INDIANA GUIDE SIGN (GS) PROGRAM POLICY

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1. Purpose and Application

Indiana Code Section 9-21-4-5 gives the Indiana Department of Transportation (INDOT), in partnership with the Indiana Office of Tourism Development (IOTD), the authority to install tourist attractions signs and specific service signs on the state highway system, provided that all of the costs associated with these signs are paid for by the participating businesses. The following document is a joint agency policy by INDOT and IOTD to establish rules and procedures for the installation of various guide signs that are maintained by INDOT and are within the meaning of IC 9-21-4-5. For information about the following similar or related signing policies, please refer to the sources indicated in the descriptions below:

GS PROGRAM SIGNS:

A. Destination Signs

Destination signs are green and white signs on conventional state highways or expressways that are for: [1] counties, [2] municipalities, or [3] other places such as, schools, prisons, military bases, etc. The eligibility requirements for some types of places are discussed in Section 4 of this Policy. For additional information about destination signs, please refer to §2D.37 of the Indiana MUTCD.

B. Supplemental Guide Signs (SGS)

SGS are the interstate and freeway equivalent to destination signs. The rules and regulations for SGS are in Section 6 of this Policy. For additional information about SGS, please refer to §2E.35 of the Indiana MUTCD.

C. Recreational and Cultural Interest Area Signs (RACIAS)

RACIAS are brown and white signs for federal, state, and local government owned facilities such as parks, state historic sites, or state reservoirs that are open to the general public for the purpose of play, amusement, or relaxation. RACIAS are also used for similar privately owned facilities in urban areas. The rules and regulations for RACIAS signs are in Section 4 of this Policy. For additional information about RACIAS, please refer to Chapter 2M of the Indiana MUTCD.

D. Community Wayfinding Signs (WFS)

WFS are a type of destination guide sign for conventional state highways with a common color or identification enhancement marker for key civic, cultural, visitor, and recreational attractions within a city or a local urbanized or downtown area. The rules and regulations for WFS are discussed in Section 8 of this Policy. For additional information about WFS, please refer to §2D.50 of the Indiana MUTCD.

OTHER SIGN TYPES:

A. General Information Signs

General information signs are green and white signs on conventional highways or expressways that are smaller than destination signs and convey miscellaneous information to the motorist such as jurisdictional boundaries or government facility locations. Please see Chapter 2H of the Indiana MUTCD for more information about these signs or contact the appropriate INDOT District Office for current eligibility requirements.

B. General Service Signs

General service signs are blue and white signs for motorist services that have an international symbol associated with that service, for example gas, food, lodging, and camping services. Please see Chapter 2I of the Indiana MUTCD for more information about these signs or contact the appropriate INDOT District Office for current eligibility requirements.

C. Specific Service Signs

Specific service signs are also known as logo signs and are blue and white signs on interstates and freeways that contain the specific business logo of the gas, food, lodging, camping, or attraction services available at an approaching interchange. These signs are managed by Indiana Logo Sign Group. Please see Section 105 IAC 9-4-1, *et. seq.*, of the Indiana Administrative Code for more information about these signs, or contact the Indiana Logo Sign Group.

D. Tourist Oriented Directional Signs (TODS)

TODS are blue and white signs on rural state highways that display the business identification for eligible tourist attractions. These signs are managed by the Indiana Logo Sign Group and more information about these signs can be obtained from the Indiana Logo Sign Group.

E. Outdoor Advertising Signs (Billboards)

Billboards and other off right-of-way signs are signs that are placed outside the highway right-of-way and can be seen by motorists. Please see the INDOT Outdoor Advertising Control Manual for more information about these signs.

2. Definitions

A. Conventional Highway - A two-lane or multi-lane undivided state or U.S. highway and the exit ramp portion of interchanges on expressways, provided that the exit ramp is not from one expressway to another expressway or freeway facility.

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

C. Destination Sign – The Indiana MUTCD defines a destination sign as a horizontal rectangle as a sheet sign with a white legend and border on a green background displaying the name of a city, town, village, or other traffic generator, and a directional arrow.

D. 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.

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

F. Guide Sign – A destination sign, supplemental guide sign, recreational and cultural interest area sign, or a wayfinding sign that is for an attraction facility and is covered by this Policy.

G. 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.

H. Recreational and Cultural Interest Area Signs (RACIAS) – For the purposes of this policy, RACIAS are brown and white signs for federal, state, and local government owned facilities such as parks, state historic sites, or state reservoirs that are open to the general public for the purpose of play, amusement, or relaxation. RACIAS are also for similar privately owned facilities in urban areas.

I. Rural – A location that is [1] not within the incorporated area of a city or town in one of the seven largest metropolitan areas in the State, or [2] not within the incorporated area of a city or town having a population of at least 50,000. A map depicting rural and urban areas of the State is shown in Attachment 5.

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

K. Supplemental Guide Sign (SGS) – The Indiana MUTCD defines SGS as used to provide information regarding destinations accessible from an interchange, other than placed displayed on the standard interchange signing. The *AASHTO Guidelines for the Selection*

of Supplemental Guide Signs for Traffic Generators Adjacent to Freeways is an additional reference for this Policy.

L. Tourist - A person who travels over 30 miles one way from home.

M. Tourist Oriented Directional Sign (TODS) - The Indiana MUTCD defines a 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.

N. 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.

O. 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."

P. Trailblazing - Informational plaques or signs that assist the traveling public in following a designated route to a particular attraction.

Q. Urban – A location that is [1] within the incorporated area of a city or town in one of the seven largest metropolitan areas in the State, or [2] within the incorporated area of a city or town having a population of at least 50,000. A map depicting rural and urban areas of the State is shown in Attachment 5.

R. Wayfinding Signs (WFS) – The Indiana MUTCD defines wayfinding signs as a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area. Wayfinding signs are a type of destination guide sign for conventional roads with a common color or an identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

3. General Requirements for Guide Signs

A. 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.

B. Combining attractions on signs – In the course of installing GS program signs, INDOT or its contractor, may combine signs for various attractions on the same sign support structures.

C. Compliance with applicable regulations - 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.

D. Distance from the intersection - Attractions located more than 7 miles from the intersection, or 15 miles from an interchange, will not be considered for signs.

E. 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 Advertising Control Manual.

F. Insufficient Space - 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 difficult to place attraction signs at certain locations. In these instances, signing priority will be as follows:

i. Regulatory Signs
ii. Warning Signs
iii. Route Marker Signs
iv. City and Town Name Destination Signs (D-Signs or SGS)
v. Destination Signs for Other Destinations (D-Signs or SGS)
vi. Community Wayfinding Signs (WFS)
vii. General Information Signs (I-Signs)
viii. General Service Signs
ix. Specific Service Signs (Logo Signs)
x. Tourist Oriented Directional Signs (TODS)
xi. Recreational and Cultural Interest Area Signs (RACIAS)
xii. Memorial Signs

G. 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.

H. Minimum Hours of Operation – Unless otherwise indicated in the specific requirements for a category, attractions shall maintain regular hours and be open to the public at least 5 days each week, for 6 hours per day.

I. Minimum Months of Operation – Unless otherwise indicated in the specific requirements for a category, attractions shall be open to the public at least 6 months of the year.

J. On-Premise Sign - The attraction shall have an on-premise sign identifying the name of the facility. If the attraction's on-premise sign is readily visible from the highway, GS Program signs are not normally needed at the entrance to the facility.

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

L. Registration to do business – Privately owned attractions shall be registered with the Indiana Secretary of State's Office and maintain an active registration status. The registration forms are available at: http://www.in.gov/sos/business/2426.htm

M. 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.

N. Tourist Traffic – A facility shall be eligible for GS Program signs only if it derives a substantial portion of income or visitors during the normal business season from road users not residing in the area of the facility. A road user is considered to be residing in the area of the facility if he or she lives within 30 miles of the facility (see the definition of a tourist in Section 2).

4. Category Specific Requirements for Guide Signs on Conventional Roads

A. Destination Signs

Sign Color: White legend and border on a green background

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

ii. *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.

B. Recreational and Cultural Interest Area Signs (RACIAS)

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

i. *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. The minimum months of operation requirement does not apply to this category.

ii. *Antique Shopping/Artisan Destination Districts* - An area located in a city/urban area offering multiple vendor locations for the purchasing of antiques or handmade 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.

iii. *Arena* - A stadium, sports complex, auditorium, civic center, amphitheater or racetrack. The facility must have at least 20,000 visitors annually and 4,000 seats. The hours requirement does not apply to this category.

iv. *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 Community & Rural Affairs, Main Street Program (http://www.in.gov/ocra/mainstreet.htm).

v. *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.

vi. *Convention Center* - A center for hosting events with annual attendance of at least 20,000 and a seating capacity of at least 4,000 seats. The hours requirement does not apply to this category.

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

viii. *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.

ix. *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 does not apply to this category.

x. *Farmers Market* - An established area or facility where consumers can purchase fresh produce directly from Indiana producers. This category is considered a seasonal attraction. The minimum months of operation requirement does not apply to this category.

xi. *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 capable of hosting group outings.

xii. *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.

xiii. *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 county tourism promotion entities (i.e. Convention & Visitors Bureau, or Chamber of Commerce), if one is available.

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

a. *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 tourists (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.

b. *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).

xv. *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. The minimum months of operation requirement does not apply to this category.

xvi. *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.

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

xviii. *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.

xix. *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.

xx. *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 may not count short-term event traffic, such as at festivals and walk/runs, in determining the annual attendance. In addition, the applicant must:

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

xxi. *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. The minimum months of operation requirement does not apply to this category.

xxii. *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.

xxiii. *Water Park* - A free standing commercially operated park enterprise with multiple permanently erected water features, rides and devices providing aquatic family entertainment and offering refreshments for visitor consumption. This category is considered a seasonal attraction. The minimum months of operation requirement does not apply to this category. This category is not for lodging facilities with indoor water park facilities.

xxiv. *Zoological/Botanical Facility* - A collection of unique living animals or plants that is displayed through exhibits to educate the public about zoology or botany.

5. Sign Guidelines for Guide Signs on Conventional Roads

A. Bumping - when the sign space at an intersection is full, an attraction may be bumped at the end of its contract term by an attraction with substantially higher annual attendance. An attraction may not bump an incorporated city or town, or a state park or state university regardless of annual attendance.

B. Distance from the highway - Attractions located more than 7 miles from the highway will not be considered for signs.

C. Minimum Annual Attendance - Attractions that are not specifically exempted from a minimum annual attendance shall meet the following requirements:
   i. Less than 5 miles from the state highway – at least 1,500 visitors per year
   ii. Between 5 and 7 miles from the state highway – at least 2,250 visitors per year

D. Tourist Traffic – A substantial portion of the total annual attendance must be from 30 miles or more away. (see definition, pg. 3). The substantial portion required will depend on the following equation, subject to the limitation that the substantial portion must be at least 10%:

$$y = 34 - 0.47x$$

where: y = % tourist traffic required
x = annual attendance in thousands (i.e. 1,500 visitors = 1.5)

E. Sign Locations –
   i. Guide Signs on conventional roads provide direction for motorists from the nearest major state highway(s) to the attraction. Guide Signs on conventional roads will be placed on the most direct route(s) to the attraction to best serve the motoring public.
   ii. If the attraction's on-premise sign is readily visible from the highway, guide signs are not normally needed. If there are motorist safety concerns, at INDOT's discretion, guide signs may be considered to address the conditions.
   iii. 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.
   iv. Attraction signs will not be permitted to direct traffic onto a freeway or expressway.

F. Maximum Number of Signs - For any given attraction, a maximum of 6 guide signs will be allowed on conventional roads. Normally, only 2 guide signs are necessary if the attraction is on a local roadway, at the closest state highway intersection with the local roadway. Additional guide signs may be allowed under the following circumstances:
   i. 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.

a. 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.
b. Example: Attraction is boxed in by State roads and is the similar distances from each.
c. Example: Attraction is same distance to two state roads perpendicular to each other.

ii. 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.

d. 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.
e. 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.

iii. These are mutually exclusive instances an attraction can not apply for both. Other than these instances, guide 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.

G. Sign Assemblies – Guide signs for conventional roads will normally be installed as independent sign assemblies as follows:

i. 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.

ii. 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.

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

H. Sign Design – Guide signs for conventional roads will be designed and fabricated by INDOT at the expense of the attraction. The guide sign design for conventional roads will

be at the discretion of the District Traffic Engineer following the principles of the IMUTCD and the Standard Highway Signs & Markings Book. An illustration of typical guide sign design is shown in Attachments 2. Generic or international symbols for the category of the attraction may be considered for incorporation on the signs.

I. Sign Installation – The precise location of the guide signs in advance of a given intersection will be at the discretion of the District Traffic Engineer following the principles of the IMUTCD.

J. Sign Maintenance – Guide signs will be maintained by INDOT at the expense of the attraction. Any trailblazing from the state highway to the attraction's facility will be maintained by the applicant.

6. Category Specific Requirements for Guide Signs on Interstates and Freeways

A. 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.

B. Arena - A stadium, sports complex, auditorium, civic center, amphitheater or racetrack that has a seating capacity of at least 4,000 seats. The hours requirement does not apply to this category.

C. 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.

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

E. Convention Center - A center for hosting events with annual attendance of at least 100,000 and a seating capacity of at least 4,000 seats. The hours requirement does not apply to this category.

F. Fairground - A community operated tract of land with permanent buildings such as exhibition halls, bandstands, etc., where fairs or exhibitions are held. The hours requirement does not apply to this category. The annual attendance must exceed 20,000 visitors.

G. Large Tourist Traffic Generator – A major recreational area such as a zoo or large museum that is allowed or described in the *AASHTO Guidelines for the Selection of Supplemental Guide Signs for Traffic Generators Adjacent to Freeways* and that has an annual attendance of at least 100,000.

H. 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 640 acres. The annual attendance must exceed 20,000 visitors

I. 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.

J. 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 annual attendance must exceed 20,000 visitors.

K. 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 may not count short-term event traffic, such as at festivals and walk/runs, in determining the annual attendance. If applicant is approved, the applicant will be responsible for all costs associated with sign creation, installation, and maintenance. In addition, the applicant must:

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

L. 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.

Other types of facilities or attractions may be considered for SGS. Eligibility will be based on approval by:

- District Technical Services
- Central Office Traffic Engineering
- FHWA Indiana Division Office

7. Sign Guidelines for Guide Signs on Interstates and Freeways

A. Bumping - when the sign space at an interchange is full, an attraction may be bumped at the end of its contract term by an attraction with substantially higher annual attendance. An attraction may not bump an incorporated city or town, or a state park or state university regardless of annual attendance.

B. Distance from interchange - Normally attractions more than 15 miles from an interchange will not be considered for guide signs on interstates and freeways

C. Minimum Annual Attendance - Attractions that are not specifically exempted from a minimum annual attendance, or do not have their own attendance requirement, shall meet the following requirements:
   i. Less than 10 miles from the state highway – at least 7,500 visitors per year
   ii. Between 10 and 12 miles from the state highway – at least 10,000 visitors per year
   iii. Between 12 and 15 miles from the state highway – at least 12,500 visitors per year

D. Tourist Traffic – A substantial portion of the total annual attendance must be from 30 miles or more away. (see definition, pg. 3). The substantial portion required will depend on the following equation, subject to the limitation that the substantial portion must be at least 10%:

$$y = 37.43 - 0.55x$$

where: y = % tourist traffic required
x = annual attendance in thousands (i.e. 7,500 visitors = 7.5)

E. Locations - The determination of areas where guide signs on interstates and freeways 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.

F. Maximum Number of Signs - No more than one guide signs 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. Guide signs will not be erected for an attraction that would require a motorist to travel on the interchanging road beyond a second freeway. An attraction may not have both specific service (logo) signs and guide signs.

G. Sign Design - Guide signs for attractions will be designed in accordance with the IMUTCD and the Standard Highway Signs book. Guide signs on interstates and freeways will have white retroreflective legend and borders on a green, or brown retroreflective background dependent on the category (see Table 7-1). 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.

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

I. Ramp and trailblazer signs –

i. A sign similar in design to a guide sign on conventional roads will normally be installed on the exit ramp from the interstate or freeway indicating the direction, and if more than 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 should indicate the months or days of operation.

ii. Trailblazer signs similar in design to guide signs on conventional roads 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.

iii. The mainline signs should not be displayed 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 guide signs on the interstate or freeway system.

Table 7-1 – Sign Color for Guide Signs on Interstates and Freeways

	Color		
SGS Attraction Category	**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
Large Tourist Traffic Generator	White	White	Brown
Park, Recreation Area, Forest or Wildlife Refuge	White	White	Brown
Park & Ride	White	White	Green
Performing Arts Center	White	White	Brown
Trademark Destination Brand	White	White	Green
Visitor Center	White	White	Brown

8. Community Wayfinding Signs (WFS)

A. Contract Required - No installation of any 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 local public agency (LPA). Any installation made on INDOT roads prior to said approval will be removed at the expense of the installing party(ies). Once a proposal for 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 WFS installations. Failure to maintain signage in the appropriate manner will be cause for removal.

B. WFS Proposal - Rather than having each attraction apply for separate tourist attraction signs on conventional roads, an LPA may submit a WFS program proposal that contains conceptual sign design and placement plans for preliminary approval. 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.

C. Private Applicants - 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.

D. Eligible Attractions - Attractions eligible for inclusion on WFS are the attractions listed in Section 4 for guide signs on conventional roads (see pages 5-7). All attractions included on 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 1 location on the sign that meets the established criteria for a guide sign on a conventional road.

E. Sign Design – WFS shall conform to the general design requirements and concepts of the IMUTCD, a copy of typical WFS designs are shown in Attachment 3 of this Policy. In particular the sign design shall meet the following requirements:

   i. No more than 3 attractions will be permitted on a WFS.

   ii. All WFS within the highway right-of-way must comply with the specific provisions for WFS in Section 2D.50 of the IMUTCD.

   iii. 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.

iv. Pictographs, when used, shall be designed to be clear, distinct and readily recognizable to motorists traveling at the posted speed limit. Letters used within a pictograph may be in proportion to the pictograph but should be easily readable. The maximum pictograph size permitted shall be twice the size of the uppercase lettering on the WFS. Pictographs are not restricted to a specific color palette.

v. 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.

vi. Sign backgrounds, legends and borders shall be retroreflective using high intensity prismatic sheeting or better from products on the INDOT Approved Materials List. INDOT may consider requests for custom colors, but the use of the standard red, orange, yellow, and purple highway sign colors 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.

F. Sign Location - 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. WFS may not be placed over the roadway.

G. Sign Installation & Maintenance - WFS shall be installed by LPA staff or a contractor prequalified by INDOT to do sign work. 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.

H. Sign Contract – After review of the application for WFS by the IOTD and a determination of eligibility by both INDOT and IOTD, INDOT will draft the contract to permit the 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 additional four (4) year terms until the useful service life of the WFS is reached.

9. Application Procedure

Applications for guide signs 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 6.

IOTD will review applications for eligibility in compliance with the criteria in this policy. IOTD 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 guide 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. Guide 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 the state highway system. The procurement and erection of trailblazer signs on local roadways will be the responsibility of the attraction. Prior to installing guide 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 guide 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 may 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 guide 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.

10. Guide Sign Program Costs and Fees

The design, fabrication, installation and maintenance costs of guide signs on interstates, freeways, and conventional roads installed on INDOT right-of-way for a privately operated attraction, whether or not for profit, will be assumed by the attraction facility. 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 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 guide signs on conventional roads. For guide 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 Office will be responsible for designing, fabricating and installing all guide signs on conventional roads. INDOT's District Traffic Office may be used to design, fabricate, and install guide signs on interstates and freeways. Otherwise a contractor pre-qualified for sign work by INDOT must be used for interstate or freeway signs and any associated ramp signs and/or trailblazer signs. 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.

Attractions will be required to pay the first year maintenance fee prior to installation of the requested signs for guide 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 guide signs on *interstates and freeways*.

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

Guide Sign Costs for Conventional Roads (sheet signs)

	Calendar Year					
Fee Type	*2012*	*2013*	*2014*	*2015*	*2016*	*2017*
Design & Fabrication	$100	$110	$120	$130	$140	$150
Installation	$275	$300	$325	$350	$375	$400
Annual Maintenance	$300	$300	$300	$300	$300	$300

Guide Sign Costs for Interstates & Freeways (panel signs)

	Calendar Year					
Fee Type	*2012*	*2013*	*2014*	*2015*	*2016*	*2017*
Design & Fabrication	$280	$295	$310	$330	$350	$375
Installation	$35 /sft	$36 /sft	$37 /sft	$38/sft	$39/sft	$40 /sft
Annual Maintenance	$600	$600	$600	$600	$600	$600

Notes:
1. All costs are per sign
2. Design & Fabrication and Installation fees are one-time fees
3. Fee to modify an existing sign is $100 per sign for conventional roads and $700 for interstates/freeways
4. Fee to relocate an existing sign is $250 per sign for conventional roads and $1,750 for interstates/freeways
5. Interstate/Freeway sign fees are for one mainline sign and include one ramp sign if needed

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.

11. Compliance Checks

IOTD and INDOT, or its contractor, will perform periodic compliance checks on attractions having guide signs. If an attraction facility is found not in compliance with the current criteria for signs, INDOT or its contractor, 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 within 90 days, INDOT or its contractor, may remove the guide signs.

12. Signatures

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, applicable Destination Signs, Recreational and Cultural Interest Area Signs and Community Wayfinding Signs.

So established this 26 day of November, 2012

Brad Steckler
Director, Traffic Engineering Division
Indiana Department of Transportation

Mark Newman
Director
Indiana Office of Tourism Development

Attachment 1 – INDOT District Office Information

Crawfordsville District
41 West CR 300 North
Crawfordsville, IN 47933
(888) 924-6368
westcentralIndiana@indot.in.gov

Fort Wayne District
5333 Hatfield Rd
Fort Wayne, IN 46808
(866) 227-3555
NEinformation@indot.in.gov

Greenfield District
32 S Broadway St
Greenfield, IN 46140
(855) 463-6848
eastcentralin@indot.in.gov

La Porte District
315 E Boyd Blvd
La Porte, IN 46350
(855) 464-6368
LaPorteDistrictCommunications@indot.in.gov

Seymour District
185 Agrico Ln
Seymour, IN 47274
(877) 305-7611
secommunications@indot.in.gov

Vincennes District
3650 S US Hwy. 41
Vincennes, IN 47591
(800) 279-5758
swincommunications@indot.in.gov

TYPICAL
Recreational and Cultural Interest Area Sign

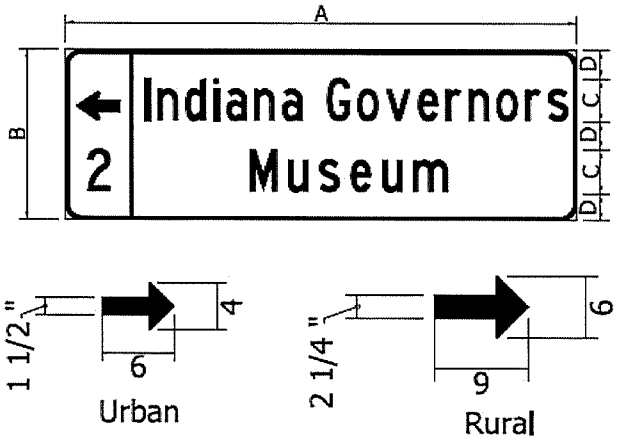
SIGN COLOR

Legend and Border: White
Background: Brown

SIGN LOCATION	SIGN SIZE	DIMENSIONS				
		A	B	C	D	Border
Rural	1 Line (No Distance)	Variable	12	6	3	½"
Rural	1 Line (w/ Distance)	Variable	18	6	3	½"
Rural	2 Lines	Variable	24	6	4	½"
Urban(1)	1 Line (No Distance)	Variable	12	4	4	½"
Urban(1)	1 Line (w/ Distance)	Variable	18	4	3 (2)	½"
Urban(1)	2 Lines	Variable	18	4	3 (2)	½"

(1) = 4" letters are acceptable when the speed limit is 25 mph.
(2) = The space for the top line will be 4".

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



All dimensions are in inches, unless otherwise noted

INDIANA DEPARTMENT OF TRANSPORTATION

Recreational and Cultural Interest Area Sign

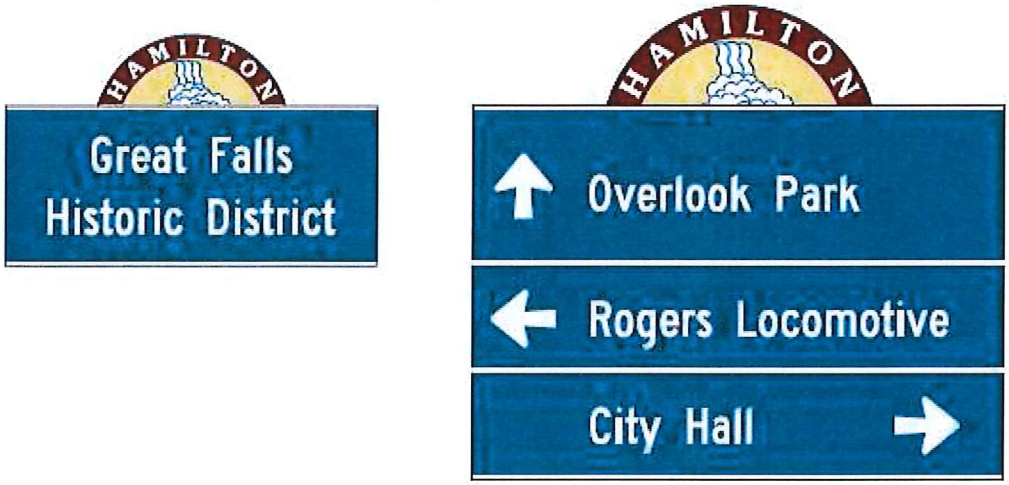
JOSEPH E. BRUNO REGISTERED No. 10810131 STATE OF INDIANA PROFESSIONAL ENGINEER

RECOMMENDED BY:
Joseph E. Bruno 01/12
Traffic Administration Engineer

APPROVED BY:
David H. Boruff 01/12
Traffic Administration Section Supervisor

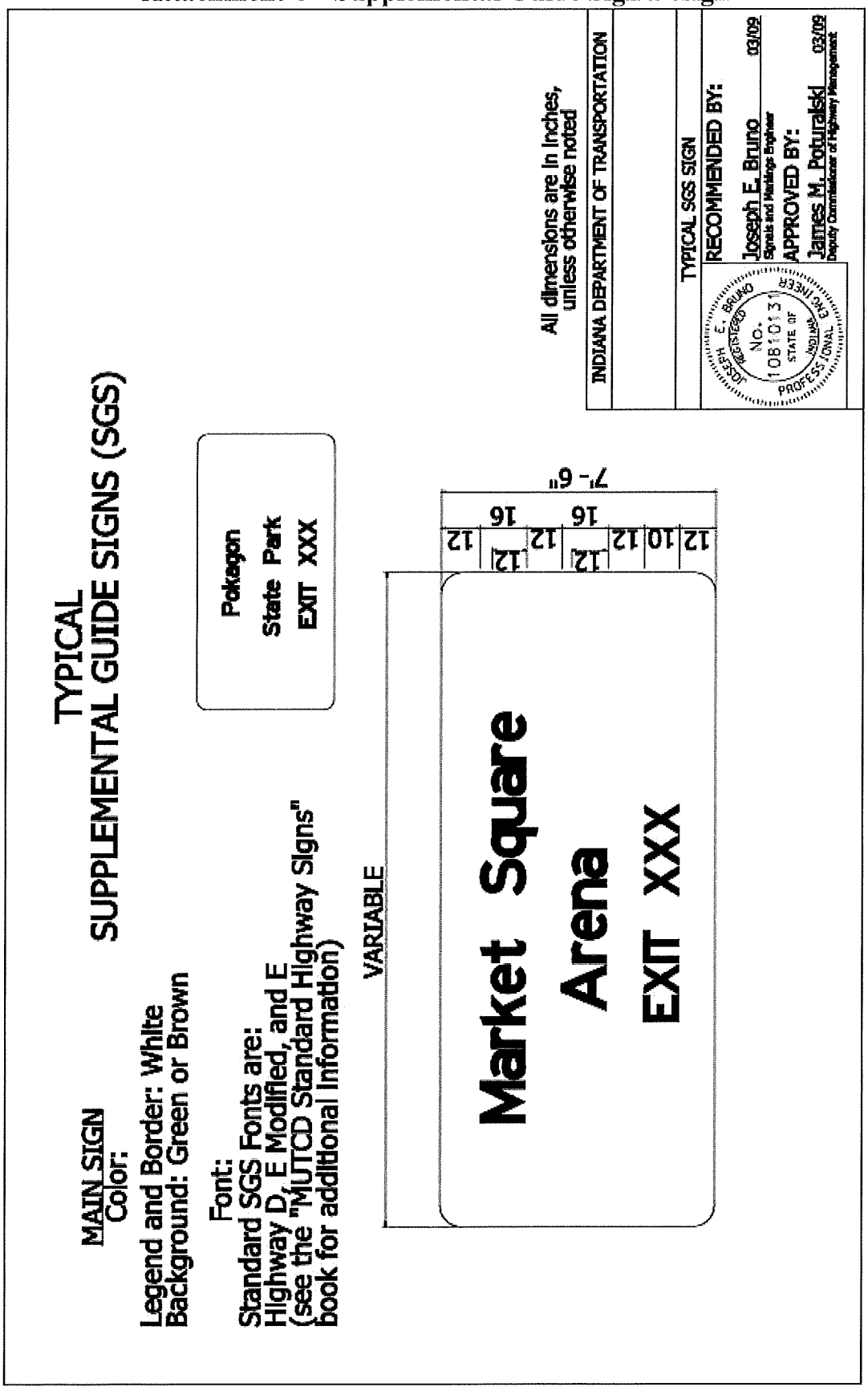
Attachment 3 – Typical Wayfinding Sign Designs (WFS)

A - Community Wayfinding Guide Signs with Enhancement Markers

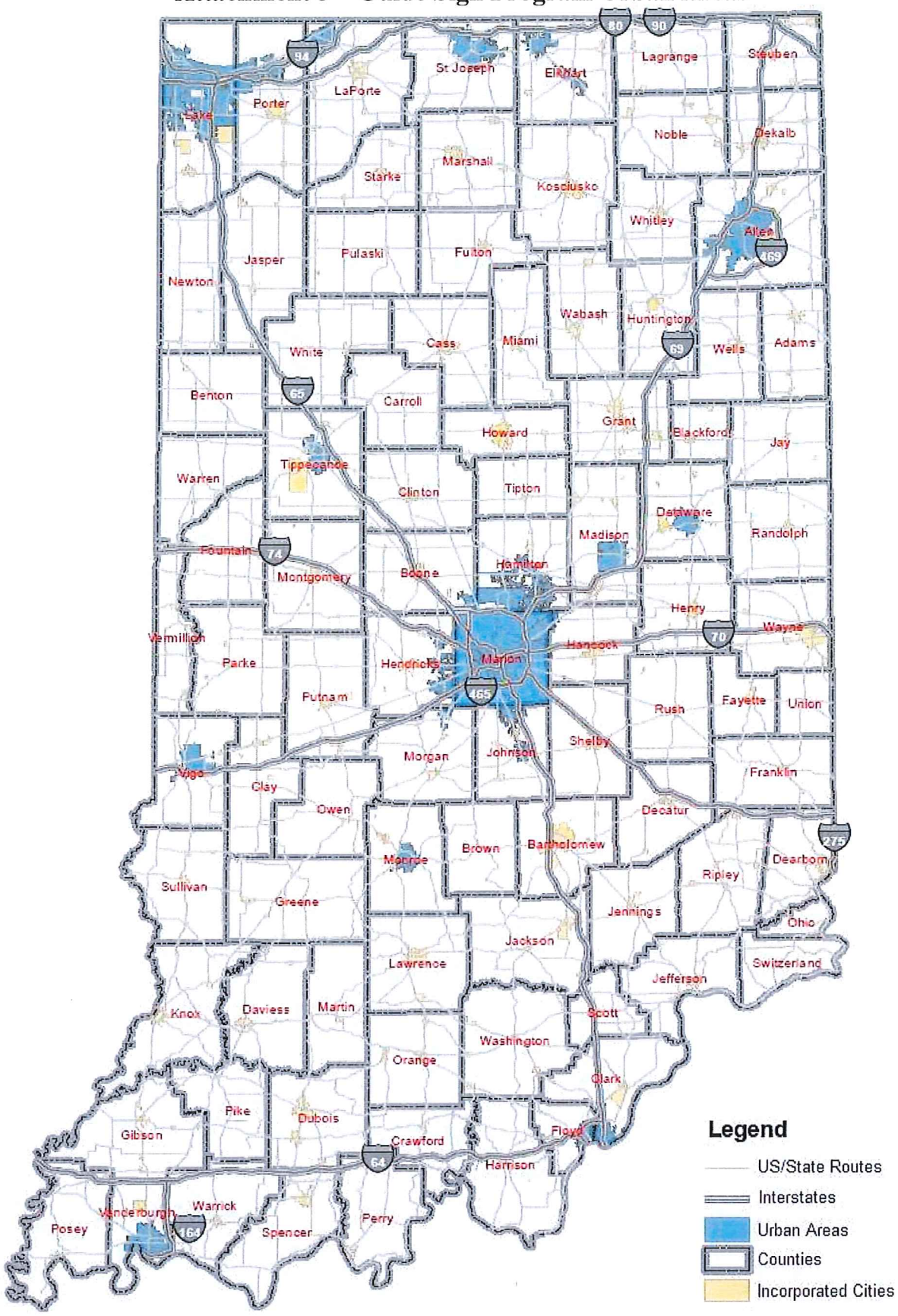


B - Destination Guide Signs for Color-Coded Community Wayfinding System

Attachment 4 – Supplemental Guide Sign Design



Attachment 5 – Guide Sign Program Urban Areas



Attachment 6 – Guide Sign Application Form

Sign Locations Requested: **Interstate Route(s)*** _____ **US Route(s)** _____ **State Road(s)** _____

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 30 miles:** _____ %

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

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

Type of facility:

_____Amusement Park	_____Educational Center*	_____Park, Forest, Recreation or Wildlife Area
_____Antique Shopping District*	_____Fairground	_____Park & Ride
_____Arena	_____Farmers Market*	_____Performing Arts Center
_____Artisan Destination District*	_____Golf Course*	_____Religious Site*
_____Business District/Main Street Community*	_____Historical Site*	_____Trademark Destination Brand
_____Cemetery	_____Large Tourist Traffic Generator	_____Transportation Tourist Attraction*
_____College/University	_____"Made in Indiana" Production Facilities*	_____Visitor Center
_____Convention Center	_____Marina*	_____Water Park*
_____Cultural Center*	_____Museum*	_____Zoological/Botanical Facility*

*For the categories noted with an asterisk, see the Specific Service (Logo) Sign Program for Interstate or Freeway Signage

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 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.

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 (i.e. brochure) must accompany this application. (3) If local road trailblazing is installed include copy of authorization letter and images. If trailblazing is needed but not installed, include copy of authorization from local government. (4) See category definitions in the accompanying brochure.

Submit application to: Indiana Office of Tourism Development, One North Capitol, Ste 600 Indianapolis, IN 46204-2288
Phone: (317) 232-8838, Fax: (317) 233-3261, E-mail: alemeyer@visitindiana.com