emergency care facility trailblazers are as follows:

1. The hospital, trauma center or emergency medical facility shall be accredited by the New Jersey Department of Health, Division of Medical Services, and
2. The hospital, trauma center or emergency medical facility shall have continuously available emergency care 24 hours a day, 7 days a week, 365 days a year, and
3. A current and in good standing licensed physician as mandated by the New Jersey Division of Consumer Affairs is on duty at all times, 24 hours a day, 7 days a week, 365 days a year, and
4. The facility is located within the miles from the interchange as shown in the following Table.

Generator	Criteria	Major Metro Area ¹	Urban Area ²	Other Area ³
Hospitals, Trauma Centers, Emergency Care Facilities	Distance from Interchange (miles)	3	5	7

1 - For generators in Bergen, Camden, Essex, Hudson, Mercer, Passaic, and Union Counties using a Turnpike interchange. For generators in Essex, Passaic, and Union Counties using a Parkway interchange.

2 - For generators in Middlesex and Somerset Counties using a Turnpike interchange. For generators in Bergen, Middlesex and Ocean Counties using a Parkway interchange.

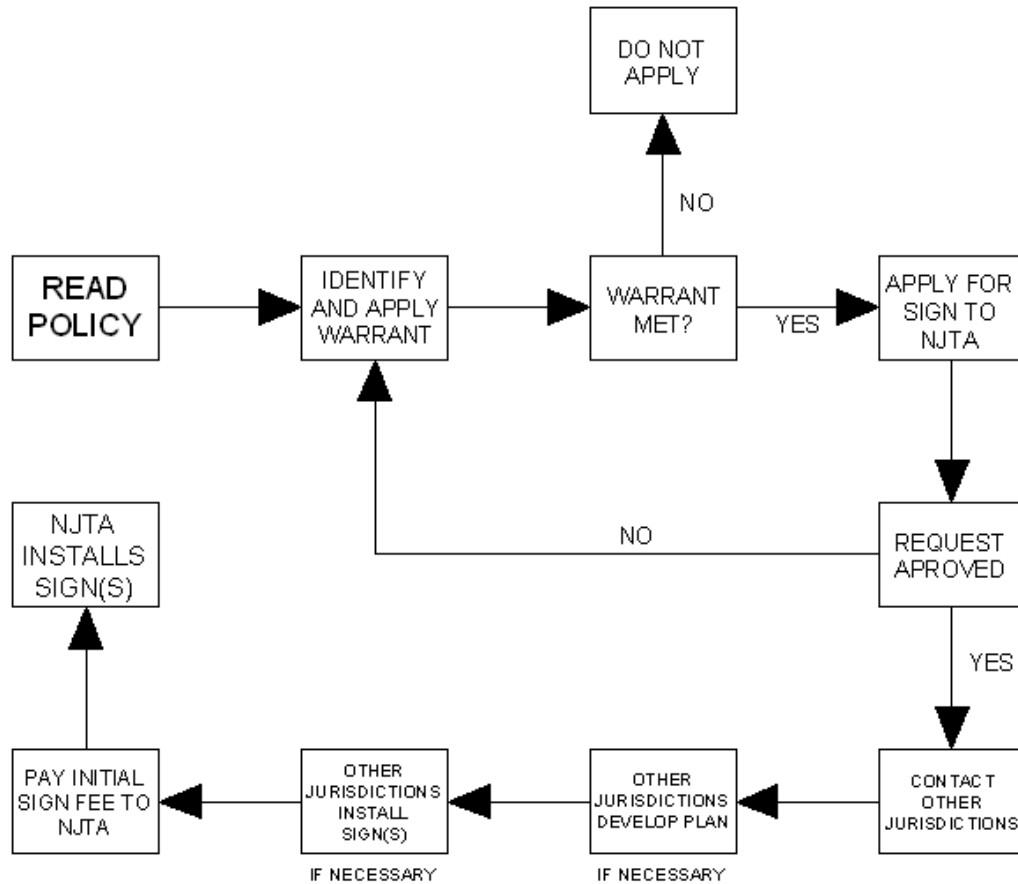
3 - For generators in Burlington, Gloucester and Salem Counties using a Turnpike interchange. For generators in Atlantic, Cape May and Monmouth counties using a Parkway interchange.

V. APPLICATION

Any non-Turnpike Authority applicant requesting installation of a supplemental guide sign, recreational sign, cultural sign or medical trailblazer on a roadway within Authority jurisdiction shall submit an application to the Authority. After satisfactory fulfillment of the criteria set forth in Sections III and IV herein, the applicant will be notified of the acceptance and a tentative date of installation. Notwithstanding the applicant’s compliance with Sections III and IV or anything to the contrary in this policy, the Turnpike Authority’s Executive Director reserves the right, where reasonably warranted or deemed necessary, and upon consultation with the Director of Operations, to amend such criteria, require qualifications from the applicant and to deny acceptance of the application.

It should be noted that supplemental guide signs existing prior to the date of this policy have been grandfathered in as a result of their installation prior to the adoption of this policy. Comparison to any existing supplemental guide sign as a basis for approval should not be made.

The figure below illustrates the process to assist an applicant in the application:



PART TWO – SPECIFIC SERVICE SIGNING

I. INTRODUCTION

The New Jersey Turnpike Authority has exclusively reserved specific service logo signing for service areas, Park-and-Ride facilities or for signs that provide road users with business and directional information to services that are not provided or offered by a New Jersey Turnpike or Garden State Parkway service area. This service predominantly involves, but is not limited to, lodging.

The Federal Highway Administration through the Manual on Uniform Traffic Control Devices offers a stipulation for the signing of camping facilities and major private attractions as a service. The New Jersey Turnpike Authority does not extend this consideration as a specific service. Those facilities must be classified by the criteria set forth in Part One of this policy to qualify for signing.

The New Jersey Turnpike Authority does not install Tourist-Oriented signing as specified in Section 2G of the 2003 MUTCD.

II. LIMITATIONS

Location

Specific service logo signs are restricted to areas of the Turnpike or Parkway deemed to be rural in nature. Therefore, only those businesses offering a specific service in qualifying portions of Burlington, Gloucester, Mercer and Salem Counties are eligible to apply for a logo guide sign on the Turnpike. Similarly, only those businesses offering a specific service in qualifying portions Atlantic, Burlington and Cape May Counties are eligible to apply for a logo guide sign on the Parkway. In addition, those businesses only within one mile of the applicable interchange are eligible. It shall be noted that those interested businesses in Burlington County seeking installation of a logo sign on the Garden State Parkway are limited to interchanges 50 and 52 only.

It is assumed that all exits in metropolitan, urban or suburban areas provide all services to a motorist within a reasonable distance from the interchange, usually in both directions from that interchange. Therefore, it is not necessary to provide this information in these settings.

Color

To differentiate the type of service offered from or provided by other traffic generators or attractions on the Turnpike or Parkway, the sign panel of a specific service logo master sign panel will be blue. The logo can be any color or

arrangement of colors but will be placed on a white background prior to assembly on the blue master panel. An applicant that does not utilize a logo, symbol or trademark will be identified by word message(s) and shall have a white legend using FHWA Standard Highway Alphabet Series fonts and a white border with a blue background identical to the master sign panel.

Size

There are two sizes for a logo sign panel. The size for a logo panel for installation on the mainline roadway is 60" x 36". The logo must be required to fit in an area of 56" x 32" to provide contrast against the white sub-background. No requests for oversized logos or side-by-side doubling will be accepted. It is not the liability of the Authority that the reduction in size of a logo to fit this sub panel size results in illegibility. A logo shall be either an identification symbol/trademark or a word message. Symbols or trademarks used alone for a logo shall be reproduced in the colors and or general shape(s) consistent with customary use for the Turnpike Authority rather than customary use of the business enterprise. Therefore, any logo that resembles an official traffic control device shall not be used.

A second logo panel shall be furnished by the vendor for installation to a wayfinding sign panel at, on, or in the vicinity of the exit ramp to facilitate the movement towards the direction of the entity. This sign shall be 24" x 18" and shall be a logo identical in design to the larger 60" x 36" logo panel.

Material

The background sheeting of the logo sub panel furnished by the applicant must meet federal standards for retroreflectivity for both day and nighttime display. This can be accomplished by using any of the following background sheetings in order of preference during fabrication: Diamond Grade Cubed, Diamond Grade, Hi-Intensity, or Hi-Prism Engineering. Methods using silk screening as a substitute must use inks that are translucent. However silk screening provides shorter life spans as compared to other methods and is not recommended. All panels must be pressure sensitive.

Number

Only 6 logos are permitted per installation. At those locations where there are more than 6 facilities, the New Jersey Turnpike Authority will investigate that the interchange is rural in nature or is maintaining bucolic characteristics. Should it be determined that there is a need for signing for a numerous amount of lodging facilities, then a rotating waiting list will be developed. Participating enterprises will enter into a six year rotating basis whereas each will be displayed on the board for six consecutive years and will be removed for two consecutive years. This allows for the posting of 8 total lodging facilities. Should it be determined

that a ninth facility be necessary, then the interchange will not be considered rural and all signs will be removed at the end of the applicable term.

Spacing

Logo signing for specific services is restricted to locations where guide signing at interchanges can be properly spaced. If the logo guide signs compromise the sequence of any other necessary regulatory, warning or guide signing for any interchange due to space constraints, then the logo sign will not be installed.

Re-Entry

Logo signing for specific services will not be provided at an interchange where the road user cannot conveniently re-enter the freeway or expressway and continue in the same direction of travel.

III. RESPONSIBILITY

Independent of the additional required criteria set forth in Section IV herein, the following requirements are mandatory to gain approval for the installation of supplemental guide signing.

1. The applicant will be responsible for all costs of the initial signing. A sign fee of \$2,500 will be required to defray fabrication, installation and mobilization costs to the Authority for installation of or to the blue motherboard sign panel. Upon approval, the Authority will install the necessary sign(s) and will assume the maintenance costs of the signing throughout the applicable life of the sign(s).
2. The applicant accepts that the Turnpike Authority will install signs on its own right-of-way jurisdiction only. The applicant will be responsible for the installation request(s) of all directional signing outside the Authority's jurisdiction. The Authority will not proceed until it has received documentation that clearance has been obtained and those installations by other jurisdictions, if necessary, are performed. If it has been determined that the local authorities responsible for maintaining the signs on the applicable route are in non-compliance of doing so, then the signing within the jurisdiction of the Turnpike Authority will be removed if the applicant can not rectify that issue.
3. After approval, the applicant is responsible to update the need for the signing annually from the installation date. The criteria must be satisfied or maintained on each subsequent renewal and the signs will remain free of charge.

IV. SPECIFIC CRITERIA

Lodging

Due to the high amount of truck traffic on the New Jersey Turnpike and the mandated hours of rest for truck drivers set forth by the United States Congress, the New Jersey Turnpike Authority will install specific service signing on either the Turnpike or the Garden State Parkway for lodging facilities with the satisfactory compliance of all 9 of the following criteria. This is in addition to the requirements set forth in section III entitled Responsibility.

1. Eligible lodging facilities shall comply with laws of the State of New Jersey concerning the provisions of public accommodations without regard to race, religion, color, age, gender, sexuality, or national origin, and also the laws of the State of New Jersey concerning the licensing and approval of lodging facilities, and
2. The lodging facility must possess and display a valid and in good standing State of New Jersey license to conduct business where required, and
3. The lodging facility must be in operation 24 hours a day, 7 days per week, 365 days per year, and
4. The lodging facility must provide a minimum of 10 units and have sleeping facilities for 25 or more persons as mandated by the New Jersey Department of Community Affairs, and
5. The lodging facility must provide access to a public pay-for-use telephone to both customers and non-customers of the facility, and
6. The lodging facility must provide modern sanitary facilities for its paying customers, and
7. The lodging facility must provide adequate quantity and sized parking for a tractor trailer semi-truck (AASHTO Design Vehicle WB-67) to safely park entirely within the facility property, and
8. The lodging facility must provide adequate space for safe internal maneuverability for a tractor trailer semi-truck within its property, and
9. The lodging facility must be located within a 1 mile total driving distance of the applicable interchange.

V. APPLICATION

Any non-Turnpike Authority applicant located outside the right-of-way of either the New Jersey Turnpike or Garden State Parkway and offering a service not available at an Authority service area, may request installation of a specific service logo sign on said roadway within Authority jurisdiction by submitting an application to the Authority. After satisfactory fulfillment of the criteria set forth in Sections III and IV herein, the applicant will be notified of the acceptance and a tentative date of installation. Notwithstanding the applicant's compliance with Sections III and IV or anything to the contrary in this policy, the Turnpike Authority's Executive Director reserves the right, where reasonably warranted or deemed necessary, and upon consultation with the Director of Operations, to amend such criteria, require qualifications from the applicant and to deny acceptance of the application.

It should be noted that specific service logo signs existing prior to the date of this policy have been grandfathered in as a result of their installation prior to the adoption of this policy. Comparison to any existing specific service logo sign as a basis for approval should not be made.

The figure below illustrates the process to assist an applicant in the application:

