

**INTEGRATED DIRECTIONAL SIGNING PROGRAM (IDSP) PARTICIPATION
CRITERIA**

ac
CHAPTER 551.

24 VAC 30-551-10. Definitions.

The following words and terms, when used in this chapter, shall have the following meanings unless the content clearly indicates otherwise:

“Bed and Breakfast” means any establishment (i) having no more than fifteen bedrooms; (ii) offering to the public, for compensation, transitory lodging or sleeping accommodations; and (iii) offering at least one cooked meal per day, which may but need not be breakfast, to each person to whom overnight lodging is provided. The facility shall have an on-premises sign describing it as a “Bed and Breakfast” and shall clearly describe itself as a “Bed and Breakfast” in all marketing materials.

“Bumping” means the removal of a business from the Specific Travel Service Signing (Logo) or Tourist-Oriented Directional Signs (TODS) programs.

“Colleges and Universities” means the main campus shall be interpreted as all that contiguous real estate and improvements owned and operated by the educational institution, housing the administrative, educational and other programs of the institution. An educational institution may have more than one main campus located within the state provided each facility meets the above description and the facilities are not closer than 50 miles to each other. The distance limitation shall not apply to campuses of the Virginia Community College System. Satellite facilities shall be all educational or other facilities associated with the institution located within 25 miles of the limits of the main campus.

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In general application, a main campus should give visitors the clear impression that they have entered a campus setting. Facilities sharing space in commercial centers, office parks, industrial centers and similar settings shall not be considered main campuses; however, they may constitute satellite facilities if meeting the description above.

“Emergency Medical Facility” means a licensed facility providing continuous emergency medical care to the general public. The facility shall have a licensed medical doctor on duty 24 hours per day, 365 days per year.

“Equestrian Center” means a facility, marketing itself as an “equestrian center,” dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

“Farm Market” means a year-round or seasonal facility located on an individual farm dedicated to selling fresh locally produced products. At least 50% of sales must be from Virginia-grown and -produced products.

“Farmer’s Market” means a year-round or seasonal open air or permanent facility, marketing itself as a “Farmer’s Market”, where multiple farmers come to sell their products to the consumer.

“Full Service Food” means a restaurant that meets all the requirements for participation in the specific travel services (Logo) signing program as a Food Category I facility. The restaurant must also provide (i) indoor seating for at least 100 adults, (ii) sit-down table service with wait staff, (iii) public restroom facilities and (iv) a full breakfast menu, including coffee, juice, and

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items from at least two of the following groups: a) eggs; b) breakfast meat (e.g., bacon, sausage, ham, steak); c) breakfast bread (e.g., toast, bagels, pastry) or cereal, or both. Eggs and breakfast meat shall be prepared on the premises (pre-packaged items will not meet this requirement).

“Hospital” has the same meaning as “Emergency Medical Facility”.

“Historic Building” has the same meaning as “Historic Site”.

“Historic Cemetery” has the same meaning as “Historic Site”.

“Historic Site” means a site, facility or structure that is officially listed in the Virginia Landmarks Register, where guided tours are (i) regularly scheduled or (ii) available upon request during the hours of operation.

“Regional Retail Facility” means a unified facility where more than ten retail businesses are located. The facility must (i) print and distribute promotional brochures over fifty miles from its location, or regularly advertise in media over 50 miles from its location, (ii) receive 1/3 or more of annual sales from visitors from over 50 miles from its location (as determined by customer survey or credit card tracking, or both; the regional retail facility is responsible for providing supporting data), (iii) employs a staff person for the promotion, advertising, marketing, or sales to persons over 50 miles from its location. Consideration will be given to recommendations of the Virginia Tourism Corporation relative to the determination of a regional retail facility.

“Virginia Educational Institution” means a for-profit educational institution with its main campus located in Virginia that (i) has, for at least five consecutive years, awarded academic degrees approved by the State Council of Higher Education; (ii) offers programs in workforce

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training or job readiness that contribute to Virginia's economic growth and development; and

(iii) has combined annual enrollment of at least 1,000 at its main campus and any branch location situated within a radius of 25 miles from the main campus.

"Water Oriented Business" means a business that shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

"Wine Trail" means a trail that shall consist of a group of three or more wineries that have declared their intention to be a wine trail and published joint marketing materials. To participate in either the Tourist-Oriented Directional Signs (TODS) or Logo program, each winery on a wine trail must meet the hours of operation and licensing requirements for that program. The driving distance between one winery and the next wine trail facility shall not be greater than 15 miles. To be eligible for participation in the TODS program, the first and last facilities on a wine trail must be located within 15 miles of the intersection of a non-controlled access state primary or secondary system highway where the initial TODS panel is to be located. To be eligible for participation in the Logo program, the facility at one terminus of the wine trail must be located within 15 miles of the interchange. The facility at the other terminus must be eligible for either TODS or Logo signage.

24 VAC 30-551-20. General Criteria for Specific Travel Services (Logo) Signing Program.

A. Specific Travel Services (Logo) Signing may be installed on any limited access interstate, primary or secondary facility under the authority of the Virginia Department of Transportation

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(VDOT).

B. To qualify for Specific Travel Services (Logo) Signing, a facility shall be open to the general public and shall:

1. Meet the appropriate criteria/eligibility requirements for the type of facility.
2. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
3. Furnish the necessary panels displaying the name, symbol or trademark of the facility fabricated according to the specifications of VDOT, at no cost to VDOT. (The facility is free to select any fabricator of its choosing for the panels.)
4. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program, including the Bumping Policy (24 VAC 30-551-60).
5. Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

C. The table below summarizes the criteria for this program:

<u>SPECIFIC TRAVEL SERVICES (LOGO) SIGNING</u>		
<u>Criteria Summary</u>		
<u>Facility</u>	<u>Criteria</u>	
	<u>CATEGORY I</u>	<u>CATEGORY II</u>
<u>GAS</u> ^{(1), (1a)}	<u>Three miles max</u>	<u>All for Category I, except 12 hours</u>

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<u>SPECIFIC TRAVEL SERVICES (LOGO) SIGNING</u>		
<u>Criteria Summary</u>		
<u>Facility</u>	<u>Criteria</u>	
	<u>CATEGORY I</u>	<u>CATEGORY II</u>
	<u>Fuel, oil, tire repair (or info), air, free water</u> <u>Public restroom</u> <u>Drinking water with cups</u> <u>16 hours per day, seven days per week</u>	<u>per day, seven days per week</u>
<u>FOOD</u> ⁽¹⁾	<u>Three miles max</u> <u>State Board of Health permit</u> <u>Indoor seating for 20 adults</u> <u>12 consecutive hours per day, six days per week (7:00 a.m.)</u> <u>Menu conspicuously displayed</u> <u>Hours displayed visible to customer prior to entering the business</u>	<u>All for Category I, except six hours per day, six days per week</u>
<u>LODGING</u>	<u>Three miles max</u> <u>State Board of Health permit</u> <u>10 or more rooms for rent</u> <u>Off-street parking for each room</u> <u>24 hours per day, seven days per week</u>	<u>All for Category I, except four or more rooms for rent</u>
<u>CAMPING</u> ⁽²⁾	<u>15 miles max</u> <u>State Board of Health permit</u> <u>10 or more camping units</u> <u>Off-street parking for each unit</u> <u>24 hours per day, seven days per week</u>	
<u>ATTRACTIONS</u> ⁽²⁾	<u>All criteria referenced in 24 VAC 30-551-20.</u>	

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<u>SPECIFIC TRAVEL SERVICES (LOGO) SIGNING</u>																
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<u>Facility</u>	<u>Criteria</u>															
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<u>FULL-SERVICE FOOD (Experimental Program – If the experiment proves positive, it is the intent of VDOT to have the full service food program as a permanent part of the IDSP on a statewide basis)</u>	<u>Interchanges:</u> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><u>I-64 Exit 124</u></td> <td style="width: 50%;"><u>I-64 Exit 94</u></td> </tr> <tr> <td><u>I-81 Exit 118</u></td> <td><u>I-64 Exit 180</u></td> </tr> <tr> <td><u>I-81 Exit 150</u></td> <td><u>I-81 Exit 247</u></td> </tr> <tr> <td><u>I-81 Exit 264</u></td> <td><u>I-81 Exit 283</u></td> </tr> <tr> <td><u>I-95 Exit 92</u></td> <td><u>I-81 Exit 313</u></td> </tr> <tr> <td><u>I-95 Exit 126</u></td> <td><u>I-85 Exit 12</u></td> </tr> <tr> <td><u>I-95 Exit 143</u></td> <td><u>I-95 Exit 130</u></td> </tr> </table> <u>All FOOD CATEGORY I criteria and</u> <u>Indoor seating for 100 adults</u> <u>Full sit down table service with wait staff</u> <u>Public restroom facilities</u> <u>Full breakfast menu – see “Full Service Food” definition in 24 VAC 30-551-10.</u>		<u>I-64 Exit 124</u>	<u>I-64 Exit 94</u>	<u>I-81 Exit 118</u>	<u>I-64 Exit 180</u>	<u>I-81 Exit 150</u>	<u>I-81 Exit 247</u>	<u>I-81 Exit 264</u>	<u>I-81 Exit 283</u>	<u>I-95 Exit 92</u>	<u>I-81 Exit 313</u>	<u>I-95 Exit 126</u>	<u>I-85 Exit 12</u>	<u>I-95 Exit 143</u>	<u>I-95 Exit 130</u>
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⁽¹⁾ Signage for establishments open 24 hours per day may include indication of continuous operation.

^(1a) Effective August 1, 2005, two spaces are reserved for establishments with 24-hour per day, seven days per week operations.

⁽²⁾ At locations where four or more Attractions facilities desire to participate in the Logo Program, Camping will be limited to a maximum of two spaces. Camping Logos existing on September 16, 2004 will be grandfathered, assuming they continue to meet all contractual commitments.

D. In addition to the General Criteria for Specific Travel Services (Logo) Signing, to qualify for an Attraction sign, a facility shall:

1. Not be currently using other Supplemental Guide Signs at the same location as the Logo mainline or trailblazer signing;
2. Have licensing or approval, where required;
3. Provide sanitary public restroom facilities;

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4. Be in continuous operation at least eight hours per day, five days per week during the normal operating season for the type of business (except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, stadiums, and flea markets).
5. Be located within 15 miles of the interchange and must provide written directions or have adequate signage to direct motorists back to their original route of travel;
6. Provide adequate parking to accommodate normal traffic volumes for the facility;
7. Be of regional interest to the traveling public and one or more of the following acceptable sites:

<u>ACCEPTABLE SITES</u> <u>Attractions</u>		
<u>Cultural</u>	<u>Art/Craft Center</u> <u>Gallery</u> <u>Museum</u>	<u>Historic Building</u> <u>Historic Site</u> <u>Historic District</u>
<u>Retail Tourism</u>	<u>Agribusiness</u> <u>Brewery</u> <u>Distillery</u> <u>Winery</u> <u>Farm Market</u> <u>Farmers Market</u>	<u>Flea Markets</u> <u>Auction Houses</u> <u>Regional Retail Facilities</u> <u>Bed and Breakfast</u>
<u>Recreational</u>	<u>Amphitheater</u> <u>Amusement Park</u> <u>Aquarium</u> <u>Arboretum</u> <u>Arena</u> <u>Auditorium</u> <u>Boat Landings</u> <u>Botanical Garden</u> <u>Camps</u> <u>Civic Center</u>	<u>Fairground</u> <u>Golf Course</u> <u>Natural Attraction</u> <u>Pavilion</u> <u>Race Track</u> <u>Park – National</u> <u>Park - State</u> <u>Park – Municipal</u> <u>Park – Regional</u> <u>Park – Theme</u>

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<u>Equestrian Center</u>	<u>Zoo</u>								
<u>Schools</u>	<u>Colleges and Universities (main campus or satellite campus facilities)</u>								
<u>Trails</u>	<u>Virginia Department of Game & Inland Fisheries (VDGIF) Birding & Wildlife</u> <u>Civil War</u> <u>Virginia Wine</u> <u>Others as approved by VDOT</u>								
<u>Other</u>	<u>Conference Center</u> <u>Power Plants</u> <u>Research Facilities</u>								

E. The following sites are excluded from participation as an Attraction on a specific travel services (Logo) sign. The exclusion relates only to qualification under these categories. These facilities may participate if qualifying under another acceptable category:

<u>EXCLUDED SITES</u>		
<u>Attractions</u>		
<u>Business/Commercial</u>	<u>Adult Entertainment Facilities</u> <u>Camping Businesses</u> <u>Funeral Homes</u> <u>Industrial Parks or Plants</u> <u>Media Facilities</u> <u>Movie Theaters</u>	<u>Office Parks</u> <u>Radio Stations</u> <u>Television Stations</u> <u>Tree Nurseries</u> <u>Truck Terminals</u>
<u>Governmental</u>	<u>Local Jails</u> <u>Local Police/Sheriff Offices</u> <u>Post Offices</u>	
<u>Medical</u>	<u>Drug Rehabilitation Facilities</u> <u>Extended Care Facilities</u> <u>Fraternal Homes</u>	<u>Mental Facilities</u> <u>Nursing Homes</u> <u>Retirement Homes</u>

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<u>Miscellaneous</u>	<u>Animal Shelters</u> <u>Mobile Home Parks</u> <u>Subdivisions</u> <u>Veterinary Facilities</u> <u>Cemeteries/Columbaria</u>								
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<u>Churches</u>	<u>Temples</u>								
<u>Mosques</u>	<u>Other Religious Sites</u>								
<u>Schools</u>	<u>High Schools</u> <u>Middle Schools</u> <u>Elementary Schools</u>								
<u>Winery Signage Program – See 24 VAC 30-551-80</u>									

F. Additional criteria and considerations apply to wineries participating in the Winery Signage Program (24 VAC 30-551-80).

24 VAC 30-551-30. General Criteria for the Tourist-Oriented Directional Signs (TODS) Program.

A. TODS assemblies may only be installed within public right of way maintained by VDOT, and will be excluded from any cities and towns of 5,000 or more population, Arlington County and Henrico County. VDOT will not acquire rights of way or easements, or otherwise enter into agreements for the purposes of installing TODS assemblies.

B. A facility will be eligible to participate as a TODS – Category I if it is open to the general public.

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if a substantial portion of its products or services are of significant interest to tourists, if it derives its major portion of income or visitors during the normal business season from road users not residing in the area of the facility, defined as within 15 miles, if the facility falls within one of the Acceptable TODS Sites, and if it meets the following criteria:

1. Shall be located within 15 miles of the intersection of a non-limited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route.
2. Shall have the name of the facility prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the business is located.
3. Shall be open a minimum of six hours per day, five days a week during at least a 12 consecutive week period each year, except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, farmers markets, farm markets, wineries and flea markets.
4. Shall be in continuous operation at least six hours per day, five days per week during its normal season or the normal operating season for the type of business.
5. Shall be licensed and approved by the appropriate state or local agencies, or both, regulating the particular type of business or activity.
6. Camping businesses shall meet Specific Travel Service (Logo) Program criteria to be eligible for participation.
7. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically

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handicapped.

8. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
9. Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

C. In addition to the facilities listed as Acceptable TODS Sites, Gas, Food and Lodging establishments may participate in the TODS Program as a TODS - Category II site provided they meet all of the TODS - Category I criteria with the exceptions to the criteria noted below:

1. Shall be located within three miles of the intersection of a non-limited access state primary or secondary system highway where the initial TODS panel is to be located.
2. Shall meet the Specific Travel Services (Logo) Signing Program - Category II criteria for their respective type of facility, and agree to be bumped in accordance with the Bumping Policy for a Category II facility.

D. The table below lists acceptable sites for TODS:

<u>ACCEPTABLE SITES</u> <u>Category I</u>		
<u>Cultural</u>	<u>Art/Craft Center</u> <u>Gallery</u> <u>Museum</u> <u>Historic Building</u>	<u>Historic Cemetery</u> <u>Historic Site</u> <u>Historic District</u>
<u>Recreational</u>	<u>Amphitheater</u> <u>Amusement Park</u>	<u>Golf Course</u> <u>Natural Attraction</u>

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<u>ACCEPTABLE SITES</u>		
<u>Category I</u>		
	<u>Aquarium</u> <u>Arboretum</u> <u>Arena</u> <u>Auditorium</u> <u>Boat Landings/Marinas</u> <u>Botanical Garden</u> <u>Campgrounds</u> <u>Camps</u> <u>Civic Center</u> <u>Coliseum</u> <u>Concert Hall</u> <u>Equestrian Center</u> <u>Fairground</u>	<u>Natural Resource Agencies ⁽¹⁾</u> <u>Pavilion</u> <u>Race Track</u> <u>Park – National</u> <u>Park – Municipal</u> <u>Park – Privately Owned</u> <u>Park – Regional</u> <u>Park – Theme</u> <u>Ski Resort</u> <u>Stadium</u> <u>Water Oriented Business</u> <u>Zoo</u>
<u>Retail Tourism</u>	<u>Agribusiness</u> <u>Antique Businesses</u> <u>Auction Houses</u> <u>Bed and Breakfast</u> <u>Brewery</u> <u>Distillery</u> <u>Farm Market</u>	<u>Farmers Market</u> <u>Flea Markets</u> <u>Nurseries/Greenhouses</u> <u>Regional Retail Facilities</u> <u>Restaurants ⁽²⁾</u> <u>Winery</u>
<u>Schools</u>	<u>Colleges & Universities</u> <u>(main campus or satellite campus facilities)</u>	
<u>Trails</u>	<u>VDGIF Birding & Wildlife</u> <u>Civil War</u> <u>Virginia Wine</u> <u>Others as approved by VDOT</u>	
<u>Other</u>	<u>Conference Centers</u> <u>Power Plants</u> <u>Research Facilities</u>	

⁽¹⁾ VDOT shall waive requirements and conditions of participation in the TODS program, as may be necessary to provide adequate signage for facilities maintained by the agencies within Virginia’s Natural Resources Secretariat. The requirements and conditions that may be waived include, but are not limited to, (i) the required proximity of a facility to an initial sign structure and (ii) the limitation that signage be provided only at the nearest primary highway.

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(2) Shall not be a franchise or part of a national chain. Food Category II can be a franchise or part of a national chain.

E. The following sites are excluded from participation in the TODS program. The exclusion relates only to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

<u>EXCLUDED SITES</u> <u>(TODS)</u>		
<u>Business/Commercial</u>	<u>Adult Entertainment Facilities</u> <u>Funeral Homes</u> <u>Industrial Parks or Plants</u> <u>Media Facilities</u> <u>Movie Theaters</u>	<u>Office Parks</u> <u>Radio Stations</u> <u>Television Stations</u> <u>Truck Terminals</u>
<u>Governmental</u>	<u>Local Jails</u> <u>Local Police/Sheriff Offices</u> <u>Post Offices</u>	
<u>Medical</u>	<u>Drug Rehabilitation Facilities</u> <u>Extended Care Facilities</u> <u>Fraternal Homes</u> <u>Hospitals</u> <u>Humane Facilities</u> <u>Infirmaries</u>	<u>Mental Facilities</u> <u>Nursing Homes</u> <u>Retirement Homes</u> <u>Sanitariums</u> <u>Treatment Centers</u> <u>Veterans Facilities</u>
<u>Miscellaneous</u>	<u>Animal Shelters</u> <u>Cemeteries/Columbaria</u> <u>Mobile Home Parks</u>	<u>Subdivisions</u> <u>Veterinary Facilities</u>
<u>Religious</u>	<u>Cathedrals</u> <u>Chapels</u> <u>Churches</u> <u>Mosques</u>	<u>Shrines</u> <u>Synagogues</u> <u>Temples</u> <u>Other Religious Sites</u>

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A. The following requirements shall apply to signs in this program:

1. Supplemental Guide Signs shall be limited to two structures per interchange or intersection per direction with no more than two destinations per sign structure, except as noted in 24 VAC 30-551-40 A 2. When there is excessive demand over available space for new supplemental guide signing, VDOT, in consultation with the affected jurisdiction, shall determine which facilities will be listed on the signs.
2. All Supplemental Guide Signs in place as of September 15, 2004 will be “grandfathered” into the program and may be repaired or replaced as necessary, except if the facility closes, relocates, or fails to comply with the criteria under which it originally qualified, the signs will be removed.
3. Additional structures over the two-structure limit may only be installed when the Commonwealth Transportation Commissioner or his designee determines that such installation is in the public interest.

B. To qualify for Supplemental Guide Signing, a facility shall:

1. Be open to the general public, on a continuous basis, either year-round or during the normal operating season for the type of facility. Closings for the observance of official state holidays are allowed.
2. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

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3. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.

4. Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.

C. All facilities shall be located within 15 miles of the initial Supplemental Guide Sign.

D. Additional criteria and considerations apply to wineries participating in the Winery Signage Program (24 VAC 30-551-80).

E. The table below lists acceptable sites for Supplemental Guide Signs:

<u>ACCEPTABLE SITES</u> ⁽³⁾ <u>(Supplemental Guide Signs)</u>		
<u>Cultural</u>	<u>Historic Building</u> ^{(1), (2)} <u>Historic Site</u> ^{(1), (2)} <u>Historic District</u> ^{(1), (2)}	
<u>Governmental</u>	<u>Correction Facilities</u> <u>Courthouses</u> <u>Department of Game and Inland Fisheries Facilities</u> <u>Department of Motor Vehicles Facilities</u> <u>Government Offices</u> <u>Landfills/Transfer Stations</u>	<u>Local Police/Sheriff Offices</u> ⁽¹⁾ <u>Prisons</u> <u>Regional Jails</u> <u>Recycling Facilities</u> <u>State Police Facilities</u> ⁽¹⁾
<u>Military</u> ⁽¹⁾	<u>Military Facilities</u>	
<u>Recreational</u>	<u>Boat Landings (Public)</u> <u>Natural Attractions</u> ⁽¹⁾ <u>Park – National</u> ⁽¹⁾	<u>Park – Municipal</u> ⁽¹⁾ <u>Park – Regional</u> ⁽¹⁾ <u>Park – State</u> ⁽¹⁾
<u>Schools</u>	<u>Colleges and Universities</u> ⁽¹⁾ <u>(Main Campus Only)</u> <u>High Schools</u>	<u>Middle Schools</u> <u>Elementary Schools</u> <u>Virginia Educational Institutions</u>

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<u>ACCEPTABLE SITES</u> ⁽³⁾ <u>(Supplemental Guide Signs)</u>		
	<u>Junior High Schools</u>	⁽¹⁾
<u>Miscellaneous</u> ⁽¹⁾	<u>Arlington National Cemetery</u> <u>Virginia Veterans Cemetery</u> <u>Special Events</u>	<u>Tourist Information Centers</u> <u>Welcome Centers</u>

⁽¹⁾ Permitted on Interstate and Limited Access highways.

⁽²⁾ If Supplemental Guide Signs are installed for a historic district, separate signs for individual historic sites within the historic district shall not be allowed.

⁽³⁾ VDOT shall waive requirements and conditions of participation in the Supplemental signage program, as may be necessary to provide adequate signage for facilities maintained by the agencies within Virginia’s Natural Resources Secretariat.

D. The following sites are excluded from being displayed on official Supplemental Guide Signs.

The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

<u>EXCLUDED SITES</u> <u>(Supplemental Guide Signs)</u>		
<u>Business/Commercial</u>	<u>Adult Entertainment Facilities</u> <u>Funeral Homes</u> <u>Industrial Parks or Plants</u> <u>Landfill - Private</u> <u>Media Facilities</u> <u>Movie Theaters</u> <u>Office Parks</u>	<u>Radio Stations</u> <u>Shopping Centers</u> <u>Television Stations</u> <u>Transfer Station - Private</u> <u>Tree Nurseries</u> <u>Truck Terminals</u>
<u>Colleges and Universities</u>	<u>Satellite campus and individual on-campus facilities of main campuses on limited access highways</u>	
<u>Governmental</u>	<u>Fairgrounds</u> <u>Local Jails</u> <u>Post Offices</u>	
<u>Medical</u>	<u>Drug Rehabilitation Facilities</u> <u>Extended Care Facilities</u> <u>Fraternal Homes</u>	<u>Mental Healthcare Facilities</u> <u>Nursing Homes</u> <u>Retirement Homes</u>

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<u>EXCLUDED SITES</u> <u>(Supplemental Guide Signs)</u>									
	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><u>Hospitals</u></td> <td style="width: 50%;"><u>Sanitariums</u></td> </tr> <tr> <td><u>Humane Facilities</u></td> <td><u>Treatment Centers</u></td> </tr> <tr> <td><u>Infirmaries</u></td> <td><u>Veterans Facilities</u></td> </tr> </table>	<u>Hospitals</u>	<u>Sanitariums</u>	<u>Humane Facilities</u>	<u>Treatment Centers</u>	<u>Infirmaries</u>	<u>Veterans Facilities</u>		
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<u>Recreational</u>	<u>Arcades</u> <u>Boat Landing - private</u> <u>Camps – Church, Civic, 4-H, Scout, YMCA/YWCA, Other</u>								
<u>Religious</u>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><u>Cathedrals</u></td> <td style="width: 50%;"><u>Shrines</u></td> </tr> <tr> <td><u>Chapels</u></td> <td><u>Synagogues</u></td> </tr> <tr> <td><u>Churches</u></td> <td><u>Temples</u></td> </tr> <tr> <td><u>Mosques</u></td> <td><u>Other Religious Sites</u></td> </tr> </table>	<u>Cathedrals</u>	<u>Shrines</u>	<u>Chapels</u>	<u>Synagogues</u>	<u>Churches</u>	<u>Temples</u>	<u>Mosques</u>	<u>Other Religious Sites</u>
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<u>(except those noted as acceptable)</u>	<u>Museums</u>								
<u>Mobile Home Parks</u>									

24 VAC 30-551-50. General Criteria for the General Motorist Services Signs Program.

A. General Motorist Services Signs may be installed along state maintained roadways for Gas, Food, Lodging, Camping, and Hospital locations that fulfill the needs of the road user and satisfy the following criteria:

<u>GENERAL MOTORIST SERVICES SIGNS</u> <u>Criteria Summary</u>	
<u>GAS ⁽¹⁾</u>	<u>Three miles max</u> <u>Fuel, oil, tire repair (or info), air, free water</u> <u>Public restroom</u> <u>Drinking water and cups</u> <u>16 hours per day, seven days per week</u>
<u>FOOD ⁽¹⁾</u>	<u>Three miles max</u> <u>State Board of Health permit</u>

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<u>GENERAL MOTORIST SERVICES SIGNS</u> <u>Criteria Summary</u>	
	<u>Indoor seating for 20 adults</u> <u>12 hours per day, six days per week (7:00 a.m.)</u> <u>Menu</u> <u>Hours displayed</u>
<u>LODGING</u> ⁽¹⁾	<u>Three miles max</u> <u>State Board of Health permit</u> <u>10 or more rooms for rent</u> <u>Off-street parking for each room</u> <u>24 hours per day, seven days per week</u>
<u>CAMPING</u>	<u>15 miles max</u> <u>State Board of Health permit</u> <u>10 or more camping units</u>
<u>HOSPITAL</u>	<u>Continuous public emergency care</u> <u>Medical doctor on duty</u> <u>24 hours per day, seven days per week</u>

⁽¹⁾ General Motorist Services Signs will not be installed and may be removed at an interchange or intersection if there is adequate space for the installation of either Specific Travel Services (Logo) Signs or Tourist-Oriented Directional Signs, as appropriate.

24 VAC 30-551-60. Travel Services (Logo) Signing and Tourist-Oriented Directional Signs (TODS) Bumping Policy.

A. “Bumping” or the removal of a business from the Virginia Logo or TODS program for another business of the same service is only allowed within the services of Gas, Food, or Lodging.

B. Bumping shall be governed by the following conditions:

1. A Category I business located within one mile of the interchange or intersection as measured for inclusion in the Logo Program cannot be “bumped” from the program and will remain in the program as long as it continues to remain fully qualified, provides the necessary service to

INTEGRATED DIRECTIONAL SIGNING PROGRAM (IDSP) PARTICIPATION CRITERIA

the motorist, and satisfies the contracted financial obligation to the program.

2. A Category I business located outside of one mile of the interchange or intersection as measured for inclusion in the Logo Program can be “bumped” from the program at the conclusion of its contract period if a request is made by another business of the same service which satisfies all of the Category I requirements for the service and is located more than 1/2 mile closer to the interchange or intersection as measured for inclusion in the Logo Program.
3. A business meeting only the Category II criteria can be removed from the program if a request for participation is made by another businesses that satisfies all of the Category I requirements for the service. The Category II business will be allowed to satisfy the Category I requirements before being removed from the Program if the participating business is located closer to the interchange or intersection or is situated such that the business would not be removed from the Program if the business met the Category I qualifications.
4. A Category II business located within one mile of the intersection as measured for inclusion in the Virginia Logo or TODS program cannot be “bumped” from the program by another Category II business provided it continues to satisfy the Category II requirements for the service, provides the necessary service to the motorist, and satisfies the contracted financial obligation to the program.
5. A Category II business located outside of one mile of the intersection as measured for inclusion in the Virginia Logo or TODS program can be “bumped” from the program at the conclusion of its contract period if a request is made by another business of the same service

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which satisfies all of the Category II requirements for the service and is located more than 1/2 mile closer to the interchange or intersection as measured for inclusion in the Virginia Logo or TODS program.

6. Gas Category I – two spaces will be reserved for facilities open 24 hours per day, seven days per week and meets the remaining Gas Category I requirements. Other gas participants may use these spaces, if there are not sufficient 24 hours per day, seven days per week operations to fill the spaces. A 24 hours per day, seven days per week operation can bump any operation that is not 24 hours per day, seven days per week unless there are already two participants with 24 hours per day, seven days per week operations. Participants with 24 hours per day, seven days per week operations that use the two reserved spaces are required to identify in their logos that they are open 24 hours per day, seven days per week.

24 VAC 30-551-70. Special Programs.

A. Specific Special Programs signing may be installed on any limited access, primary or secondary facility under the authority of VDOT. VDOT may issue a land use permit to others to have the signs installed after the approval of the State Traffic Engineer that the sign is included in the special sign program. Limited access facility permits will need the approval of the Chief Engineer.

B. Special programs are subject to the following criteria:

1. Civil War Trails program signs may be installed on interstate, primary and secondary facilities and may be installed as stand-alone structures or attached to existing sign structures.

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This program is exempt from the IDSP criteria and annual fee requirements. All costs associated with this program, including costs for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.

2. The Birding and Wildlife Trail programs established by VDGIF may be installed on interstate, primary and secondary facilities and may be installed as stand-alone structures or attached to existing sign structures. This program is exempt from the IDSP criteria and annual fee requirements. All costs associated with this program, including costs for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.
3. The following sites are eligible for Wayfinding signs:
 - a. Historic Triangle Wayfinding Group, sponsored by the City of Williamsburg and the Counties of James City and York, may implement a wayfinding system within state maintained right of way as a pilot program. Continuation of the pilot program shall be subject to regular consultation with VDOT.
 - b. Loudoun County may implement a wayfinding system within state maintained right of way as a pilot program. Continuation of the pilot program shall be subject to regular consultation with VDOT.
 - c. Journey Through Hallowed Ground Wayfinding System.
4. Virginia Waterways Signage Program signs may be installed on interstate, primary and secondary facilities. All costs associated with this program, including costs for the

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fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.

5. State Scenic River signs may be installed on interstate, primary and secondary facilities. All costs associated with this program, including costs for the fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.

24 VAC 30-551-80. General Criteria for Integration of the Winery Signage Program.

A. The following criteria apply to all existing Winery Signage Program signs:

1. All existing Supplemental guide signage for wineries (in place as of September 15, 2004) will remain in place.
2. To retain an existing Supplemental guide sign, a winery must continue to meet the existing winery program hours of operation requirements (open six hours per day, five days per week, at least nine consecutive months per year).
3. When an existing Supplemental guide sign is damaged, or for any other reason needs to be replaced, the replacement sign may be a Supplemental guide sign or a TODS sign. The fee to install the Supplemental guide sign will be the standard installation fee. The requesting entity will thereafter be required to pay the standard annual fee for Supplemental guide signs or TODS signage, whichever is applicable.
4. In the event an existing supplemental guide sign for a winery needs to be replaced, and there is insufficient space on the appropriate TODS structure for an additional TODS panel, or the sign is in an area where TODS signs are not permitted, a replacement supplemental guide sign

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may be installed. In this event, the requesting entity will be required to pay all costs related to the replacement sign and thereafter be required to pay the annual fee for Supplemental guide signs.

5. Until September 15, 2007, there will be no annual fee for existing Supplemental guide signage. Wineries with Supplemental guide signage will be required to pay all maintenance costs due to damage during this period.
6. Effective September 16, 2007, an annual fee equal to approximately 1/3 of the standard TODS annual fee will be charged for existing winery Supplemental guide signage. Wineries will not be charged any maintenance costs for existing Supplemental guide signage after this date.
7. Effective September 16, 2010, Supplemental guide signage for wineries will be charged an annual fee equal to the standard fee for TODS signage.

B. The following criteria apply to all new Winery Signage Program signs:

1. All new winery signs installed on non-limited access highways after September 15, 2004 will be standard TODS signs. Entities requesting such signs will be required to pay the standard fees for participation in the TODS program.
2. In order to be eligible for TODS signage, wineries will be required to meet the standard TODS hours of operation requirements (six hours per day, five days per week for at least 12 consecutive weeks each year).
3. Wineries will be eligible for Logo signage (attractions category) on limited access highways. To be eligible for Logo signage, a winery will be required to meet the standard hours of

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operation requirements (open eight hours per day, five days per week) and to pay the standard annual fee for the Logo program.

- 4. Wineries will have the option to display the “grape cluster” logo (in color) on TODS or Logo signs, upon request.

24 VAC 30-551-90. Sign Participant Selection Process.

A. With the assistance of interested parties, VDOT shall develop selection processes and bumping procedures for supplemental guide signage and Logo attractions category signage that incorporate local governments and other entities, as appropriate.

B. Prior to the development of the sign participant selection process, a first come – first serve, process will be utilized. These participants will be limited to a one-year contract, which will provide that they may be bumped depending on the specific selection process and bumping procedures that are developed.

24 VAC 30-551-100. Integrated Directional Signing Program (IDSP) Participation Fees.

A. Annual participation fees for the Logo program are as follows:

<u>SPECIFIC TRAVEL SERVICES (LOGO) SIGNING</u>		
<u>Annual Participation Fees</u>		
<u>Signing</u>	<u>Average Daily Traffic</u>	
	<u>High Volume</u> ^{(1), (2)}	<u>Regular</u>
<u>Main Line</u>	<u>\$1,000</u>	<u>\$800</u>
<u>Trailblazer</u> ⁽³⁾	<u>\$ 150</u>	<u>\$150</u>
<u>Switchout (per occurrence)</u> ⁽⁴⁾	<u>\$ 90</u>	<u>\$ 90</u>

⁽¹⁾ High volume – 40,000 average daily traffic (ADT) or more in both directions on any leg of the interchange.

⁽²⁾ A nonprofit entity may elect to pay the “regular” rates and be classified as a Category II.

⁽³⁾ A Logo trailblazer sign on a TODS panel will be charged the Logo trailblazer fee.

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⁽⁴⁾ Defined as replacing a Logo panel due to a design change.

B. Participation fees for the Tourist-Oriented Directional Signing (TODS) program are as follows:

1. A one-time application fee of \$100.
2. Annual participation fees as shown in the table below:

<u>TOURIST-ORIENTED DIRECTIONAL SIGNING (TODS) ⁽¹⁾</u>	
<u>Signing</u>	<u>Annual Fee</u>
<u>Main Panel</u>	<u>\$450</u>
<u>Trailblazer</u>	<u>\$100</u>
<u>Close ⁽²⁾</u>	<u>\$ 50</u>

⁽¹⁾ Annual fees are not assessed for agencies in the Natural Resources Secretariat.

⁽²⁾ Defined as covering a panel due to seasonal closing or other temporary closure.

C. Participation fees for the Supplemental Guide Signs Program are as follows:

1. Fees for participating commercial entities are as follows:

<u>SUPPLEMENTAL GUIDE SIGNS PROGRAM ⁽¹⁾</u>			
<u>Fees for Commercial Entities</u>			
<u>Signing</u>	<u>Annual Fee</u>	<u>Application/Site Preparation Fees ⁽³⁾</u>	
		<u>New</u>	<u>Maintenance/Replacement</u>
<u>Major Sign ⁽²⁾</u>	<u>\$700</u>	<u>\$250</u>	<u>\$100</u>
<u>Minor Sign</u>	<u>\$250</u>	<u>\$250</u>	<u>\$100</u>

⁽¹⁾ The following are exempt from annual fees; however, they will be charged for new construction, maintenance, and replacement:

- (a) Federal, state, and local governments; and
- (b) Nonprofit organizations.

All entities are subject to application/site preparation fees per installation for new signs, maintenance or replacement of signs.

⁽²⁾ Defined as 12 square feet or larger.

⁽³⁾ Commercial entities participating in Supplemental Guide Signing will be responsible for

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maintenance, replacement, or new construction.

2. Fees for participating wineries are as follows:

<u>SUPPLEMENTAL GUIDE SIGNS PROGRAM</u>		
<u>Fees for Wineries⁽¹⁾</u>		
<u>Signing per Set –</u>	<u>2007⁽²⁾</u>	<u>2010⁽²⁾</u>
<u>Main and Trailblazers</u>	<u>\$175</u>	<u>\$450</u>

⁽¹⁾ In 2004, participating wineries paid for maintenance and replacement.

⁽²⁾ Participating wineries will pay no charge for maintenance.

D. There are no fees for participation in the General Motorist Services Signing program.

CERTIFICATION

I certify that this regulation is full, true, and correctly dated.

Acting Commonwealth Transportation Commissioner
Gregory A. Whirley

Date