

Massachusetts Agricultural Directional Signage Program

Information and Application Packet



Massachusetts Department of Agricultural Resources

225 Turnpike Road, 3rd Floor
Southborough, MA 01772
www.mass.gov/agr

presented in cooperation with the Massachusetts Highway Department
and the Massachusetts Office of Travel and Tourism



THE COMMONWEALTH OF MASSACHUSETTS

EXECUTIVE OFFICE OF ENERGY AND ENVIRONMENTAL AFFAIRS



Department of Agricultural Resources

225 Turnpike Road, 3rd Floor, Southborough, MA 01772

www.mass.gov/agr



Greetings:

We are pleased to provide information on Massachusetts Agricultural Directional Signage (ADS) Program. This program is part of the Commonwealth's Tourist Oriented Directional (TOD) sign policy. The ADS program was developed in cooperation with the Massachusetts Department of Transportation and the Office of Travel and Tourism to better promote local farms to the traveling public.

This packet includes:

- 1) Program Fact Sheet and Instructions
- 2) Program Criteria
- 3) Agricultural Directional Signage Permit Application (1 page)
- 4) General Information and TOD Sign application (10 pages)
- 5) Mass. Highway Department District contacts
- 6) List of state-approved sign contractors
- 7) Examples of product icons used on Ag directional signs

Important: Please read the program Fact Sheet and Instructions. Complete and sign the *Permit Application* **and** the *TOD Sign Application* according to the instructions and return them to:

Katie Rozenas-Hanson
Mass. Department of Agricultural Resources
225 Turnpike Road, 3rd Floor
Southborough, MA 01772

We hope and anticipate this program will generate additional business for your operation. If you have any questions or comments regarding this program, please contact me at (617) 655-3540, or katelyn.rozenas@mass.gov.

Sincerely,

A handwritten signature in cursive script that reads "Katie Rozenas-Hanson".

Katie Rozenas-Hanson
Agritourism & Culinary Tourism Coordinator



Massachusetts Department of Agricultural Resources

Agricultural Directional Signage Program

Fact Sheet and Instructions

What is an Agricultural Directional Sign?

An agricultural directional sign is a special highway sign that directs motorists to farms that are open to the public, but not located on state highways. These blue signs feature the "Massachusetts grown...and fresher!" logo, several icons for products the farm produces, a directional arrow and the name of the farm. If your farm is not in a high-visibility location, an agricultural directional sign can help increase business.

Who is eligible to get an Agricultural Directional Sign?

Only farm operations that grow on-site a majority of the products they sell are eligible for the ag signage program. Farms must be primarily engaged in agriculture as a business and have regular hours of operation, either seasonally or year-round. Only on-farm farmstands are eligible. Please read the Criteria sheet for full details.

Where can the signs be erected?

Directional signs are allowed only on non-limited access state roadways. In other words, these signs are not allowed on major highways with limited exit and entrance ramps. They are also not allowed on town roadways. Please read the Criteria sheet for more details. Your MassDOT District Office will determine final approval for a specific location.

Who pays for the sign and how much does it cost?

The entire cost of the sign is paid by the farmer. The MassDOT charges a \$250 fee per sign. The cost of fabricating the sign will vary but may cost between \$500 - \$800 per sign.

How do I get an Agricultural Directional Sign?

First please read the **Agricultural Directional Sign Criteria** carefully to determine if you might be eligible for the program. Also read the **General Information on Tourist Oriented Directional Signs**.

Once we receive your application, the Department of Agricultural Resources will certify whether you are eligible to use the product icons and the "Massachusetts grown...and fresher!" logo. We will then forward your application to a MassDOT regional District. When you receive a letter of approval from the highway department for the location, you may have the signs fabricated.

If you would like to apply to the program, follow the instructions on the next page.

Massachusetts Agricultural Directional Signage Program

Instructions

1. Complete and sign the one page "Agricultural Directional Sign Permit Application"
2. Complete the "Application for Tourist Oriented Directional (TOD) Sign."
3. Read and sign the page titled "Division of Expense."
4. Return the following items to the Department of Agricultural Resources at the address below:
 - a. Agricultural Directional Sign Permit Application form
 - b. Tourist Oriented Directional Sign Application form
 - c. The Division of Work page
 - d. The signed Division of Expense page
 - e. The page titled "This Page for Office Use Only" (do not complete)

Return to: Katie Rozenas-Hanson

Mass. Department of Agricultural Resources
225 Turnpike Road, 3rd Floor
Southborough, MA 01772

5. When you receive an approval letter from the MassDOT District Office, you may order your sign from one of the approved fabricators.
6. The MassDOT fee must be paid at the time the signs are delivered to the highway department.

Important:

- * All documents must be originals, faxes are not acceptable.
- * Only signs approved by the Department of Agricultural Resources are allowed to use the commodity symbols and the "Massachusetts grown and fresher!" logo.
- * Do not have signs fabricated until you receive a letter of approval from MassDOT
- * An agricultural directional sign is usually composed of two signs: the farm name sign, and the symbol sign. If you wish to have the name of your farm on the sign, you must have both signs produced.
- * Farm name sign may include seasons if applicable.
For example: "XYZ FARM (May – Oct.)"

Massachusetts Agricultural Directional Signage Program

CRITERIA

The Massachusetts Department of Agricultural Resources (Agricultural Resources), in cooperation with the Massachusetts Department of Transportation (MassDOT), has initiated a program to assist in the development and enhancement of Massachusetts agriculture. The Agricultural Directional Signage Program (Ag-signage) will allow for the placement of directional signage along state roadways for farms located **off of such roadways**. The Ag-signage program will assist growers in the sale of their products by enhancing the public awareness of the location of their operation.

The Ag-signage program is conducted on a permit basis through the Department of Agricultural Resources. Rules and requirements of the program include:

1. **Directional signs are allowed only on non-limited access state roadways;**
(A non limited access state roadway is a conventional roadway - any street or highway other than a freeway or expressway, with curb cuts, driveways for business and residents enter the highway directly, are the only type of roads where signs will be allowed.)
2. Only operations with a majority of products grown on-site are eligible for the Ag-Signage Program;
3. Farmers must be engaged primarily and substantially in agriculture as a trade or business in order to qualify;
4. Signs cannot be placed farther than five miles from the farm with only one sign allowed for each direction of travel. Signs must be located, if possible, at the intersection nearest to the state highway site;
5. Farms must have regular hours of operation (five days and 35 hours) on either a seasonal or year-round basis;
6. Signs are directional but may include the name of the farm. Standard commodity symbols indicating the type of commodity will be used on the signs; the symbols can not be modified or altered. Symbols are reflective of farm products grown on said farm, and not for farm services or value-added products.
7. Ag-sign permit holders will be responsible for all fabrication costs of the signs. MassDOT will assess a fee of \$250 per sign to cover the cost of installation and maintenance;
8. Trailblazing signs for farms located more than one turn from the state roadway are the responsibility of the applicant and may be a condition prior to permit approval. The trailblazing signs shall be erected before the signs on the state highway are in place. The trailblazing signs shall be maintained and kept in good repair or the sign(s) on the state highway will be removed;
9. Permits are subject to annual review by Agricultural Resources and MassDOT;
10. Only farm stands located at the farm itself qualify for Ag-Signage;
11. Public safety shall take priority over the placement of any sign authorized under this program. MassDOT reserves the right to adjust, relocate, remove, or take other similar action on any sign

erected in the highway right-of-way under this program;

12. Permit holders shall have the full responsibility to maintain the minimum standard requirements for the use of directional signs as established by Agricultural Resources. Any deviation from these requirements may result in the revocation of the permit;
13. Only signs approved by Agricultural Resources are allowed to use symbols and the "Massachusetts grown... and fresher!" logo and be considered for installation. However, signs not approved by Agricultural Resources may still be eligible under MassDOT's Tourist Oriented Directional Sign program.
14. If the applicant has an existing Tourist Oriented Directional (TOD) Sign at the requested location, the TOD Sign shall be removed when the Agricultural Sign is installed.

Approval by Agricultural Resources constitutes approval of the use of logos; it does not constitute approval for a specific location. The location will be determined by the MassDOT.

Agricultural Resources will, upon approval of your Ag-signage, forward said approval to MassDOT who will install the sign with your input providing space is available.

MassDOT may require that you have the sign maker forward a shop-drawing of a proposed sign for the District Highway Department's approval. No signs should be fabricated before approval is received from MassDOT.

For more information, contact:

Katie Rozenas-Hanson
Massachusetts Department of Agricultural Resources
225 Turnpike Road, 3rd Floor Southborough, MA 01772
617-655-3540
Katelyn.Rozenas@mass.gov

Massachusetts Department of Agricultural Resources
AGRICULTURAL DIRECTIONAL SIGNAGE
PERMIT APPLICATION

1. Contact Name (please print) _____
Farm Name _____
Address _____ Town _____ Zip _____
Farm Address, if different _____
Phone (business) _____ (home) _____ e-mail _____
2. Nature and Type of Agricultural Operation: _____

3. Quantity and Type of Products Produced and Sold: _____

- 4 a. Product(s) you want advertised on the directional sign (up to two products per sign): _____

- 4 b. Do you want to have a tab with your business name added below the sign? Yes _____ No _____
5. Hours of Operation: Days _____
Hours _____ Months _____
6. Does your town allow the placement of directional signage? Yes _____ No _____
7. Please name the state roadway(s) and local intersecting road where you would like a directional sign placed.

8. Please indicate the total distance from the state roadway(s) and individual local roads to the farm location. Please provide a map diagram indicating location(s). Please use the back of the application for additional space as needed.

The majority of products sold at the farm or agricultural business location identified above are grown on-site. The above described farm or agricultural business is primarily and substantially engaged in agriculture for a commercial purpose. The information contained in this application is true, complete and correct to the best of my knowledge and belief.

Signature _____ **Date:** _____

The Massachusetts Department of Agricultural Resources will process your application. After a review of your written application, a site inspection will be conducted. Upon approval of your application, details as to the actual placement of the signage will be provided to you. Applications not approved will be subject to review upon request. For more information, please contact Katie Rozenas-Hanson at katelyn.rozenas@mass.gov.

Please return the completed application along with a brief description of your farm or agricultural business to:
Katie Rozenas-Hanson, Mass. Dept. of Agricultural Resources, 225 Turnpike Road, 3rd Floor, Southborough, MA 01772

For Department of Agricultural Resources Use Only: Date Received _____ Date Sent to MassDOT _____

Approved _____ Denied _____ Site Inspection Date _____

Comments _____

Signature _____ Date _____

**TOURIST ORIENTED DIRECTIONAL SIGNS
GENERAL INFORMATION
&
APPLICATION**

Dear Applicant:

Enclosed is a copy of MassHighway's Tourist Oriented Directional Signing (TOD) General Information and Application.

Please refer to the attached list to determine the appropriate District for your facility. Any questions can be directed to the appropriate District Traffic Engineer. The completed application' should be returned to the corresponding District Highway Director. If it is returned to the MassHighway Boston Office, it will have to be redirected to the District office, resulting in an unnecessary delay.

Thank you for your interest in MassHighway's Tourist Oriented Directional Signing Program.

MassHighway Sign Unit

Highway District 1 Office (857) 368-1000
Highway District 2 Office (857) 368-2000
Highway District 3 Office (857) 368-3000
Highway District 4 Office (857) 368-4000
Highway District 5 Office (857) 368-5000
Highway District 6 Office (857) 368-6100

Revised 12/3/24

GENERAL INFORMATION FOR TOURIST ORIENTED DIRECTIONAL SIGNING ON CONVENTIONAL ROADS

VII. PURPOSE

Tourist-Oriented Directional Signs (TOD) and Agricultural Signs provide the business identification and directional information for businesses (including seasonal agricultural products), services, and activities the major portion of whose income or visitors are derived during the normal business season from motorists not residing in the immediate area of the business or activity. They are intended for use only on rural conventional roads and shall not be used at interchanges on expressways or freeways.

VIII. CRITERIA

- A. Attractions shall be signed at a particular location in the following order of priority (with the highest priority listed first): national park; state park; historic, cultural, or recreational sites; and commercial establishments. These attractions must also be located in rural areas outside of areas defined as urbanized by the U.S. Census except that certain areas of low development density and average daily traffic (ADT) may be designated as de-facto rural areas. Farms must have prior approval of the Department of Food and Agriculture in order to apply for Agricultural Signs. A farm which does not receive this approval may still be eligible for a standard Tourist Oriented Directional Sign. .
- B. Attractions must be within 16 km (10 miles) of the initial point of turn on the state highway. Farms must be within 8.0 km (5 miles) of the initial point of turn on the state highway to qualify for Agricultural Signs.
- C. If the location of the point of interest can be determined from Or is on the state highway, applications shall not be approved, unless there is signing leading motorists to a similar facility off the state highway. In this case, signing may be installed for the facility on the state highway, but only at intersections with signing for the similar facility.
- D. If the activity has an existing or pending Outdoor Advertising Board permit in the area covered by these rules, the TOD application will not be approved.
- E. If an applicant has an on-premises advertising sign which is visible from the highway, the applicant will be given first priority for Tourist Oriented Directional Signing, subject to the condition that the applicant removes this on-premises sign, and subject to that attraction's position on the Priority List.
- F. Each facility identified on a Tourist Oriented Directional Sign shall have given written assurance to the state of its conformity with all applicable laws concerning the provisions of public accommodations without regard to race, color, sex, national origin, or handicap and shall not be in breach of the assurance. Each business must also comply with all handicap access laws.

IX. SIGN LOCATION AND DESIGN

A. GENERAL

1. Number Permitted - Normally, no more than two "sign assemblies" for c' Tourist Oriented Directional Signs will be permitted on each approach *to* an intersection. One sign assembly (2 panels maximum) shall be used exclusively for those attractions requiring a right turn at the intersection. The second assembly shall be used exclusively for those attractions requiring a left turn at the intersection. A third sign assembly may be installed *to* provide signing for a facility in the ahead direction at intersections where signing is provided for a similar facility in the right or left direction. In addition, one sign assembly (2 panels maximum) may be installed to provide Agricultural Signing for farms approved by the Department of Food and Agriculture. A tab indicating the name of a farm may also be installed with Agricultural Signing.
2. Trailblazing - Trailblazing signs shall be placed at each point of decision along affected routes to the traveler's point of interest. The petitioner must have written approval for trailblazing from each community which the affected route traverses. The trailblazing plan is subject to the approval of MassHighway. All trailblazing signs shall be erected before the sign on the state highway is in place. The trailblazing signs shall be maintained and kept in good repair by the petitioner or the signs on the state highway shall be removed.

B. LOCATION

Longitudinal Location - Sign assemblies shall be placed in accordance with the following standards:

1. At least 60 m (200') from a traffic control sign or device.
2. At least 60 m (200') from a numbered route junction or signalized intersection on roads zoned for more than 70 km/h (40 m.p.h.).
3. At least 230 m (750') from a railroad crossing.
4. At least 90 m (300') from another Tourist Oriented Directional sign.

C. DESIGN

1. Colors - The background of TOD signs shall be blue, except national and state parks signs which shall be brown. White is *to* be used for all lettering, border, mileage, and destination arrows. Logos, if used, shall be reproduced in colors consistent with customary use. Logos which resemble any traffic control device shall not be used. Legends, borders and background sheeting shall conform to current MassHighway standards.

2. Mounting - No more than two Directional Sign panels can be mounted on a sign assembly. Sign panels for primary travelers points of interest higher on the priority list shall receive priority over others. Vandal' proof fasteners supplied by the applicant shall be used to attach the panel to the sign assembly. Sign assembly supports will be in accordance with MassHighway Standards.
3. Size - All sign panels shall be 1800 mm (72") in length and shall consist of no more than two lines of legend. Sign panels shall be a maximum of 500 mm (20") in height All letters and numerals shall be 150 mm (6") in height Applicants proposing to add panels to sign assemblies with existing 1500 mm (60") panels may either install 1500 mm (60") panels or replace the existing panels with 1800 mm (72") panels to maintain uniformity. Agricultural Signs shall be 1500 mm (60") in length and a maximum of 500 mm (20") in height Signs shall consist of no more than 2 approved agricultural symbols, the Department of Food and Agriculture logo, and a directional arrow. A farm name tab shall be 1500 mm (60") in length and 150 mm (6") in height
4. All TOD signs shall be fabricated in accordance with the current edition of the MassHighway Standard Specifications for Highways and Bridges. The aluminum panels shall be 2 mm (.080") thick. 5052 aluminum alloy may be used as an option subject to the condition that it complies with the ASTM B209 Alloy 6061- T6 flatness tolerance.

X. PROCEDURE

- A. Upon receiving written approval from the communities for trailblazing, the petitioner shall apply to the appropriate District Highway Director for approval. The applicant shall submit copies of written approval from the communities for trailblazing signs, a map showing proposed trailblazing sign locations and design of trailblazing signs showing dimensions, color, legend, materials, etc. For Agricultural Signs, the petitioner must receive approval of the Department of Food and Agriculture for the use of agricultural symbols before applying to the appropriate District Highway Director.
- B. The applicant shall be responsible for erecting the trailblazing signs prior to the installation of the Tourist Oriented Directional Signs on the state highway.
- C. After approval by MassHighway, copies of Standards and Specifications shall be sent to the applicant for the fabrication of the proposed panels. The petitioner shall be required to supply panels and vandal proof fasteners to MassHighway for erection by MassHighway forces. The appropriate District Highway Office shall determine and perform maintenance for the sign assembly, with panels and vandal proof fasteners supplied by the applicant. The applicant shall be responsible for the maintenance of all associated trailblazing signing.

XI. FEES

- A. A fee of \$250.00 (two hundred and fifty dollars) shall be charged by the MassHighway.
- B. Applicants shall be responsible for the full cost of fabricating and supplying sign panel(s) and vandal proof fasteners and performing maintenance for trailblazing signs, as determined by MassHighway.
- C. MassHighway shall assume the costs for supplying and installing sign supports, and attaching the panel(s) to the supports; and costs for. maintenance of the sign assembly.
- D. Any sign panel(s) destroyed by accident, vandalism, or wear shall be replaced at the expense of the applicant.
- E. MassHighway shall bear the entire expense of fabricating and installing approved TOD signing for a sister State Agency.

MassHighway reserves the right to remove signs installed under the provisions of this policy without prior notice. Reasons for removal include, but are not limited to, the following:

- 1. Signs are found to create a safety hazard.
- 2. Subsequent additions/changes to existing signs result in spacing of less than 240 m (800') between signs.
- 3. Construction activities (including provision of traffic management_safety controls) necessitate sign removal. .
- 4. The facility fails to comply with the provisions of this Policy at any time.

Signs authorized and approved under this policy shall only be erected by MassHighway or an approved contractor, and shall only be posted within the State highway layout. MassHighway's resources are aimed at simple and uncluttered signing in order to keep all highways safe. Applicants denied an Tourist Oriented Directional sign are advised to contact the Outdoor Advertising Board at: 10 Park Plaza, Boston, MA 02116, to place signs outside the state highway layout.

All signing discussed above is controlled by MassHighway standards that specify such things as location, size, color, and number. All installations require adherence to application procedures and MassHighway approval.

For further information, contact:

State Traffic Engineer
Massachusetts Highway Department
10 Park Plaza
Boston, Massachusetts 02116-3973
StateTrafficEngineer@dot.state.ma.us

XII. APPLICATION FOR TOURIST ORIENTED DIRECTIONAL (TOD) SIGN

MASSACHUSETTS HIGHWAY DEPARTMENT
TOURIST ORIENTED DIRECTIONAL (TOD) SIGN APPLICATION

District: _____ City/Town: _____

Application is hereby made for Freeway Services Sign(s) authorized by Chapter 85, Section 2D of the General Laws as amended by Chapter 671, Acts of 1971 or as may be further amended (Ter. ed.).

A. Applicant must answer every question below in ink. Use blank space or additional sheets if you need more room to answer any question. Write "NO" or "NONE" where they apply.

1. Legal name of Facility: _____

2. Business Address: _____

3. Mailing Address: _____

4. Number of years at present Business address: _____
Telephone: _____

5. Days and hours of operation: _____

6. Indicate type of facility:

- | | | |
|----|-----------------------|-------|
| a. | National Park | _____ |
| b. | State Park | _____ |
| c. | Historical Facility | _____ |
| d. | Cultural Facility | _____ |
| e. | Recreational Facility | _____ |
| f. | Commercial Enterprise | _____ |
| g. | Farm | _____ |

7. Do you operate under a license or permit issued by a City or Town? _____

8. If yes, provide city/town name, license type, and permit number: _____

9. Indicate the exact name you propose to use on the sign(s): _____

10. Do you plan to use a logo? _____
11. What is the Route number of the freeway that you are petitioning to have (a) Tourist Attraction sign(s) erected on? _____
12. Is your facility located on or can it be seen from the terminus of the freeway?

13. Is your facility in full conformity with all applicable laws concerning handicap access and the provision of public accommodations without regard to race, color, sex, national origin, or handicap?

B. APPLICATION REQUIREMENTS:

Upon submittal of the application, the applicant shall supply for MassHighway review, copies of the following:

1. Written approval from City/Town for erecting all trailblazing sign(s).
2. Map(s) showing proposed trailblazing with sign location(s) clearly marked.
3. Blown up detail of trailblazing sign(s) showing:
 - a. Dimensions
 - b. Color
 - c. Material

If this application is disapproved for reasons limited to inadequate trailblazing, the District Highway Director shall return the application with his/her comments to the applicant for corrections and resubmittal.

DIVISION OF WORK

The applicant or their own contractor, with prior approval of Mass Highway, shall provide all labor, equipment and materials required for installation of said trailblazing signs, and for fabrication of proposed panels. The applicant shall supply vandal proof fasteners along with the panel(s). MassHighway shall provide sign supports, and all labor and equipment necessary to attach panels and erect the sign assembly.

All drawings for sign panels shall require MassHighway approval prior to installation and all work shall be in accordance with current MassHighway Standards and Specifications.

Said installation shall be made under the supervision of and to the satisfaction of MassHighway's District Highway Director. Upon approval from MassHighway for this application, specifications for the panel(s) shall be forwarded to applicant(s) for fabrication.

DIVISION OF EXPENSE

The entire cost of said sign panel(s) shall be borne by the applicant. MassHighway reserves the right to order the removal or relocation of the signs authorized by this Agreement at any time. Removal of signs will be at the expense of MassHighway.

The applicant further agrees that he/she will maintain the requirements herein stated for the sign(s) approved and in the event such requirements are not met for a period of more than thirty days after notification by MassHighway, the sign(s) will be removed. If too many signs are being placed at a particular location, MassHighway reserves the right to revoke its approval and to remove signs. This shall be done at the expense of MassHighway. Any application for a new sign thereafter made should be considered a new application.

Upon MassHighway approval of this application, the applicant will be notified of the approval and will be required to supply panels and vandal proof fasteners to MassHighway for erection by MassHighway personnel. The applicant must also submit a fee of \$250.00 per sign. This fee should be included with the panels at the time of delivery to MassHighway.

The applicant agrees and acknowledges that the sign(s) approved and erected under this application shall become the property of MassHighway and MassHighway shall thereafter maintain said sign(s) at the direction of the District Highway Director. However, all necessary panels and vandal proof fasteners shall be supplied by the applicant.

MassHighway hereby reserves the right to add or remove panels to existing sign assemblies as may be applicable. The cost involved in fabrication of additional panels to a sign assembly will be assumed by the new applicant

MassHighway may revoke its approval at any time and remove the sign(s), after notification has been sent by MassHighway. However, if said approval is revoked and removal of the sign(s) occurs, the applicant may retrieve said sign panel(s) from MassHighway's maintenance area. **No reimbursement of funds expended will be due the applicant if sign(s) are removed for any reason.** Any sign panel(s) destroyed by accident, vandalism, or wear shall be replaced at the expense of the applicant. MassHighway will erect or attach the new sign panel(s) as per Agreement outlined in DIVISION OF WORK.

SUBSCRIBED THIS _____ DAY OF _____, 20_____,
UNDER PENALTIES OF PERJURY.

SIGNATURE _____

BUSINESS TITLE _____

PRINT NAME _____

THIS PAGE FOR OFFICE USE ONLY

From: District Traffic Engineer _____ Date ____ / ____ / ____

To: District Highway Director _____

Subject: TOURIST ORIENTED DIRECTIONAL SIGNS (TOD)

Approve _____ Disapprove _____ the enclosed application for Tourist Oriented Directional Signs: _____ Main Line and _____ Ramp Signs.

Recommend the following legend: _____

The recommended location(s) is (are): _____

DISTRICT TRAFFIC ENGINEER

From: District Highway Director _____ Date ____ / ____ / ____

To: District Traffic Engineer _____

Subject: TOURIST ORIENTED DIRECTIONAL SIGNS

Approve ____ Disapprove ____ the enclosed application for Tourist Oriented Directional Signs.

DISTRICT HIGHWAY DIRECTOR

Massachusetts Highway Department

District Offices

Boston Headquarters

Luisa M. Paiewonsky, Commissioner

Massachusetts Highway Department

10 Park Plaza, Suite 3510

Boston, Massachusetts 02116

Phone: (617) 973-7800

Fax: (617) 973-8040

www.mhd.state.ma.us

District 1

Francisca Heming
District Highway Director
270 Main St.

Lenox, MA 01240
Tel : (857) 368-1000
Fax : (413) 637-0309

District 2

Patricia Leavenworth
District Highway Director
811 North King St.

Northampton, MA 01060
Tel : (857) 368-2000
Fax : (413) 582-0596

District 3

Barry Lorion
District Highway Director
499 Plantation Parkway

Worcester, MA 01605
Tel : (857) 368-3000
Fax : (508) 929-3879

District 4

Paul Stedman
District Highway Director
519 Appleton St.
Arlington, MA 02476
Tel : (857) 368-4000
Fax : (781) 646-5115

District 5

Mary-Joe Perry
District Highway Director
1000 County St. Taunton, MA 02780
Tel : (857) 368-5000
Fax : (508) 880-6102

Massachusetts Highway Department Districts

Town List

District 1

Adams	Dalton	Middlefield	Russell
Alford	Egremont	Monroe	Sandisfield
Ashfield	Florida	Monterey	Savoy
Becket	Goshen	Montgomery	Sheffield
Blandford	Granville	Mount Washington	Shelburne
Buckland	Great Barrington	New Ashford	Stockbridge
Charlemont	Hancock	New Marlborough	Tolland
Cheshire	Hawley	North Adams	Tyringham
Chester	Heath	Otis	Washington
Chesterfield	Hinsdale	Peru	West Stockbridge
Clarksburg	Huntington	Pittsfield	Williamsburg
Colrain	Lanesborough	Plainfield	Williamstown
Conway	Lee	Richmond	Windsor
Cummington	Lenox	Rowe	Worthington

District 2

Agawam	Greenfield	New Salem	Sunderland
Amherst	Hadley	Northampton	Templeton
Athol	Hampden	Northfield	Wales
Barre	Hardwick	Orange	Ware
Belcherton	Hatfield	Palmer	Warren
Bernardston	Holland	Pelham	Warwick
Brimfield	Holyoke	Petersham	Wendell
Chicopee	Leverett	Phillipston	West Brookfield
Deerfield	Leyden	Royalston	West Springfield
East Longmeadow	Longmeadow	Shutesbury	Westfield
Easthampton	Ludlow	South Hadley	Westhampton
Erving	Monson	Southampton	Whately
Gill	Montague	Southwick	Wilbraham
Granby	New Braintree	Springfield	Winchendon

District 3

Acton	Framingham	Medfield	Shrewsbury
Ashburnham	Franklin	Medway	Southborough
Ashby	Gardner	Mendon	Southbridge
Ashland	Grafton	Milford	Spencer
Auburn	Groton	Millbury	Sterling
Ayer	Harvard	Millis	Stow
Bellingham	Holden	Millville	Sturbridge
Berlin	Holliston	N. Brookfield	Sudbury
Blackstone	Hopedale	Natick	Sutton
Bolton	Hopkinton	Northborough	Townsend
Bosborough	Hubbardston	Northbridge	Upton
Boylston	Hudson	Oakham	Uxbridge
Brookfield	Lancaster	Oxford	W. Boylston
Charlton	Leicester	Paxton	Wayland
Clinton	Leominster	Pepperell	Webster
Douglas	Littleton	Princeton	Westborough
Dudley	Lunenburg	Rutland	Westford
Dunstable	Marlborough	Sherborn	Westminster
E. Brookfield	Maynard	Shirley	Worcester
Fitchburg			

District 4

Amesbury	Dover	Melrose	Saugus
Andover	Dracut	Merrimac	Somerville
Arlington	Essex	Methuen	Stoneham
Bedford	Everett	Middleton	Swampscott
Belmont	Georgetown	Milton	Tewksbury
Beverly	Gloucester	N. Andover	Topsfield
Billerica	Groveland	N. Reading	Tyngsborough
Boston	Hamilton	Nahant	W. Nebury
Boxford	Haverhill	Needham	Wakefield
Braintree	Ipswich	Newburyport	Waltham
Brookline	Lawrence	Newton	Weston
Burlington	Lexington	Peabody	Westwood
Cambridge	Lincoln	Quincy	Weymouth
Canton	Lowell	Randolph	Wilmington
Carlisle	Lynn	Reading	Winchester
Chelmsford	Lynnfield	Revere	Winthrop
Chelsea	Malden	Rockport	Woburn
Concord	Manchester	Rowley	
Danvers	Marblehead	Salem	
Dedham	Medford	Salisbury	

District 5

Abington	Easton	Mattapoisett	Scituate
Acushnet	Edgartown	Middleboro	Seekonk
Attleboro	Fairhaven	N. Attleborough	Sharon
Aquinnah	Fall River	Nantucket	Somerset
Avon	Falmouth	New Bedford	Stoughton
Barnstable	Foxborough	Norfolk	Swansea
Berkley	Freetown	Norton	Taunton
Bourne	Gosnold	Norwell	Tisbury
Brewster	Halifax	Norwood	Truro
Bridgewater	Hanover	Oak Bluffs	W. Bridgewater
Brockton	Hanson	Orleans	W. Tisbury
Carver	Harwich	Pembroke	Walpole
Chatham	Hingham	Plainville	Wareham
Chilmark	Holbrook	Plymouth	Wellfleet
Cohasset	Hull	Plympton	Westport
Dartmouth	Kingston	Provincetown	Whitman
Dennis	Lakeville	Raynham	Wrentham
Dighton	Mansfield	Rehoboth	Yarmouth
Duxbury	Marion	Rochester	
E. Bridgewater	Marshfield	Rockland	
Eastham	Mashpee	Sandwich	



Traffic and Safety Section

APPROVED TRAFFIC SIGN CONTRACTORS AND FABRICATORS

Updated 4/17/2025

Approved Contractors (Vendors):

<u>Contractor</u>	<u>Telephone #</u>	<u>Fax #</u>	<u>Internet Address</u>
RoadSafe Traffic Systems, Inc. 55 Bodwell Street Avon, MA 02322-0357	(508) 580-6700	(508) 580-5166	www.roadsafetraffic.com
Visi-Flash Rentals Eastern, Inc. 31 Pleasant Street West Bridgewater, MA 02379	(508) 583-9100	(508) 583-9300	www.visiflash.com
Northeast Traffic Control 8 Scobee Circle Plymouth, MA 02362	(508) 746-4450	(508) 746-7160	www.nettraffic.net
Lyle Signs 6294 Bury Drive Eden Prairie, MN 55346	(952) 974-1209	(952) 934-0406	www.lylesigns.com
Interstate SignWays 7415 Lindsey Road Little Rock, AR 72206	(501) 490-4242		www.interstatesignways.com

Approved Fabricators (“Add-on” LOGO Panels and “TOD” Signs only):

<u>Fabricator</u>	<u>Telephone #</u>	<u>Fax #</u>	<u>Internet Address</u>
Sign*A*Rama 434 High Plain Street Walpole, MA 02081	(508) 660-1231	(508) 660-2754	www.signaramawalpole.com
Harvey Sign, Inc. 30 Osgood Street Methuen, MA 01844	(978) 794-2071	(978) 686-1841	www.harveysigns.com
Corning Silkscreen 17 Bishop Lane Rockland, MA 02370	(781) 878-6525	(781) 871-5580	www.corningssilkscreen.com
Sign-a-Rama of Kingston 62 Main Street Kingston, MA 02364	(781) 585-1355	(781) 582-2312	www.signarama.com/ma-kingston
ID Graphics Group, Inc. PO Box 506 9 Bristol Drive South Easton, MA 02375	(508) 238-8500 x107	(508) 238-5287	www.idsigngroup.us
All American Signs Plus 15 Roberts Road Plymouth, MA 02360	(508) 830-0505	(508) 746-0034	www.allamericansignsplus

Approved Fabricators (“Add-on” LOGO Panels and “TOD” Signs only) (cont.):

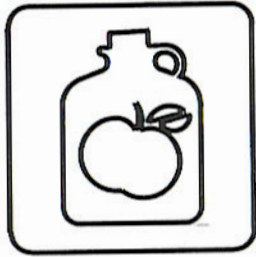
<u>Fabricator</u>	<u>Telephone #</u>	<u>Fax #</u>	<u>Internet Address</u>
Sunshine Sign Company, Inc. 121 Westboro Road North Grafton, MA 01536	(508) 839-5588	(508) 839-9929	www.sunshinesign.com
Merchants Sign Company 280 North Bedford Street East Bridgewater, MA 02333	(508) 378-3695		www.merchantsign.com
Sign*A*Rama 280 Worcester Street, # 118 Framingham, MA 01702	(508) 875-7446	(508) 875-7470	www.signarama.com/ma-framingham
Kay Gee Sign & Graphics 200 Southbridge Street Auburn, MA 01501	(508) 832-3471	(508) 832-7538	www.kaygeesign.com
Viewpoint Sign and Awning 35 Lyman Street Northborough, MA 01532	(508) 393-8200	(508) 393-4244	www.viewpointsign.com
Korman Signs, Inc. 3029 Lincoln Avenue Richmond, VA 23228	(804) 262-6050	(804) 261-1040	www.kormansigns.com
Interstate Logos, LLC 5551 Corporate Blvd Suite 2H Baton Rouge, LA 70806	(800) 468-7805	(225) 938-3330	www.interstatelogos.com

Approved Fabricators (“Add-on” LOGO Panels and “TOD” Signs only) (cont.):

<u>Fabricator</u>	<u>Telephone #</u>	<u>Fax #</u>	<u>Internet Address</u>
Dasco Signs 654 County Rd Acton, ME 04001	(207) 477-2956		www.dasco-signs.com
Barlo Signs 158 Greely Street Hudson, NH 03051-3422	(603) 882-2638	(603) 882-7680	www.barlosigns.com
Metro Sign & Awning 170 Lorum Street Tewksbury, MA 01876	(978) 851-2424		www.metrosignandawning.com

Massachusetts Agricultural Directional Signage Program

Sample Product Icons



Additional icons are available.

