INDIANA TOURIST ATTRACTION SIGN POLICY

Purpose and Application - Indiana Code Section 9-21-4-5 allows the Indiana Department of Transportation (INDOT) to provide directional signs for tourist activities/attractions by using Tourist-Oriented Directional Signs (TODS) for conventional highways or Supplemental Guide Signs (SGS) for interstates, freeways and specific parts of expressways. Attraction directional signs provide motorists with directional information for attractions and points of interest such as historic, cultural, educational or religious sites, sites of natural scenic beauty, or sites suited for outdoor recreation.

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.

Compliance with criteria - Attractions shall continue to meet minimum eligibility criteria as long as signs are displayed. Signs may be removed if compliance is not maintained.

DEFINITIONS

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.

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.

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.

Metro Area - An area of 50,000 inhabitants or more living in one or more contiguous cities or towns that are recognized as a metropolitan statistical area.

Rural Area - Areas that are not metro or urban including communities with a population less than 5,000.

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

Supplemental Guide Sign (SGS) - A large sign with a blue, brown or green retroreflective background and white retroreflective legend and border that provides direction to one or two supplemental destinations which can be reached from the interchange. SGS are normally 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.

Tourist - A person who travels over 50 miles one way from home (Travel Industry Association of America (TIA) 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) - A rectangular sign with blue, brown or green retroreflective background and white retroreflective legend and border providing motorists with directional information to tourist oriented businesses offering services or activities for tourists. TODS are intended for use on conventional roads with at grade intersections.

Trailblazing - Informational plaques, shields or signs designed to provide the traveling public with guidance in following a route to a particular tourist attraction.

Urban Area - An area of 5,000 to 49,999 inhabitants living in one or more contiguous cities or towns, which is not included in a metropolitan area.

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 businesses 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.

Restrooms and Drinking Water - Restrooms and drinking water must be available for public use.

END OF GENERAL ELIGIBILITY REQUIREMENTS

ELIGIBITY REQUIREMENTS FOR TOURIST ORIENTED DIRECTIONAL SIGNS (TODS)

The tourist attractions listed below are eligible to apply for TODS on conventional state and U.S. highways.

Agri-tourism/Agri-education attraction - An established location where customers can interact with Indiana producers for the purpose of tours, educational and/or other rural experiences, recreation, and purchase of products. Additional criteria are listed in Attachment 3. Typically a blue and white sign.

Airport - A commercial or public general aviation airport approved by the Federal Aviation Administration. Typically a green and white sign.

Amusement Park - A commercially operated park enterprise that supplies refreshments and various forms of devices providing family entertainment. Typically a brown and white sign.

Arena - A stadium, sports complex, auditorium, civic center or racetrack that has an attendance and seating capacity as shown in Table 1. The hours requirements below do not apply to this category. Typically a brown and white sign.

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. Typically a blue and white sign.

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 and be open a minimum of six consecutive months of the year.

Cemetery - A state or national cemetery or a cemetery with historical significance. Typically a blue and white sign. Restrooms, drinking water and parking requirements do not apply to this attraction.

College or University - A traditional resident student campus, degree-granting institution that is fully accredited by the Indiana State Regents for Higher Education. Distance criteria are shown in Table 1. Typically a blue and white sign.

Convention Center - A center for hosting events with attendance and seating capacity as shown in Table 1. The hours requirements below do not apply to this category. Typically a blue and white sign.

Cultural Center - A center for performing arts, exhibits, concerts, etc., that has an occupancy capacity of at least 250 people. The hours requirements below do not apply to this category. Typically a brown and white sign.

Educational Center - A facility that is of outstanding educational value and conducts educational programs on a regularly scheduled basis throughout the year. Typically a blue and white sign.

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. Typically a blue and white sign.

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. Typically a brown and white sign.

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. Typically a brown and white sign.

Military Base/Armory/Military Reserve Center - A facility operated by the United States government or the state of Indiana for training of troop units, or for maintaining inventory and warehousing equipment. The hours requirements below do not apply to this category. Typically a blue and white sign.

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. Typically a brown and white sign.

Park - An area that is open to the general public for activities such as fishing, picnicking, hiking, swimming, boating and sports. Typically a brown and white sign.

Recreation Area, Forest or Wildlife Refuge - An area designated under federal, state or local jurisdiction made available to the public. Typically a brown and white sign.

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. Typically a blue and white sign.

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. Typically a brown and white sign.

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. Typically a brown and white sign.

U-Pick Farm, Orchard or Farmers Market - An established area or facility where consumers can purchase pre-picked or pick-it-yourself fresh Indiana products directly from Indiana producers. This category is considered a seasonal attraction. Months of operation do not apply to this category. Typically a blue and white sign.

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 days per week requirement. Typically a blue and white sign.

Winery - A facility that offers tours to educate the public about winemaking and has a tasting room or area. Typically a blue and white sign incorporating the grape cluster logo.

Zoological/Botanical Facility - A collection of unique living animals or plants. Typically a brown and white sign.

Although typical sign colors are identified, all signs may be green and white.

Additional Eligibility Requirements for TODS

Hours - 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 eight months of the year.

Minimum Annual Attendance - Attractions in categories above 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 or fraction thereof over two miles up to a total of seven miles. More than 50% of the total annual attendance must be from actual tourist traffic (see Tourist definition).

Distance from the highway - Attractions located more than seven miles or as shown in Table 1 from the highway will not be considered for signs.

Sign Guidelines For TODS

Maximum Number of Signs - A maximum of six attractions will be authorized for signs on any approach to an intersection. No more than two signs will be considered for any one attraction (normally one for each approach direction), and should be located at the closest major intersection to the attraction. Any exceptions will require justification.

Seasonality - Signs for seasonal attractions may be displayed when warranted. When located within five miles of the intersection and when the Department of Transportation determines **it is justifiable based on the criteria outlined in this policy** to sign seasonal attractions, such as farmers markets or snow ski facilities, TODS may be erected. Such signing shall state the months of operation (e.g., March-October) for seasonal attractions and the signs will remain erected throughout the year.

Sign Assemblies - TODS should 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 should generally 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 should be above the more distant attractions.

Sign Design - TODS will be fabricated by INDOT. The TODS 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 sign panel design is shown in Attachment 1.

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

Sign Installation - TODS will be installed by INDOT. The installation location of TODS will be at the discretion of the District Traffic Engineer following the principles of the IMUTCD.

Sign Maintenance - TODS will be maintained by INDOT. Trailblazing from the state highway to the attraction's facility will be maintained by the applicant.

Additional Requirements and Limitations for TODS

TODS for eligible attractions may be authorized to provide direction for motorists from the nearest major state highway(s) to the attraction. TODS will be placed on the most direct route to the attraction to best serve the motoring public.

TODS will not be permitted for facilities that are located on a state highway.

If the attraction's on-premise sign is readily visible from the highway, a TODS is not normally needed to turn motorists from the highway onto the road to the attraction.

TODS will not be permitted to direct motorists from one state highway to or beyond another state highway.

TODS 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.

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

TABLE 1 - Additional Criteria for Tourist Oriented Directional Signage (TODS)

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
College or University	Maximum Distance from Intersection (Miles)	7	7	25
Amusement Park, Fairground, Museum, Zoological/Botanical Facility	Annual Attendance	50,000	25,000	1,500
Historical Site	Annual Attendance	6,000	3,000	1,500

END OF TODS

ELIGIBLITY REQUIREMENTS FOR SUPPLEMENTAL GUIDE SIGNS (SGS)

The tourist attractions listed below are eligible to apply for Supplemental Guide signs, which will be placed on the Interstate System, freeways, or select areas of expressways with interchanges.

Agri-tourism/Agri-education attraction - An established location where customers can interact with Indiana producers for the purpose of tours, educational and/or other rural experiences, recreation and purchase of products. An annual attendance of 5,000 persons is required. Additional criteria are listed in Attachment 3. Typically a blue and white sign.

Airport - An airport approved by the Federal Aviation Administration, is city or county-owned and has a regularly scheduled airline service. Typically a green and white sign.

Arena - A stadium, sports complex, auditorium, civic center or racetrack that has a seating capacity as shown in Table 2. The hours requirements below do not apply to this category. Typically a brown and white sign.

College or University - A traditional resident campus, degree-granting institution that is fully accredited by the Indiana State Regents for Higher Education. Distance criteria are shown in Table 2. Typically a blue and white sign.

Convention Center - A center for hosting events with attendance and seating capacity as shown in Table 2. The hours requirements below do not apply to this category. Typically a blue and white sign.

Cultural Center - A center for performing arts, exhibits, concerts, etc., that has an occupancy capacity of at least 1,000 people. The hours requirements below do not apply to this category. Typically a brown and white sign.

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. Typically a blue and white sign.

Military Base - A facility operated by the United States government or the state of Indiana for training of troop units, or for maintaining inventory and warehousing equipment. The hours requirements below do not apply to this category. Typically a blue and white sign.

Park - An area that is open to the general public for activities such as fishing, picnicking, hiking, swimming, boating and sports. Typically a brown and white sign.

Recreation Area, Forest or Wildlife Refuge - An area designated and under federal, state or local jurisdiction made available to the public. Typically a brown and white sign.

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 days per week requirement. Typically a blue and white sign.

Although typical sign colors are identified, all signs may be green and white.

Additional Eligibility Requirements 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 eight months of the year.

Minimum Attendance - Requirement is as stated in Table 2. More than 50% of the total annual attendance must be from actual tourist traffic (see Tourist definition).

Distance from interchange - Normally attractions more than 10 miles from interchange or as shown in Table 2 will not be considered for SGS.

Sign Guidelines for SGS

In general, SGS will not be permitted in areas where official actions of INDOT do not allow installation of logo signs.

Maximum Number of Signs - 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 should normally be installed as independent sign assemblies.

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, blue or brown reflector background dependent on category. Generic or international symbols for the category of the attraction may be considered for incorporation on the signs. An illustration of a typical sign panel design is shown in Attachment 2.

Sign Placement - Not more than one SGS should be provided in each direction along any freeway. Signs for these facilities shall be located in advance of the interchanging road that provides the shortest and most direct route to the facility.

Additional Requirements and Limitations for SGS

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

Under exceptional circumstances, when the prime criteria shown in Table 2 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.

Normally, two traffic attractions may be displayed on a single SGS.

Signing for a traffic attraction should not be displayed on an SGS until signing has been installed at the ramp terminals and trailblazing signing installed along the intersecting road 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.

TABLE 2 - Additional Criteria for Supplemental Guide Signs (SGS)

Type of Generator	Additional 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
College or University	Distance from Interchange (Miles)	10	10	25
Fairground	Annual Attendance	100,000	50,000	20,000

END OF ELIGIBILTY REQUIREMENTS FOR SGS

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CONSOLIDATED ATTRACTION SIGNAGE (CAS) AND WAYFINDING SIGNS (WFS)

No installation of any CAS or WFS may take place on INDOT roads prior to the INDOT's approval of the program, the sign design(s) and the proposed sign locations. INDOT approval of the program will be documented by terms of an Agreement between INDOT and the LPA. Any installation made on INDOT roads prior to said approvals is subject to removal at the expense of the installing party(ies).

Rather than having each attraction apply for a separate TODS, 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 definite section of the local area such as a downtown business district.

Attractions eligible for inclusion on CAS or WFS are restricted to eligible attractions listed under TODS. All attractions included on CAS or WFS shall conform to all corresponding category eligibility requirements listed for TODS. In addition to the normal attraction categories, parking structures may be included on WFS.

Once a proposal for CAS and/or WFS is approved, the LPA will enter into an attraction signage agreement with INDOT. The LPA will be responsible for the design, fabrication, installation and maintenance of the CAS or WFS structures. **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 addition:

- 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 45 mph;
  8" on roads with posted speed limits 50 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.
- Sign structures shall have a breakaway support design. 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 350 standards shall be provided to INDOT. Any support not meeting breakaway standards may not be installed within the clear zone area.
- Sign backgrounds, legends and borders shall be retroreflective using high-intensity encapsulated or prismatic lens reflective sheeting for sign structures located on state highways. INDOT may consider requests for custom colors on a per project basis.

Sign Location - CAS and WFS are allowed only on conventional roads and expressways. 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 - CAS and WFS shall be installed by LPA staff or a contractor prequalified by INDOT to do sign work.

Sign Maintenance - 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.

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. 100
Indianapolis, IN 46204

Application form is shown as Attachment 4.

The Office of Tourism and Film Development will screen and review applications for eligibility as a tourist attraction in compliance with the criteria in this policy. The office will forward applications initially appearing to meet the criteria to INDOT for further consideration. The Office of Tourism and Film Development will send an application initially appearing to meet the criteria to INDOT for further consideration within 30 days of receipt of application.

INDOT will review the application and a field check will be made by district personnel within 60 days of receipt to verify information provided and to collect additional data on existing conditions. If a request is approved, INDOT will prepare an agreement for execution by INDOT and the applicant for the appropriate sign type. INDOT will be responsible for design and placement of TODS in compliance with the current IMUTCD. INDOT must concur with the design of SGS and related signs before installation.

For TODS, INDOT will bill the applicant the cost of sign fabrication, installation and maintenance. TODS will not be fabricated or installed until payment is received from the attraction. Subsequent annual maintenance charges will be billed to the attraction for the life of the signage contract. Unpaid annual charges will result in removal of the sign(s). A new agreement will be needed for reinstallation of the sign(s). **If the applicant fails to continue meeting qualifications, fails to maintain trailblazing off of INDOT roads, or ceases to exist, its signs will be removed. There will be no refunds or credits for fees paid.**

For SGS, INDOT's District Office will check for any necessary trailblazing signs off the primary system. Trailblazer signs must be in place and in satisfactory condition prior to SGS installation. **If the applicant fails to continue meeting qualifications, fails to maintain trailblazing off of INDOT roads, or ceases to exist, its signs will be removed. There will be no refunds or credits for fees paid.**

The procurement and erection of signs on local roadways will be the responsibility of the LPA or attraction. Prior to installing SGS or TODS on the INDOT right-of-way, the attraction shall provide INDOT with copies of its authorization or permission to install necessary trailblazing signage off of the INDOT right-of-way.

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 TODS and SGS installed on INDOT right-of-way for tourist attractions owned and/or operated by a governmental agency will be borne by INDOT.

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

The design, fabrication, installation and maintenance costs of the qualifying TODS and SGS for a tourist attraction, owned and/or operated by private enterprise, whether or not for profit, will be borne by the attraction facility.

When an applicant requests a 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. For sheet signs, the relocation or modification will be done by INDOT. For panel signs, the applicant 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 TODS. 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 Supplemental Guide Signs. A consulting engineer acceptable to INDOT must be retained for the design of SGS and any associated ramp signs and/or trailblaze signs. INDOT shall concur with the design and proposed field location prior to fabrication of the signs. A contractor pre-qualified for sign work by INDOT must be retained by the attraction to install the SGS and any associated ramp signs and/or trailblaze signs on INDOT right-of-way. INDOT will maintain the SGS and any associated ramp signs and/or trailblaze signs on INDOT right-of-way. Attractions will be required to pay the first year maintenance fee prior to installation of the requested signs.

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

Design and fabrication of TODS..... $ 100.00 each
Installation of TODS..... $ 250.00 each
Modification of sheet sign..... $ 100.00 each
Relocation of sheet sign..... $ 250.00 each
Maintenance of sheet sign..... $ 50.00 per year
Maintenance of panel sign..... $ 300.00 per year

END OF COSTS

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INDIANA TOURIST ATTRACTION SIGN POLICY

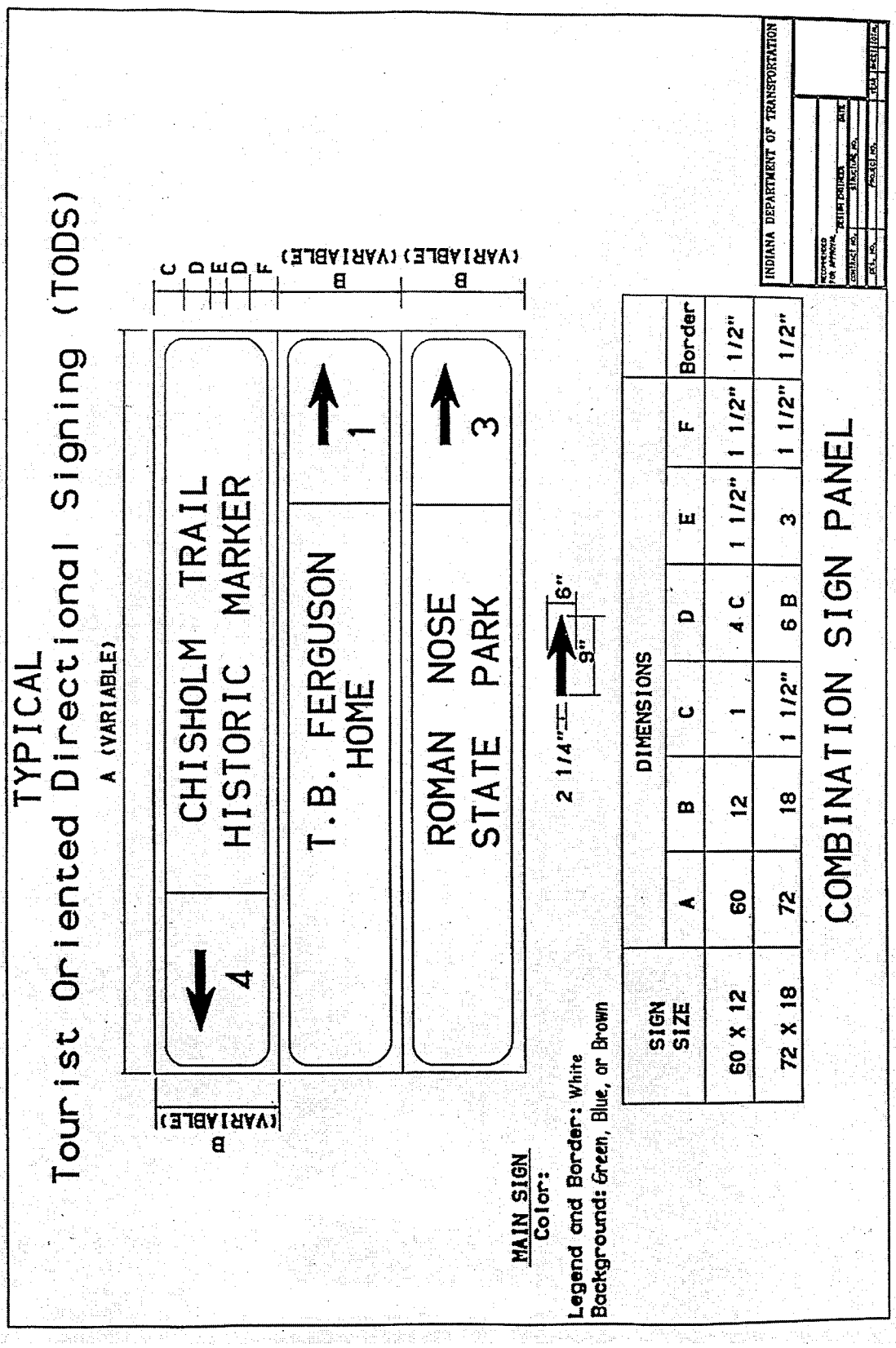
Pursuant to IC 9-21-4-5, the Indiana Department of Transportation in cooperation with the Indiana Department of Commerce may establish criteria for tourist attraction signage.

On this date, the Indiana Department of Transportation and the Indiana Department of Commerce hereby adopt this policy, which supercedes and revokes all previous policies pertaining to Supplemental Guide Signs and Tourist Oriented Destination Signs.

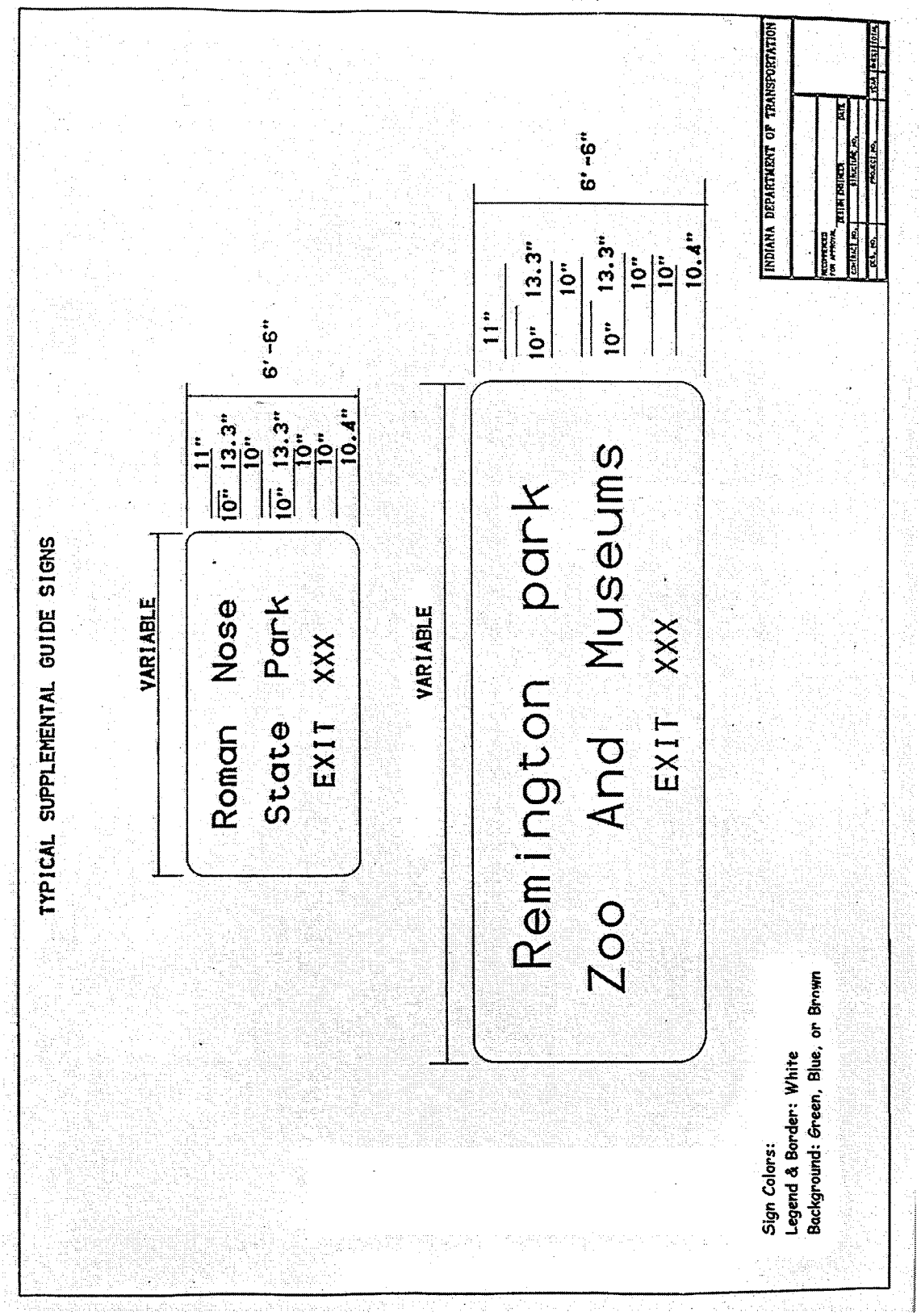
So established this 29th day of December, 2004.

Executive Director
Indiana Department of Commerce

Commissioner
Indiana Department of Transportation



ATTACHMENT 1



ATTACHMENT 2

Additional Criteria for Agri-tourism/Agri-education Attractions

The following additional criteria apply to Agri-tourism/Agri-education Attractions. These criteria apply to both TODS and SGS applicants.

Agri-educational venue - A producing farm that offers educational, tourist entertainment and/or farm related activities. Activities may include horseback riding, corn mazes, farm animal petting zoos, hayrides, or other similar out-of-doors farm-related activities. Also, the facility may offer on-site lodging opportunities such as a working guest ranch or bed and breakfast.

Agriculture production and/or processing venue - Offers product creation tours on a regular basis throughout the year and is located on a producing farm or in a manufacturing setting.

Agri-tourism/Agri-education attraction applications will be approved by the Office of the Commissioner of Agriculture prior to submittal to INDOT.

ATTACHMENT 3

Application for the Indiana Tourist Attraction Sign Program

Facility Name: _____

Address: _____

In or near city or town of _____ County: _____

Type of sign requesting: TODS_____ (Conventional highways – state and US highways)

Supplemental Guide Sign (SGS)_____ (Interstate highways, Freeways and some parts of Expressways)

Location requested for placement of sign(s): _____
(Please specify major road and closest intersection. Enclose map of signs in location to your facility.)

Distance from intersection to attraction: _____
(Please describe as accurately as possible in miles and tenths of miles.)

Text to be placed on sign (i.e., name of attraction): _____

Description of attraction (enclose brochure or pictures): _____

Attendance (annual): _____ Tracking method: _____

Percentage of out-of-county visitors: _____ Months of operation: _____

Days (of week) and hours of operation: _____

Type of facility:

_____Agri-tourism/Agri-education Attr.	_____Convention Center	_____Recreation Areas, Forest or Wildlife Refuge
_____Airport	_____Cultural Center	_____Religious Site*
_____Amusement Park*	_____Educational Center*	_____Resort Area*
_____Arena	_____Fairground	_____Snow Ski Area*
_____Business District/Main Street Community*	_____Golf Course*	_____U-Pick Farms, Orchards or Farmers Markets*
_____Campground*	_____Historical Site*	_____Visitor Center
_____Cemetery*	_____Military Base/Amory	_____Winery*
_____College/University	_____Museum*	_____Zoological/Botanical Facility*
	_____Park	

*Can only apply for Tourist Oriented Directional Signs (TODS). For Interstate Signage, you may qualify under the Indiana Logo Sign program. Contact the Indiana Logo Sign Group, (800)-288-5646 or www.indianalogo.com.

Is the facility owned and/or operated by a governmental agency? Yes _____ No_____

Is admission or any other fee charged? Yes_____ No_____ If yes, please describe:_____

Do you currently have any signage on/off-road? If so, where? _____

I understand that applicants other than governmental agencies are responsible for the costs of sign fabrication, installation and maintenance and, if signage is approved, I agree to pay such costs. I also understand that my attraction may qualify for signs based on policy criteria, but that they are not guaranteed due to underlying safety and/or space issues.

Signature: _____ Date: _____

Please print or type –

Name: _____ Position / Title: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

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) If trailblazing is required, you must have written permission from the relevant local authority or private property owner.

Submit applications to:
Indiana Office of Tourism Development, One North Capitol, Ste. 100, Indianapolis, IN 46204-2288
Phone: 317-233-6761, Fax: 317-233-6887, E-mail: arichardson@visitindiana.com

ATTACHMENT 4

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