



Highway Signs

New York drivers are now “Entering the Erie Canalway” with some frequency, as signs that mark the boundaries of the 4,834- square mile National Heritage Corridor have been posted on the NYS Thruway and state roads.

More than 150 brown and white signs, which include the National Park Service arrowhead logo and the words “Entering Erie Canalway National Heritage Corridor,” are intended to present a unified and consistent image that draws attention to the Corridor among the approximately 50 to 60 million people who will see them each year.

The signs are a calling card to every canal- related attraction in the Corridor. They essentially say, *“Take a closer look at the nationally significant history, beauty, unique communities, and many attractions along New York’s canals.”*

Background

- Among the many strengths of the Erie Canalway National Heritage Corridor is its great diversity. The corridor is made up of 234 unique municipalities—each with its own distinctive attractions and individual flavor.
- But there is also great strength in our unity. The Erie Canalway National Heritage Corridor brings together the canal system and neighboring communities as a unified whole. Together, we are united by our shared history, by the waterway itself, and by our desire to see the Erie Canalway become an ever more important economic engine that drives sustainable growth, tourism, recreation, and historic preservation in Upstate New York
- The signs going up throughout the Corridor are a vital way to show that unity and to invite people to take a closer look at our diverse communities.
- The signs not only raise awareness of the Heritage Corridor, they also begin to visually integrate the various separate Canalway regions and resources into the larger Erie Canal experience.

Sign locations

- The task force that chose the locations for the signs considered over 250 potential sites where state highways crossed the Canalway Corridor boundary, which includes parts of 23 counties. They narrowed the list to strategic locations to account for traffic volume, tourism traffic, and an even Corridor distribution.
- Under the banner of the name *Erie Canalway*, the National Heritage Corridor includes not only the Erie Canal, but also the Champlain, Cayuga- Seneca, and Oswego Canals, and Cayuga and Seneca Lakes.
- Though signs at the Corridor's boundaries may seem far from the canal system, they are a good indication of the canals' influence on New York State. Whether "Entering the Erie Canalway" close to the canal itself or in an unexpected location, we hope people will take a moment to consider the legacy of New York's canals and their impact on the state and nation. Equally important, we hope the signs encourage people to take advantage of the many opportunities throughout the Corridor to get out of the car and explore and enjoy our rich heritage.

About the Erie Canalway National Heritage Corridor

The Erie Canalway National Heritage Corridor is one of 37 congressionally designated National Heritage Areas. Managed by a 27- member commission and National Park Service staff, it partners with communities, governmental agencies, and nonprofit organizations to protect, enhance, and celebrate the corridor's nationally significant historic, natural, and scenic heritage.