

VIRGINIA OFFICIAL STATE TRANSPORTATION MAP POLICY AND PROCEDURES

Virginia Dept. of Transportation Communications Division

Rev. 10/28/25

The Official State Transportation Map, updated and printed as needed by the Virginia Department of Transportation (VDOT), is redesigned every four years to guide travelers, attract visitors and businesses, and showcase Virginia's attractions.

Once VDOT's Communications Division produces the map and selects its theme, the Creative Services Section prepares promotional and informational parts; the Cartography Section prepares base and inset maps.

The following guide outlines the process and criteria for selecting points of interest and photographs on the map.

POINTS OF INTEREST

Historic, cultural, or recreational attractions, including national, state, and regional parks and forests, are identified.

The points of interest listing is the basis for all points on the map, shown in red ink with a red square, except large parks and forests, which are shaded.

POINTS OF INTEREST CATEGORIES:

HISTORIC: Homes, churches, parks, battlefields, monuments.

CULTURAL: No subcategories; entries evaluated individually.

RECREATIONAL: Resorts, parks, and forests at various levels.

All recreational areas are shown on the cartographic portion of the map; only major areas will be listed in promotional sections.

CRITERIA: To be listed and located on the map's promotional and cartographic sections.

General criteria (all categories):

Prime consideration is given to attractions:

- With high existing attendance or generated traffic (over 10,000 guests annually).
- Drawing tourists from other states and countries.
- Open daily year-round, with seasonal restrictions for resorts, parks, beaches, stadiums, etc., considered case by case.

Historic criteria:

- Historic buildings, structures or districts must be listed on the Virginia Department of Historic Resources' Register and the National Federal Register of Historic Places.
- Priority is given to sites offering guided or self-guided tours and providing a mailing address and phone number accessible during normal hours.

Museum / Culture criteria:

Attractions given prime consideration:

- Are organized as public or private nonprofit institutions with permanent educational or aesthetic purposes,
- Care for, own, or use tangible objects, animate or inanimate, and exhibit them regularly,
- Have at least one full-time staff member responsible for acquisition, care, or exhibition to the public,
- Have provided services to the public regularly for at least two years,
- Must list a mailing address and telephone number that's accessible during normal office hours.

PHOTOGRAPHS

- The number of photographs on the state map varies, ranging between five and fifteen.
- Photo subjects include attractions from points of interest and generic.
- Photos of Virginia scenery, activities, and historic districts will be divided among cultural and geographic regions at the committee's discretion (VDOT Central Office Communications' Cartography Manager, Graphic Designer, Communications Manager, Photographer).
- The state cultural and geographic regions include Northern Virginia, Tidewater, Hampton Roads, Eastern Shore, Central-Southside, Shenandoah, and Southwest-Blue Ridge-Highlands, aiming to represent the diversity of attractions.

OTHER INFORMATION

- Space will be reserved on the map to aid motorists and promote highway safety.
- An explanation of the Virginia historic marker system will be included (not always depicted).

EDITING RIGHTS

- The state map committee retains full rights to edit the map and make design variations to benefit motorists and promote tourism in Virginia.
- The committee may include or omit any attraction, photo, sketch, letter type, or logo, past or present.

MAP REQUESTS

All requests to be included as a point of interest or as a photo on the state map must be submitted in writing to the chair of the state map committee (Central Office Communications Cartography Manager). The committee at regularly scheduled meetings will review requests. Acknowledgement of request and notification of the committee's decision will be made as soon as possible. If a request is denied it can be appealed in writing and should provide new information or reasons for consideration.

Contact:

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<https://www.vdot.virginia.gov/travel-traffic/maps/>