June 16, 2005

VIRGINIA DEPARTMENT OF TRANSPORTATION

INTEGRATED DIRECTIONAL SIGNING PROGRAM
PARTICIPATION CRITERIA

Adopted by the Commonwealth Transportation Board
June 16, 2005

NOTE: Each signing type included in the Integrated Directional Signing Program is subject to and must be in compliance with the signing requirements outlined in the Federal Highway Administration's (FHWA) Manual on Uniform Traffic Control Devices (MUTCD).

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SPECIFIC TRAVEL SERVICES (LOGO) SIGNING
(Gas, Food, Lodging, Camping, Attractions)
RECOMMENDED PARTICIPATION REQUIREMENTS SUMMARY

General Criteria

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.

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 the Virginia Department of Transportation (VDOT), at no cost to VDOT. (The facility is free to select any fabricator of their choosing for the panels.)
4. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program, including the Bumping Policy.
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.

SPECIFIC TRAVEL SERVICES (LOGO) SIGNING
Specific Criteria Summary

GAS (1)(1a)

CATEGORY I
- 3 miles max
- Fuel, oil, tire repair (or info), air, free water
- Public restroom
- Drinking water with cups
- 16 hours/day - 7 days/week

CATEGORY II
- All above except,
- 12 hours/day - 7 days/week

FOOD (1)

CATEGORY I
- 3 miles max
- State Board of Health permit
- Indoor seating for 20 adults
- 12 consecutive hours/day - 6 days/week (7:00 a.m.)
- Menu conspicuously displayed.
- Hours displayed visible to the customer prior to entering the business

CATEGORY II
- All above except,
- 6 hours/day - 6 days/week

LODGING

CATEGORY I
- 3 miles max
- State Board of Health permit
- 10 or more rooms for rent
- Off-street parking for each room
- 24 hours/day - 7 days/week

CATEGORY II
- All above except,
- 4 or more rooms for rent

CAMPING (2)

- 15 miles max
- State Board of Health permit
- 10 or more camping units
- Off-street parking for each unit
- 24 hours/day - 7 days/week

ATTRACTIONS (2)

See pages 5 and 6

FULL-SERVICE FOOD

(Experimental Program - If the experiment proves positive, it is the intent of the Department to have the full service food program as a permanent part of the IDSP on a statewide basis)

Interchanges:

I-64 Exit 124	I-64 Exit 94
I-81 Exit 118	I-64 Exit 180
I-81 Exit 150	I-81 Exit 247
I-81 Exit 264	I-81 Exit 283
I-95 Exit 92	I-81 Exit 313
I-95 Exit 126	I-85 Exit 12
I-95 Exit 143	I-95 Exit 130

All FOOD CATEGORY I criteria and
- Indoor seating for 100 adults
- Full sit down table service with wait staff
- Public restroom facilities
- Full breakfast menu - see Full Service Food definition on page 20.

(1) Signage for establishments open 24 hours/day may include indication of continuous operation.

(1a) Effective August 1, 2005, two spaces are reserved for establishments with 24 hour 7 days per week operations.

(2) At locations where four (4) or more Attractions facilities desire to participate in the Logo Program, Camping will be limited to a maximum of two (2) spaces. Camping Logos existing on September 16, 2004 will be grandfathered, assuming they continue to meet all contractual commitments.

SPECIFIC TRAVEL SERVICE (LOGO) SIGNING - Cont'd

ATTRACTIONS

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;
4. Be in continuous operation at least eight (8) hours a day, five (5) 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 fifteen (15) miles of the interchange and must provide written directions or have adequate signage to direct the motorist 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;

ACCEPTABLE SITES
(Attractions)

Cultural
Art/Craft Center
Gallery
Museum
Historic Building
Historic Site
Historic District

Retail Tourism
Agribusiness
Brewery
Distillery
Winery
Farm Market
Farmers Market
Flea Markets
Auction Houses
Regional Retail Facilities
Bed and Breakfast

Recreational
Amphitheater
Amusement Park
Aquarium
Arboretum
Arena
Auditorium
Boat Landings
Botanical Garden
Camps
Civic Center
Coliseum
Concert Hall
Natural Resource Agencies
Equestrian Center
Fairground
Golf Course
Natural Attraction
Pavilion
Race Track
Park - National
Park - State
Park - Municipal
Park - Regional
Park - Theme
Ski Resort
Stadium
Water Oriented Business
Zoo

Schools
Colleges and Universities
(main campus or satellite campus facilities)

Trails
Va. Dept. Game & Inland Fisheries
Birding & Wildlife
Civil War
Virginia Wine
Others as approved by VDOT

Other
Conference Center
Power Plants
Research Facilities

SPECIFIC TRAVEL SERVICES (LOGO) SIGNING - Cont'd

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

EXCLUDED SITES
(ATTRACTIONS)

Business/Commercial
Adult Entertainment Facilities
Camping Businesses
Funeral Homes
Industrial Parks or Plants
Media Facilities
Movie Theaters
Office Parks
Radio Stations
Television Stations
Tree Nurseries
Truck Terminals

Governmental
Local Jails
Local Police/Sheriff Offices
Post Offices

Medical
Drug Rehabilitation Facilities
Extended Care Facilities
Fraternal Homes
Hospitals
Humane Facilities
Infirmaries
Mental Facilities
Nursing Homes
Retirement Homes
Sanitariums
Treatment Centers
Veterans Facilities

Miscellaneous
Animal Shelters
Mobile Home Parks
Subdivisions
Veterinary Facilities
Cemeteries/Columbaria

Religious
Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

Schools
Highs Schools
Middle Schools
Elementary Schools

Winery Signage Program – See Appendix B for additional criteria and considerations regarding wineries.

TOURIST-ORIENTED DIRECTIONAL SIGNS (TODS)

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

TODS - Category I

A facility will be eligible to participate as a TODS - Category I if it is open to the general public, 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 fifteen (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 fifteen (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 6 hours, 5 days a week during at least a twelve (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 (6) hours a day, five (5) days a 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 and/or local agencies 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 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.

See Integration of Winery Signage Program (Appendix B) for additional criteria and considerations regarding wineries.

TODS - Category II

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 (3) 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 (page 4) for their respective type of facility, and agree to be bumped in accordance with the Bumping Policy for a Category II facility.

TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)

ACCEPTABLE SITES

Category I

Cultural
Art/Craft Center
Gallery
Museum
Historic Building
Historic Cemetery
Historic Site
Historic District

Recreational
Amphitheater
Amusement Park
Aquarium
Arboretum
Arena
Auditorium
Boat Landings/Marinas
Botanical Garden
Campgrounds
Camps

Recreational (continued)
Civic Center
Coliseum
Concert Hall
Equestrian Center
Fairground
Golf Course
Natural Attraction
Natural Resource Agencies (1)
Pavilion
Race Track
Park - National
Park - Municipal
Park - Privately Owned
Park - Regional
Park - Theme
Ski Resort
Stadium
Water Oriented Business
Zoo

Schools
Colleges & Universities
(main campus or satellite campus facilities)

Retail Tourism
Agribusiness
Antique Businesses
Auction Houses
Bed and Breakfast
Brewery
Distillery
Farm Market
Farmers Market
Flea Markets
Nurseries/Greenhouses
Regional Retail Facilities
Restaurants (2)
Winery

Trails
VDGIF Birding & Wildlife
Civil War
Virginia Wine
Others as approved by VDOT

Other
Conference Centers
Power Plants
Research Facilities

Category II

Gas, Food, Lodging

(1) The Department 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.

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

TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)
EXCLUDED SITES

The following are excluded from participation in the Virginia Tourist-Oriented Directional Signing program. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

Business/Commercial
Adult Entertainment Facilities
Funeral Homes
Industrial Parks or Plants
Media Facilities
Movie Theaters
Office Parks
Radio Stations
Television Stations
Truck Terminals

Governmental
Local Jails
Local Police/Sheriff Offices
Post Offices

Medical
Drug Rehabilitation Facilities
Extended Care Facilities
Fraternal Homes
Hospitals
Humane Facilities
Infirmaries
Mental Facilities
Nursing Homes
Retirement Homes
Sanitariums
Treatment Centers
Veterans Facilities

Miscellaneous
Animal Shelters
Cemeteries/Columbaria
Mobile Home Parks
Subdivisions
Veterinary Facilities

Religious
Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

SUPPLEMENTAL GUIDE SIGNS

General Criteria

1. Supplemental Guide Signs shall be limited to two (2) structures per interchange or intersection per direction with no more than two (2) destinations per sign structure except as noted in General Criteria #2. When there is excessive demand over available space for new supplemental guide signing, VDOT, in consultation with the effected 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 (2) structure limit may only be installed when the VDOT Commissioner or his designee determines that such installation is in the public interest.
4. To qualify for Supplemental Guide Signing, a facility shall:
   a) 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.
   b) 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.
   c) Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program.
   d) 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.
5. All facilities shall be located within fifteen (15) miles of the initial Supplemental Guide Sign.
6. See Integration of Winery Signage Program (Appendix B, p. 17) for additional criteria and considerations regarding wineries.

ACCEPTABLE SITES (3)
(Supplemental Guide Signs)

Cultural
Historic Building (1, 2)
Historic Site (1, 2)
Historic District (1, 2)

Governmental
Correction Facilities
Courthouses
Department of Game and Inland Fisheries Facilities
Department of Motor Vehicles Facilities
Government Offices
Landfills/Transfer Stations
Local Police/Sheriff Offices (1)
Prisons
Regional Jails
Recycling Facilities
State Police Facilities (1)

Recreational
Boat Landings (Public)
Natural Attractions (1)
Park – National (1)
Park – Municipal (1)
Park – Regional (1)
Park – State (1)

Schools
Colleges and Universities (1)
(Main Campus ~~Exit~~ Only)
High Schools
Junior High Schools
Middle Schools
Elementary Schools
Virginia Educational Institutions (1)

Military (1)
Military Facilities

Miscellaneous (1)
Arlington National Cemetery
Virginia Veterans Cemetery
Special Events
Tourist Information Centers
Welcome Centers

(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) The Department 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.

SUPPLEMENTAL GUIDE SIGNS – Cont'd
EXCLUDED SITES

The following 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.

Business/Commercial
Adult Entertainment Facilities
Funeral Homes
Industrial Parks or Plants
Landfill - Private
Media Facilities
Movie Theaters
Office Parks
Radio Stations
Shopping Centers
Television Stations
Transfer Station - Private
Tree Nurseries
Truck Terminals

Governmental
Fairgrounds
Local Jails
Post Offices

Colleges and Universities
Satellite campus and individual on-campus facilities of main campuses on limited access highways

Medical
Drug Rehabilitation Facilities
Extended Care Facilities
Fraternal Homes
Hospitals
Humane Facilities
Infirmaries
Mental Healthcare Facilities
Nursing Homes
Retirement Homes
Sanitariums
Treatment Centers
Veterans Facilities

Miscellaneous
Animal Shelters
Cemeteries/Columbaria
(except those noted as acceptable)
Mobile Home Parks
Subdivisions
Veterinary Facilities
Museums

Recreational
Arcades
Boat Landing - private
Camps
- Church
- Civic
- 4-H
- Scout
- YMCA/YWCA
- Other

Religious
Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

GENERAL MOTORIST SERVICES SIGNS

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.

GAS (1)
3 miles max
Fuel, oil, tire repair (or info), air, free water
Public restroom
Drinking water and cups
16 hours/day - 7 days/week

FOOD (1)
3 miles max
State Board of Health permit
Indoor seating for 20 adults
12 hours/day - 6 days/week (7:00 a.m.)
Menu
Hours displayed

LODGING (1)
3 miles max
State Board of Health permit
10 or more rooms for rent
Off-street parking for each room
24 hours/day - 7 days/week

CAMPING
15 miles max
State Board of Health permit
10 or more camping units

HOSPITAL
Continuous public emergency care
Medical doctor on duty
24 hours/day - 7 days/week

(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.

SPECIFIC TRAVEL SERVICE SIGNING (VIRGINIA LOGO)
&
TOURIST-ORIENTED DIRECTIONAL SIGNS (TODS)

BUMPING POLICY

"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, and LODGING.

A CATEGORY I business located within one (1) 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 the motorist, and satisfies the contracted financial obligation to the Program.

A CATEGORY I business located outside of one (1) 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.

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.

A CATEGORY II business located within one (1) 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.

A CATEGORY II business located outside of one (1) 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 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.

GAS Category I – two (2) spaces will be reserved for facilities open 24 hour per day, 7 days per week and meets the remaining Gas Category I requirements. Other gas participants may use these spaces, if there are not sufficient 24/7 operations to fill the spaces. A 24/7 operation can bump any operation that is not 24/7 unless there are already two (2) – 24/7 participants. 24/7 participants using the two (2) reserved spaces are required to identify in their logo that they are open 24/7.

Bumping Policy Summary

Summary:

Only for Gas, Food, and Lodging

Category I

No "bumping" if within 1 mile of the interchange or intersection

Can be "bumped" by another CATEGORY I business if located over 1 mile from the interchange or intersection and if net gain by the "bump" is 1/2 mile or greater

Category II

Can be "bumped"...

By CATEGORY I if cannot meet CATEGORY I requirements

By CATEGORY I if can meet CATEGORY I requirements, but over 1 mile and net gain 1/2 mile or greater

By CATEGORY II if located over 1 mile from the interchange or intersection and if net gain by the "bump" is 1/2 mile or greater

GAS Category I – two (2) spaces will be reserved for facilities open 24 hour per day, 7 days per week and meets the remaining Gas Category I requirements. Other gas participants may use these spaces, if there are not sufficient 24/7 operations to fill the spaces. A 24/7 operation can bump any operation that is not 24/7 unless there are already two (2) – 24/7 participants. 24/7 participants using the two (2) reserved spaces are required to identify in their logo that they are open 24/7.

Appendix A
SPECIAL PROGRAMS

General Criteria

Specific Special Programs signing may be installed on any limited access, primary or secondary facility under the authority of the Virginia Department of Transportation. 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.

1. Civil War Trails

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. 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. Virginia Department of Game and Inland Fisheries Birding and Wildlife Trails

The Birding and Wildlife Trail programs established by the Department of Game and Inland Fisheries 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. Wayfinding Signage Pilot Program

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 the Department.

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 the Department.

Journey Through Hallowed Ground wayfinding system.

4. Virginia Waterways Signage Program

Virginia Waterways Signage Program 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.

5. State Scenic River Program

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.

Appendix B
INTEGRATION OF WINERY SIGNAGE PROGRAM

Existing 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 6 hours per day, 5 days per week, at least 9 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 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 one-third 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.

New Signs:

8) 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.
9) In order to be eligible for TODS signage, wineries will be required to meet the standard TODS hours of operation requirements (6 hours per day, 5 days per week for at least 12 consecutive weeks each year).
10) 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 operation requirements (open 8 hours per day, 5 days per week) and to pay the standard annual fee for the LOGO program.
11) Wineries will have the option to display the "grape cluster" logo (in color) on TODS or LOGO signs, upon request.

Wine Trail

A wine trail 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 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 fifteen (15) miles.

To be eligible for participation in the TODS program, the first and last facilities on a wine trail must be located within fifteen (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 fifteen (15) miles of the interchange. The facility at the other terminus must be eligible for either TODS or LOGO signage.

Appendix C
DEFINITIONS

Bed and Breakfast

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.

Colleges and Universities

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.

In general application, a main campus should give the visitor 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 may constitute satellite facilities if meeting the description above.

Emergency Medical Facility

A licensed facility providing continuous emergency medical care to the general public. The facility shall have a licensed medical doctor on duty 24 hours/day, 365 days/year.

Equestrian Center

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

Year-round or seasonal facilities 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

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

A restaurant that meets all the requirements for participation in the specific travel services (LOGO) signing program as a FOOD CATEGORY I facility (see page 4). 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 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) and/or cereal. Eggs and breakfast meat shall be prepared on the premise (pre-packaged items will not meet this requirement).

Hospital

See Emergency Medical Facility

Historic Building

See Historic Site

Historic Cemetery

See Historic Site

Historic Site

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

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 and/or credit card tracking - regional retail facility 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

For-profit educational institution with its main campus located in Virginia that (i) has, for at least five (5) consecutive years awarded academic degrees approved by the State Council of Higher Education; (ii) offers programs in workforce training or job readiness that contribute to Virginia's economic growth and development; and (iii) has combined annual enrollment of at least one thousand (1,000) at its main campus and any branch location situated within a radius of twenty-five (25) miles from the main campus.

Water Oriented Business

Shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

Appendix D
SIGN PARTICIPANT SELECTION PROCESS

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.

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.

VIRGINIA DEPARTMENT OF TRANSPORTATION
INTEGRATED DIRECTIONAL SIGNING PROGRAM FEES
June 16, 2005

LOGO

High Volume (1)(7)	Annual Fee
Main Line	$1,000
Trailblazer (11)	$150
Switchout (per occurrence) (8)	$90

Regular	Annual Fee
Main Line	$800
Trailblazer	$150
Switchout (per occurrence) (8)	$90

TODS (10)

	Annual Fee
Main Panel	$450
Trailblazer	$100
Application (one time)	$100
Close (9)	$50

Supplemental (2)

		Application/Site Prep	
Commercial Entities	Annual Fee	New	Maint/Repl
Major Sign (3)	$700	$250	$100
Minor Sign	$250	$250	$100
	(6)		

Wineries	2004	2007	2010
Sign (per set - main & trailblazers)	$0	$175	$450
	(4)	(5)	(5)

GMS

Signs	N/A

(1) High Volume - 40,000 ADT (average daily traffic) or more in both directions on any leg of the interchange
(2) The following are exempt from annual fees (They will be charged for new construction, maintenance, and replacement)
(a) Federal, State and Local Governments
(b) Nonprofit organizations
All entities are subject to application/site preparation fees per installation for new signs, maintenance, or replacement
(3) Major Sign is 12 square feet or larger
(4) Supplemental (wineries) - Entity will pay for maintenance and maintenance replacement
(5) Supplemental (wineries) - No charge to entity for maintenance
(6) Supplemental (commercial entities) - Entity will be responsible for maintenance, replacement, or new construction
(7) Nonprofit entity may elect to pay the "regular" rates and be classified as a Category II
(8) Switchout - Replacing a logo panel due to a design change
(9) Close - Covering a panel due to seasonal closing or other reason for temporary closure.
(10) TODS - no annual fees for Natural Resource Agencies
(11) Logo trailblazer on a TODS panel will be charged the Logo trailblazer fee

Fees adopted by the Commonwealth Transportation Board on June 16, 2005