COMMONWEALTH of VIRGINIA

Commonwealth Transportation Board

Nicholas Donohue
Chairperson

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Agenda item # 10

RESOLUTION
OF THE
COMMONWEALTH TRANSPORTATION BOARD

June 16, 2026

MOTION

Made By: Ms. Sellers**, Seconded By:** Ms. Green

Action: Motion Carried, Unanimously

Title: Adoption of Amendments to Integrated Directional Signing Program (IDSP) Participation Criteria (24VAC30-551)

WHEREAS, the Integrated Directional Signing Program (IDSP) Participation Criteria, 24VAC30-551, provides uniform directional guidance for motorists to essential services and attractions throughout the Commonwealth and facilitates motorist awareness of and accessibility to historical, cultural, or commercial attractions by serving as the umbrella for the Specific Travel Services Signs, Tourist-Oriented Directional Signs, Supplemental Guide Signs, and General Motorists Service Signs major signing programs and several special signing programs; and

WHEREAS, the Commonwealth Transportation Board (Board) adopted 24VAC30-551 pursuant to its general authority to make regulations found in § 33.2-210 of the *Code of Virginia* and the specific authority found in § 33.2-218 of the *Code of Virginia* to establish reasonable fees for participation in the IDSP and § 33.2-1220 of the *Code of Virginia* to make regulations governing the installation and maintenance of signs on state highways, including those related to the IDSP; and

WHEREAS, 24VAC30-551 was adopted by the Board on June 16, 2005, became effective on September 6, 2006, and has not been substantively amended since; and

WHEREAS, pursuant to the Virginia Administrative Process Act (APA), particularly in §§ 2.2 4007.1 and 2.2-4017 of the *Code of Virginia*, and Executive Order 19 (June 30, 2022), the

Board is required to perform a periodic review of each of its regulations at least once every four years, and thus, the Virginia Department of Transportation (VDOT) posted notice on the Virginia Regulatory Town Hall (Town Hall) on September 16, 2025, informing the public of the Board's intent to conduct such a review of 24VAC30-551, with no public comments received during the public comment period; and

WHEREAS, VDOT has completed the periodic review of 24VAC30-551 and determined that program growth, changes in standards under the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (11th Edition) and the *Virginia Manual on Uniform Traffic Control Devices* (11th Edition), which are incorporated under 24VAC30-315, and advances in technology necessitate revisions to the regulation to ensure consistency and clarity; and

WHEREAS, VDOT has proposed amendments to 24VAC30-551 (Attachment A) to modernize definitions; clarify participation criteria; update operational policies and participation fees; and improve accessibility, administrative clarity, and alignment with other Commonwealth and federal regulations; and

WHEREAS, VDOT has completed an Agency Background Document (Attachment B) to be filed on Town Hall in conjunction with the action to amend 24VAC30-551 and has also completed a Periodic Review Report of Findings document to be filed on Town Hall (Attachment C) reflecting that the disposition of the review is to amend the regulation.

NOW, THEREFORE, BE IT RESOLVED, that the Commonwealth Transportation Board hereby readopts 24VAC30-551, the Integrated Directional Signing Program (IDSP) Participation Criteria, with the inclusion of the proposed amendments as reflected in Attachment A.

BE IT FURTHER RESOLVED, that the Commonwealth Transportation Board requests that the Commissioner of Highways, or his designees, take all necessary actions to effectuate the amendment of 24VAC30-551, including posting the associated Agency Background Document (Attachment B) to Town Hall.

BE IT FURTHER RESOLVED, that the Commonwealth Transportation Board approves and adopts the Periodic Review Report of Findings (Attachment C) for 24VAC30-551 with the proposed disposition to amend the regulation, and directs the Commissioner of Highways, or his designees, to take all actions necessary to complete the periodic review.

####

Commonwealth Transportation Board (CTB) Decision Brief

Adoption of Amendments to Integrated Directional Signing Program (IDSP) Participation Criteria (24VAC30-551)

Issue: The Virginia Department of Transportation (VDOT) conducted a periodic review, in compliance with the requirements of the Virginia Administrative Process Act (APA), Executive Order (EO) 19 (June 30, 2022), and Office of Regulatory Management procedures, of the Integrated Directional Signing Program (IDSP) Participation Criteria, 24VAC30-551. Through this review, VDOT identified several necessary changes to the regulation. VDOT is now recommending that the CTB approve the periodic review proposed disposition to amend the regulation and advance specific amendments to the regulation.

Facts: Pursuant to the resolution titled *Integrated Directional Signing Program*, adopted on June 16, 2005, the CTB approved the criteria for participation in and fees for the Integrated Directional Signing Program, filed as 24VAC30-551 in the *Virginia Administrative Code*. The CTB's general authority to adopt regulations is provided in § 33.2-210 of the *Code of Virginia*. Section 33.2-218 of the *Code of Virginia* authorizes the CTB to "establish reasonable fees to be collected by the Commissioner of Highways from any qualified entity for the purpose of participating in the Integrated Directional Sign Program (IDSP) administered by the Department or its agents that is designed to provide information to the motoring public relating to gasoline and motor vehicle services, food, lodging, attractions, or other categories as defined by the IDSP." Section 33.2-1220 of the *Code of Virginia* states that the CTB "may issue regulations and is authorized to enter into agreements with the United States as provided in 23 U.S.C. § 131 with respect to the regulation and control of signs, advertisements, and advertising structures in conformity with § 33.2-1217…"

The IDSP provides uniform directional guidance for motorists to essential services and attractions throughout the Commonwealth and facilitates motorist awareness of and accessibility to historical, cultural, or commercial attractions by serving as the umbrella for the Specific Travel Services Signs, Tourist-Oriented Directional Signs, Supplemental Guide Signs, and General Motorists Service Signs major signing programs and several special signing programs. The regulation became effective on September 6, 2006, and has not been substantively amended since.

Pursuant to the Virginia Administrative Process Act (APA), particularly in §§ 2.2 4007.1 and 2.2-4017 of the *Code of Virginia*, and EO 19, the CTB is required to perform a periodic review of each of its regulations at least once every four years. VDOT posted notice on the Virginia Regulatory Town Hall (Town Hall) on September 16, 2025, informing the public of the Board's intent to conduct such a review of 24VAC30-551. No public comments were received during the public comment period held for the periodic review.

VDOT completed the periodic review of 24VAC30-551 and determined that program growth, changes in standards under the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (11th Edition) and the *Virginia Manual on Uniform Traffic Control Devices* (11th Edition), which are incorporated under 24VAC30-315, and advances in technology necessitate revisions to the regulation to ensure consistency and clarity. VDOT has proposed amendments to 24VAC30-551 (Attachment A) to modernize definitions; clarify participation criteria; update operational policies and participation fees; and improve accessibility, administrative clarity, and alignment with other Commonwealth and federal regulations.

VDOT has completed an Agency Background Document (Attachment B) to be filed on Town Hall in conjunction with the regulatory action to amend 24VAC30-551. VDOT has also completed a Periodic Review Report of Findings document (Attachment C) to be filed on Town Hall reflecting that the disposition of the review is to amend the regulation. VDOT is now seeking approval from the Board to move forward with finalizing the periodic review and promulgating the amendments to 24VAC30-551.

Recommendations: VDOT recommends adoption of the proposed regulatory amendments to 24VAC30-551 and approval and adoption of the Periodic Review Report of Findings for 24VAC30-551 with the proposed disposition to amend the regulation.

Action Required by CTB: The *Code of Virginia* § 33.2-210, requires the majority vote of the CTB to adopt regulations governing the use of highways under its jurisdiction. A resolution will be presented for the CTB to (i) readopt the Integrated Directional Signing Program (IDSP) Participation Criteria, 24VAC30-551, with the inclusion of the proposed amendments as reflected in Attachment A, (ii) request that the Commissioner of Highways, or his designees, take all necessary actions to effectuate the amendment of 24VAC30-551, including posting the associated Agency Background Document (Attachment B) to Town Hall, and (iii) approve and adopt the Periodic Review Report of Findings (Attachment C) for 24VAC30-551 with the proposed disposition to amend the regulation and direct the Commissioner of Highways, or his designees, to take all actions necessary to complete the periodic review.

Result, if Approved: VDOT staff will take all necessary actions to effectuate the adoption of the amendments to 24VAC30-551 as may be required under the Administrative Process Act. VDOT staff will also complete the periodic regulatory review of 24VAC30-551.

Options: Approve, Deny, or Defer

Public Comments/ Reaction: No public comments were received during the 21-day public comment period held in conjunction with publication of the Notice of Periodic Review for 24VAC30-551 in the *Virginia Register of Regulations*.

Attachment A

Project 8529 - Exempt Final

Department of Transportation

Amend IDSP

Chapter 551

Integrated Directional Signing Program (Idsp) Participation Criteria

24VAC30-551-10. Definitions.

Commented [GALA1]: The proposed changes to Section 10 added definitions from the IDSP participation manual and bring the regulatory text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

The following words and terms when used in this chapter shall have the following meanings unless the content clearly indicates otherwise:

"Agribusiness" means an establishment that is open year-round or seasonally, is located on an individual farm dedicated to selling fresh locally-produced products, and for which at least 50% of sales are from Virginia-grown and produced products.

"Alternative fuel" means any fuel other than conventional gasoline or diesel that is used to power motor vehicles, including electricity, compressed natural gas (CNG), liquefied petroleum gas (LPG), propane autogas, ethanol blends of E85 or greater, biodiesel, hydrogen, and any other fuels that may be approved by the Virginia Department of Energy.

"Amusement/theme park" means a commercially operated enterprise offering rides, games, or other forms of entertainment. This includes sports parks offering multiple activities such as a golf driving range, go carts, miniature golf, or batting cages.

"Antique business" means an establishment where a majority of the items for sale are considered being in the style or fashion of former times.

"Aquarium" means an establishment where collections of aquatic living organisms are kept and displayed.

"Arboretum" means a facility used for the cultivation of a variety of woody plants for scientific, educational, or ornamental purposes.

"Art/craft center" means an exhibit, display, or retail facility for regional fine arts or handcrafted products that is open to the public.

"Auction house" means an establishment where items or property are offered for sale to the highest bidder.

"Auditorium" means a large building or room set aside to accommodate an audience for the presentation of meetings or performances.

"Bed and breakfast" means ~~any~~ an establishment that describes itself as a bed and breakfast in an on-premise sign and in all marketing materials that (i) ~~having~~ has no more than 15 bedrooms; (ii) ~~offering~~ offers to the public, for compensation, transitory lodging or sleeping accommodations; and (iii) ~~offering~~ offers at least one cooked meal per day ~~, which may but need not be breakfast,~~ to each person to whom overnight lodging is provided. ~~The facility shall have an on-premises sign describing it as a bed and breakfast and shall clearly describe itself as a bed and breakfast in all marketing materials.~~

"Botanical garden" means a facility used for the cultivation of trees and shrubs for exhibition.

"Brewery" means an establishment licensed by the Virginia Department of Alcoholic Beverage Control that produces brewed alcoholic beverages and offers tours of the production facility.

"Bumping" means the removal of a business from the Specific Travel Services (Logo) Signing Program or Tourist-Oriented Directional Signing (TODS) Program.

"Cemetery" means any national or state veterans cemetery operated by the US Department of Veterans' Affairs or the Virginia Department of Veterans' Affairs and any associated columbaria.

"Cidery" means an establishment licensed by the Virginia Department of Alcoholic Beverage Control that produces fermented alcoholic beverages and offering tours of the production facility.

"Civic center" means a dedicated center used by members of the locality for social, cultural, or community activities.

~~"Colleges and universities"~~ "College and university - main campus" means the main campus of ~~an~~ a higher educational institution and ~~shall be interpreted as all that~~ the contiguous real estate and improvements owned and operated by the educational institution, housing the administrative, educational , and other programs of the institution , that gives visitors the clear impression they have entered a campus setting . An educational institution may have more than one main campus located within the state provided each facility meets the above description and the facilities are not closer than 50 miles to each other. The distance limitation ~~shall~~ does not apply to campuses of the Virginia Community College System. ~~Satellite facilities shall be all educational or other facilities associated with the institution located within 25 miles of~~

~~the limits of the main campus.~~

~~In general application, a main campus should give visitors the clear impression that they have entered a campus setting.~~ "College and university - satellite campus" means facilities associated with an institution of higher education located within 25 miles of the limits of the main campus of that institution. Facilities sharing space in commercial centers, office parks, industrial centers and similar settings ~~shall not be considered main campuses; however, they~~ may constitute satellite facilities if meeting the description in this definition.

"Distillery" means an establishment licensed by the Virginia Department of Alcoholic Beverage Control that produces distilled alcoholic beverages and offers tours of the production facility.

"Drive-in theater" means a facility with a permanent outdoor screen, a minimum of 75 parking spaces available for guests to view the screen from their automobiles, public restrooms, and a concession stand open during the theater's normal hours of operation, that shows major motion pictures, as defined by the Motion Picture Association of America, at least two nights per week for a minimum of 12 weeks per year. Drive-in theaters are exempt from the minimum hours of operation typically required for program participation by the LOGO and TODS attractions criteria.

~~"Emergency medical facility" means a licensed facility providing continuous emergency medical care to the general public. The facility shall have a licensed medical doctor on duty 24 hours per day, 365 days per year.~~

Commented [GALA2]: This term is proposed to be removed as it is not used within the body of the regulation.

"Equestrian center" means a facility, marketing itself as an "equestrian center," dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

~~"Farm market" means a year-round or seasonal facility located on an individual farm dedicated to selling fresh, locally produced products. At least 50% of sales must be from Virginia-grown and -produced products.~~

Commented [GALA3]: Term combined with "agribusiness" above.

"Farmer's market" means a year-round or seasonal open air or permanent facility, marketing itself as a "farmer's market," where multiple farmers come to sell their products to the consumer.

~~"Full service food" means a restaurant that meets all the requirements for participation in the Specific Travel Services (Logo) Signing Program as a Food Category I facility. The restaurant must also provide (i) indoor seating for at least 100 adults, (ii) sit down table service with wait staff, (iii) public restroom facilities,~~

Commented [GALA4]: Term removed to correspond to amendments to section 20.

~~and (iv) a full breakfast menu, including coffee, juice, and items from at least two of the following groups: (a) eggs; (b) breakfast meat (e.g., bacon, sausage, ham, steak); and (c) breakfast bread (e.g., toast, bagels, pastry) or cereal, or both. Eggs and breakfast meat shall be prepared on the premises (pre-packaged items will not meet this requirement).~~

"Flea market" means an open-air market for second-hand articles and antiques.

"For-profit Virginia educational institution" means a for-profit educational institution with its main campus located in Virginia that (i) has for at least five consecutive years awarded academic degrees approved by the State Council of Higher Education; (ii) offers programs in workforce training or job readiness that contribute to Virginia's economic growth and development; and (iii) has combined annual enrollment of at least 1,000 at its main campus and any branch location situated within a radius of 25 miles from the main campus.

"Gallery" means a facility that is used for the exhibition of artistic work that is open to the public.

"General Motorist Service Signs" or "GMSS" means the signage program that uses standard highway symbols to inform motorists of the availability of services that fulfill the needs of the road user, such as fuel, food, lodging, camping, or hospitals.

"Golf course" means an establishment offering rounds of golf on an area of land laid out exclusively for golfing, with a series of nine or 18 holes, each including a tee, fairway, and putting green.

"Government office/courthouse" means a permanent government facility, in continuous operation, that provides public services where it is necessary or convenient for the public to travel to the facility to obtain these services.

"Grandfathered" means that an exemption was granted from the existing regulatory requirements based on the establishment continuing to meet previous criteria. Any sign that is participating under the Integrated Directional Signing Program as a grandfathered sign cannot be removed from the program as long as it continues to meet the previous criteria and continues to meet the financial obligations required to participate in the Integrated Directional Signing Program.

"High/junior high/middle/elementary school" means a facility accredited by the Virginia Board of Education, or that has an accreditation recognized by the Virginia Board of Education. that provides significant public service through the use of its facilities for both scholastic and community activities, during the day and night, on a year-round basis. Signs for these facilities will not be placed on limited access

highways.

"Historic district" means a district that is officially listed in the Virginia Landmarks Register, with at least one facility, establishment, or business located within the historic district that provides information about the historic district that is open to the public at least six hours per day, five days per week.

~~"Historic building" means the same as "historic site."~~

~~"Historic cemetery" means the same as "historic site."~~

"Historic site" means a site, facility , building, cemetery, or structure that is officially listed in the Virginia Landmarks Register ~~, where guided tours are (i) regularly scheduled or (ii) available upon request during the hours of operation~~ and is open to the public at least six hours per day, five days per week. Only the official name of the building or site listed in the Virginia Landmarks Register may be used, except where a historic district is designated .

"Hospital" means ~~the same as "emergency medical facility."~~ a licensed facility providing continuous emergency medical care to the general public that has a licensed medical doctor on duty 24 hours per day, 365 days per year.

"Integrated Directional Signing Program" or "IDSP" means the general signage program administered by the Virginia Department of Transportation or its agents that is designed to provide information to the motoring public relating to locations that are open to the general public, including gas and motor vehicle services, food, lodging, attractions, or other categories.

"Interchange" means a grade separated intersection with one or more turning roadways for travel between intersection legs, or an intersection at grade where two or more highways join or cross.

"Intersection" means the area embraced within the prolongation or connection of the lateral curblines, or, if none, then the lateral boundary lines of the roadways of two highways that join one another at, or approximately at, right angles, or the area within which vehicles travelling on different highways joining at any other angle may come into conflict.

"Military facility" means a continuous and permanent operation that has a minimum of 5,000 employees and permanently assigned military personnel. Only a base or main facility is eligible for signage. Individual facilities on a base are not eligible for signage.

"Museum" means a facility dedicated to the acquisition, conservation, study, exhibition, or educational

interpretation of objects having scientific, historical, or artistic value.

"Natural attraction" means a naturally occurring anomaly, such as a cavern or rock structure, among others, that is maintained and marketed as a natural attraction.

"Nursery/greenhouse" means an establishment that grows or offers for sale plants, trees, or associated items.

"Park - municipal" means a park that is open to the public and maintained by a local government.

"Park - national" means a park that is maintained by the National Park Service.

"Park - regional" means a park that is open to the public and maintained by a local or state government and which serves a general geographic region.

"Park - state" means a park that is open to the public and maintained primarily by a state government agency.

"Pavilion" means an ornamental roofed facility used for sporting events or other amusements.

"Power plant" means a facility producing electrical energy that has a staffed visitor center open to the public.

"Public boat landing" means a facility owned, operated, and maintained by a government entity, and constructed and maintained in accordance with the standards of the Virginia Department of Wildlife Resources. IDSP signs for public boat landings are designed and located in accordance with Virginia Department of Transportation standards and are not installed on limited access highways.

"Racetrack" means an indoor or outdoor arena with seating for spectators, that is used primarily for the presentation of racing events.

"Recycling facility" means a public collection site that is operated, controlled, or officially sponsored by a government agency, specifically for newspaper, glass, aluminum cans, plastic, or other recyclable materials that is open to the public. IDSP signs for recycling facilities may be placed on non-limited access roads up to one mile from the facility and may not be placed on limited access highways.

"Regional retail facility" means a unified facility where more than 10 retail businesses are located ~~. The facility must~~ that (i) ~~print~~ prints and ~~distribute~~ distributes promotional brochures over 50 miles from its location or regularly ~~advertise~~ advertises in media over 50 miles from its location; (ii) ~~receive~~ receives 1/3 or more of annual sales from visitors from over 50 miles from its location (as determined by customer survey

or credit card tracking data , or both ~~; the regional retail facility is responsible for providing supporting data)~~ , provided by the regional retail facility) ; and (iii) ~~employ~~ employs a staff person for the promotion, advertising, marketing, or sales to persons over 50 miles from its location. Consideration will be given to recommendations of the Virginia Tourism Corporation relative to the determination of a regional retail facility.

~~"Virginia educational institution" means a for-profit educational institution with its main campus located in Virginia that (i) has for at least five consecutive years awarded academic degrees approved by the State Council of Higher Education; (ii) offers programs in workforce training or job readiness that contribute to Virginia's economic growth and development; and (iii) has combined annual enrollment of at least 1,000 at its main campus and any branch location situated within a radius of 25 miles from the main campus.~~

Commented [GALA5]: Term renamed "For-profit Virginia educational institution."

"Research facility" means a place that conducts scientific, technological, or academic experiments and has a staffed visitor center open to the public.

"Ski resort" means a facility open to the general public that provides winter-related outdoor activities during the normal operating season.

"Specific Travel Service Signs" or "LOGO" means the signage program that uses illustrated logos to provide motorists with directional guidance to the providers of gas, food, lodging, camping, and attraction destinations at interchanges along the interstate system and other limited access roadways in Virginia.

"Stadium" means a venue (enclosed or open-air) used for the presentation of sporting events, concerts, or other entertainment, and includes amphitheaters, arenas, coliseums, concert halls, and concert pavilions.

"Supplemental Guide Signs" or "SGS" means the signage program that guides motorists to specific cultural, recreational, historical, governmental, educational, military, and other sites of similar interest on limited access, primary, and secondary highways.

"Tourist Information Center" or "Welcome Center" means a facility that provides travelers and visitors with information about a specific area and is approved by the President of the Virginia Tourism Corporation, with written approval provided to VDOT from the Virginia Tourism Corporation prior to the installation of signs.

"Tourist Oriented Directional Signs" or "TODS" means the signage program that guides motorists to tourist-oriented businesses, services, and activity facilities along rural primary and secondary highways that

do not have limited access.

"Water-oriented business" means a business that includes canoe liveries, raft liveries, marinas, water parks, wave pools, and other similar businesses providing access to or facilities for waterborne recreational activities.

"Winery" means a farm winery operation licensed by the Virginia Department of Alcoholic Beverage Control that produces fermented alcoholic beverages and is open to the public offering tours of the production facility.

"VDOT" means the Virginia Department of Transportation.

" Virginia Wine trail" means a trail that consists of a group of three or more wineries that have declared their intention to be a wine trail and published joint marketing materials. ~~To participate in either the Tourist-Oriented Directional Signing (TODS) Program or Logo Program, each winery on a wine trail must meet the hours of operation and licensing requirements for that program. The driving distance between one winery and the next wine trail facility shall not be greater than 15 miles. To be eligible for participation in the TODS Program, the first and last facilities on a wine trail must be located within 15 miles of the intersection of a noncontrolled access state primary or secondary system highway where the initial TODS panel is to be located. To be eligible for participation in the Logo Program, the facility at one terminus of the wine trail must be located within 15 miles of the interchange. The facility at the other terminus must be eligible for either TODS or Logo signage.~~

"Zoo" means an establishment licensed by the United States Department of Agriculture that has non-portable, permanent structures for the display of animals and that keeps wild animals for exhibition to the public. Businesses taking part in the selling of animals to the general public, such as pet shops or animal breeders, do not qualify under this definition.

24VAC30-551-20. General criteria for Specific Travel Services (Logo) Signing Program.

A. Specific travel services (Logo) signing may be installed on any limited access ~~interstate, primary or secondary facility~~ highway under the authority of ~~the Virginia Department of Transportation (~~ VDOT ~~)~~. Logo trailblazer signs, which are installed along crossroads for facilities that require additional vehicle maneuvers or are a long distance from the ramp, can be placed on any route under the authority of VDOT or with approval from the authorizing entity that maintains the right of way.

B. To qualify for ~~specific travel services (~~ Logo ~~)~~ signing, a facility shall be open to the general public

Commented [GALA6]: Requirements moved out of the definitions section and into the relevant sections (sections 20 and 30) in the body of the regulation.

Commented [GALA7]: The proposed changes to Section 20 bring the regulatory text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

and shall:

1. Meet the appropriate criteria/eligibility requirements for the type of facility;

2. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped;

3. Furnish the necessary panels displaying the name, symbol or trademark of the facility fabricated ~~according to the specifications of VDOT,~~ at no cost to VDOT. ~~(~~ The facility ~~is free to~~ may select any fabricator ~~of its choosing~~ for the panels ~~.)~~ ; and

~~4. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program, including the bumping policy in 24VAC30-551-60; and~~

~~5. Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.~~

4. Sign and comply with the terms of an IDSP participation agreement.

C. The following table below summarizes the criteria for this program:

SPECIFIC TRAVEL SERVICES (LOGO) SIGNING PROGRAM Criteria Summary		
Facility	Criteria	
	CATEGORY I	CATEGORY II
GAS(1), (1a) , (3)	Three miles max Fuel, oil, tire repair (or info), compressed air ~~, free water~~ Public restroom with washroom and toilet of sanitary construction ~~Drinking water with cups~~ 16 hours per day, seven days per week	All of Category I, except 12 hours per day, seven days per week
FOOD(1)	Three miles max State Board of Health permit Indoor seating for 20 adults	All of Category I, except six hours per day, six days per week and indoor seating for 20 adults or a combination of 20 indoor and outdoor seats plus 10 spaces for drive-in service

Commented [GALA8]: These proposed changes clarify the existing practice of requiring participants to sign and comply with the terms of a participation agreement. The existing provisions proposed to be removed from subdivisions 4 and 5 are contained in the participation agreements and will still apply to the participants.

Commented [GALA9]: "Compressed" was added to "air" to ensure clarity regarding the criteria requirement for air for tires. "Free Water" and "Drinking water with cups" were removed from the criteria to simplify requirements. "Public restroom" was adjusted to include "with washroom and toilet of sanitary construction" to reflect language from the Code of Virginia. These changes align the regulatory text with current practice, do not have a financial impact, and do not negatively affect requesting facilities.

Commented [GALA10]: This change was added to allow for the participation of drive-in restaurants to provide additional food options for the traveling public. This change aligns the regulatory text with current practice.

	12 consecutive hours per day, six days per week (7 a.m.) Menu conspicuously displayed Hours displayed visible to customer prior to entering the business	
LODGING	Three miles max State Board of Health permit 10 or more rooms for rent Off-street parking for each room 24 hours per day, seven days per week	All of Category I, except four or more rooms for rent
CAMPING(2)	15 miles max State Board of Health permit 10 or more camping units Off-street parking for each unit 24 hours per day, seven days per week	
ATTRACTIONS(2)	All criteria referenced in subsection D of this section.	
~~FULL SERVICE FOOD (Experimental Program - If the experiment proves positive, it is the intent of VDOT to have the full service food program as permanent part of the IDSP on a statewide basis)~~	~~Interchanges:~~	
	~~I-64 Exit 124~~	~~I-64 Exit 94~~
	~~I-81 Exit 118~~	~~I-64 Exit 180~~
	~~I-81 Exit 150~~	~~I-81 Exit 247~~
	~~I-81 Exit 264~~	~~I-81 Exit 283~~
	~~I-95 Exit 92~~	~~I-81 Exit 313~~
	~~I-95 Exit 126~~	~~I-85 Exit 12~~
	~~I-95 Exit 143~~	~~I-95 Exit 130~~
	~~All FOOD CATEGORY I criteria and:~~ ~~Indoor seating for 100 adults~~ ~~Full sit-down table service with wait staff~~ ~~Public restroom facilities~~ ~~Full breakfast menu - see full service food definition in 24VAC30-551-10.~~	

(1) Signage for establishments open 24 hours per day may include indication of continuous operation.

(1a) ~~Effective August 1, 2005, two~~ Two spaces are reserved for establishments with 24-hour-per-day, seven-days-per-week operations.

(2) At locations where four or more attractions facilities desire to participate in the Logo Program, camping will be limited to a maximum of two spaces. Camping logos existing on September 16, 2004,

Commented [GALA11]: "Full Service Food" was a Federal Highway Administration (FHWA) experiment designed to test the potential benefit of adding this new service type. Ultimately it was not adopted by FHWA and thus is being removed from the text of this regulation to reflect existing practice.

Commented [GALA12]: This text is proposed to be removed due to the length of time that has passed since this effective date.

will be grandfathered, assuming they continue to meet all contractual commitments.

(3) A facility independently meeting all of the qualifications for a gas service that also offers alternative fuel stations as approved by the Virginia Department of Energy may display approved VDOT alternative fuel text as a supplemental message on the bottom of their logo plates on the gas services sign (see 24VAC30-551-95).

Commented [GALA13]: This and similar changes elsewhere in the regulation are due to changes in FHWA's Manual on Uniform Traffic Control Devices (MUTCD).

D. In addition to the general criteria for specific travel services (Logo) signing, to qualify for an attraction sign, a facility shall:

1. Not be currently using other supplemental guide signs at the same location as the Logo mainline or trailblazer signing;

2. Have licensing or approval, where required;

3. Provide sanitary public restroom facilities;

4. Be in continuous operation at least eight hours per day, five days per week during the normal operating season for the type of business (except this requirement shall not apply to certain facilities such as ~~arenas,~~ auditoriums, arts/crafts centers, civic centers, stadiums, drive-in theaters, and flea markets);

5. Be located within 15 miles of the interchange ~~and must provide written directions or have adequate signage to direct motorists back to their original route of travel~~ ;

6. Provide adequate parking to accommodate normal traffic volumes for the facility;

7. For a winery, brewery, distillery, or cidery, be in continuous operation at least six hours per day, five days per week and offer tours of the production process during the posted hours of operation; and

~~7.~~ 8. Be of regional interest to the traveling public and one or more of the following acceptable sites:

LOGO PROGRAM ACCEPTABLE SITES Attractions		
Cultural	Art/craft center Gallery Museum	~~Historic building~~ Historic site Historic district
Retail Tourism	Agribusiness Brewery Cidery Distillery Winery ~~Farm market~~	Flea market Auction house Regional retail facility Bed and breakfast Farmer's market

Commented [GALA14]: Changes in this and similar tables elsewhere in the regulation are due to the changes to the definitions in Section 10. These changes do not affect the eligibility of sites for participation.

Recreational	~~Amphitheater~~ Amusement /theme park Aquarium Arboretum ~~Arena~~ Auditorium Boat landing Botanical garden Camp Civic center ~~Coliseum~~ ~~Concert hall~~ Drive-in theater Natural resource agency Equestrian center	~~Fairground~~ State fairgrounds Golf course Natural attraction Pavilion ~~Race track~~ Racetrack Park - national Park - state Park - municipal Park - regional ~~Park - theme~~ Ski resort Stadium Water-oriented business Zoo
Schools	~~Colleges and universities (main campus or satellite campus facilities)~~ College and university - main campus College and university - satellite campus	
Trails	~~Virginia Department of Game & Inland Fisheries (DGIF) Birding & Wildlife~~ Civil War Trail Virginia ~~Wine~~ wine trail(1) Others as approved by VDOT	
Other	Conference center Power plant Research facility Tourist information center Welcome center	

(1) Each winery on a wine trail qualifying for the LOGO program must meet the hours of operation and licensing requirements of the LOGO program. The driving distance between one winery and the next wine trail facility shall not be greater than 15 miles. To be eligible for participation in the LOGO program, the facility at one terminus of the wine trail must be located within 15 miles of the interchange where the LOGO sign is placed. The facility at the other terminus must be eligible for either TODS or LOGO signage.

Commented [GALA15]: Text moved from the existing definition of "wine trail."

E. The following sites are excluded from participation as an attraction on a specific travel services (Logo) sign. The exclusion relates only to qualification under these categories. These facilities may participate if qualifying under another acceptable category . This list of excluded sites is not all inclusive. Omission from this list does not imply qualification for signing under this category :

LOGO PROGRAM EXCLUDED SITES Attractions		
Business/Commercial	Adult entertainment facility Camping business Funeral home Industrial park or plant	Office park Radio station Television station ~~Tree nursery~~

		Media facility Movie theater(1)	Nursery/greenhouse Truck terminal
	Governmental	Local jail Local police/sheriff's office Post office	
	Medical	Drug rehabilitation facility Extended care facility Fraternal home Hospital Humane facility Infirmary	Mental facility Nursing home Retirement home Sanitarium Treatment center Veterans facility
	Miscellaneous	Animal shelter Mobile home park Subdivision Veterinary facility Cemetery ~~/columbarium~~	
	Religious	Cathedral Chapel Church Mosque	Shrine Synagogue Temple Other religious sites
	Schools	High school Middle school Elementary school	
	~~Winery Signage Program - See 24VAC30-551-80~~ (1) Indoor movie theaters with auditorium style seating, such as a multiplex, are considered to be local attractions and are not eligible for signing as a regional attraction. This exclusion does not apply to indoor movie theaters with food service that provide table seating.		

Commented [GALA16]: Text added for clarity.

F. ~~Additional criteria and considerations apply to wineries participating in the Winery Signage Program (24VAC30-551-80).~~

24VAC30-551-30. General criteria for the Tourist-Oriented Directional Signs (TODS) Program.

Commented [GALA17]: The proposed changes to Section 30 bring the regulatory text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

A. TODS assemblies may only be installed within public right- of-way maintained by VDOT and will be excluded from any cities and towns of 5,000 or more population and Arlington County and Henrico County. VDOT will not acquire rights-of-way or easements ~~, or otherwise enter into agreements~~ for the purposes of installing TODS assemblies.

Commented [GALA18]: This text is proposed to be removed to reflect current practice of VDOT's use of a contractor to install TODS assemblies.

B. A facility will be eligible to participate as a TODS—Category I if it is open to the general public; a substantial portion of its products or services are of significant interest to tourists; it derives its major portion of income or visitors during the normal business season from road users not residing in the area of the facility, defined as within 15 miles; the facility falls within one of the acceptable TODS sites; and it meets the following criteria:

1. Is located within 15 miles of the intersection of a nonlimited access state primary system highway where the initial TODS panel is to be located at the nearest primary intersection along the selected route;

2. Has the name of the facility prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the business is located;

3. Is open a minimum of six hours per day, five days per week during ~~at least a 12 consecutive week period each year~~ the normal season of operation for this type of business (generally 12 weeks) , except this requirement shall not apply to certain facilities such as ~~arenas,~~ auditoriums, civic centers, farmer's markets, ~~farm markets, wineries~~ drive-in theaters, stadiums, and flea markets;

~~4. Is in continuous operation at least six hours per day, five days per week during its normal season or the normal operating season for the type of business;~~

4. For a winery, brewery, distillery, or cidery, offers tours of the production process during the posted hours of operation;

5. Is licensed and approved by the appropriate state or local agencies, or both, regulating the particular type of business or activity;

6. For a camping ~~businesses~~ business , meets ~~Specific Travel Services (~~ Logo ~~)~~ Signing Program criteria to be eligible for participation;

7. Complies with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped; and

~~8. Agrees to abide by all rules, regulations, policies, procedures and criteria associated with the program; and~~

~~9. Agrees that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.~~

8. Signs and complies with the terms of an IDSP participation agreement.

C. In addition to the facilities listed as acceptable TODS sites, gas, food and lodging establishments

Commented [GALA19]: These proposed changes clarify the existing practice of requiring participants to sign and comply with the terms of a participation agreement. The existing provisions proposed to be removed from subdivisions 8 and 9 are contained in the participation agreements and will still apply to the participants.

may participate in the TODS Program as a TODS—Category II site provided they meet all of the TODS—Category I criteria with the exception that the following criteria apply:

1. Is located within three miles of the intersection of a nonlimited access state primary or secondary system highway where the initial TODS panel is to be located; and

2. Meets the ~~Specific Travel Services (~~ Logo ~~)~~ Signing Program—Category II criteria for its respective type of facility and agrees to be bumped in accordance with the bumping policy for a Category II facility.

D. A facility independently meeting all of the qualifications for a gas service under the TODS category II criteria that also offers alternative fuel stations as approved by the Virginia Department of Energy may display the appropriate VDOT and Federal Highway Administration (FHWA) approved generic symbol for alternative fuel stations (see 24VAC30-551-95 for additional information).

~~D.~~ E. The following table lists acceptable sites for TODS:

TODS PROGRAM ACCEPTABLE SITES Category I		
Cultural	Art/craft center Gallery Museum ~~Historic building~~	~~Historic cemetery~~ Historic site Historic district
Recreational	~~Amphitheater~~ Amusement /theme park Aquarium Arboretum ~~Arena~~ Auditorium Boat landing ~~/marina~~ Botanical garden Campground Camp Civic center ~~Coliseum~~ ~~Concert hall~~ Drive-in theater Equestrian center ~~Fairground~~ State fairgrounds	Golf course Natural attraction Natural resource agency(1) Pavilion ~~Race track~~ Racetrack Park - national Park - municipal Park - privately owned Park - regional Park - state ~~Park - theme~~ Ski resort Stadium Water-oriented business Zoo
Retail Tourism	Agribusiness Antique business Auction house Bed and breakfast Brewery	Farmer's market Flea market Nursery/greenhouse Regional retail facility Restaurant(2)

	Cidery Distillery ~~Farm market~~	Winery
Schools	~~Colleges & universities (main campus or satellite campus facilities)~~ College and university - main campus College and university - satellite campus	
Trails	~~DGIF Birding & Wildlife~~ Civil War trail Virginia ~~Wine~~ wine trail(3) Others as approved by VDOT	
Other	Conference center Power plant Research facility Tourist information center Welcome center	

TODS PROGRAM ACCEPTABLE SITES Category II			
All Types	Gas, food, lodging		

(1) VDOT shall waive the minimum requirements and conditions of participation in the TODS Program as may be necessary to provide adequate signage for facilities maintained by the agencies within Virginia's Natural Resources Secretariat. ~~The requirements and conditions that may be waived include, but are not limited to, (i) the required proximity of a facility to an initial sign structure and (ii) the limitation that signage be provided only at the nearest primary highway.~~

(2) Shall not be a franchise or part of a national chain. Food Category II can be a franchise or part of a national chain.

(3) Each winery on a wine trail qualifying for the TODS program must meet the hours of operation and licensing requirements for the TODS program. The driving distance between one winery and the next wine trail facility shall not be greater than 15 miles. To be eligible for participation in the TODS program, the first and last facilities on a wine trail must be located within 15 miles of the intersection of a non-controlled access state primary or secondary system highway where the initial TODS panel is to be located.

Commented [GALA20]: Text moved from the existing definition of "wine trail."

~~E.~~ F. The following sites are excluded from participation in the TODS Program. The exclusion relates only to qualification under these categories. These facilities may participate if qualifying under another acceptable category. This list of excluded sites is not all inclusive. Omission from this list does not imply qualification for signing under this category.

TODS PROGRAM EXCLUDED SITES		
Business/commercial	Adult entertainment facility Funeral home Industrial park or plant Media facility Movie theater(1)	Office park Radio station Television station Truck terminal

Governmental	Local jail Local police/sheriff's office Post office	
Medical	Drug rehabilitation facility Extended care facility Fraternal home Hospital Humane facility Infirmary	Mental facility Nursing home Retirement home Sanitarium Treatment center Veterans facility
Miscellaneous	Animal shelter Cemetery ~~/columbarium~~ Mobile home park	Subdivision Veterinary facility
Religious	Cathedral Chapel Church Mosque	Shrine Synagogue Temple Other religious sites

(1) Indoor movie theaters with auditorium style seating, such as a multiplex, are considered to be local attractions and are not eligible for signing as a regional attraction. This exclusion does not apply to indoor movie theaters with food service that provides table seating.

Commented [GALA21]: Text added for clarity.

24VAC30-551-~~40~~. General criteria for the Supplemental Guide Signs Program.

Commented [GALA22]: The proposed changes to Section 40 bring the regulatory text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

A. The following requirements shall apply to signs in the Supplemental Guide Signs Program:

1. Supplemental guide signs shall be limited to two structures per interchange or intersection per direction with no more than two destinations per sign structure, except as noted in subdivision 2 of this subsection. When there is excessive demand over available space for new supplemental guide signing, VDOT, in consultation with the affected jurisdiction, shall determine which facilities will be listed on the signs.

2. All supplemental guide signs in place as of September 15, 2004, will be "grandfathered" into the program and may be repaired or replaced as necessary, except if the facility closes ~~, relocates,~~ or fails to comply with the criteria under which it originally qualified, the signs will be removed. A grandfathered supplemental guide sign may only relocate to a limited access highway if the existing sign is located on a limited access highway.

Commented [GALA23]: The proposed changes provide more flexibility for facilities that are grandfathered and are currently participating in the Supplemental Guide Signs program.

3. Additional structures over the two-structure limit may only be installed when the Commissioner of Highways or his designee determines that such installation is in the public interest.

B. To qualify for supplemental guide signing, a facility shall:

1. Be open to the general public on a continuous basis either year-round or during the normal

operating season for the type of facility. Closings for the observance of official state holidays are allowed;

2. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped; and

~~3. Agree to abide by all rules, regulations, policies, procedures and criteria associated with the program; and~~

~~4. Agree that in any cases of dispute or other disagreement with the rules, regulations, policies, procedures and criteria or applications of the program, the decision of the State Traffic Engineer shall be final and binding.~~

3. Sign and comply with the terms of an IDSP participation agreement.

Commented [GALA24]: These proposed changes clarify the existing practice of requiring participants to sign and comply with the terms of a participation agreement. The existing provisions proposed to be removed from subdivisions 3 and 4 are contained in the participation agreements and will still apply to the participants.

C. All facilities shall be located within 15 miles of the interchange or intersection where the initial supplemental guide sign is placed on the approach .

D. ~~Additional criteria and considerations apply to wineries participating in the Winery Signage Program (24VAC30-551-80).~~

E. D. The following table lists acceptable sites for supplemental guide signs:

SUPPLEMENTAL GUIDE SIGNS PROGRAM Acceptable Sites (3) (4)		
Cultural	~~Historic building(1), (2)~~ Historic site(1), (2) (3) Historic district(1), (2) (3)	
Governmental	Correction facility Courthouse Department of ~~Game and Inland Fisheries~~ Wildlife Resources facility Department of Motor Vehicles facility (5) Landfill/transfer station (6) Government office	Regional jail Prison (7) Local police/sheriff's office(1) State Police facility(1) Recycling facility
Military (1)	Military facility	
Recreational	Boat landing (public) Natural attraction Park - national(1)	Park - municipal(1) Park - regional(1) Park - state(1)
Schools	~~Colleges and universities(1) (main~~	For-profit Virginia educational

		~~campus only)~~ College and university - main campus (2) College and university - satellite campus(2) High school Junior high school	institution (1) (2) Middle school Elementary school
	Miscellaneous(1)	~~Arlington National Cemetery~~ ~~Virginia Veterans~~ Cemetery Special events	Tourist information center Welcome center
	(1) Permitted on Interstate and limited access highways.		
	(2) Signs for college and university - main campuses or for-profit Virginia educational institutions are permitted on interstate and limited access highways. Signs for college and university - satellite campuses and individual campus facilities on main campuses are only permitted on non-limited access highways.		
	~~(2)~~ (3) If supplemental guide signs are installed for a historic district, separate signs for individual historic sites within the historic district shall not be allowed.		
	~~(3)~~ (4) VDOT shall waive requirements and conditions of participation in the supplemental signage program as may be necessary to provide adequate signage for facilities maintained by the agencies within Virginia's Natural Resources Secretariat.		
	(5) Signs shall be allowed on non-limited access highways up to one mile from the facility. No signs shall be allowed on limited access highways.		
	(6) Signs for local landfills/transfer stations operated by a governmental body shall be allowed on non-limited access highways up to three miles from the facility. Signs for regional landfills shall be allowed on non-limited access highways up to ten miles from the facility. No signs shall be allowed on limited access highways.		
	(7) Only state and federal correctional facilities, prisons, and regional jails shall qualify for signs on non-limited access highways.		

F. E. The following sites are excluded from being displayed on official supplemental guide signs. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category. This list of excluded sites is not all inclusive. Omission from this list does not imply qualification for signing under this category.

SUPPLEMENTAL GUIDE SIGNS PROGRAM Excluded Sites		
Business/Commercial	Adult entertainment facility Funeral home Industrial park or plant Landfill - private Media facility Movie theater Office park	Radio station Shopping center Television station Transfer station - private ~~Tree nursery~~ Nursery/greenhouse Truck terminal
~~Colleges and Universities~~	~~Satellite campus and individual on-campus facilities of main~~	

		~~campuses on limited access highways~~	
	Governmental	~~Fairgrounds~~ State fairgrounds Local jail Post office	
	Medical	Drug rehabilitation facility Extended care facility Fraternal home Hospital Humane facility Infirmary	Mental healthcare facility Nursing home Retirement home Sanitarium Treatment center Veterans facility
	Recreational	Arcade Boat landing - private Camp - church, civic, 4-H, Scout, YMCA/YWCA, other	
	Religious	Cathedral Chapel Church Mosque	Shrine Synagogue Temple Other religious sites
	Miscellaneous	Animal shelter Cemetery ~~/columbarium~~ (except those noted as acceptable) Mobile home park	Subdivision Veterinary facility Museum

24VAC30-551-50. General criteria for the General Motorist Services Signs Program.

Commented [GALA25]: The proposed changes to Section 50 add clarity and bring the regulatory text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

A. General motorist services signs (GMSS) may be installed along state maintained roadways for ~~gas~~ fuel , food, lodging, camping, and hospital locations that fulfill the needs of the road user and satisfy the following criteria:

1. Be open to the general public on a continuous basis either year-round or during the normal operating season for the type of facility. Closings for the observance of official state holidays are allowed;

2. Comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped; and

3. Sign and comply with the terms of an IDSP participation agreement.

B. The following table summarizes the criteria for the GMSS program:

GENERAL MOTORIST SERVICES SIGNS PROGRAM

Criteria Summary	
~~GAS~~ FUEL(1) (2)	Three miles max Fuel, oil, tire repair (or info), compressed air ~~, free water~~ Public restroom with washroom and toilet of sanitary construction ~~Drinking water and cups~~
	16 hours per day, seven days per week
FOOD(1)	Three miles max State Board of Health permit Indoor seating for 20 adults 12 hours per day, six days per week (7 a.m.) Menu
	Hours displayed
LODGING(1)	Three miles max State Board of Health permit 10 or more rooms for rent Off-street parking for each room
	24 hours per day, seven days per week
CAMPING	15 miles max State Board of Health permit
	10 or more camping units
HOSPITAL	Within 15 miles of requested interchange or intersection Continuous public emergency care Medical doctor on duty
	24 hours per day, seven days per week

(1) ~~General motorist services signs~~ GMSS will not be installed and may be removed at an interchange or intersection if there is adequate space for the installation of either ~~specific travel services (~~ Logo ~~)~~ signs or ~~tourist-oriented directional~~ TODS signs, as appropriate.

(2) Facilities with alternative fuel stations approved by the Virginia Department of Energy may qualify for a VDOT and FHWA approved symbol under the GMSS program if they satisfy the other criteria listed for the program except the selling of gasoline and oil. The participating facility is responsible for the application fees, initial fabrication and installation. GMSS will not be erected at locations that Logo signs or TODS signs currently indicate a specific type of alternative fuel that is already being displayed on a participating facility's sign as a supplemental message (see 24VAC30-551-95 for additional information).

24VAC30-551-70. Signs for Special Programs.

A. Specific special programs signing may be installed on any limited access, primary or secondary facility under the authority of VDOT. ~~VDOT may issue a land use permit to others to have the signs installed after the approval of the State Traffic Engineer that the sign is included in the special sign program. Limited access facility permits will need the approval of the Chief Engineer.~~

B. Special programs are subject to the following criteria:

1. Civil War Trails program signs may be installed on ~~interstate~~ limited access , primary ~~and~~ or secondary facilities and may be installed as stand-alone structures or attached to existing sign structures. ~~This program is exempt from the~~ ~~IDSP~~ There are no criteria ~~and~~ or annual fee requirements ~~. All costs~~ associated with this program . All costs , including ~~costs~~ for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.

~~2. The Birding and Wildlife Trail programs established by DGIF may be installed on interstate, primary and secondary facilities and may be installed as stand-alone structures or attached to existing sign structures. This program is exempt from the Integrated Directional Signing Program (IDSP) criteria and annual fee requirements. All costs associated with this program, including costs for the fabrication, installation, maintenance, and replacement of these signs, shall be the responsibility of the requesting entity.~~

~~3. The following sites are eligible for wayfinding signs:~~

~~a. Historic Triangle Wayfinding Group, sponsored by the City of Williamsburg and the Counties of James City and York, may implement a wayfinding system within state maintained rights-of-ways as a pilot program. Continuation of the pilot program shall be subject to regular consultation with VDOT.~~

~~b. Loudoun County may implement a wayfinding system within state maintained rights of ways as a pilot program. Continuation of the pilot program shall be subject to regular consultation with VDOT.~~

~~c. Journey Through Hallowed Ground Wayfinding System.~~

2. Community Wayfinding Signing Program. Development, design, installation and maintenance of community wayfinding signs are the responsibility of the requesting entity (sponsor) as approved by

Commented [GALA26]: The general proposed changes to Section 70 bring the text in line with current practice and the requirements of the "Form, Style and Procedure Manual for Publication of Virginia Regulations."

Commented [GALA27]: This text is proposed to be removed as Community Wayfinding Signs are the only signs included in this section which require a land use permit.

Commented [GALA28]: This trail has been discontinued at the request of the Department of Wildlife Resources (DWR). DWR has requested removal of Birding and Wildlife Trail sign panels from VDOT's right-of-way.

Commented [GALA29]: The proposed changes to the regulatory text describing the Community Wayfinding Signing Program remove obsolete information about concluded experiment programs and clarify the requirements and operations of the Community Wayfinding Signing Program. This text reflects current practice.

and under a permit from VDOT. A facility may select to participate in either the IDSP or a wayfinding system, but not both, at the same intersection. Sponsors shall coordinate with the VDOT IDSP manager and the IDSP contractor to identify any facility currently participating in the IDSP that should be removed due to participation in a wayfinding system.

~~4.~~ 3. Virginia Waterways Signage Program signs may be installed on ~~interstate~~ limited access , primary, ~~and~~ or secondary facilities. All costs associated with this program, including costs for the fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.

~~5.~~ 4. State scenic river signs , as approved by the Department of Conservation and Recreation, may be installed on ~~interstate~~ limited access , primary, ~~and~~ or secondary facilities. All costs associated with this program, including costs for the fabrication, maintenance, installation and replacement of these signs, shall be the responsibility of the requesting entity.

Commented [GALA30]: This proposed text adds the state agency responsible for approval of state scenic river signs. This text reflects current practice.

5. Historical Marker Program markers may be installed on primary or secondary facilities. Any requests for historical markers shall be reviewed and approved through the Department of Historical Resources. All costs associated with fabrication and installation of these signs shall be the responsibility of the requesting entity. All costs associated with maintenance and replacement of these signs is the responsibility of VDOT through the IDSP.

Commented [GALA31]: This proposed language will clarify the location, approval responsibility, and costs associated with Historical Markers. This text reflects current practice.

6. Washington-Rochambeau Revolutionary Route National Historic Trail signs may be installed on primary or secondary facilities on VDOT right-of-way. All costs associated with the fabrication, maintenance, installation, and replacement of these signs shall be the responsibility of VDOT through the IDSP.

Commented [GALA32]: The Washington-Rochambeau Revolutionary Route National Historic Trail is an active signing trail administered on VDOT's right-of-way by the IDSP. It was established by Chapter 121 of the 1980 Acts of Assembly. This text reflects current practice.

7. Virginia Rail Heritage Region signs may be installed on primary or secondary facilities on VDOT right-of-way. All costs associated with fabrication and installation of these signs shall be the responsibility of the requesting entity. All costs associated with maintenance and replacement of these signs is the responsibility of VDOT through the IDSP.

Commented [GALA33]: The Virginia Rail Heritage Region is an active special signing program administered on VDOT's right-of-way by the IDSP. It was established by House Joint Resolution 25 of the 2010 General Assembly Session. This text reflects current practice.

8. Historic Route 1 signs may be installed on primary or secondary highways under the jurisdiction of VDOT. All costs associated with the fabrication, maintenance, installation, and replacement of these signs shall be the responsibility of VDOT through the IDSP.

Commented [GALA34]: The Historic Route 1 program is an active special signing program administered on VDOT's right-of-way by the IDSP. It was established by Chapter 109 of the 2010 Acts of Assembly. This text reflects current practice.

24VAC30-551-80. General criteria for integration of the Winery Signage Program.

Commented [GALA35]: The proposed changes to Section 80 will clarify the wording to reflect the time that has passed since the grandfathering date of September 15, 2004. Obsolete, redundant, and confusing language in this section will be removed. These changes reflect current practice and have no substantive impact.

A. ~~The following criteria apply to all existing Winery Signage Program signs:~~

1. All ~~existing~~ supplemental guide signage for wineries ~~(~~ in place ~~as of~~ prior to September 15, 2004 ~~)~~ will remain in place.

2. To retain ~~an existing~~ a supplemental guide sign, a winery must ~~continue to~~ meet the ~~existing~~ winery program hours of operation requirements ~~(~~ of being open six hours per day, five days per week, at least ~~nine~~ 12 consecutive ~~months~~ weeks per year ~~)~~ .

3. When ~~an existing~~ a supplemental guide sign for a winery is damaged ~~,~~ or for any other reason needs to be replaced, the replacement sign may be a supplemental guide sign for wineries or a TODS sign. ~~The fee to install the supplemental guide sign will be the standard installation fee. The requesting entity will thereafter be required to pay the standard annual fee for supplemental guide signs or TODS signage, whichever is applicable.~~

~~4. In the event an existing supplemental guide sign for a winery needs to be replaced and there is insufficient space on the appropriate TODS structure for an additional TODS panel, or the sign is in an area where TODS signs are not permitted, a replacement supplemental guide sign may be installed. In this event, the requesting entity will be required to pay all costs related to the replacement sign and thereafter be required to pay the annual fee for supplemental guide signs.~~

~~5. Until September 15, 2007, there will be no annual fee for existing supplemental guide signage. Wineries with supplemental guide signage will be required to pay all maintenance costs due to damage during this period.~~

~~6. Effective September 16, 2007, an annual fee equal to approximately 1/3 of the standard TODS annual fee will be charged for existing winery supplemental guide signage. Wineries will not be charged any maintenance costs for existing supplemental guide signage after this date.~~

~~7. Effective September 16, 2010, supplemental guide signage for wineries will be charged an annual fee equal to the standard fee for TODS signage.~~

B. ~~The following criteria apply to all new~~ For Winery Signage Program signs installed after September 15, 2004, the following criteria apply :

1. All ~~new~~ winery signs installed on nonlimited access highways ~~after September 15, 2004,~~ will be

standard TODS signs. ~~Entities requesting such signs will be required to pay the standard fees for participation in the TODS Program.~~

2. In order to be eligible for TODS signage, wineries will be required to meet ~~the standard~~ all applicable TODS ~~hours of operation~~ criteria requirements ~~(six hours per day, five days per week for at least 12 consecutive weeks each year)~~ and pay the standard fee for participating in the TODS program .

3. 2. Wineries will be eligible for Logo signage (attractions category) on limited access highways. To be eligible for Logo signage, ~~a winery~~ wineries will be required to meet ~~the standard hours of operation~~ all applicable Logo criteria requirements ~~(open eight hours per day, five days per week)~~ and ~~to~~ pay the standard ~~annual~~ fee for participating in the Logo ~~Program~~ program .

4. 3. Wineries will have the option to display the "grape cluster" logo (in color) on TODS or Logo signs, upon request.

4. Existing supplemental guide signs and new or existing TODS panels for wineries may serve as trailblazers for the Logo program. A mixture of supplemental, TODS and Logo trailblazers may be allowed at a specific site. The fees for each sign shall be the fees listed in section 100.

24VAC30-551-~~90~~. ~~Sign participant selection process.~~ (Repealed.)

Commented [GALA36]: The selection process and bumping procedures discussed in this section have been developed. As such, this section is no longer needed.

~~A. With the assistance of interested parties, VDOT shall develop selection processes and bumping procedures for supplemental guide signage and Logo attractions category signage that incorporate local governments and other entities, as appropriate.~~

~~B. Prior to the development of the sign participant selection process, a first come - first served, process will be utilized. These participants will be limited to a one year contract, which will provide that they may be bumped depending on the specific selection process and bumping procedures that are developed.~~

24VAC30-551-95. Alternative Fuels Station Certification.

Commented [GALA37]: These requirements were developed with participation from the Virginia Department of Energy to establish a series of requirements for businesses wishing to display a message for EV Charging / Alternative Fuels. The changes are due to changes in the MUTCD. This proposed regulatory text reflects current practice.

A facility wishing to display an alternative fuels message shall meet the following requirements to be certified by the Virginia Department of Energy:

1. For electric vehicle (EV) charging stations, have two or more DC fast charging stations with the appropriate universal plug.

2. Parking spaces available for each charger or alternative fuel pump/dispenser.

3. On premise signs visible from the roadway indicating EV charging or the type of alternative fuel station that is available at that location.

4. Adequate lighting for each charging station or alternative fuel pump/dispenser to ensure a safe environment.

5. Information on area tire repair services clearly posted on the EV charger or alternative fuel pump/dispenser or on a kiosk located in the vicinity of the EV charger or alternative fuel pump/dispenser.

24VAC30-551-100. Integrated Directional Signing Program (IDSP) participation fees.

A. Annual participation fees for the Logo Program are as follows:

SPECIFIC TRAVEL SERVICES (LOGO) SIGNING PROGRAM Annual Participation Fees		
Signing	Average Daily Traffic	
	High Volume(1), (2)	Regular
Main line	$1,000	$800
Trailblazer(3)	$150	$150
Switchout (per occurrence)(4)	$90	$90

(1) High volume--40,000 average daily traffic (ADT) or more in both directions on any leg of the interchange.

(2) A nonprofit entity may elect to pay the regular rates and be classified as a Category II.

(3) A Logo trailblazer sign on a TODS panel will be charged the Logo trailblazer fee.

(4) Defined as replacing a Logo panel due to a design change.

B. Participation fees for the Tourist-Oriented Directional Signing (TODS) Program are as follows:

1. A one-time application fee of $100.

2. Annual participation fees as shown in the following table:

TOURIST-ORIENTED DIRECTIONAL SIGNING (TODS) PROGRAM(1) Annual Fees	
Signing	Annual Fee
Main panel	$450
Trailblazer	$100

	Close(2)	$50
	(1) Annual fees are not assessed for agencies in the Natural Resources Secretariat.	
	(2) Defined as covering a panel due to seasonal closing or other temporary closure.	

C. Participation fees for the Supplemental Guide Signs Program are as follows:

1. Fees for participating commercial entities are as follows:

SUPPLEMENTAL GUIDE SIGNS PROGRAM(1) Fees for Commercial Entities			
Signing	Annual Fee	Application/Site Preparation Fees(3)	
		New	Maintenance/Replacement
Major sign(2)	$700	$250	$100
Minor sign	$250	$250	$100
(1) The following are exempt from annual fees; however, they will be charged for new construction, maintenance, and replacement: (a) Federal, state, and local governments; and (b) Nonprofit organizations. All entities are subject to application/site preparation fees per installation for new signs, maintenance or replacement of signs.			
(2) Defined as 12 square feet or larger.			
(3) Commercial entities participating in supplemental guide signing will be responsible for maintenance, replacement, or new construction.			

2. Fees for ~~participating wineries~~ winery signs installed before September 15, 2004 are as follows:

Commented [GALA38]: These proposed clarifying changes mirror the changes made to Section 80.

SUPPLEMENTAL GUIDE SIGNS PROGRAM Fees for ~~Wineries~~ winery signs installed before September 15, 2004 (1)		
	~~2007~~(2)	~~2010~~(2)
Signing per set of five signs - Main and trailblazers	~~$175~~	$450
~~(1) In 2004, participating wineries paid for maintenance and replacement.~~		
~~(2)~~ (1) Participating wineries will pay no charge for maintenance.		

D. ~~There are no~~ Participation fees for ~~participation in~~ the General Motorist ~~Services Signs~~ Service Sign Program (GMSS) . All GMSS participants are responsible for the costs associated with fabrication and installation of new construction. Maintenance is paid for by VDOT IDSP. Fees for participating entities are as follows:

Commented [GALA39]: This proposed text would add the $250 GMSS application fee to the regulation. This fee is currently a requirement contained in the participation agreement. It is proposed to be added to the regulation to reflect current practice. The fee was created to help the IDSP contractor defray the administrative costs associated with privatized hospitals requesting large quantities of “H” signs to boost traffic to their facilities. This fee applies to all requesting facilities for General Motorist Service Signs.

GENERAL MOTORIST SERVICE SIGN

Fees	
Annual Fee	Application Fee
$0	$250

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Exempt Action: Final Regulation
Agency Background Document

Agency name	Commonwealth Transportation Board
Virginia Administrative Code (VAC) Chapter citation(s)	24VAC30-551
VAC Chapter title(s)	Integrated Directional Signing Program (IDSP) Participation Criteria
Action title	Amend Regulation following Periodic Review
Final agency action date	_____, 2026
Date this document prepared	_____, 2026

This information is required for executive branch review pursuant to Executive Order 19 (2022) (EO 19), any instructions or procedures issued by the Office of Regulatory Management (ORM) or the Department of Planning and Budget (DPB) pursuant to EO 19. In addition, this information is required by the Virginia Registrar of Regulations pursuant to the Virginia Register Act (§ 2.2-4100 et seq. of the Code of Virginia). Regulations must conform to the Regulations for Filing and Publishing Agency Regulations (1 VAC 7-10), and the *Form and Style Requirements for the Virginia Register of Regulations and Virginia Administrative Code.*

Brief Summary

Provide a brief summary (preferably no more than 2 or 3 paragraphs) of this regulatory change (i.e., new regulation, amendments to an existing regulation, or repeal of an existing regulation). Alert the reader to all substantive matters. If applicable, generally describe the existing regulation.

A periodic review of 24VAC30-551, the Integrated Directional Signing Program (IDSP) Participation Criteria, identified amendments necessary to clarify and streamline the regulation. This regulation provides the framework through which certain categories of businesses or attractions of particular relevance to the motoring public can participate in the signage program. The regulation addresses eligibility requirements, categories for specific signage programs, and fee structures.

In addition to amendments to clarify the regulatory text, other proposed changes will add flexibility and expand the lists of entities eligible to participate in the specific signage programs. Criteria for electric vehicle charging and alternative fuel station signs will be added. Furthermore, an application fee for General Motorist Service Signs will be added to defray the administrative costs associated with these signs.

Mandate and Impetus

Identify the mandate for this regulatory change and any other impetus that specifically prompted its initiation (e.g., new or modified mandate, internal staff review, petition for rulemaking, periodic review, or board decision). For purposes of executive branch review, "mandate" has the same meaning as defined in the ORM procedures, "a directive from the General Assembly, the federal government, or a court that requires that a regulation be promulgated, amended, or repealed in whole or part."

The proposed amendments were identified during the required periodic review of the regulation, which was conducted pursuant to §§ 2.2-4007.1 and 2.2-4017 of the Code of Virginia and guided by the principles of Executive Order 19 (2022). The 11th Edition of the Federal Highway Administration's Manual on Uniform Traffic Control Devices, dated December 2023, authorized signs indicating alternative fuels charging, and the proposed amendments reflect this authorization.

Statement of Final Agency Action

Provide a statement of the final action taken by the agency including: 1) the date the action was taken; 2) that the agency has "adopted final amendments" to the regulation; 3) the name of the agency taking the action; and 4) the title of the regulation. A suggested statement is, "On [insert date] the Board/Department of [insert name] adopted final amendments to the [title of regulation(s)]."

On ____, 2026, the Commonwealth Transportation Board adopted final amendments to the Integrated Directional Signing Program (IDSP) Participation Criteria, 24VAC30-551.

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Periodic Review and Small Business Impact Review Report of Findings

Agency name	Commonwealth Transportation Board
Virginia Administrative Code (VAC) Chapter citation(s)	24VAC30-551
VAC Chapter title(s)	Integrated Directional Signing Program (IDSP) Participation Criteria
Date this document prepared	_____, 2026

This information is required for executive branch review and the Virginia Registrar of Regulations, pursuant to the Virginia Administrative Process Act (APA), Executive Order 19 (2022) (EO 19), any instructions or procedures issued by the Office of Regulatory Management (ORM) or the Department of Planning and Budget (DPB) pursuant to EO 19, the Regulations for Filing and Publishing Agency Regulations (1 VAC 7-10), and the *Form and Style Requirements for the Virginia Register of Regulations and Virginia Administrative Code.*

Acronyms and Definitions

Define all acronyms used in this Report, and any technical terms that are not also defined in the "Definitions" section of the regulation.

CTB – the Commonwealth Transportation Board
IDSP – Integrated Directional Sign Program

Legal Basis

Identify (1) the promulgating agency, and (2) the state and/or federal legal authority for the regulatory change, including the most relevant citations to the Code of Virginia or Acts of Assembly chapter number(s), if applicable. Your citation must include a specific provision, if any, authorizing the promulgating agency to regulate this specific subject or program, as well as a reference to the agency's overall regulatory authority.

The Commonwealth Transportation Board (CTB) has "the power and duty to make regulations that are not in conflict with the laws of the Commonwealth for the protection of and covering traffic on and for the

use of systems of state highways" pursuant to § 33.2-210 of the Code of Virginia. Section 33.2-218 of the Code of Virginia authorizes the CTB to "establish reasonable fees to be collected by the Commissioner of Highways from any qualified entity for the purpose of participating in the Integrated Directional Sign Program (IDSP) administered by the Department or its agents that is designed to provide information to the motoring public relating to gasoline and motor vehicle services, food, lodging, attractions, or other categories as defined by the IDSP." Section 33.2-1220 of the Code of Virginia states that the CTB "may issue regulations and is authorized to enter into agreements with the United States as provided in 23 U.S.C. § 131 with respect to the regulation and control of signs, advertisements, and advertising structures in conformity with § 33.2-1217…" Authorization for signs indicating alternative fuels charging is provided in the 11th Edition of the Manual on Uniform Traffic Control Devices, December 2023, adopted by the Federal Highway Administration.

Alternatives to Regulation

Describe any viable alternatives for achieving the purpose of the regulation that were considered as part of the periodic review. Include an explanation of why such alternatives were rejected and why this regulation is the least burdensome alternative available for achieving its purpose.

No viable alternatives to the regulation were identified or considered as part of this periodic review.

Public Comment

Summarize all comments received during the public comment period following the publication of the Notice of Periodic Review, and provide the agency's response. Be sure to include all comments submitted: including those received on Town Hall, in a public hearing, or submitted directly to the agency. Indicate if an informal advisory group was formed for purposes of assisting in the periodic review.

No public comments were received during the public comment period.

Effectiveness

Pursuant to § 2.2-4017 of the Code of Virginia, indicate whether the regulation meets the criteria set out in the ORM procedures, including why the regulation is (a) necessary for the protection of public health, safety, and welfare, and (b) is clearly written and easily understandable.

The regulation is necessary for the protection of public health, safety, and welfare because it ensures that only signs meeting specific requirements are located along Virginia's state-maintained highways. It provides the framework through which certain categories of businesses or attractions of particular relevance to the motoring public can participate in the signage program. Amendments to the regulation are needed to ensure the language is clearly written and easily understandable.

Decision

Explain the basis for the promulgating agency's decision (retain the regulation as is without making changes, amend the regulation, or repeal the regulation).

If the result of the periodic review is to retain the regulation as is, complete the ORM Economic Impact form.

The CTB has determined that this regulation should be amended. The regulatory text must be updated to remove outdated or confusing language, ensure the regulation provides adequate flexibility for participation in the IDSP, and make other clarifying changes.

Small Business Impact

As required by § 2.2-4007.1 E and F of the Code of Virginia, discuss the agency's consideration of: (1) the continued need for the regulation; (2) the nature of complaints or comments received concerning the regulation; (3) the complexity of the regulation; (4) the extent to the which the regulation overlaps, duplicates, or conflicts with federal or state law or regulation; and (5) the length of time since the regulation has been evaluated or the degree to which technology, economic conditions, or other factors have changed in the area affected by the regulation. Also, discuss why the agency's decision, consistent with applicable law, will minimize the economic impact of regulations on small businesses.

This regulation continues to be needed as it provides the eligibility and participation requirements for the IDSP. The regulation last underwent a periodic review in 2021, and no complaints or comments have been received since that time. The regulation is not overly complex, nor does it overlap, duplicate, or conflict with federal or state law or regulation. The decision to amend the regulation will minimize the impact of the regulation on small businesses as it will increase opportunities for small businesses to participate in the IDSP. The amendments will also improve the clarity of the regulatory text.