



New York State and New York City



Collaboration to Design
New York City Parkway Facility Signs
for Route Designation



A. Overview

The objective of this project is to develop one or more graphic designs for NYC parkway route signs legally meeting the requirements of a “facility signs” for parkways in NYC. The signs are intended help guide drivers, benefit tourism, build awareness of our parkway system, and look good.

Layout of these signs is modeled after the Parkway Facility signs serving the function of route signs for Parkways in NYSDOT Region 10 (Long Island) – exemplified by the Meadowbrook Parkway sign on the cover of this document. These signs have a look and functionality that NYC strives to remain consistent with – using artwork unique to NYC’s parkways. We are reaching out to graphic designers, artists, architects, sign professionals, and others with graphic design talent or theme ideas to generate concepts for this artwork.



This project will produce a single NYC logo in place of the Long Island Lighthouse logo to capture aesthetic qualities or themes in the NYC Parkways’ natural and built environments. The signs will be incorporated into Region 11 Parkway signing projects as funding becomes available.

This process will be in two rounds. The 1st round is intended to see what ideas arise and assist promising entries to succeed in the 2nd round. Digital submissions are preferred, but hand drawings are fine if scanned. Technical assistance and drafting will be provided by NYSDOT Region 11 staff as needed. 2nd round winners will be adapted for production in GuideSign – professional sign layout software.

B. Background Information

The parkways of New York City are among the city’s great treasures. They remain part of the legacy of great public works of the early and mid 20th century left to us, and New York State and City agencies seek to preserve and enhance this unique roadway system. Originally designed as recreation and touring routes, the parkways of New York City are generally characterized by a park-like design, an abundance of planting, fine detailing, a strong relationship with the natural environment, and a high overall aesthetic quality. Each parkway has its own individual and unique features, reflecting the neighboring natural and built environment. Parkways are located along waterfront areas or inland, and connect with some of New York City’s greatest natural resources, parks and cultural amenities.

Participants in this effort will become a part of the Parkway and local street environments in NYC – the final design to be prominently featured throughout the five boroughs of New York City.

C. Design Requirements

All entrants should aim for graphical consistency with Region 10's Parkway signs. Similarity to other existing regulatory and warning signs is not allowed.

- **Dimensions** of the submitted sign panel shall be a 24"x 24" square – the final sign being scalable to 24" x 24", 36" x 36" or 48" x 48" depending on the context of use. Key dimensions are shown below:



- **Graphical Clarity** leading to easy comprehension by people driving at highway speed. Artwork should aim for simplicity and legibility – which Region 10’s lighthouse graphic achieves.
- **Colors** in the MUTCD standard pallet can be used. Designs using up to four colors (including the white background color) will be considered. Designs having black lettering and art over a white background and meeting all other requirements will be favored for better economy in sign production and consistency with Region 10 signs.
- **Text** used in the Parkway Description Box and Parkway Initials Box must be in MUTCD B, C, or D series fonts – with the wider fonts being preferred where space permits. Text in the Parkway Description Box shall all be the same font and can differ in width of the initials. The maximum Initials Box width is 14” wide, as shown above.
- **Parkway Initials Box** (Subject to change):
 - “Be” for Belt Parkway
 - “BR” for Bronx River Parkway
 - “Pe” for Pelham Parkway
 - “CI” for Cross Island Parkway.
 - “FDR” for Franklin Delano Roosevelt Drive
 - “HRD” for Harlem River Drive
 - “HH” for Henry Hudson Parkway
 - “HR” for Hutchinson River Parkway
 - “JR” for Jackie Robinson Parkway
 - “KWV” for Korean War Vet’s Pkwy
 - “Mo” for Mosholu Parkway
 - “GC” for Grand Central Parkway

C. Evaluation of Submissions

The selection committee will include design professionals with expertise in aesthetics and engineering. This committee will consider advice from various technical fields including traffic engineering, sign fabrication, landscape architecture, and graphic design.

D. Legal Information

All submissions will be considered to be in the public domain in accordance with the following provision from the federal Manual of Uniform Traffic Control Devices ([MUTCD](#)), Page I-1 (37 of 864):

Any traffic control device design or application provision contained in this Manual shall be considered to be in the public domain. Traffic control devices contained in this Manual

shall not be protected by a patent, trademark, or copyright, except for the Interstate Shield and any items owned by FHWA.

NYSDOT and NYCDOT reserve the right to modify, combine, and/or adjust any submissions to create the final sign designs.

E. Submitting Entries

Please e-mail entries to signs@dot.state.ny.us. If your design is selected for the second round, the original application data file for your design (e.g. AutoCAD DWG, Microstation DGN, Adobe Illustrator, etc.) is helpful. Hand-drawn submissions will also be accepted if scanned.

For entries to be evaluated by the committee, the following must be included, and filled out as appropriate, in the body of the e-mail:

Full Name:

Organization Affiliation (if applicable):

Address:

Best Telephone Number to Reach You:

E-mail Address:

Legal Disclaimer: "I, [Replace brackets with your full name], certify that the attached submission is free of intellectual property protection and that no such protection will be sought in the future. Anyone shall be allowed to use this design in part or in full for any purpose they wish free of charge."

F. Submission Deadline

- First Round Submission Deadline06/22/2012
- Second Round Submission Deadline.....07/23/2012.

G. Additional Information

If you have any questions, please e-mail signs@dot.state.ny.us.

Thanks for participating!