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)

<table>
<thead>
<tr>
<th>Year</th>
<th>INDOT's Revenue Share</th>
</tr>
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<tbody>
<tr>
<td>2007</td>
<td>$300,000</td>
</tr>
<tr>
<td>2008</td>
<td>$350,000</td>
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<tr>
<td>2009</td>
<td>$400,000</td>
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<tr>
<td>2010</td>
<td>$450,000</td>
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<tr>
<td>2011</td>
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<td>2012</td>
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<tr>
<td>2014</td>
<td>$650,000</td>
</tr>
<tr>
<td>2015</td>
<td>$700,000</td>
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</tbody>
</table>
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
Attraction Signs – TODS Program

- 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.
IDM Figure 502-1AA
Questions?

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