INDOT Signing – Recent Developments for Attraction Signs

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Attraction Signing

Presentation Overview

Background

- Logo Sign Program
- Tourist Oriented Directional Signs (TODS)
- Other Sign Programs

Expressway Logo Program

Attraction Signs & Project Plan Preparation
Attraction Signs & MUTCD Sign Types

- Destination Signs (§2D.37)
- Community Wayfinding Signs (§2D.50)
- Supplemental Guide Signs (§2E.35)
- Information Signs (§2H.02)
- Specific Service Signs (§2J.01)
- Tourist Oriented Directional Signs (§2K.01)
- General Service Signs (§2I.03)
- Recreational and Cultural Interest Area Signs (§2M.02)
Attraction Signs – Logo Program

Background

- Logo Sign Program
  - INDOT started pilot project on I-70 in 1984
  - Statewide implementation in 1988
  - Currently has:
    - 861 Interstate/freeway signs
    - 3,233 logo panels
    - 1,796 Participating customers
  - INDOT receives 10% of the revenue (15% after 2016)
Revenue from Logo Program (2007 - 2015)

Year | INDOT's Revenue Share
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2007 | $300,000
2008 | $300,000
2009 | $300,000
2010 | $400,000
2011 | $400,000
2012 | $400,000
2013 | $400,000
2014 | $500,000
2015 | $600,000
Attraction Signs – TODS Program

- **Background (Cont’d)**
  - Tourist Oriented Directional Signs (TODS) Program
    - INDOT operated program in-house until 2012
    - Contractor managed since 2012
    - Currently has 289 signs (up from 211 signs in 2012)
Attraction Signs – TODS Program

Eligible Tourist Attractions

- Agritourism Attractions (hayrides, corn mazes, etc.)
- Amusement & Water Parks
- Antique Shopping / Artisan Destination Districts
- Arena / Performing Arts Center
- Bed & Breakfast Inn
- Business District / Main Street Community
- Campground / Cabins
- Cemeteries
- Convention Centers
- Cultural or Educational Centers
Eligible Tourist Attractions (Cont’d)

- Farmers Markets & Orchards
- Golf Courses
- Historical or Religious Sites
- Made in Indiana Production Facilities (includes wineries)
- Marinas
- Museums
- Parks, Recreation Areas, Forests, and Wildlife Areas
- Resorts
- Snow Ski Areas
- Visitor Centers
- Zoos & Botanical Gardens
Attraction Signs – TODS Program

TODS Program Territory Map
(Areas shown in blue are eligible for RACIAS)
Attraction Signs – Other Types

- **Background (Cont’d)**
  - Other Sign Programs
    - Supplemental Guide Signs (SGS)
    - Recreational and Cultural Interest Area Signs (RACIAS)
    - Community Wayfinding Signs (WFS)
Attraction Signing

- **Expressway Logo Program**
  - In 2015 INDOT amended 105 IAC 9-4 to include expressway interchanges as being eligible for logo signs.
  - Implementation will begin in 2016
  - ~ 26 expressway interchanges on state highway system
Attraction Signing & Design

- Sign Plan Development
  - Tips for Handling Attraction Signs
    - Review §502-1.04 of the Indiana Design Manual
    - Include any logo or TODS in the plan quantities for sign removal or relocation pay items (if not being left in place).
    - If logo or TODS will be removed or relocated, insert a unique special provision to have the contractor notify Indiana Logo Sign Group.
Attraction Signing & Design

- IDM Figure 502-1AA

Interstate Freeway

- Beginning of Taper
- Interstate General Service Sign (If needed)
- Greenwood Airport Exit 99

Supplemental Guide Sign (If needed)

- Greenwood
- 1/2 Mile

Indiana Logo Sign Group

- Exit 99
- Greenwood

800' Min.

1600'

- Greenwood 1/2 Mile
- Greenwood 2 Miles

- Exit 99
- Greenwood Airport Exit 99
- Exit 99

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Attraction Signing

Questions?

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