INDIANA TOURIST ATTRACTION SIGN POLICY

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INDIANA TOURIST ATTRACTION SIGN POLICY

Purpose and Application - Indiana Code Section 9-21-4-5 allows the Indiana Department of Transportation (INDOT), in partnership with the Indiana Office of Tourism Development (IOTD), to install or allow installation of directional signs for tourist attractions by using Destination Signs, Tourist Oriented Directional Signs (TODS), and Recreational and Cultural Interest Area Signs (RACIAS) for conventional highways, Supplemental Guide Signs (SGS) for interstates, freeways and specific parts of expressways, or Consolidated Attractions Signs (CAS) and Wayfinding Signs (WFS) in and near cities or towns. Attraction directional signs provide motorists with directional information for tourist attractions and points of interest such as agricultural, amusement, cultural and outdoor recreation sites.

Other facility type categories, such as schools (high, middle and elementary), non-resident college and university campuses, career centers, libraries, post offices, license branches, hospitals and specialty camps (i.e. boy scout, church, etc.) do not qualify under this program. Please consult the respective INDOT District Traffic Office for eligibility requirements. See Attachment 1.

Insufficient Space - Tourist attractions meeting the criteria of this policy do not automatically qualify for attraction signs. Conditions such as insufficient longitudinal space or interference with necessary traffic control devices may make it inadvisable to permit the placement of tourist attraction signs at certain locations. In these instances, preference will always be given to the erection of standard traffic signs (e.g., regulatory, warning and guide signs). Where applicable, priority will be given to a higher annual attendance attraction.

Illegal Signs - Attraction signs will not be authorized if the applicant has any illegal advertising signs on or along any INDOT highway. Illegal signs are defined by the Highway Beautification Act of 1965 (23 U.S.C. 131) and the INDOT Outdoor Adverstising Control Manual.

Compliance with criteria - INDOT will perform compliance checks on attractions having TODS or SGS. If during the life of a contract the attraction is found not in compliance with the criteria for signs effective at the time the contract is executed, INDOT will notify the attraction of the item(s) not in compliance. The attraction will have 90 days to correct the deficiency. If the deficiency is not corrected, INDOT may cancel the contract and remove the TODS or SGS. A new contract will be required before the signs are reinstalled.

At the time a contract is eligible for renewal, if the criteria has changed, the new criteria will be applied when determining if the contract will be renewed. The attraction will have 90 days to correct a deficiency from the new criteria. After the 90 day period, INDOT will remove the signs and a new contract will be required.

Combining attractions on signs – In the course of installing tourist attraction signs, at its discretion, INDOT may combine or require combining of signs for various attractions on the same sign support structures.

DEFINITIONS

Annual Average Daily Traffic (AADT) - The average number of vehicles per day on a given road, based on traffic data from the past year.

Consolidated Attraction Signing (CAS) - Customized attraction signs requested by a local jurisdiction or a local public agency (LPA) to direct the motorist to multiple attraction facilities that are located throughout a city, town or county.

Conventional Highway - A state or U.S. highway other than an interstate, a freeway, or sections of an expressway with interchanges.

Destination Brand - A community that has a unique tourism product significant to the State.

Destination Sign – A destination sign is defined in Section 2D.34 of the Indiana Manual on Uniform Traffic Control Devices as a rectangular sheet sign that carries the name of the traffic generator and a directional arrow (IMUTCD §2D.34).

Expressway - A divided arterial highway for through traffic with partial control of access and with interchanges at junctions with high volume highways. For purposes of this policy, sections of expressways with at-grade intersections will be considered as conventional highways, and sections of expressways with interchanges, from the last at-grade intersection before an interchange(s) to the first at grade intersection after an interchange(s), will be considered as freeways.

Freeway - A divided highway to which the only means of ingress and egress is by interchange ramps; i.e., an interstate highway.

Indiana Manual on Uniform Traffic Control Devices (IMUTCD) – The Indiana version of the federal Manual on Uniform Traffic Control Devices, which regulates the size, color, and design of devices that control traffic, including signs, pavement markings, and traffic signals.

Local Public Agency (LPA) - A local governmental unit such as a city, town, county or an authorized branch of the local governmental unit acting on behalf of the governmental unit.

Logo Sign - also known as a Specific Service Sign, this sign is a guide sign that provides road users with business identification and directional information for eligible services and attractions.

Metro Area – Any area inside of a Class I City, as defined by Indiana Code, Section 36-4-1-1.

Recreational and Cultural Interest Area Signs (RACIAS) – Are defined in Section 2H.01 of the Indiana Manual on Uniform Traffic Control Devices as rectangular sheet signs for attractions or traffic generators that are open to the general public for the purpose of play, amusement, or relaxation (IMUTCD §2H.01). When used, RACIAS may be used on conventional roads in both urban and rural areas.

Rural Area – Any area that is outside of an urban area, which is defined below.

Seasonal - An attraction that operates for limited time(s) during the year depending on weather conditions or crop availability, etc.

Stay 'n Play Package - Includes at least one golf round and overnight at on-site or nearby lodging facility. Package can also include course amenities, such as golf cart, and other area amenities and attractions. The Stay 'n Play lodging facility must have at least 10 separate sleeping units with modern sanitary facilities and be located no more than 15 miles from the golf course.

Supplemental Guide Sign (SGS) – Are defined in Section 2E.32 of the Indiana Manual on Uniform Traffic Control Devices as signs that provide information regarding destinations that are accessible from an interchange. SGS are large panel signs with a, brown or green retroreflective background and white retroreflective legend and border that provide direction to one or two supplemental destinations which can be reached from the interchange. SGS are used on interstates, freeways and sections of expressways with interchanges. Only one supplemental guide sign can be authorized on any interchange approach. Names of incorporated cities and towns will be preferential to attractions on SGS (IMUTCD §2E.32).

Tourist - A person who travels over 50 miles one way from home. (U.S. Travel Association definition).

Tourist Attraction Signage - Official signage located within the right-of-way of a state or federal highway that gives specific directional information regarding activities or sites of significant interest to the traveling public.

Tourist Oriented Directional Sign (TODS) - The Indiana Manual on Uniform Traffic Control Devices defines a Tourist Oriented Directional Sign (TODS) as a sheet sign with a white legend and border on a blue background that displays the business identification of and directional information for business, service, and activity facilities (IMUTCD §§2G.01-2G.02). When used, TODS shall be used only on rural conventional roads and shall not be used on conventional roads in urban areas nor at interchanges or expressways.

Tracking Method – The method by which the attendance to a facility is tracked. Methods could include, but are not limited to, car/bus count, people count, sales count, etc.

Trademark - (Indiana Code Section 24-2-1-2(9)) - "any word, name, symbol, or device or any combination of a word, name, symbol or device that is used by a person to: (A) identify and distinguish goods, including a unique product, of a person and distinguish the person's goods from goods manufactured or sold by another person; and (B) indicate the source of the goods, even if the source is unknown."

Trailblazing - Informational plaques, shields or signs designed to provide the traveling public with guidance in following a route to a particular tourist attraction. At an intersection where motorists are turned from the state highway onto a local jurisdiction road a sign may be erected for traffic approaching the intersection from the opposite direction from the trailblazed route (i.e. northbound if southbound is the trailblazed direction).

Urban Area – An area that is characterized by relatively low vehicle speeds, wide ranges of traffic volumes, narrower lanes, frequent intersections or driveways, significant pedestrian traffic, businesses, and houses.

Wayfinding Signs (WFS) - A special class of CAS. Informational plaques or shields designed as a part of a comprehensive system of signs to provide motorists with directional information to facilities within a community that offer services or activities for tourists.

General Eligibility Requirements for Attractions

Except for any category-specific criteria for eligibility or a stated exception for any category of tourist attraction, all attractions shall meet the following general criteria:

Admission Charges - If general admission is charged, charges shall be clearly displayed at the place of entry so as to be apparent to all prospective visitors.

General - Attractions shall satisfy all requirements in this policy; be open to all persons regardless of race, color, religion, ancestry, national origin, sex, age or disability; be neat, clean and pleasing in appearance; be maintained in good repair; and comply with all federal, state and local regulations for public accommodations concerning health, sanitation and safety.

On-Premise Sign - The attraction shall have an on-premise sign identifying the name of the facility.

Parking - Adequate off-street parking for normal visitor demand but not less than 15 vehicles.

Registration to do business - Attractions shall be registered with the Indiana Secretary of State's Office and be current with their business entity report. Attractions shall submit a current W-9 tax form with their federal tax ID# to INDOT and the Indiana Department of Administration.

Restrooms and Drinking Water – Modern restrooms and drinking water must be available for public use without charge. If an admission fee is charged for access to the attraction, the restrooms and drinking water may be limited to paying customers, but no additional fee above the admission charge may be charged for restroom access or drinking water.

REQUIREMENTS FOR TOURIST ATTRACTION SIGNS ON CONVENTIONAL ROADS

The tourist attractions listed below are eligible to apply for Tourist Attraction Signs on conventional state and U.S. highways. The appropriate sign color is designated by category.

Destination Signs

Sign Color: White legend and border on a green background

College or University - A traditional resident campus, degree-granting institution that is fully accredited by the Indiana State Regents for Higher Education.

Park & Ride – facilities that allow commuters and other motorists who desire to travel to a central business district, to leave their personal vehicle in a parking lot and transfer to a bus, transit system, or carpool.

Tourist Oriented Directional Signs (TODS)

Sign Color: Should be white legend and border on a blue background

Agritourism Attraction - An established location where customers can interact with Indiana agricultural producers for the purpose of tours, education or other rural experiences, recreation, or the purchase of products. This category is considered a seasonal attraction and months of operation do not apply to this category. The facility must satisfy the additional requirements of at least one (1) of the following agritourism subcategories:

- Agri-educational Venue: A producing farm that offers educational, tourist entertainment, or farm-related activities. Activities may include: horseback riding, corn mazes, farm animal petting zoos, hayrides, or other similar outdoor farm-related activities. The facility may offer on-site lodging opportunities, such as a working guest ranch or bed and breakfast.
- Agriculture Production or Processing Venue: A site that offers product creation tours on a regular basis throughout the year and is located on a producing farm or in a manufacturing setting.

Fairground - A community operated tract of land with permanent buildings such as exhibition halls, bandstands, etc., where fairs or exhibitions are held. Attendance requirements for fairgrounds are shown in Table 1. The hours requirement does not apply to this category.

Orchard - An established area or facility where consumers can purchase fruits, juice, or cider directly from an Indiana producer. This category is considered a seasonal attraction. Months of operation do not apply to this category.

U-Pick Farm - An established area or facility where consumers can purchase pre-picked or pick-it-yourself fresh produce directly from Indiana producers. This category is considered a seasonal attraction. Months of operation do not apply to this category.

Recreational and Cultural Interest Area Signs (RACIAS)

Sign Color: Should be white legend and border on a brown background

Amusement Park - A commercially operated park enterprise which supplies various devices for entertainment, including, but not limited to: roller coasters; water rides; musical entertainment; carnival games; and refreshments. This category is considered a seasonal attraction. Attendance requirements for amusement parks are shown in Table 1. Months of operation do not apply to this category.

Antique Shopping/Artisan Destination Districts - An area located in a city/urban area offering multiple vendor locations for the purchasing of antiques or hand made crafts. There must be at least 5 shops in the District and it must show that marketing efforts are as a district and that it works with the local Visitors Bureau.

Arena - A stadium, sports complex, auditorium, civic center, amphitheater or racetrack that has an attendance and seating capacity as shown in Table 1. The hours requirement does not apply to this category.

Business District/Main Street Community - The central business district of a community or an area within a community which has been officially designated as a Main Street community by the Indiana Main Street program. Official designation will be confirmed by the Indiana Office of Rural Affairs, Main Street Program.

Campground - A facility offering sites for erection of tents or for recreational vehicle parking for the purpose of temporary living in an out-of-doors environment. The facility shall have a minimum of 25 camping spaces.

Cemetery - A state or national cemetery or a cemetery where persons of national or state historical notoriety are interred. Restrooms, drinking water, parking and attendance requirements do not apply to this category.

Convention Center - A center for hosting events with attendance and seating capacity as shown in Table 1. The hours requirement does not apply to this category.

Cultural Center - A center for exhibits, presentations, etc., designed to teach visitors about the culture of current or past residents of the area.

Educational Center - A dedicated facility other than a school or post secondary education facility that is of outstanding educational value and conducts educational programs on a regularly scheduled basis throughout the year to educate the public on a subject.

Farmers Market - An established area or facility where consumers can purchase fresh produce directly from Indiana producers. This category is considered a seasonal attraction. Months of operation do not apply to this category.

Golf Course - A golf course open to the public that is at least 18 holes (non-par 3) and follows United States Golf Association regulations. The golf course must have an on-site Clubhouse and offer a "Stay & Play" package utilizing on-site lodging facilities or a local hotel/motel.

Historical Site - A structure or district listed on the Historic Preservation & Archaeology Division of the Department of Natural Resources' Indiana Register of Historic Sites and Structures as being of historical significance and that is open to the public. Attendance requirements for historical sites are shown in Table 1.

Large Tourist Traffic Generator - A tourist attraction, with no specific category description elsewhere in this policy, that attracts at least 10,000 visitors a year. The facility must also have a marketing plan in place that includes 40% of advertising budget targeting markets more than 50 miles away, thus demonstrating that the facility actively markets itself to tourists (see definition, pg. 3). Facility also must work with local city and count tourism promotion entities (i.e. Convention & Visitors Bureau, or Chamber of Commerce), if one is available.

"Made in Indiana" production facilities - A facility that educates the public about a production process. The facility must offer tours into the production area.

Food & Beverage production - These are manufacturing facilities where food products are produced from raw ingredients such as canning facilities, candy factories, breweries and wineries. The facility must offer product creation tours on a regular basis, samples of product and actively market to tourist (see definition, pg. 3). Fifty percent of the facility's production must be for retail sales for consumption off site. This category does not include restaurants or similar facilities that prepare meals for consumption on or off-site.

Goods production - These are manufacturing facilities where raw materials are transformed into finished product for retail sale. The facility must offer product creation tours on a regular basis and actively markets itself to tourists (see definition, pg. 3).

Marina - A sheltered harbor adjacent to a navigable waterway where boats are kept in the water and recreational boating services are provided. This category is considered a seasonal attraction. Months of operation do not apply to this category.

Museum - An organized and permanent institution with professional staff, essentially educational or aesthetic in purpose, which owns or utilizes tangible objects, cares for them and exhibits them to the public on some regular schedule. Museums with limited parking, restroom and/or drinking water facilities may be considered on a case-by-case basis. If this consideration is requested, a detailed description of the circumstances at the museum must accompany the application form. Attendance requirements for museums are shown in Table 1.

Park, Recreation Area, Forest, or Wildlife Refuge - An area designated for recreation under federal, state or local jurisdiction made available to the public for activities such as fishing, picnicking, hiking, swimming, boating and sports.

Performing Arts Center - A center, normally in a theatre style, for performance of plays, music, dance, etc. by local or touring talent. The facility shall have a minimum of 250 seats. The hours requirement does not apply to this category.

Religious Site - A shrine, grotto or similar type of site that is of a unique religious nature. Religious sites with limited parking, restroom and/or drinking water facilities may be considered on a case-by-case basis. If this consideration is requested, a detailed description of the circumstances at the site must accompany the application form.

Resort Area - A facility with those recreational amenities normally present at a facility that is the main focal point of a vacation. The facility must offer on-site lodging and dining opportunities and should be situated to take advantage of natural, historic or recreational attractions.

Snow Ski Area - A facility with those recreational amenities are normally present at a snow ski facility (mechanical lifts, down hill skiing, tubing, snowboarding, etc). This is considered a seasonal attraction. Months of operation do not apply to this category.

Trademark Destination Brand - A district encompassing buildings, structures, sites, or other facilities that are listed on the National Register of Historic Places or the Indiana Register of Historic Sites and Structures, as being of historical significance, and open to the public. The distance requirement does not apply to this category. This category applicant is required to be open either a Saturday or Sunday as part of its five day per week requirement. This attraction is required to have at least 20,000 visitors per year. Applicant must show that majority of visitors (51%) are not short-term event traffic and meets tourist traffic definition. If applicant is approved, the applicant will be responsible for all costs associated with sign creation, installation and maintenance. In addition, the applicant must:

- Be a local Convention & Visitors Bureau or other economic development agency with a community marketing plan in place.
- Be actively utilizing the destination brand in their marketing. Copy of marketing plan must be provided.
- Register the trademark brand with the Indiana Secretary of State's office and provide copy of the certificate with the application.

Transportation Tourist Attraction – A riverboat, canal boat, trolley or train that offers regular tours of a railway/streetcar line or a navigable waterway and attracts at least 1,000 visitors annually. The dock or station where visitors board the attraction must contain information about the attraction for when the riverboat, canal boat, trolley or train is away from the dock or station. This category is considered a seasonal attraction. Months of operation do not apply to this category.

Visitor Center - A facility where a tourist may interact with local persons knowledgeable of the area for the purpose of obtaining information about local tourist activities and attractions. This attraction is required to be open either a Saturday or Sunday as part of its five day per week requirement.
Water Park - A free standing commercially operated park enterprise with multiple permanently erected water features, rides and devices providing acquatic family entertainment and offering refreshments for visitor consumption. This category is considered a seasonal attraction. Months of operation do not apply to this category. This category is not for lodging facilities with indoor water park facilities.
Zoological/Botanical Facility - A collection of unique living animals or plants. Attendance requirements for zoos and botanical facilities are shown in Table 1.

Additional Eligibility Requirements for Tourist Attraction Signs on Conventional Roads

Distance from the highway - Attractions located more than seven miles from the highway will not be considered for signs.

Hours and Seasonality - Attractions in categories above where hours are not specified must adhere to this requirement. Attractions shall maintain regular hours and schedules and be open to the public at least five days each week, six hours per day, and a minimum of six months of the year. Signs for seasonal attractions (open less than six months) may be displayed when warranted and months of operation will be posted on the sign. Seasonal attractions are noted in their category definition.

Minimum Annual Attendance - Attractions in categories where attendance is not specified or exempted must adhere to this requirement. The annual attendance requirement is 1,500 or as shown in Table 1. If the tourist attraction is more than two miles from the point where the sign is to be placed, the minimum annual attendance will increase 5% for every mile over two miles up to a total allowable distance of seven miles (75 people per mile, or 1,875 at seven miles).

Tourist Traffic - Greater than 50% of the total annual attendance must be from 50 miles or more away. (see definition, pg. 3) If annual attendance is 50,000 or more tourist traffic requirement is 10% (5,000). Facilities that are 50 miles or less from any stateline may apply all out-of-state traffic toward this percentage total without regard to distance from facility.

TABLE 1 - Additional Criteria for Tourist Attraction Signs on Conventional Roads

Type of Generator	Additional Criteria	Metro Area	Urban Area	Rural Area
Arena, Convention Center	Annual Attendance	100,000	50,000	20,000
	Number of Seats	6,000	5,000	4,000
Amusement Park, Botanical Facility, Fairground, Water Park, Zoo	Annual Attendance	50,000	25,000	1,500
Historical Site, Museum	Annual Attendance	6,000	3,000	1,500

Sign Guidelines for Tourist Attraction Signs on Conventional Roads

Tourist Attraction Signs on Conventional Roads provide direction for motorists from the nearest major state highway(s) to the attraction. Tourist Attraction Signs on Conventional Roads will be placed on the most direct route(s) to the attraction to best serve the motoring public.

Maximum Number of Signs - At any given sign location, a maximum of six attractions will be allowed.

No more than two signs will be considered for any one attraction at an intersection (one for each approach).
Additional sign(s) may be allowed in the following instances:

- Attraction is located near two or more state roads/US highways on a city and/or county road or state road and meet the distance requirement from each road. Sign placement may be allowed.

- Example: Attraction is located between 2 state roads, is within the required distance (7 miles or less) and the state roads run semi-parallel to each other.
- Example: Attraction is boxed in by State roads and is the similar distances from each.
- Example: Attraction is same distance to two state roads perpendicular to each other.

- Attraction located off a state road/US highway with traffic counts of less than 2,500 AADT (see definition, pg. 2) may be considered for signs to direct traffic from a higher volume state road to the less AADT state road.
  - Example: Attraction located on a low AADT state road - Signs maybe considered on higher AADT state road directing traffic to the lower AADT state road. No signs needed on lower AADT state road if entrance and attraction signage is visible.
  - Example: Attraction located on a local road off a low AADT state road - Signs maybe considered on the nearest higher AADT state road directing traffic to the low AADT state road with additional signs directing traffic from the low AADT state road to the local road system.

These are mutually exclusive instances an attraction can not apply for both. Other than these instances, Tourist Attraction Signs for Conventional Roads will not be permitted to direct motorists from one state highway to or beyond another state highway. Any additional requests will need to be justified in writing and substantiated by an engineering study.

Seasonality - Signs will state months of operation (e.g., March-October) for a seasonal attraction throughout the year. Seasonality is stated per categories in definitions mentioned on pages 4-6.

Sign Assemblies – Tourist Attraction Signs for Conventional Roads will normally be installed as independent sign assemblies as follows:

If the number of attractions to be shown at an intersection approach is three or less, the signs will be installed on one sign assembly with attractions with arrows pointing to the left above those with arrows pointing to the right. If any straight-ahead arrows are authorized, as in the case where the road turns and the attraction's access is straight ahead, the sign for that attraction will be installed above any signs for attractions to the left or right.

If the number of attractions to be shown at an intersection approach is more than three, the signs will normally be installed on two separate sign assemblies with a maximum of three signs per assembly. Normally, the first assembly will consist of signs with arrows pointing to the left, and the second assembly will consist of signs with arrows pointing to the right.

If more than one attraction exists in a given direction, the signs for the closer attractions will normally be above the more distant attractions.

Sign Design – Tourist Attraction Signs for Conventional Roads will be designed and fabricated by INDOT at the expense of the attraction. The Tourist Attraction Signs for Conventional Roads design will be at the discretion of the District Traffic Engineer following the principles of the IMUTCD and the Standard Highway Signs book. An illustration of a typical TODS sign design is shown in Attachment 2. An illustration of a typical Recreational and Cultural Interest Area sign is shown in Attachment 3.

Attraction signs will have white retroreflectorized legend and borders on a green, blue or brown retroreflectorized background dependent on the category as shown in Table 2 below. Generic or international symbols for the category of the attraction may be considered for incorporation on the signs.

Table 2 – Sign Color for Tourist Attraction Signs on Conventional Roads

Sign Category	Color		
	Legend	Border	Background
Destination Sign	White	White	Green
TODS Sign	White	White	Blue
Recreational and Cultural Interest Area	White	White	Brown

Sign Installation – Attraction signs will be installed by INDOT at the expense of the attraction. The installation location of Attraction signs will be at the discretion of the District Traffic Engineer following the principles of the IMUTCD.

Sign Maintenance – Attraction signs will be maintained by INDOT at the expense of the attraction. Trailblazing from the state highway to the attraction's facility will be maintained by the applicant.

Sign Name – The maximum number of characters allowed on a Attraction sign, including spaces and special characters, shall be 40 for each Attraction applicant. The facility name on the Attraction sign for a facility that offers multiple attractions shall identify the main attraction type that is eligible for Attraction signs.

Additional Requirements and Limitations for Tourist Attractions Signs on Conventional Roads

If the attraction's on-premise sign is readily visible from the highway, Attraction signs are not normally needed. If there are motorist safety concerns, at INDOT's discretion, Attraction signs may be considered to address the conditions.

Attraction signs will not be authorized for a facility if the motorist cannot readily return to the highway in the reverse of the path used to travel to the attraction.

Attraction signs will not be permitted to direct traffic onto a freeway or expressway.

END OF TOURIST ATTRACTION SIGNS ON CONVENTIONAL ROADS

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REQUIREMENTS FOR
TOURIST ATTRACTION SIGNS ON INTERSTATES AND FREEWAYS

The tourist attractions listed below are eligible to apply for Tourist Attraction Signs on Interstates and Freeways which will be placed on the Interstate System, freeways, or select areas of expressways with interchanges. Tourist Attraction Signs on Interstates and Freeways are known as Supplemental Guide Signs (SGS). Sign color is designated by attraction type.

Attraction categories not listed below may qualify for interstate signs through the Indiana Logo Sign Group, 1-800-288-5646 or www.indianalogo.com. An attraction will not be considered for both SGS and logo attraction signage.

Supplemental Guide Signs (SGS)
Sign Color: See Table 4 for legend, border, and background colors of each attraction category.

Amusement Park - A commercially operated park enterprise which supplies various devices for entertainment, including, but not limited to: roller coasters; water rides; musical entertainment; carnival games; and refreshments. This category is considered a seasonal attraction. Months of operation do not apply to this category.
Arena - A stadium, sports complex, auditorium, civic center, amphitheater or racetrack that has a seating capacity as shown in Table 3. The hours requirement does not apply to this category.
Cemetery - A state or national cemetery or a cemetery where persons of national or state historical notoriety are interred. Restrooms, drinking water, parking and attendance requirements do not apply to this category.
College or University - A traditional resident campus, degree-granting institution that is fully accredited by the Indiana State Regents for Higher Education.
Convention Center - A center for hosting events with attendance and seating capacity as shown in Table 3. The hours requirement does not apply to this category.
Fairground - A community operated tract of land with permanent buildings such as exhibition halls, bandstands, etc., where fairs or exhibitions are held. The hours requirements below do not apply to this category. The attendance requirement is shown in Table 3.
Park, Recreation Area, Forest, or Wildlife Refuge - An area designated for recreation and under federal, state or local jurisdiction that is open to the general public for activities such as fishing, picnicking, hiking, swimming, boating and sports. The minimum land and water area must be 2,000 acres. Attendance requirements are shown in Table 3.
Park & Ride - facilities that allow commuters and other motorists who desire to travel to a central business district, to leave their personal vehicle in a parking lot and transfer to a bus, transit system, or carpool.
Performing Arts Center - A center, normally in a theatre style, for performance of plays, music, dance, etc. by local or touring talent. The facility shall have a minimum of 250 seats. The hours requirement does not apply to this category. The attendance requirement is shown in Table 3.
Trademark Destination Brand - A district encompassing buildings, structures, sites, or other facilities that are listed on the National Register of Historic Places or the Indiana Register of Historic Sites and Structures, as being of historical significance, and open to the public. The distance requirement does not apply to this category. This category applicant is required to be open either a Saturday or Sunday as part of its five days per week requirement. Attraction is required to have at least 20,000 visitors per year. Applicant must show that majority of visitors (51%) are not short-term event traffic and meets tourist traffic definition. If applicant is approved, the applicant will be responsible for all costs associated with sign creation, installation, and maintenance. In addition, the applicant must:

- Be a local Convention & Visitors Bureau or other economic development agency with a community marketing plan in place.
- Be actively utilizing the destination brand in their marketing. Copy of marketing plan must be provided.
- Register the trademark brand with the Indiana Secretary of State's office and provide copy of the certificate with the application.

Visitor Center - A facility where a tourist may interact with local persons knowledgeable of the area for the purpose of obtaining information about local tourist activities and attractions. This attraction is required to be open either a Saturday or Sunday as part of its five day per week requirement.

Additional Eligibility Requirements for SGS

Distance from interchange - Normally attractions more than 15 miles from interchange will not be considered for SGS.

Hours - Attractions in categories above where hours of operation were not specified must adhere to this requirement. Attractions must maintain regular hours and schedules and be open to the public at least five days each week, six hours per day, and a minimum of six months of the year.

Minimum Annual Attendance - Requirement is as stated in Table 3.

TABLE 3 - Additional Criteria for Supplemental Guide Signs (SGS)

Type of Generator	Criteria	Metro Area	Urban Area	Rural Area
Arena, Convention Center	Annual Attendance	200,000	150,000	100,000
	Number of Seats	6,000	5,000	4,000
Fairground, Park, Performing Art Center	Annual Attendance	100,000	50,000	20,000
Visitor Center	Annual Attendance	6,000	3,000	1,500

Tourist Traffic - Greater than 50% of the total annual attendance must be from 50 miles or more away. (See Definition, pg 3) If annual attendance is 50,000 or more tourist traffic requirement is 10% (5,000). Facilities that are 50 miles or less from any stateline may apply all out-of-state traffic toward this percentage total without regard to distance from facility.

Sign Guidelines for SGS

The determination of areas where SGS may be installed is at the sole discretion of INDOT based on criteria of the MUTCD, the availability of space for signs, traffic conditions and engineering judgment.

Maximum Number of Signs - Not more than one SGS should be provided on any approach to an interchange. A maximum of two attractions will be authorized for signs on any approach to an interchange. No more than two signs will be considered for any one attraction (one for each direction), and should be located at the closest interchange to the attraction.

Sign Assemblies - SGS will normally be installed as sign assemblies independent of required advance exit sequence signs.

Sign Design - Supplemental Guide Signs for tourist attractions will be designed in accordance with the IMUTCD and the Standard Highway Signs book. SGS will have white retroreflective legend and borders on a green, or brown retroreflective background dependent on category (see Table 4). Generic or international symbols for the category of the attraction may be considered for incorporation on the signs. Normally, a symbol will not exceed 24" X 24". An illustration of a typical sign panel design is shown in Attachment 4.

Sign Name - The facility name on the SGS for a facility that offers multiple attractions shall identify the main attraction type that is eligible for SGS.

Ramp and trailblazer signs – A sign similar in design to a TODS or Recreational and Cultural Interest Area Signs shall be installed on the exit ramp from the interstate or freeway indicating the direction, and if more than one (1) mile away, the distance in whole miles to the attraction. If the attraction is seasonal or has limited days of operation, the ramp sign shall indicate the months or days of operation.

Trailblazer signs similar in design to TODS or Recreational and Cultural Interest Area Signs shall be installed at critical navigation points along the route to the attraction and at the last turn from the state route onto the local road system.

Table 4 – Sign Color for Supplemental Guide Signs (SGS)

SGS Attraction Category	Color		
	Legend	Border	Background
Amusement Park	White	White	Brown
Arena	White	White	Brown
Cemetery	White	White	Brown
College or University	White	White	Green
Convention Center	White	White	Green
Fairground	White	White	Green
Park, Recreation Area, Forest or Wildlife Refuge	White	White	Brown
Park & Ride	White	White	Green
Performing Arts Center	White	White	Green
Trademark Destination Brand	White	White	Green
Visitor Center	White	White	Brown

Additional Requirements and Limitations for SGS

Under exceptional circumstances, when the prime criteria shown in Table 3 are exceeded by at least 50%, consideration may be given to displaying the information at a second freeway exit. This must be documented and justified by a traffic engineering study.

SGS will not be erected for a tourist attraction that would require a motorist to travel on the interchanging road beyond a second freeway.

Signing for a traffic attraction should not be displayed on an SGS until signing has been installed at the exit ramp and trailblazing signing has been installed along the road(s) leading to the attraction. Trailblazing signing off the state highway system shall be erected and maintained by the attraction as directed by local governments. **Trailblazing signs that are not properly installed or maintained shall be justification for removal of the SGS on the interstate or freeway system.**

For purposes of costs to be paid by the applicant, SGS on mainline freeways are considered to be "panel" signs, and ramp signs and trailblazer signs are considered to be "sheet signs".

END OF ELIGIBILTY REQUIREMENTS FOR SGS

CONSOLIDATED ATTRACTION SIGNAGE AND WAYFINDING SIGNS

No installation of any Consolidated Attraction Signage (CAS) or Wayfinding Signs (WFS) may take place on INDOT roads prior to receiving approval for sign design(s) and placement from INDOT. INDOT approval of the program will be documented by terms of a contract between INDOT and the LPA. Any installation made on INDOT roads prior to said approval will be removed at the expense of the installing party(ies).

Rather than having each attraction apply for separate tourist attraction signs on conventional roads, an LPA may submit a CAS and/or WFS program proposal that contains conceptual sign design and placement plans for preliminary approval. CAS may be used throughout a local area. WFS are normally restricted to a defined section of the local area by land use regulations such as, but not limited to, a downtown, business, research, educational, or industrial district. The WFS in one section of the local area may include directional information to another section of the local area with WFS.

If the applicant is not a local government department (i.e. Convention & Visitors Bureau, Main Street organization, etc) a letter of approval/support from city or county government entity (i.e. mayor's office, county commissioner, department of works, etc) must accompany the application.

Attractions eligible for inclusion on CAS or WFS are the attractions listed under tourist attraction signs on conventional roads (see pages 4-6). All attractions included on CAS or WFS shall conform to all corresponding category eligibility requirements listed for tourist attraction signs for conventional roads. For WFS, in addition to the normal attraction categories, other community facilities providing government services or general services may be included, such as, but not limited to, a parking facility, city hall, hospital, school, or a major retail shopping venue, so long as there is at least one (1) location on the sign that meets the established criteria for a tourist attraction sign on a conventional road.

Once a proposal for CAS and/or WFS is approved, the LPA will enter into an attraction signage contract with INDOT. The LPA will be responsible for the design, fabrication, installation and maintenance of the CAS or WFS installations. **Failure to maintain signage in the appropriate manner will be cause for removal.**

Sign Design - CAS and WFS shall conform to the general design requirements and concepts of the IMUTCD. In particular the sign design shall meet the following requirements:

- Letter height for motorist signage shall be a minimum of 4" on roads with posted speed limits less than 30 mph, 6" on roads with posted speed limits from 30 to 50 mph, and 8" on roads with posted speed limits 55 mph and over.
- Logos, when used, shall be designed to be clear, distinct and readily recognizable to motorists traveling at the posted speed limit. Letters used within a logo may be in proportion to the logo but should be easily readable. The maximum logo size permitted shall be 30" x 30". Logos are not restricted to a specific color palette.
- Sign structures shall have a breakaway support design if placed within the clear zone area of the roadway, as described in Chapter 49 of the Indiana Design Manual. Any sign support system not meeting current INDOT standards shall be crash tested for compliance with NCHRP 350 breakaway safety standards by an independent testing lab. A certified copy of the test results showing compliance with the NCHRP 350 standards shall be provided to INDOT. Any support not meeting breakaway standards may not be installed within the clear zone area. However, for roadways with a curb height of at least 6 inches, nonbreakaway signs can be installed if they are more than 1.5 ft. from the curb, as specified in Section 55-5.0 of the Indiana Design Manual.
- Sign backgrounds, legends and borders shall be retroreflective using high-intensity encapsulated sheeting, or prismatic lens reflective sheeting, or another sheeting material approved by the district traffic engineer, for sign structures located on state highways. INDOT may consider requests for custom colors, but the use of red as a background or legend color is prohibited. IMUTCD standards on sign colors shall be followed. Signs with a green background shall meet the minimum retroreflective requirements in the IMUTCD but signs with blue or brown backgrounds only need to be retroreflective.
- The number of lines on the sign may not exceed 5 for roadways with a speed limit of 35 mph or less, and the number of lines on the sign may not exceed 4 for roadways with a speed limit of more than 35 mph.

Sign Location - CAS are allowed only on conventional roads and expressways. WFS are allowed only on conventional roads in a city or town. Signs shall be located to meet current INDOT standards for longitudinal and transverse placement and height above the roadway. CAS and WFS may not be placed over the roadway.

Sign Installation & Maintenance - CAS and WFS shall be installed by LPA staff or a contractor prequalified by INDOT to do sign work. CAS and WFS will be maintained by the LPA. The LPA will maintain an adequate stock of materials to maintain signs in a timely manner. Non-maintained signs that are deemed a traffic hazard by INDOT may be removed and retained by INDOT.

Sign Contract – After review of the application for CAS or WFS by the IOTD and a determination of eligibility by both INDOT and IOTD, INDOT will draft the contract to permit the CAS or WFS to be installed on state right-of-way. The sign contract is for a four (4) year term and can be renewed with the mutual acceptance of both INDOT and the LPA for two (2) additional four (4) year terms. After twelve (12) years a new sign contract should be drafted for fabrication and installation of new signs due to the anticipated life expectancy of CAS and WFS signs.

END OF CAS AND WFS

APPLICATION PROCEDURE

Applications for tourist attraction signing are available from and shall be submitted to:

Indiana Office of Tourism Development
One North Capitol Ave., Ste. 600
Indianapolis, IN 46204

Application form is shown as Attachment 5.

IOTD will review applications for eligibility by tourist attraction in compliance with the tourism criteria in this policy. The office will forward an eligible application within 30 days of receipt to INDOT for a field check.

INDOT district personnel will conduct a field check within 60 days of receipt of an eligible application. Field check will encompass determining if requested sign location is feasible. INDOT will then report their findings to IOTD. If request is approved, IOTD will apprise the applicant and INDOT will prepare a sign agreement between INDOT and applicant.

For tourist attraction signs on *conventional roads*, INDOT is responsible for design and placement of signs in compliance with the current IMUTCD. INDOT will bill the applicant the cost of sign fabrication, installation and maintenance. Tourist attraction signs on conventional roads will not be fabricated or installed until payment is received. Subsequent annual maintenance charges will be billed to the attraction for the life of the sign contract ***(4 years).*** The sign contract may be renewed with the mutual acceptance of both parties for additional four (4) year terms. Unpaid annual charges will result in removal of the sign(s) and a new agreement will be needed for reinstallation of the sign(s).

The INDOT District Office(s) will check for necessary trailblazing signs off primary system. Trailblazer signs must be in place and in satisfactory condition prior to installation on interstates or freeways. The procurement and erection of trailblazer signs on local roadways will be the responsibility of the attraction. Prior to installing tourist attraction signs on interstates and freeways (and/or conventional roads) on the INDOT right-of-way, the attraction shall provide INDOT with copies of authorization or permission to install necessary trailblazing signage off of the INDOT right-of-way.

For tourist attraction signs on *interstates and freeways*, the attraction will enter into a contract with INDOT to arrange for the installation and maintenance of the signs. The sign contract will be for a term of four (4) years. The attraction will hire a pre-qualified consultant to design the signs and a pre-qualified contractor to install the signs. INDOT will maintain the signs based on payment of the annual maintenance charges. The sign contract may be renewed with the mutual acceptance of both parties for additional four (4) year terms. Unpaid annual charges will result in removal of the sign(s),and a new agreement will be needed for reinstallation of the sign(s).

INDOT must approve final mainline sign design and ramp signs before installation. INDOT District Office(s) will check for necessary trailblazing signs off primary system. Trailblazer signs must be in place and in satisfactory condition prior to installation on interstates or freeways. The procurement and erection of trailblazer signs on local roadways will be the responsibility of the attraction. Prior to installing tourist attraction signs on INDOT right-of-way (interstates, freeways, and conventional roads), the attraction shall provide INDOT with copies of authorization or permission to install necessary trailblazing signage off the INDOT right-of-way.

If the applicant fails to continue meeting qualifications, fails to timely renew the sign maintenance contract with INDOT, fails to maintain trailblazing off of INDOT roads, or ceases to exist, then its signs will be removed. There will be no refunds or credits for fees paid.

Agencies of state government that operate facilities not otherwise allowed signs by this policy may apply for special consideration of the facility for signage.

END OF APPLICATION PROCEDURE

COSTS

The design, fabrication, installation and maintenance costs of tourist attraction signs on interstates, freeways, and conventional roads installed on INDOT right-of-way for a privately operated tourist attraction, whether or not for profit, will be assumed by the attraction facility. Tourist attractions that are operated by a government agency or state university must meet the requirements of INDOT's Fee Courtesy Policy in order for INDOT assume the design, fabrication, installation, and maintenance costs of the attraction facility.

The design, fabrication, installation and maintenance costs for approved CAS and WFS will be assumed by the LPA requesting the signs.

When an applicant requests relocation or modification of a sign, if the request is approved by INDOT, the costs for relocation or modification will be paid by the applicant. INDOT will relocate and/or modify tourist attraction signs on conventional roads. For tourist attraction signs on interstate and freeways, the attraction, including government owned/operated attractions, must retain a pre-qualified contractor to do the approved work.

Costs for relocation of a sign necessitated by an INDOT road construction project will be paid by INDOT.

INDOT's District Traffic Section will be responsible for designing, fabricating and maintaining all tourist attraction signs on conventional roads. Attractions will be required to pay all design, fabrication, installation and the first year's maintenance fees prior to design, fabrication or installation of the requested signs.

INDOT does not design or install tourist attraction signs on interstates or freeways. A consulting engineer acceptable to INDOT must be retained by the attraction for the design of tourist attraction signs on interstates or freeways and any associated ramp signs and/or trailblazer signs. INDOT shall approve the design(s) and proposed field location(s) prior to fabrication of the signs. A contractor pre-qualified for sign work by INDOT must be retained by the attraction to install the interstate or freeway signs and any associated ramp signs and/or trailblazer signs on INDOT right-of-way. The INDOT district contact will provide the list of pre-qualified contractors and consultants. INDOT will maintain the interstate or freeway signs and any associated ramp signs and/or trailblazer signs on INDOT right-of-way.

Attractions will be required to pay the first year maintenance fee prior to installation of the requested signs for tourist attraction signs on *conventional roads*. Attractions will be required to pay the first year maintenance fee within sixty (60) days of the installation of the requested signs for tourist attraction signs on *interstates and freeways*.

The fees to be paid by applicants to INDOT for work performed by INDOT are:

Tourist Attraction Signs on Conventional Roads (sheet signs)
Design and fabrication.....$ 100.00 each
Installation .....$ 250.00 each
Maintenance..... $ 50.00 each per year

Additional Costs (if applicable)
Modification .....$ 100.00 each
Relocation..... $ 250.00 each

Tourist Attraction Signs on Interstates and Freeways* (panel signs)
Maintenance of panel sign.....$ 350.00 each per year
*Additional Contractor fees for design, fabrication and installation.

If the applicant fails to continue meeting qualifications, fails to timely renew the sign maintenance contract with INDOT, fails to maintain trailblazing off of INDOT roads, or ceases to exist, then its signs will be removed. There will be no refunds or credits for fees paid.

END OF COSTS

INDIANA TOURIST ATTRACTION SIGN POLICY

Pursuant to IC 9-21-4-5, the Indiana Department of Transportation in cooperation with the Indiana Office of Tourism Development may establish criteria for tourist attraction signage.

On this date, the Indiana Department of Transportation and the Indiana Office of Tourism Development hereby adopt this policy, which supersedes and revokes all previous policies pertaining to Supplemental Guide Signs, Tourist Oriented Destination Signs, and other Tourist Attraction Signs on Conventional Roads, Interstates, and Freeways.

So established this 13th day of May, 2009.

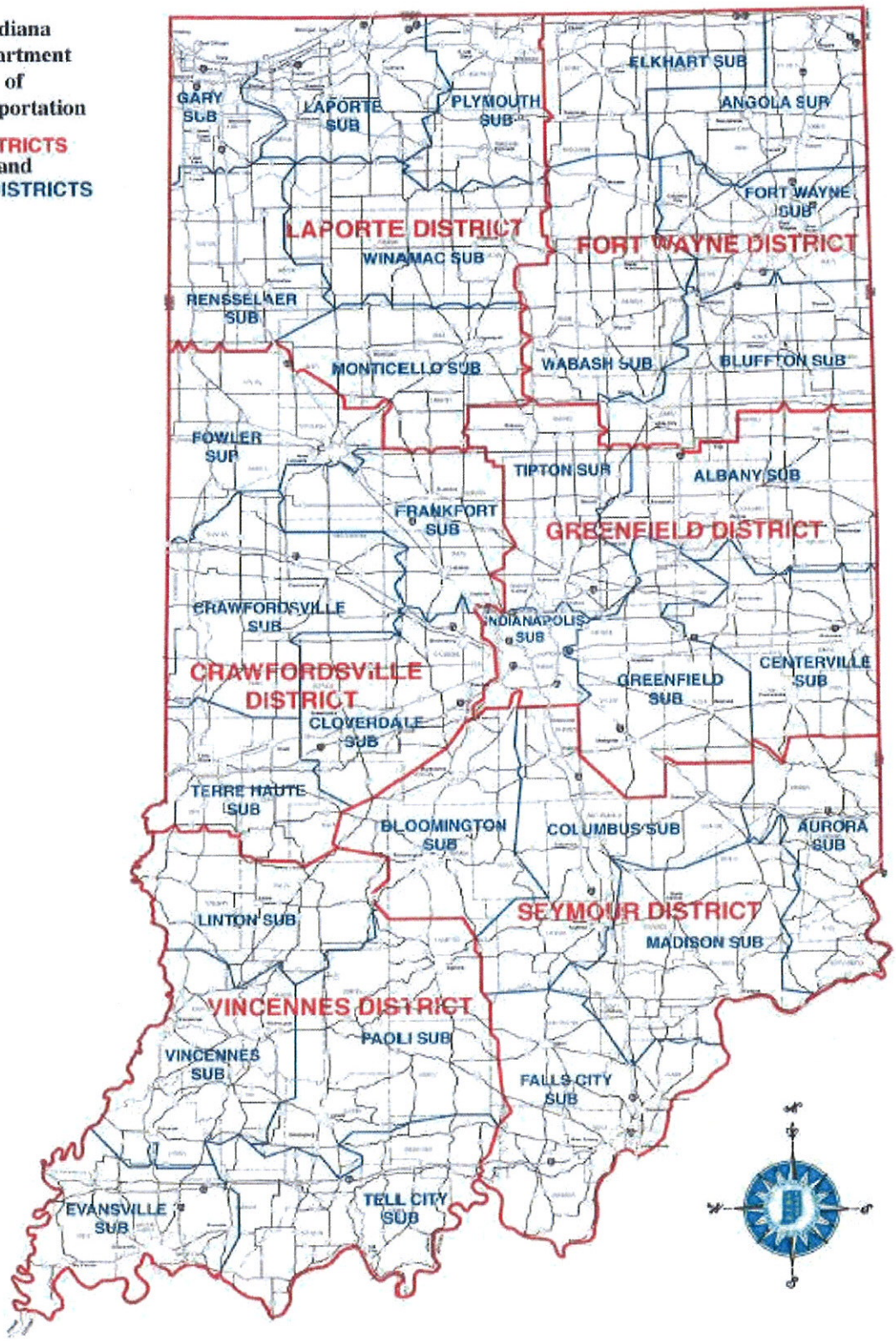
James M. Poturalski
Deputy Commissioner of Highway Management
Indiana Department of Transportation

Amy Vaughan
Director
Indiana Office of Tourism Development

ATTACHMENT 1

Indiana Department of Transportation

DISTRICTS and SUB-DISTRICTS



INDOT Crawfordsville District
Attn: Traffic Office
41 West CR 300 North
P.O. Box 667
Crawfordsville, IN 47933
765-361-5635

INDOT Fort Wayne District
Attn: Traffic Office
5333 Hatfield Rd
Fort Wayne, IN 46808
260-969-8230

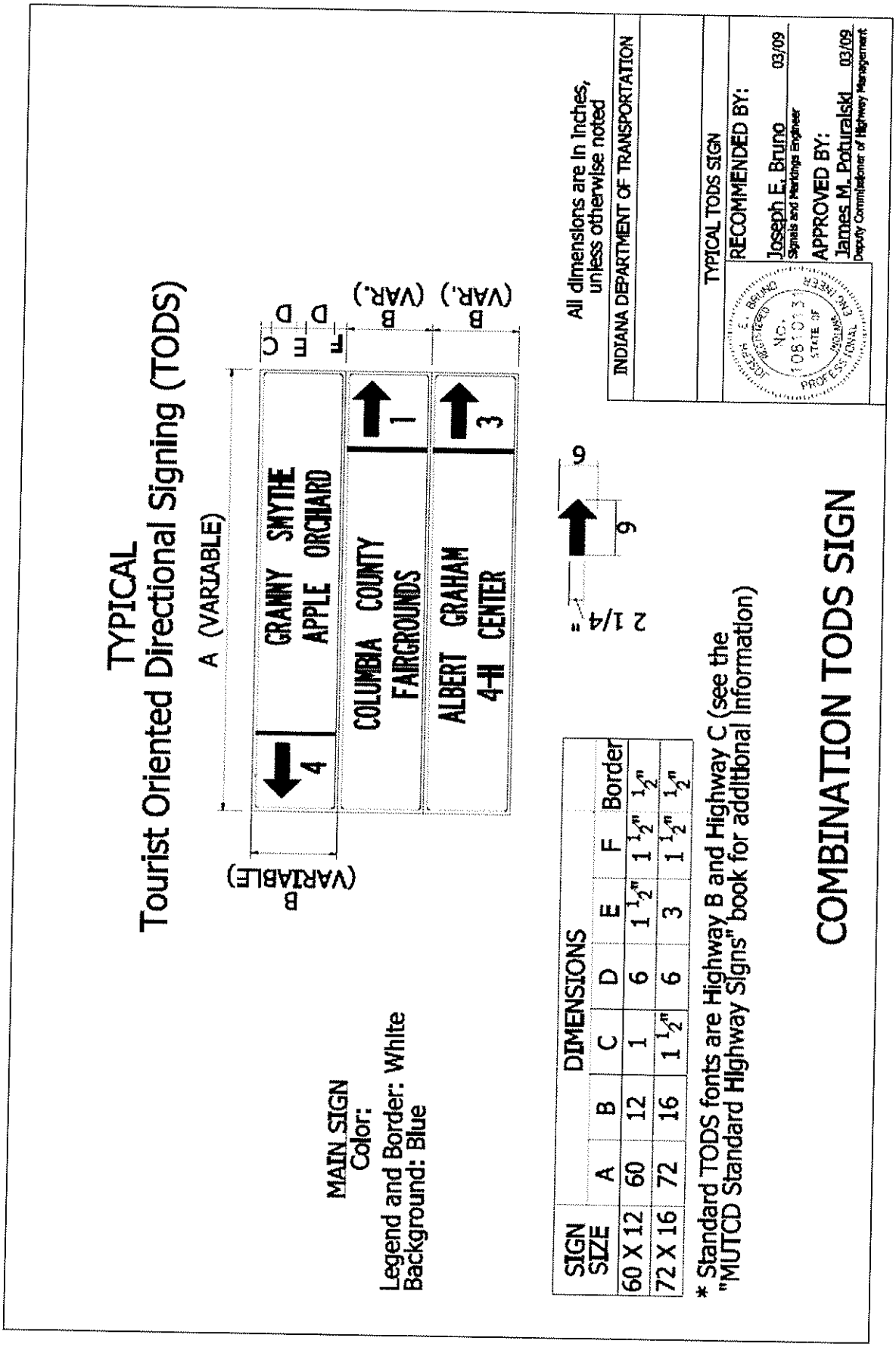
INDOT Greenfield District
Attn: Traffic Office
32 S Broadway St
Greenfield, IN 46140
317-467-3429

INDOT LaPorte District
Attn: Traffic Office
315 E Boyd Blvd
LaPorte, IN 46350
219-325-7406

INDOT Seymour District
Attn: Traffic Office
185 Agrico Ln
Seymour, IN 47274
812-524-3764

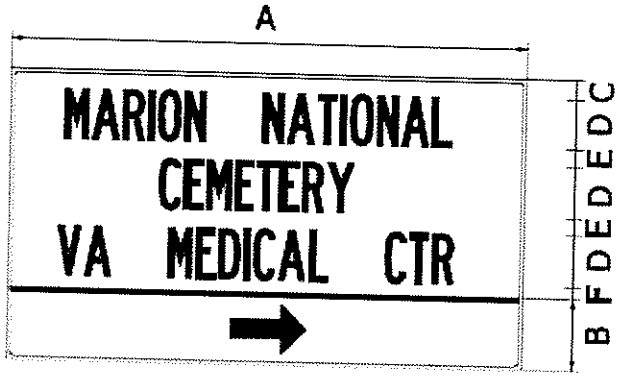
INDOT Vincennes District
Attn: Traffic Office
3650 S US Hwy. 41
Vincennes, IN 47591
812-895-7451

ATTACHMENT 2

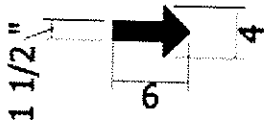


TYPICAL
Recreational and Cultural Interest Area Sign

MAIN SIGN
Color:
Legend and Border: White
Background: Brown



SIGN SIZE	DIMENSIONS						
	A	B	C	D	E	F	Border
36 X 30	36	9	3	4	3	3	½"



All dimensions are in inches, unless otherwise noted

Standard TODS fonts are Highway B and Highway C (see the "MUTCD Standard Highway Signs" book for additional information)

Recreational and Cultural Interest Area Sign

INDIANA DEPARTMENT OF TRANSPORTATION

Recreational and Cultural Interest Area Sign

JOSEPH E. BRUNO REGISTERED No. 10810131 STATE OF INDIANA PROFESSIONAL ENGINEER

RECOMMENDED BY:
Joseph E. Bruno 03/09
Signals and Markings Engineer

APPROVED BY:
James M. Poturalski 03/09
Deputy Commissioner of Highway Management

ATTACHMENT 3

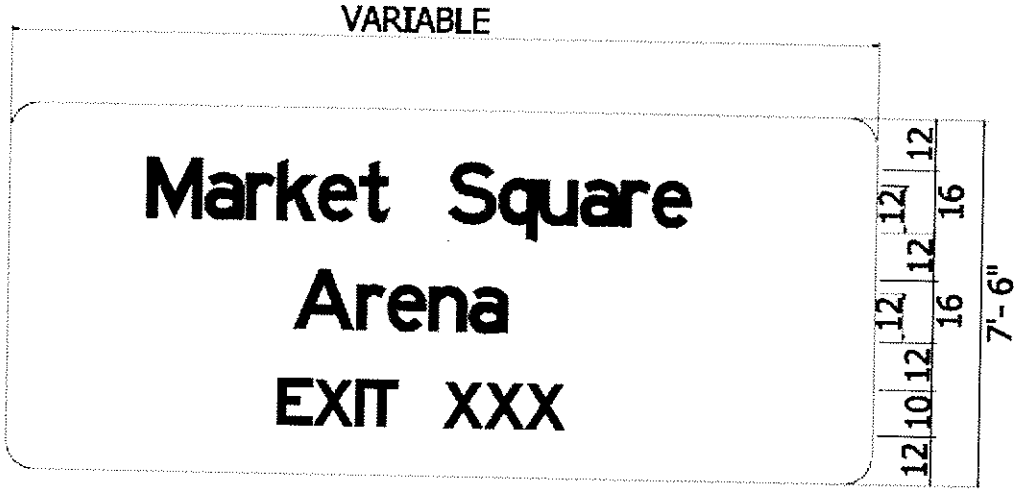
TYPICAL
SUPPLEMENTAL GUIDE SIGNS (SGS)

MAIN SIGN
Color:

Legend and Border: White
Background: Green or Brown

Font:
Standard SGS Fonts are:
Highway D, E Modified, and E
(see the "MUTCD Standard Highway Signs" book for additional information)

Pokagon
State Park
EXIT XXX



All dimensions are in inches, unless otherwise noted

INDIANA DEPARTMENT OF TRANSPORTATION

TYPICAL SGS SIGN

JOSEPH E. BRUNO REGISTERED No. 10810134 STATE OF INDIANA PROFESSIONAL ENGINEER

RECOMMENDED BY:
Joseph E. Bruno 03/09
Signals and Markings Engineer

APPROVED BY:
James M. Poturalski 03/09
Deputy Commissioner of Highway Management

ATTACHMENT 4

ATTACHMENT 5

Indiana Tourist Attraction Sign Program Application

Type of road sign placement requesting: US Route/State Rd _____ Interstate/Freeway _____ CAS/WFS Request? YES NO

Facility Name: _____

Address: _____

In or near city or town of _____ **County:** _____

Requested Sign Location (enclose map showing your facility and sign location): _____

Distance from intersection to attraction (in miles) : _____

Name of attraction to be on sign: _____

Description of attraction (enclose brochure): _____

Annual Attendance: _____ **Attendance percentage traveling more than 50 miles:** _____ %

Tracking method: _____ **Months of operation:** _____

Days of week: _____ **Hours of operation:** _____

Type of facility:

_____Agritourism Attraction*	_____Educational Center*	_____Religious Site*
_____Amusement Park	_____Fairground	_____Resort Area*
_____Antique Shopping/Artisan Districts*	_____Golf Course*	_____Snow Ski Area*
_____Arena	_____Historical Site*	_____Trademark Destination Brand
_____Business District/Main Street Community*	_____Large Tourist Traffic Generator*	_____Transportation Tourist Attraction*
_____Campground*	_____"Made in Indiana" Manufacturing Facilities*	_____U-Pick Farm/Orchard or Farmers Market*
_____Cemetery	_____Museum*	_____Visitor Center
_____College or University	_____Park, Forest, Recreation or Wildlife Area	_____Water Park*
_____Convention Center	_____Park & Ride	_____Zoological/Botanical Facility*
_____Cultural Center*	_____Performing Arts Center	

*Can ONLY apply for tourist signs on conventional roads. For interstate and freeway signs, you may qualify under the Indiana Logo Sign program. Contact the Indiana Logo Sign Group, (800)-288-5646 or www.indianalogo.com.

Is admission or any other fee charged? YES NO If yes, please describe: _____

Do you currently have signs on or off-road? If so, where? _____

I understand that all applicants are responsible for costs related to sign fabrication, installation and maintenance. If approved, I agree to pay such costs. I also understand that my attraction may qualify for signs based on policy criteria, but signs are not guaranteed due to underlying safety and/or space issues. Businesses and nonprofit organizations must be registered with the Indiana Secretary of State. Please include W9 form with application.

Signature: _____ **Date:** _____

(Please Print)

Name: _____ **Title:** _____

Address: _____ **City, Zip:** _____

Email: _____ **Phone:** _____

INCLUDE WITH YOUR APPLICATION: (1) A map or sketch showing the location of the attraction and the location(s) of the requested signs must accompany this application. (2) Marketing materials (ie brochure) must accompany this application. (3) If local road trailblazing is installed include copy of authorization letter and images. If trailblazing is not installed, include copy of authorization. See category definitions on pages 4, 5, 6 & 10 for additional materials to include with your application.

Submit application to: Indiana Office of Tourism Development, One North Capitol, Ste. 600, Indianapolis, IN 46204-2288
Phone: 317-233-6761, Fax: 317-233-6887, E-mail: arichardson@VisitIndiana.com