

VIRGINIA DEPARTMENT OF TRANSPORTATION

**INTEGRATED DIRECTIONAL
SIGNING PROGRAM
PARTICIPATION CRITERIA**

Adopted by the Commonwealth Transportation Board

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NOTE: Each signing type included in the Integrated Directional Signing Program is subject to and must comply 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 highway under the authority of the Virginia Department of Transportation. Trailblazers can be placed on any route under the authority of VDOT or with approval from the authorizing entity that maintains the right of way.

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), (2), (3)

CATEGORY I

3 miles max from interchange / intersection
Fuel, oil, tire repair (or info), compressed air
Public restroom with full sanitary facilities
16 hours/day - 7 days/week

CATEGORY II

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

FOOD (1)

CATEGORY I

3 miles max from interchange / intersection
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,
A combination of 20 indoor and outdoor seats, plus
10 spaces for drive up service
6 hours/day - 6 days/week

LODGING

CATEGORY I

3 miles max from interchange / intersection
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 (4)

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

ATTRACTIONS (4)

See pages 5 and 6

- (1) Signing for establishments open 24 hours/day may include indication of continuous operation.
- (2) Two spaces are reserved for establishments with 24 hour 7 days per week operations.
- (3) A facility independently meeting all of the qualifications for a Gas service, including selling gasoline, that also offers Electric Vehicle (EV) Charging /Alternative Fuel stations as approved by the Department of Mines, Minerals, and Energy (DMME), may display an approved VDOT Alternative Fuel text (i.e. EV, CNG, LPG, E85 etc.) as a supplemental message on the bottom of their logo plates on the Gas services sign (See Appendix C).
- (4) 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 as of September 16, 2004 have been grandfathered and may remain as long as 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, flea markets and drive-in theaters).
5. Be located within fifteen (15) miles of the interchange / intersection and must provide written directions or have adequate signing to direct the motorist back to their original route of travel;
6. Provide adequate parking to accommodate normal traffic volumes for the facility;
7. Wineries, breweries, distilleries and cideries shall be in continuous operation at least six (6) hours a day, five (5) days per week and shall offer tours of the production process during the posted hours of operation;
8. 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
Historic Building
Historic District
Historic Site
Museum

Retail Tourism

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

Recreational

Amphitheater
Amusement / Theme Park

Recreational (Continued)

Aquarium
Arboretum
Arena
Auditorium
Boat Landings
Botanical Garden
Camps
Civic Center
Coliseum
Concert Hall
Drive-In Theater
Equestrian Center
Fairground
Golf Course
Natural Attraction
Natural Resource Agencies
Park – Municipal
Park – National
Park – Regional
Park – State
Pavilion
Race Track
Ski Resort

Recreational (Continued)

Stadium
Water Oriented Business
Zoo

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

Trails

Civil War
Trails as approved by VDOT
Virginia Wine

Other

Conference Center
Power Plants
Research Facilities
Tourist Information Center

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. This list of “Excluded Sites” is not all-inclusive. Not appearing on this list by name is no guarantee that a facility will automatically qualify for signing under this category.

EXCLUDED SITES (ATTRACTIONS)

Business/Commercial

Adult Entertainment Facilities
Camping Businesses
Funeral Homes
Industrial Parks or Plants
Media Facilities
Movie Theaters (1)
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
Cemeteries/Columbaria
Mobile Home Parks
Subdivisions
Veterinary Facilities

Religious

Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

Schools

Elementary Schools
Middle Schools
High Schools

(1) Indoor Movie Theaters with auditorium style seating, such as a Multiplex, are considered to be local attractions and are not eligible for signing as a regional attraction. This Exclusion does not apply to Dinner Theaters.

Winery Signing 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 a day, 5 days a week during the normal season of operation for this type of business (generally 12 weeks), except this requirement shall not apply to certain facilities such as arenas, auditoriums, civic centers, farmers markets, flea markets and drive-in theaters.
4. Wineries, breweries, distilleries and cideries shall offer tours of the production process during the posted hours of operation.
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 Signing 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.

A facility independently meeting all of the qualifications for a Gas service under the TODS Category II criteria, that also offers Electric Vehicle (EV) Charging / Alternative Fuel stations as approved by the Department of Mines, Minerals, and Energy (DMME), may display the appropriate VDOT and FHWA approved generic symbol for EV, CNG, LPG, E85 etc. fueling stations (See Appendix C).

TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)
ACCEPTABLE SITES

Category I

Cultural

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

Recreational

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

Recreational (Continued)

Civic Center
Coliseum
Concert Hall
Drive-in Theater
Equestrian Center
Fairground
Golf Course
Natural Attraction
Natural Resource Agencies (1)
Pavilion
Park – Municipal
Park – National
Park – Privately Owned
Park – Regional
Park – State
Race Track
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
Cidery
Distillery
Farm Market
Farmers Market
Flea Markets
Nurseries/Greenhouses
Regional Retail Facilities
Restaurants (2)
Winery

Trails

Trails approved by VDOT
Virginia Wine

Other

Conference Centers
Power Plants
Research Facilities
Tourist Information Center

Category II

Gas, Food, Lodging

(1) The Department shall waive the minimum qualification requirements for participation in the TODS program, as may be necessary to provide adequate signing for facilities maintained by the agencies within Virginia's Natural Resources Secretariat.

(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. This list of “Excluded Sites” is not all-inclusive. Not appearing on this list by name is no guarantee that a facility will automatically qualify for signing under this category.

Business/Commercial

Adult Entertainment Facilities
Funeral Homes
Industrial Parks or Plants
Media Facilities
Movie Theaters (1)
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

Miscellaneous (Continued)

Cemeteries/Columbaria
Mobile Home Parks
Subdivisions
Veterinary Facilities

Religious

Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

(1) Indoor Movie Theaters with auditorium style seating, such as a Multiplex, are considered to be local attractions and are not eligible for signing as a regional attraction. This Exclusion does not apply to Dinner Theaters.

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. 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.
4. All facilities shall be located within fifteen (15) miles of the initial Supplemental Guide Sign.
5. See Integration of Winery Signing Program (Appendix B) for additional criteria and considerations regarding wineries.

ACCEPTABLE SITES (3) (Supplemental Guide Signs)

Cultural

Historic Building (1, 2)
Historic District (1, 2)
Historic Site (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
Recycling Facilities
Regional Jails
State Police Facilities (1)

Recreational

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

Schools
Colleges and Universities (1)
(Main Campus Only)
Colleges and University Satellite Campus
Elementary Schools
High Schools
Individual Campus facility on Main Campus
Junior High Schools
Middle Schools
Virginia Educational Institutions (1)

Military (1)

Military Facilities

Miscellaneous (1)

Arlington National Cemetery
Special Events
Tourist Information Centers
Virginia Veterans Cemetery
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 the minimum qualification requirements for participation in the Supplemental Guide Signs Program, as may be necessary to provide adequate signing 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. This list of “Excluded Sites” is not all-inclusive. Not appearing on this list by name is no guarantee that a facility will automatically qualify for signing under this 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)
Museums
Mobile Home Parks
Subdivisions
Veterinary Facilities

Recreational

Arcades
Boat Landing - private
Camps – Church
Camps – Civic
Camps – 4-H
Camps – Scout
Camps – YMCA / YWCA
Camps – 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), (2)

3 miles max
Fuel, oil, tire repair (or info), air
Public restroom with full sanitary facilities
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
Within 15 miles of requested interchange or intersection

(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.

(2) Facilities with EV Charging / Alternative Fuel stations approved by the Department of Mines, Minerals, and Energy (DMME) may qualify for a VDOT and FHWA approved symbol under the GMSS Program if they satisfy the other criteria listed for the Program except the selling of gasoline and oil. The participating facility is responsible for the application fees, initial fabrication and installation, as well as any future maintenance associated with the requested signs. NOTE: VDOT's policy is that GMSS will not be erected at locations that Logo signs or TODS currently indicate a specific type of Alternative Fuel that is already being displayed on a participating facility's sign as a supplemental message (See Appendix C).

**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

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. Community Wayfinding Signing Program

Development, design, installation and maintenance of Community Wayfinding Signs are the responsibility of the requesting entity (sponsor) as approved by and under Permit with VDOT, in accordance with the procedures outlined in the VDOT Community Wayfinding Sign Manual. A facility may select to participate in either the IDSP or a Wayfinding system, but not both at the same intersection. Requesting entities (sponsors) shall coordinate with the VDOT IDSP Manager and the IDSP Contractor in order to identify any facility currently participating in the IDSP that should be removed due to participation in a Wayfinding system.

4. Virginia Waterways Signing Program

Virginia Waterways Signing 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. Virginia Scenic River Program

Scenic River signs, as approved by the Department of Conservation and Recreation (DCR), 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.

6. Historical Marker Program

Historical Markers may be installed on primary and secondary facilities. All costs associated with fabrication, shipping and installation shall be the responsibility of the requesting entity.

Appendix B

INTEGRATION OF WINERY SIGNING PROGRAM

Existing Signs:

- 1) All existing Supplemental guide signing 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 12 consecutive weeks per year).
- 3) When an existing Supplemental guide sign is damaged, or needs to be replaced, the replacement sign may be a Supplemental guide sign or a TODS sign.
- 4) Supplemental guide signing for wineries will be charged an annual fee equal to the standard fee for a TODS mainline sign for each set of up to 5 signs.

New Signs:

- 1) All new winery signs installed on non-limited access highways 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 signing, 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).
- 3) Wineries will be eligible for LOGO signs (attractions category) on limited access highways. To be eligible for LOGO signs, a winery will be required to meet the standard hours of operation requirements (open 6 hours per day, 5 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.

Wine Trail:

- 1) 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.
- 2) 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.
- 3) 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 signing.

Appendix C

EV CHARGING / ALTERNATIVE FUELS STATION CERTIFICATION

A facility wishing to display EV Charging / Alternative Fuels GMSS messages shall meet the following expectations to be certified by the Department of Mines, Minerals and Energy (DMME):

- 1) For EV Charging stations, have 2 or more DC Fast Charger (DCFC) EV charging stations with the appropriate universal plug J1772 COMBO and/or CHAdeMO
- 2) Parking spaces available for each charger or Alternative Fuel pump / dispenser
- 3) On premise signing visible from the road indicating EV Charging or the type of Alternative Fuel station that is available at that location
- 4) Adequate lighting for each charging station or Alternative Fuel pump / dispenser to ensure a safe environment
- 5) Info clearly posted on EV Charger / Alternative Fuel pump / dispenser or on a kiosk for area tire repair services
- 6) DMME may have additional minimum requirements for certification

Appendix D DEFINITIONS

Agribusiness

An establishment that sells agricultural products grown or produced in Virginia. An example is a Farm Market. For a Farm Market to participate in the Logo Program under the Attractions service, it must be open year-round or seasonally and be 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.

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.

Brewery

An establishment licensed by the Virginia Department of Alcoholic Beverage Control that produces malt liquors and offering tours of the production facility.

Cidery

An establishment licensed by the Virginia Department of Alcoholic Beverage Control that distills alcoholic beverages and offering tours of the production facility.

Colleges, Universities and Educational Institutions

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.

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.

Distillery

An establishment licensed by the Virginia Department of Alcoholic Beverage Control that distills alcoholic beverages and offering tours of the production facility.

Drive-In Theaters

A facility with a permanent outdoor screen where a minimum of 75 parking spaces are available for guests to view the screen from their automobiles. The facility shall have public restrooms available, a concession stand open during their normal hours of operation, and show major motion pictures, as defined by the Motion Picture Association of America, at least two (2) nights per week for a minimum of twelve (12) weeks a year. Drive-In Theaters are exempt from the minimum hours of operation typically required.

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 Sanitary Facilities

Public restroom facilities with flushing toilets, locking doors or stalls, sinks with running water and sanitary soap dispenser for washing, sanitary towels or hand drying machines and sanitary trash disposal units.

Hospital

See Emergency Medical Facility

Historic Cemetery

See Historic Site

Historic Building or Site

A site, facility or structure officially listed in the Virginia Landmarks Register and be opened to the public at least six (6) hours a day, six (6) days a week. Only the official name of the building or site listed in the Virginia Landmark Register may be used, except where a historic district is designated.

Historic District

A District officially listed in the Virginia Landmarks Register. At least one (1) facility, establishment, or business located within the historic district shall be open to the public at least six (6) hours a day, six (6) days a week, and provide information about the historic district.

NOTE: If supplemental guide signs are installed for a specific historic site or sites within a historic district, separate signs for the historic district shall not be allowed.

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.

Water Recreation 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.

Winery

A farm winery operation licensed by the Virginia Department of Alcoholic Beverage Control that is open to the public offering tours of the production facility.