

Overview of the IDSP

The Integrated Directional Signing Program (IDSP) provides Virginia motorist service businesses, attractions, tourist destinations and other specific points of interest with a single contact for the purpose of having their logo/business identified on a road sign along the state maintained roadway to provide motorists with directional guidance & information about their location. Authorization for the IDSP is established in the Code of Virginia (COV) § 33.1-12 which outlines the duties of the Commonwealth Transportation Board (CTB) and allows VDOT to enter into contracts with vendors, to collect participation fees from customers and to maintain IDSP assets.

The operation, installation, and maintenance aspects of the program are outsourced. **Directional Signing Program, LLC** was awarded the current eight-year contract on May 1, 2020, with the option for three, three-year renewals. Services provided include:

- General administration including customer service and contract management for qualified service facilities;
- Providing program information and applications to interested participants;
- Collection of associated fees and payment of a portion of the annual fees to VDOT on a quarterly basis;
- Design, fabrication, and installation of signs/structures, background sign panels and Logo plates;
- Maintenance of the signs including inventory and condition assessments;
- Enforcing the guidelines and approved participation criteria.

Four main types of signing programs are included in the IDSP: Specific Travel Services (Logo) Signs, Tourist-Oriented Directional Signs (TODS), Supplemental Guide Signs (SGS), and General Motorist Services Signs (GMSS). The CTB approved customer criteria for participating in the IDSP in 2004 with the last revision occurring on June 16, 2005.

Summary on Signing Programs within IDSP



Specific Travel Services (Logo) Program

Logo signs provide the motorist directional guidance to the providers of Gas, Food, Lodging, Camping, and Attractions destinations at interchanges along the Interstate System and other limited access roadways in Virginia. The Logo signs cover five service types: gas, food, lodging, camping, and attractions. The primary benefit of using Logo signs is that a motorist will know which

specific brand or providers of services are accessible from an interchange prior to exiting the limited-access highway. The IDSP Contractor is responsible for cost of maintaining Logo structures, background panels and Logo plates.



Tourist-Oriented Directional Signs (TODS)

TODS signs guide motorists to tourist-oriented businesses, services, and activity facilities (e.g., recreation areas) along rural primary and secondary highways that do not have limited access. TODS consists of individual rectangular panels containing the name of the participating facility in white lettering on a blue background, a generic pictograph or symbol, and any required directional information, such as a directional arrow and distance. A participating facility is eligible for the TODS program only if it derives a major portion of its income or visitation during the normal business

season from road users not residing in the area of the participating facility. To qualify, a participating facility owner must self-certify that more than 50 percent of the number of visitors comes from more than 15 miles away. The IDSP Contractor is responsible for cost of maintaining TODS structures and sign panels.



Supplemental Guide Signs (SGS)

SGS signs guide motorists to specific cultural, recreational, historical, governmental, educational, military, and other sites of similar interest on limited access, primary, and secondary roadways. The SGS program excludes signs for cities, towns, villages, counties, regions, communities, named roads/streets, and transportation facilities (e.g., airports, marine ports, railroad stations, metro/mass-transit stations, bus stations, commuter lots). Customers pay a one-time application fee for the Contractor

to identify a location for each sign requested and to prepare an estimate for the costs to fabricate and install the sign. Upon approval from the customer and receipt of payment, the sign is fabricated installed. The customer is responsible for all costs associated with the initial fabrication and installation of the sign, as well as any responsive maintenance costs associated with their sign (Example, repairing damage to structure/panel due to accident or storm, etc.). Routine maintenance, such as washing sign panels, tightening braces or re-torquing bolts, is the responsibility of the Contractor. Commercial businesses participating in the SGS program also pay an annual fee based on the size of their sign.



General Motorist Services Signs (GMSS)

General Motorist Services Signs use symbols to inform the motorists of the availability of services that fulfill the needs of the road user such as Gas, Food, Lodging, Camping, or Hospitals. With the exception of Hospital signs, GMSS are not installed where Logo or TODS signs could be installed for the same service. The requesting facility pays a one-time application fee per sign and, similar to the

SGS program, is responsible for all fabrication and installation costs associated with the newly requested signs. VDOT is responsible for all costs associated with maintenance of the GMSS.

Current Inventory as of end of FY18

Program	Structures	Logo Plates	Customers
Logo Mainline	1,714		3,387
High Volume	1,117	4,148	
Regular Volume	597	1,499	
Logo Ramp	1,798	5,382	
Logo Trailblazer	565	1,222	
High Volume	454	1,015	
Regular Volume	111	207	
Program	Structures	Panels	
TODS	825	1,110	705
SGS – Commercial	419	446	73
SGS – Non-Profit / Government	5,738	6,814	716
GMSS	1,310	1,577	596
Historical Marker*			1,858 markers

*All requests go through Department of Historical Resources

More information can be found at: <http://www.virginiadot.org/programs/sign-default.asp>