

Illinois Tollway

Traffic Generator and
Information Signage Guidelines

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1 Introduction

This policy has been created to provide guidance for future major traffic generator and requests for information guide signs, commonly known as “blue board” signs, along the Illinois Tollway. Information guide signs are formally called specific service signs, and that terminology is used throughout this document. By providing guidelines for such signing and criteria for different types of traffic generators and blue board signs, this policy provides the Tollway with a clear framework for evaluating traffic impacts and judging requests made for traffic generator guide signs.

The content of this document is as follows:

- Section 1 – Introduction
- Section 2 – Background material to place this in the context of other signing on the Tollway and across the State of Illinois
- Section 3 – Overall guidance
- Section 4 – Criteria for different types of traffic generators
- Section 5 – Other guide signs
- Appendices covering details of Tollway Attractions, Lodging and Food sign programs for rural areas only.

The intent is that this document direct both Tollway personnel and outside entities in understanding sign installation criteria, general design, and formal application procedures for traffic generator signs that guide Tollway patrons to major destinations along the Illinois Tollway. The broader aim is to inform readers about the nature of such signing, separate and distinct from basic regulatory, warning, and guide signs, so that those interested in adding such signing can make a good judgment about whether their request may be accepted or not.

It must be understood that it is not always possible to anticipate and make rules for every condition in the field, and even though a sign may satisfy basic guidance provided herein, the Tollway may judge that additional signing would be distracting or detrimental to essential signing. The Tollway thus reserves the right to reject applications for traffic generator signing in all circumstances based on the Tollway’s considered judgment of all factors.

2 Background and References

2.1 MUTCD and State Guidance

While signing for major traffic generators may be beneficial, it is important to put such signing in context with all of the other signs along freeways and tollways. FHWA's 2009 *Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD)*, sets forth general guiding principles regarding freeway and expressway signing, which includes the Tollway, in Section 2E.02:

The development of a signing system for freeways and expressways is approached on the premise that the signing is primarily for the benefit and direction of road users who are not familiar with the route or area. The signing furnishes road users with clear instructions for orderly progress to their destinations... The excessive signing found on many major highways usually is the result of using a multitude of signs that are too small and that are poorly designed and placed to accomplish the intended purpose.

While it may be beneficial to provide users with either destination signing to major traffic generators or signing to inform travelers of specific conditions, care should be taken to avoid signing that clutters the Tollway and distracts users from more essential signs. In Section 2E.30 the *MUTCD* states that supplemental signs "should be used sparingly" so as not to distract from the consistent destination information on the main advance guide signs approaching an interchange. Supplemental signing could also reduce the effectiveness of essential regulatory, warning signs, and guide signs that are important for the safety of Tollway users.

Section 2E.35 of the *MUTCD*, included below, provides further guidance on supplemental guide signs of any kind while at the same time encouraging individual states and agencies to adopt their own policies:

Section 2E.35 Other Supplemental Guide

Support:

Supplemental Guide signs can be used to provide information regarding destinations accessible from an interchange, other than places displayed on the standard interchange signing. However, such Supplemental Guide signing can reduce the effectiveness of other more important guide signing because of the possibility of overloading the road user's capacity to receive visual messages and make appropriate decisions...

Guidance:

...States and other agencies should adopt an appropriate policy for installing supplemental signs using "The AASHTO Guidelines for the Selection of Supplemental Guide Signs for Traffic Generators Adjacent to Freeways." In developing policies for such signing, such items as population, amount of traffic generated, distance from the route, and the significance of the destination should be taken into account.

The cited AASHTO publication similarly advocates that states should establish their own volume or attendance criteria for these guide signs, though a few generators may warrant such signing without a volume warrant (major airports, major military installations, major colleges or universities, Federal and State parks, major recreational areas, and other incorporated cities). The *MUTCD* goes on to discuss specific service Signs in Chapter 2J., addressing six eligible service categories: gas, food, lodging, camping, attractions, and 24-hour pharmacies, commonly known as "blue board" signing familiar to travelers, particularly on rural interstates. Chapter 2J. has specific placement and number limitations on

such signs in a specific order (the reverse of the order listed above, i.e., gas is considered the most important, so it is the **last** type of specific service displayed to drivers).

The Illinois Department of Transportation (IDOT) has two related policies as defined in the Joint Committee on Administrative Rules (JCAR) Administrative Code (Title 92; Chapter I; Subchapter f), Part 542 BUSINESS LOGO SIGNING PROGRAM and Part 543 TOURISM ATTRACTION SIGNING PROGRAM. Part 542 deals with five of the six *MUTCD* specific services (all except attractions) while Part 543 deals with attractions. It should be noted that the Part 542 program applies to rural areas only, specifically excluding interstates in the Chicago (and other) metropolitan area, such as I-90 and I-94. Thus, “standard” blue board signing (e.g., gas, food, lodging) seen on interstates across the US is **not** allowed on IDOT urban interstates, except for the attractions special service. The Illinois Tollway follows this standard as well, not allowing blue board signing for gas, food, lodging, camping, or 24-hour pharmacy in the Chicago metropolitan area, but excludes attraction signing in the metropolitan area. In other words, the only types of specific service signing that will be considered for the Tollway for use in rural areas only are attractions (Section 4.5) and lodging (Section 4.6). On the Tollway system, rural areas lie in fringe and outlying areas of the city, as discussed in Section 4.1 below.

For the Illinois Tollway, much of the attention is on attractions as traffic generators in both urban and rural areas, and JCAR Part 543 is pertinent. **Table 1** lists the attraction types that are included for consideration by IDOT, along with some that are not generally considered eligible. The candidate facility types often use an annual attendance level to determine eligibility for the program.

Table 1 Illinois JCAR 543 Attraction Categories and Signing Eligibility

Facility Types Considered for Tourism Attraction Signing on Freeways under IDOT Jurisdiction	Facility Types Ineligible for Tourism Attraction Signs on Freeways under IDOT Jurisdiction (including but not limited to those listed)
Agri-Tourism Site, Amusement Park/Fairgrounds/Recreational and Entertainment Complex, Antique Shopping Areas, Arena/Performance Center, Botanical/Zoological Facility, Brewery, Entertainment/Dining/Shopping District, Gambling/Wagering Facility, Golf Course, Historic Shopping District, Historic Site, Marina, Museum, Orchard, River Excursion, Shopping Center, State or National Park/Forest/Wild Life Area, Unique Attractions (e.g., ATV Parks, Sky Diving facility, Landmarks, etc.), and Winery	Furniture and Clothing Stores, Automotive Dealerships, Garages, Drug Stores, Movie Theaters, Appliance Stores, Department Stores, Schools, Houses of Worship, Real Estate Offices, Auction Houses, Livestock Sales Facilities, Sand and Gravel Facilities, and Grocery Stores

JCAR 543 goes on to assign point rankings to facilities based on attendance, days/hours of operation, distance from interchange, and marketing plan to determine priorities for installation, since some interchanges may have more eligible facilities than can be reasonably signed.

Finally, in order to develop more generator-specific guidelines and criteria, the AASHTO guidelines can be compared to policies from several other states including Ohio, Missouri, North Carolina, Florida, and

Texas. The prevailing state focus is almost entirely on attendance. Although attendance criteria may generally be useful, the criteria vary such that it is difficult to draw specific guidance from other states.

2.2 Recreational and Cultural Interest Signs

Another type of signing that is pertinent to the Illinois Tollway is addressed in *MUTCD* Chapter 2M., Recreational and Cultural Interest Signs, commonly known as “brown board” signs consisting of white text on a brown background (see **Figure 1**). As indicated by Figure 1, brown board signs are used on freeways to direct users to a number of facility types as follows:

- General applications
- Accommodations (of essentially a recreational nature)
- Services
- Land recreation
- Water recreation
- Winter recreation.

The *MUTCD* advises agencies to develop a policy for such signing. The Tollway is already using brown board signs, and these signs are in the purview of this traffic generator sign policy.

2.3 Other Information Signs

Other information signs exist on the Tollway system providing further information to motorists. Many of these are addressed in the *Illinois Tollway Roadway Traffic Control and Communication Guidelines* or the *Illinois Tollway Signage and Markings Guidelines*. Guide signs that are supplemental in nature and not covered by those two documents are governed by this document.

2.4 Relation of Tollway Traffic Generator Signing to *MUTCD* and State Guidance

Because there are differences in content and terminology among the primary source documents, **Table 2** compares the traffic generator signing for the Tollway, the *MUTCD*, and IDOT. It may be noted that IDOT terminology sometimes runs counter to the *MUTCD*. Since the *MUTCD* is the national standard, the Illinois Tollway generally uses *MUTCD* terminology.

Figure 1: Example Recreational and Cultural Interest Signs per *MUTCD* Chapter 2M



Table 2: Traffic Generator Sign Categories per *MUTCD*, IDOT, and Illinois Tollway

AGENCY	BLUE BOARD SIGNS (white text on blue background) Application Area	BROWN BOARD SIGNS (white text on brown background) Application Area	COMMENT
<i>MUTCD</i>	<p><i>MUTCD</i> Section 2J Specific Service Signs</p> <p>Gas Food Lodging</p> <p><u>Camping Attractions 24-Hr Pharmacy</u></p> <p>Recommended for Rural Areas Only</p>	<p><i>MUTCD</i> Section 2M Recreational and Cultural Interest Signs</p> <ul style="list-style-type: none"> • General applications • Accommodations (of recreational nature) • Services • Land Recreation • Water Recreation • Winter Recreation <p>Urban and Rural</p>	
<p>IDOT JCAR 542</p> <p>JCAR 543</p>	<p>Gas Food Lodging</p> <p>Camping ----- 24-Hr Pharmacy</p> <p>Rural only</p> <hr/> <p>Attractions (~19 types)</p> <p>Urban and rural</p>	<p>Same as <i>MUTCD</i></p>	<p>In <i>MUTCD</i>, the full metal surface is the “sign” and an inserted smaller rectangle is a “panel.” JCAR reverses meaning of these terms.</p>
Illinois Tollway	<p><u>Attractions (Sec 4.5) & Lodging and Food (Sec 4.6)</u></p> <p>Rural Only</p>	<p>Treated same as <i>MUTCD</i> for most cases (Sec 4.2), adds Points of Interest subgroup (Sec 4.3)</p>	

3 Overall Policy for Traffic Generator (Logo/Panel) Signs

There are several guidelines that are generic to all traffic generators (logo/panel signs). These are reviewed in this section, with the specific criteria and sign features for each type of generator in Section 4.

3.1 Tollway Policies

Guide signs fall under the authority of the Illinois Tollway to control all signs within the right of way of the Tollway system. The design and erection of traffic generator signs shall be in accordance with standards for sign type, height, lateral placement, font size, lettering, and location as specified in the national *MUTCD* and the *Illinois Supplement to the National Manual on Uniform Traffic Control Devices*. As noted in *MUTCD* Section 2E.35, such signs may show destinations not shown on the major guide signs, with a recommended maximum of one sign per interchange approach.

The associated Tollway policies are as follows.

1. The Tollway shall determine the number of traffic generator signs per interchange approach subject to the following: no more than two blue board signs (must be for different services per Section 4) and one brown board sign.
2. There shall be no more than six panels displayed on a single blue board sign

Facilities that have the greatest traffic should be shown on these guide signs. This does not mean that all facilities that meet specific criteria will automatically receive informational signing. Signing for traffic generators is considered supplemental to overall system signing for the Tollway. Therefore, before a sign for a traffic generator is installed, sufficient space must exist to accommodate the placement of the sign without interfering or conflicting with primary regulatory, warning, or guide signs. No commitment shall be made to erect signs until an on-site inspection has been conducted at the proposed sign location to determine that sufficient space exists.

3. Each installation request shall include a site visit to ensure sufficient space exists to install the new signs without significantly reducing the impact of existing regulatory, warning, and guide signing.

Not all requests for signing can be accommodated. If new signs would result in too many signs (“sign pollution”) or too many destinations on a sign, the Tollway will review the information and determine which facilities will receive signing or what information is most important to the motorists. To minimize future conflicts and potential removal of existing traffic generator signs, consideration will be given to future expectations and priorities of signing at interchanges before erecting signs.

4. Even if a facility meets specific criteria, the Tollway may deny the request in order to avoid excessive signing, as determined solely by the Tollway.

Signing for a traffic generator shall not be installed until signing has been installed at the ramp terminals to direct the motorist from the Tollway to the traffic generator. It is important to note that there may not be space available at the exit with the most direct route.

5. Traffic generator signing should be located at the interchange with the most direct route to the facility. Under exceptional circumstances, additional signs may be necessary at interchanges on more than one Tollway route to adequately sign for an eligible high traffic generator (e.g., O'Hare Airport). Additional signs may be approved by the Tollway based on an engineering study that documents the need.
6. In specific circumstances, trailblazing through one or more interchanges may be allowed. This should be considered for major traffic generators and diversion routes.
7. There must be existing signage on the arterials or connecting routes directing the motorist to a facility before posting traffic generator signing on the Tollway mainline.
8. Care should be taken to recognize the limitations on placing traffic generator guide signing at exit-only interchanges where motorists cannot easily reenter the Tollway to continue traveling in the same direction they left.
9. Signing for a qualifying traffic generator in general will not be allowed at an interchange if a more direct interstate route and interchange are available.

The Tollway reserves the right to cover, relocate, or remove any signs for maintenance or construction operations, or when deemed to be in the best interest of the Tollway or the traveling public, without advance notice. The Tollway also reserves the right to remove signs when roadway improvements or changes in the roadway cross-section or configuration will no longer accommodate the existing signs. If existing signs no longer meet the Tollway's size and design requirements for an upgraded roadway and existing signs are removed, the affected generator may request to upgrade their signs, provided that the upgraded roadway can safely accommodate the change. The Tollway does not guarantee that such a request will be honored.

10. The Tollway may remove, relocate, or cover traffic generator signs as necessary for maintenance, construction, and roadway design changes without advance notice.
11. Any roadway design work should prompt re-examination of the basis for the traffic generator signs.

There may be circumstances where several traffic generators meet the specified criteria at a single interchange. Unless there is a clear and significant difference in the amount of traffic generated by one or more facilities compared to the others, signing will be granted on a first come/first served basis.

3.2 Permanent vs. Temporary Facilities

These guidelines are intended for permanent facilities that operate all year. Seasonal and short-term temporary signing may be deployed as needed by the Tollway, and may not be required to meet all the criteria of a permanent facility. The Tollway has full discretion to decide on placement of temporary traffic generator signs.

3.3 Historic and Future Applications

This policy is not intended for use in wholesale removal of existing signs, nor does it guarantee that current signs may remain on the system under a "grandfather" clause. The Tollway plans to review all existing signs in relation to this policy whenever a new project is undertaken for a Tollway segment, or when existing signs are in need of replacement, repair, or maintenance. The Tollway will at that time review the basis and design of the traffic generator signs.

4 Traffic Generator Criteria

The following criteria have been developed to determine whether a traffic generator sign or panel is warranted. In all cases, the guidelines established in the previous Section 3 must be met first and take precedence over the following criteria. Criteria from IDOT and the other states mentioned above were examined to develop these criteria for the Illinois Tollway. **Table 3** presents a summary of the five general signing categories.

Entities wishing to explore the potential for the Tollway furnishing and installing the first three types of signs illustrated in **Table 3** (brown board and supplemental guide signs) can submit a request in writing to the *Illinois Tollway Engineering Department - Chief Engineering Officer*. Engineering staff will review the request and obtain information from the requestor to decide whether a sign would be appropriate.

4.1 Urban Versus Rural

The use of traffic generator signs is generally focused on rural areas, because in urban areas it is expected that many services and attractions are readily available. Therefore, only brown board signs are allowed in urban areas of the Tollway. Section 2E.35 of the *MUTCD* states that supplemental guide signs of any kind can reduce effectiveness of more important signing because of the “possibility of overloading the road user’s capacity to receive visual messages and make appropriate decisions.” This is generally much more of a problem in urban areas. Additionally, the following *MUTCD* text states the desire to limit specific service (blue board) signs to rural areas:

Section 2J.01

The use of Specific Service signs should be limited to areas primarily rural in character or to areas where adequate sign spacing can be maintained.

The transportation industry uses many different definitions for urban and rural areas. For the purpose of guide signing, the critical aspects are sign clutter and motorist expectations. Concerning sign clutter, many urban areas experience a considerable amount of signing across a large number of lanes. Guide signs on the side of the road are less visible among the larger regulatory and primary guide signs.

Additionally, with the larger volumes of traffic in urban areas, motorists spend less time looking at guide signs and more time focused on the traffic in adjacent lanes. Traffic generator signs have less value and may distract from the motorist’s primary need to pay attention to traffic. Additionally, it is assumed that key services are available near most interchanges, and minor services exist at nearly every interchange.

Rural areas by contrast have much less traffic, and with greater interchange spacing, many fewer signs per mile than urban areas. Motorists have less traffic to monitor and more time and distance to view signs. Additionally, drivers are typically unsure of what services or facilities exist near each interchange. While in an urban area a motorist may have dozens of attractions close to the interchange, in rural areas there are often many fewer services and generators near an interchange.

In the urban areas of the Tollway, only brown board signs (Sections 4.2 and 4.3) and Supplemental Guide signs (Section 4.4) are allowed. In rural areas of the Tollway, both brown board and selected blue board signs (Sections 4.5 and 4.6) are allowed.

For purposes of traffic generation signing, all sections of the Illinois Tollway are considered urban in character except for those sections near interchanges that meet the following criteria:

1. No more than 3 interchanges within 8 miles (4 mile spacing per AASHTO definition of urban), or
2. Mainline total traffic either side of the interchange less than 70,000 vehicles per day on average.






TYPE OF SIGN SECTION	SAMPLE	PURPOSE AND FUNCTION	KEY ATTRIBUTES	CRITERIA
Recreational & Cultural Interest 4.2		Generally expected to create off-peak and some peak hour traffic though non-commuter traffic. Target travelers are typically not familiar with the Tollway and make use of guidance to find their way to the destination.	<ul style="list-style-type: none"> - Applies across entire Tollway - Generates hundreds of thousands visitors/year, many of whom are non-local - Visitation throughout the year - One per interchange approach 	<p>Certifiable letter attesting to: 300,000/200,000 attendance (urban/rural)</p> <p>Within 5 miles of Tollway</p> <p>>50% attendance from more than 10 miles away</p> <p>Open throughout the year</p>
Points of Interest 4.3		Generally expected to create off-peak and some peak hour traffic though non-commuter traffic. Target travelers are typically not familiar with the Tollway and make use of guidance to find their way to the destinations. Typically requires several POIs to merit signing.	<ul style="list-style-type: none"> - Applies across entire Tollway - Collectively generate hundreds of thousands visitors/year, many of whom are non-local. - Must be public or not for profit - Visitation throughout the year - One per interchange approach 	<p>Certifiable letter attesting to: 200,000/150,000 attendance (urban/rural)</p> <p>Within 5 miles of Tollway</p> <p>>50% attendance from more than 10 miles away</p> <p>Open throughout the year</p> <p>4 or less lines of text</p>
Supplemental Guide 4.4		Primarily public facilities that attract a sizable number or travelers. Municipality signing also helps orient unfamiliar drivers to their general location.	<ul style="list-style-type: none"> - Applies across entire Tollway - Categories: <ul style="list-style-type: none"> Major Educational Institutions Airports Transit Facilities Law Enforcement Agencies & Courthouses Municipalities 	Varies by category, see text.
Attractions Blue Board 4.5		Generally expected to create some off-peak and peak hour traffic in rural areas. Target travelers are typically not familiar with the Tollway. Logos are allowed and program participants pay a fee.	<ul style="list-style-type: none"> - Only in rural areas - Regional generator with many non-local visitors - Requires an annual fee, and user provided logo 	See Appendix A for details. Must be within 5 miles of Tollway.
Lodging & Food Blue Board 4.6		Generally expected to create off-peak and peak hour traffic in rural areas. Target travelers are typically not familiar with the Tollway. Logos are allowed and program participants pay a fee.	<ul style="list-style-type: none"> - Only in rural areas - Open year round - Requires an annual fee, and user provided logo 	See Appendix B for details. Must be within 3 miles of Tollway.

Table 3 Summary of Traffic Generator

Per these criteria, the following interchanges as of December 2012 are considered rural:

- I-90 (Jane Adams)
 - i. Rockton Road
 - ii. Illinois Route 173
 - iii. East Riverside Blvd.
 - iv. Business U.S. 20
 - v. Irene Road
 - vi. Genoa Road
 - vii. U.S. 20 Marengo
 - viii. Illinois Route 47
 - ix. Randall Road
 - x. Illinois Route 31 (grandfathered in under a previous program for lodging only—**Section 4.6** below; commercial tourism attraction signing not allowed)
- I-294/94/80 (Tri-State)
 - i. Rosecrans Road (Illinois Route 173)
- I-88 (Ronald Reagan)
 - i. U.S. 30
 - ii. Illinois Route 26
 - iii. Illinois Route 251
 - iv. Annie Glidden Road
 - v. Peace Road
 - vi. Illinois Route 47
 - vii. Illinois Route 56
 - viii. Orchard Road
- I-355 (Veterans Memorial)
 - i. U.S. 6
 - ii. 159 Street/U.S. 7
 - iii. Archer Avenue/143rd Street
 - iv. 127th Street

4.2 Recreational and Cultural Interest Traffic Generators

Recreational and cultural interest traffic generators include amusement parks, historical sites, museums, stadiums, arenas, auditoriums, convention halls, zoos, fairgrounds, recreation areas, racetracks, state and national parks, and state recreational areas. These facilities call for brown board signing as covered in Chapter 2M of the *MUTCD*.



1. For permanent brown board signs, the generator must meet the requirements for number of annual attendees: 300,000 annual attendees for urban areas, and 200,000 annual attendees for rural areas.
2. The generator must be within 5 miles of the Tollway.
3. The generator must be regional and the majority of the attendees should come from outside of the immediate area. At least 50% of the stated minimum annual attendance must originate more than 10 miles from the attraction.
4. The generator must be a specific building or geographically separate entity that is well defined and easily identified by the motorist. It cannot be part of a larger geographic entity (e.g., an historic district within a larger central business district might not qualify.)
5. Traffic generators that are not generally event-oriented facilities (such as museums, zoos, historic sites, etc.) shall be operational and staffed with one or more attendants a minimum of five (5) days a week, eight hours a day for a total of 40 hours per week throughout the year to qualify for

signs. Traffic generators that are generally event-oriented facilities (such as stadiums and arenas) are not required to meet this staffing requirement.

6. Historic facilities must be on the National Register of Historic Places.
7. The generator shall provide on-site public restroom facilities and drinking water suitable for public consumption.
8. The generator shall have adequate on-site parking during hours of operation for guests, tourists, and customers.
9. For short-term (less than 2 weeks) special events, temporary guide signs may be used. For these events, the generator should meet the following criteria:
 - a. Daily attendance of 2,000 served by on-site parking
 - b. Less than 5 miles from the interchange.

Such temporary guide signs may use alternate color schemes such as white on green, or multiple colors with event logos.

4.3 Points of Interest

The Tollway has tested Point of Interest signs in the past and they are another type of brown board (*MUTCD* Section 2M). They provide guidance to two or three facilities that may not individually meet a previous criterion, but collectively do so. The intent is to provide guidance to some more marginal regional traffic generators. The intent is *not* to sign for all traffic generators at an interchange. The facilities may provide logos for installation on the signs, but the signs will be installed and maintained by the Tollway. The facilities must collectively meet the following requirements:



1. For permanent guide signs, the generators must collectively meet the requirements for number of annual attendees: 200,000 annual attendees for urban areas, and 150,000 annual attendees for rural areas.
2. Each generator must be public or not for profit.
3. The generators must be within 5 miles of the Tollway.
4. The generators must be regional and the majority of the attendees should come from outside of the immediate area. At least 50% of the stated minimum annual attendance must originate more than 10 miles from each attraction.
5. Each generator must be a specific building or geographically separate entity that is well defined and easily identified by the motorist. It cannot be part of a larger geographic entity (e.g., a historic district within a larger central business district might not qualify.)
6. Traffic generators that are not generally event-oriented facilities (such as museums, zoos, historic sites, etc.) shall be operational and staffed with one or more attendants a minimum of five (5) days a week, eight hours a day for a total of 40 hours per week throughout the year to qualify for signs.
7. The generator shall provide on-site public restroom facilities and drinking water suitable for public consumption.
8. The generators shall have adequate on-site parking during hours of operation for guests, tourists, and customers.
9. The total number of lines of text in general should be limited to four or less.

4.4 Supplemental Guide Signs

Supplemental Guide signs convey additional information identifying facilities or destinations of interest to drivers on the Tollway, as opposed to specific exit location signs.

4.4.1 Major Educational Institutions

Major educational institutions include colleges and universities. The intent is to sign for schools that generate a large amount of non-commuter traffic through conferences, sporting events, and other activities. These signs fall into the Supplemental Guide sign category of *MUTCD* Section 2E.35 and are white on green in color scheme.



1. The institution must meet the following requirements for total annual enrollment:
 - a. For major universities, an annual on campus enrollment of at least 20,000 full time students
 - i. Signing shall be for the primary campus, or
 - ii. extension facilities that can demonstrate non-student annual attendance of at least 10,000
 - b. For regional four-year colleges, an annual enrollment of at least 2,000 full time students
 - c. For community colleges, an annual enrollment of at least 15,000
2. The institution must be within 5 miles of the Tollway for urban areas and within 10 miles of the Tollway for rural areas.
3. The institution must be an accredited institution of higher learning.
4. Multiple facilities may be listed on a single sign.

4.4.2 Airports

1. The airport must be regional (as defined by the Tollway) and the majority of the users should come from outside of the immediate area.
2. The airport must be within 5 miles of the Tollway for urban areas and within 10 miles of the Tollway for rural areas.
3. The airport symbol should only be used for commercial airports, not general aviation airports.



4.4.3 Transit Facilities

Transit facilities include rail terminals and stations, bus stations, and park-and-ride lots.

1. Rail and bus facilities must be within 3 miles of the Tollway.
2. Park-and-ride facilities must be located adjacent to the Tollway and be governmentally owned and operated as part of a car pool, van pool, or other public transportation program.
3. The facility shall have at least 1,000 general use parking spaces (not permit only) for daily patron use.



4.4.4 Law Enforcement Agencies and Courthouses

1. The facility must be located within 3 miles of the interchange for urban areas or within 5 miles for rural areas.
2. The facility must be for County, State, or Federal institutions.
3. The facility must be for public use, i.e., training facilities or labs related to law enforcement are not included.



4.4.5 Municipal Signing

Within the existing Illinois Toll Highway Act, there is specific language relative to signing for traffic generators such as government centers, military installations, and transportation terminals (605 ILCS 10/12). The Tollway applies this language to municipalities in immediate proximity of the roadway. Such signing is provided at all non-system ramps for the local adjacent municipalities. The following are the program rules:

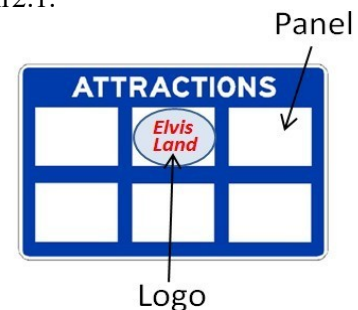


1. Municipalities (geographic center or city hall) should be within 2 miles of the Tollway.
2. The sign shall point to either the geographic center of the municipality or the municipal City Hall.
3. If more than one municipality is within 2 miles, each may be signed.

4.5 Attractions Blue Board Program for Rural Areas

In the interests of serving the patrons of the Tollway with information on potential commercial tourism attractions in rural areas, the following program has been established. Commercial tourism attractions are for-profit businesses that attract significant numbers of annual attendees. This includes smaller shopping malls such as antique malls, or shopping districts. A separate full description of the details of this program is provided in **Appendix A** to this policy including an application form, and the program constitutes a type of specific service signing per the *MUTCD*. This program is similar in definition and implementation to the IDOT JCAR Part 543 program discussed in Section 2.1.

An attraction applies for the use of one panel on a sign that may contain up to six attraction panels. There shall be no more than one attraction blue board sign for an interchange approach. In general, the Tollway will not install a blue board sign at a specific interchange unless there are at least two qualified applicants. These may be two attractions, or one attraction and one lodging or one attraction and one food facility (see **Section 4.6** below).



The attractions must pay an annual fee to cover the costs of the signs. These logo panels are installed on blue board signs that are restricted to the identified rural areas of the Tollway (see Section 4.1 above). In all cases, the safety of Tollway patrons takes precedence and no signage will be allowed until an engineering analysis has determined that it is safe to install. The following are program rules:

1. Attraction generator signing shall only be allowed at rural interchanges.
2. The attraction must be within 5 miles of the Tollway.
3. The attraction should be regional and the majority of the attendees should come from outside of the immediate area, and must be open at least 100 days per year.
4. Each attraction must be a specific building or geographically separate entity that is well defined and easily identified by the motorist.
5. The attraction shall provide on-site public restroom facilities and public drinking water fountains suitable for public consumption.
6. The attraction shall have adequate on-site parking during hours of operation for guests, tourists, and customers.
7. The attraction must continue to pay annual fees to support the cost of signing to the Tollway.

4.6 Lodging and Food Blue Board Program for Rural Areas

In the interests of serving the patrons of the Tollway with information on lodging and food in rural areas, the following program has been established. This program involves installation of specific lodging and food information on blue board signs in advance of interchange exits and along exit ramps to alert motorists of available lodging and food. A separate full description of the details of this program is provided in **Appendix B** to this policy, and the program constitutes a type of specific service signing per the *MUTCD*.

A lodging and food facility applies for use of one panel on a sign having up to six total lodging and food panels. There shall be no more than one lodging and food blue board sign for an interchange approach. In general, the Tollway will not install a blue board sign at a specific interchange unless there are at least two qualified applicants. These may be two lodging or two food facilities, or one lodging facility and one attraction or one food facility and one attraction. (see **Section 4.5** above).

Similar to the commercial attractions program, the program is for rural areas only, and the lodging and food facility will need to pay an annual fee to cover the costs of the signs. In all cases, the safety of the Tollway patrons will take precedence and no signing will be installed until an engineering analysis has determined that it is safe to install.

The following are the program rules:

1. The lodging and food signing shall only be allowed at rural interchanges.
2. Eligible lodging and food facilities shall comply with laws concerning the provision of public accommodations without regard to race, religion, color, age, sex or national origin and laws concerning the licensing and approval of service facilities.
3. The lodging and food facilities must be within 3 miles of the Tollway.
4. Adequate sleeping and food accommodations must be available
5. The lodging and food facilities shall have adequate on-site parking.
6. The lodging must be open year-round.
7. Food facilities should have continuous operation to serve at least two meals per day, at least 6 days per week
8. The lodging and food facilities must continue to pay annual fees to support the cost of signing to the Tollway.
9. The lodging and food facilities must have public telephones.



4.7 Facilities Not Generally Eligible

Table 4 lists facilities that generally will not be considered for traffic generator signing unless deemed eligible for commercial tourism signing by the Tollway.

5 Other Guide Signs

This section addresses other guide signs that may be installed by the Tollway to provide additional motorist information.

5.1 Political Boundaries

The entire Illinois Tollway system is within the State of Illinois and does not extend closer than 1 mile to any state border. Therefore, no state line signs are required. County boundaries are signed at the county line. Municipal boundaries and those of other political jurisdictions (e.g., townships, forest preserves, etc.) are not signed.



5.2 Bodies of Water

Waterways throughout Illinois are used for both commercial and recreational purposes, and present obstacles for many local roads in proximity to the Tollway system. All navigable rivers and lakes that are crossed by the Illinois Tollway should be signed at the beginning of each crossing, per the judgment of the Tollway on the importance of the waterway.



5.3 No Re-Entry

No re-entry signs should be placed at all exits at partial access interchanges. The signs may direct motorists to the nearest re-entry point and give a distance to that interchange.



5.4 Political Signs

No political or campaign signs are allowed anywhere on the Tollway right of way under any circumstances.

Table 4 Traffic Generators that Do Not Normally Warrant Guide Signing

Businesses

Auto/Truck/Equipment Dealerships
Bars/Lounges
Chamber of Commerce
Corporations and Corporate Headquarters
Day Care Centers
Flea Markets
Furniture Stores or Facilities
Health or Fitness Facilities
Humane Facilities
Industrial Plants/Facilities
Industrial Technology Centers
Manufacturing Facilities
Radio/TV Stations
Individual Retail Stores or Establishments
Roadside Stands

Cemeteries

Local or State
Private/Public
Military, except National Military
Cemeteries may be signed

Communities

Churches (and other places of worship)
Civic Centers
Subdivisions
Town Halls or City Halls
Trailer Parks

Governmental

City Facilities
Driver's License Centers
Employment Services Facilities
Jails/Prisons
Post Offices
Research/Experimental Facilities

Medical

County, Fraternal, or Nursing Homes
Drug and Alcohol Treatment Centers
Drug Stores
Local Infirmaries/Treatment Centers
Local Medical Treatment Facilities
Mental Health Facilities (private)
Retirement Facilities
Sanitariums

Military

Armories
Arsenals
Civil Defense Facilities
Military Detachments
Recruiting Stations/Facilities

Recreational/Conservational

Campgrounds (Privately-owned)
Country Club
Driving Ranges
Fish Hatcheries
Game Farms
Game Preserves
Game Refuges
Retreats (private, civic, religious, etc.)
Tree Nurseries

Schools

Grade/High Schools
Head Start Centers
Seminaries

Other

Disaster Assistance Facilities
Fraternal/Sorority houses
Guilds: Civic or Fraternal Organizations
Power Plants and Utility Plants
Taxi Locations

APPENDIX A

ATTRACTIONS BLUE BOARD SIGNING

PROGRAM REQUIREMENTS:

RURAL AREAS OF TOLLWAY

1. Introduction

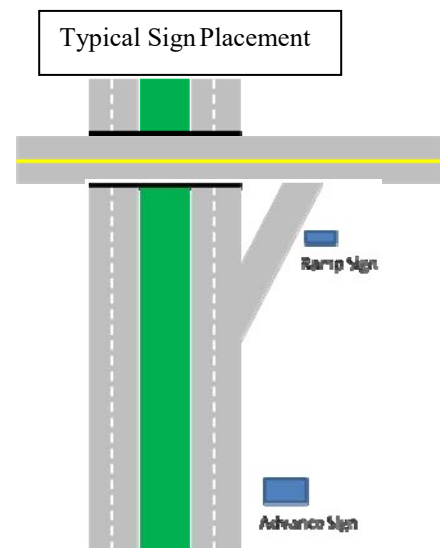
- 1.1. This program has been developed to regulate the use of commercial tourism attraction panels displayed on the Illinois Tollway system (a commercial tourism attraction is considered a “Specific Service – Attraction” in the terminology of the *MUTCD*). It establishes standards, specifications, and financial responsibility for a program of placing commercial tourism attraction panels on signs previously furnished and installed by the Tollway. The displayed panels, **supplied by approved applicants**, will provide motorists with travel related directional information to facilities of interest to tourists.
- 1.2. This program applies to highways within the State of Illinois that are under the jurisdiction of the Illinois State Toll Highway Authority (the Tollway).
- 1.3. See Glossary at the end of this document for terms and abbreviations used in this document.

2. Permitted Locations on Tollway System

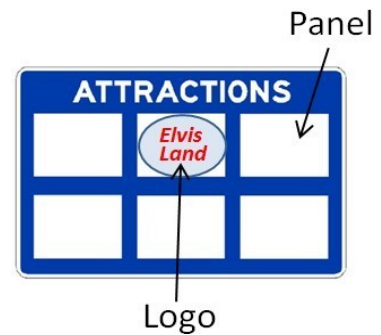
- 2.1. Commercial tourism attraction signs are not allowed at system interchanges (interstate to interstate interchanges)
- 2.2. This program applies only to areas designated as rural by the Tollway. All sections of the Illinois Tollway are considered urban in character except for those sections identified in the current *Illinois Tollway Traffic Generator and Specific Service Sign Policy*.

3. General Characteristics of Attraction Signing

- 3.1. Attraction Panels on Mainline Signs
 - The Tollway shall install no more than one mainline sign with attraction panels on an approach to any interchange. Each sign shall have no more than six (6) attraction panels.



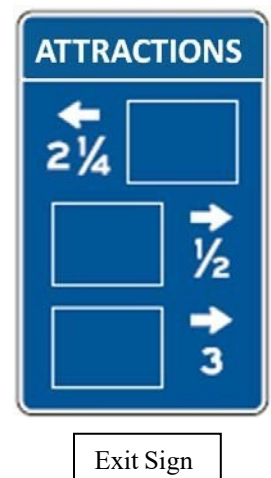
- Upon approval of an application by the Tollway, no more than one commercial tourism attraction panel may be installed within the right-of-way of a Tollway for each direction of travel approaching an interchange. The applicant shall supply the commercial tourism attraction panel(s) to the Tollway.



- In general, the Tollway will not install commercial tourism attraction signs in advance of any exit-only interchange where motorists cannot easily reenter the Tollway and continue in the same direction of travel.
- The Tollway will erect a blue board sign at a specific interchange only when an adequate level of interest has been expressed, as determined by the agency, with a minimum of two qualified applicants. These may be two attractions, or one attraction and one lodging or one attraction and one food facility (see **Appendix B** for description of similar lodging and food blue board program).
- All commercial tourism attraction signs will be ground-mounted.
- Consistent with existing Tollway signing policies and the *MUTCD*, each commercial tourism attraction sign shall be installed at least 800 feet from other signs and/or the beginning of an exit ramp taper.
- Consistent with existing Tollway signing policies and the *MUTCD*, no commercial tourism attraction signs shall be erected in advance of the exit ramps to a prior interchange.

3.2. Attraction Panels on Exit Signs

- A commercial tourism attraction panel that is displayed on a mainline sign shall also be required to be displayed on exit sign(s) at the corresponding interchange. Only attractions having a panel displayed on a mainline sign will have panel(s) displayed on exit sign(s). These signs will be located by the Tollway on the exit ramp, and/or on the crossroad just off the exit ramp.
- The Tollway will install distance information below or adjacent to the commercial tourism attraction panel for any attraction over two miles from the exit ramp. Whenever the Tollway installs a distance for an attraction exit sign panel, it will also install a distance for the commercial tourism attraction panel of any other attraction that is ½ mile or more



from the ramp. The information will convey the distance to the attraction rounded to the nearest half-mile for distances up to two miles, and rounded to the nearest mile for distances over two miles.

3.3. Exit Sign Panels at Double-Exit Interchanges

- At interchanges with more than one exit ramp, the mainline commercial tourism attraction sign must indicate which exit ramp leads to that attraction. Any attraction that is displayed as a mainline panel shall also be required to be displayed on the exit sign panel(s) at the corresponding interchange, where the Tollway installs attraction exit sign(s). Only attractions having a panel displayed on a mainline sign will have panel(s) displayed on exit sign(s). These signs will be located by the Tollway on the exit ramp and/or on the crossroad just off the exit ramp.

4. Detailed Characteristics of **Commercial Tourism Attraction Signing**

4.1. Attraction Categories

In order to be considered for commercial tourism attraction panels, the attraction must fall under one of the categories in the attached Table 1. Additionally, the attraction, except as otherwise provided, must have adequate legal parking; must be open to the public a minimum of 100 days per year; must have free drinking water (a water fountain) and restroom facilities compliant with the Americans with Disabilities Act or within walking distance of the site; and must meet additional requirements presented in this Section 4.

Table 1: Allowable Types of Attractions

Amusement Park/Fairgrounds/Recreational and Entertainment Complex:	A park, fairground, or recreational and entertainment complex that supplies refreshments and multiple activities of entertainment and recreation.
Antique Shopping Areas:	A group of vendors that specializes in the sale of antique items.
Arena/Performance Center:	A stadium, sports complex, auditorium, civic center, racetrack, convention center or cultural center.
Botanical/Zoological Facility:	A collection of unique living plants/animals that are kept and exhibited to the public.
Entertainment/Dining/Shopping District:	An area concentrated within a half-mile radius offering a variety of entertainment, dining and shopping venues.
Gambling/Wagering Facility:	An off-track wagering facility or a riverboat casino authorized and regulated by the State of Illinois.
Golf Course:	An area of land laid out for golf with a minimum of 9 holes, each including tee, fairway, and putting green, and often one or more natural or artificial hazards and open to the public.
Historic Shopping District:	A shopping district in restored structures that is marketed as a historic shopping district or area.
Historic Site:	A structure, district, or landmark listed by the IHPA as being of historical

	significance. State sites are exempt from the requirements of this part. Sites promoting the same historic event or person should be combined as one logo on a sign.
Museum:	An organized and permanent institution, with professional status; in which works of artistic, historical or scientific value are cared for and exhibited to the public. Museums shall be members of; or accredited by, the American Association of Museums, the Illinois Association of Museums, the Association of Midwest Museums, or some other similar organization.
Orchard:	An established area or facility where consumers can purchase or pick fresh Illinois food products directly from Illinois producers. The facility shall include a general store structure.
River Excursion:	A non-gaming riverboat sightseeing excursion.
Shopping Center: separated by floor to ceiling partitions.	A group of stores arranged in one or more buildings with the stores in any one building
State or National Park/Forest/Wild Life Area:	An area designated by a unit of government that provides activities such as fishing, picnicking, hiking, swimming, boating, and sporting events.

4.2. Distance to Commercial Tourism Attraction

- A commercial tourism attraction primary entrance that provides reasonably direct access to and from the site must be within five road miles of the end of the nearest Tollway exit ramp. The distance shall be measured along the centerline of all local roads from the Tollway to the attraction primary entrance.
- If an attraction meets the criteria at more than one interchange, signing will be allowed approaching only one interchange per travel direction. This will typically be the interchange(s) providing the most direct and best route in each direction. In determining the most direct and best route, the Tollway will consider all relevant conditions, including the directness of the route, congestion of the route, speed of travel, length of travel, and ease of locating the attraction signing. The Tollway has sole discretion over the choice of the interchanges, and the attraction must provide proof of signing on local roads along the route selected by the Tollway.

4.3. Commercial Tourism Attraction Signing Priorities

Where there may be more attractions eligible for and desiring posting than the number of panels permitted on a specific commercial tourism attraction sign, the following point criteria will be used in determining priority for posting a panel. When two or more attractions score identical points, the priority will be based on the distance to the interchange, with a closer attraction having priority over a farther attraction. Because each exit at an interchange is treated separately, an attraction might be deemed eligible for signing from only one direction of travel along the mainline.

Points (1-point total per group, with final point value determined by the Tollway)

Annual Attendance:

Less than 50,000 persons	10 points
50,000 to 149,999 persons	20 points
150,000 to 249,999 persons	30 points
250,000 persons or more	35 points

Days/Hours of Operation:

Open a minimum of 100 hours per year	5 points
Open a minimum of 3 days per week, 7 hours per day for less than 6 months per year but for a total of more than 400 hours per year	10 points
Open a minimum of 5 days per week, 7 hours per day for more than 6 months of the year	20 points
Open year-round, except major holidays, a minimum of 7 hours per day	30 points

Distance from interchange:

4.1 to 5 miles	10 points
3.1 to 4 miles	15 points
1.1 to 3.0 miles	20 points
1 mile or less	25 points

4.4. Sign Visibility and Trailblazing

- Attraction on a Crossroad

Where an attraction is on a crossroad, it must either be visible to the motorists from the exit ramp, or have a sign on the attraction site that is visible to the motorists from the exit ramp. Alternatively, it must have trailblazer signing that guides motorists to the appropriate entrance. If trailblazing is provided, it shall be the responsibility of the attraction owner/manager to arrange with the appropriate State or local agency for the installation of all signs on roads under the jurisdiction of the particular agency. The owner/manager must submit a confirmation letter from the State or local agency(s) involved that the signs have been installed.

- Attraction Not on a Crossroad

Where an attraction is not on a crossroad, it shall have appropriate trailblazer signing on the crossroad and the road or roads leading to the attraction that guides motorists to the appropriate entrance. It shall be the responsibility of the attraction owner/manager to arrange with the appropriate State or local agency

for the installation of all signs on roads under the jurisdiction of the particular agency. The owner/manager must submit a confirmation letter from the State or local agency(s) involved that the signs have been installed.

- 4.5. No attraction owner/manager will be allowed more than one panel on a signed approach.
- 4.6. Where a given attraction is currently on an existing mainline traffic generator sign of any type, it may not have an additional panel placed on a commercial tourism attraction sign unless the attraction owner/manager agrees that the Tollway can remove its name from the existing traffic generator sign.
- 4.7. The attraction owner/manager shall provide proof (e.g., using web sites and maps) of the distance from the Tollway ramp to the entrance to the attraction.

4.8. Program Participation

- An attraction will be guaranteed participation in the program for a minimum of three years from the date of first billing of the annual fees for the attraction, provided it continues to meet the requirements of this document and is not in arrears in its payments. Following the first three-year period, panels for the attraction with the lowest priority on a sign may be removed at the beginning of the billing cycle year in favor of another attraction with at least 30% higher priority based on the ranking system identified above. This will only apply where the sign in question has the maximum allowed attraction panels in use.
- When an attraction closes temporarily for a period not less than two weeks and not more than six months, due to remodeling, or due to an act of God, including, but not limited to, fire or flood, the attraction owner/manager shall notify the Tollway in writing within 14 calendar days of the beginning of the closure. Notification shall be sent to the:

Illinois Tollway
Maintenance and Traffic Division
Attn: Commercial Tourism Attraction Signing
2700 Ogden Avenue
Downers Grove, Illinois 60515

Following the closure, the commercial tourism attraction panel(s) will be removed by the Tollway. If the attraction owner/manager wishes return of the panels, a representative shall notify the Tollway in writing within two (2) weeks of panel removal and shall arrange for pickup within another one (1) week. If the attraction remains closed after six months, the closure shall be considered as permanent and the space will be declared available. In any event, if the allowable closure period extends to the subsequent billing cycle year, the annual fee for the attraction must be paid for that year or the space will be declared available. If the attraction

owner/manager does not notify the Tollway in writing of the closure within 14 calendar days and the Tollway becomes aware of the closure, the closure shall be considered permanent.

- When an attraction closes permanently, the attraction will lose its signing priority, any sign panels held by the Tollway will be disposed of three (3) weeks after removal of panels as described above, and the space will be declared available. If the attraction reopens and wishes to again take part in the program if a space is available, a new application must be submitted. If the attraction is still eligible for panel posting under this program, priority will be evaluated among all other eligible attractions desiring posting at the interchange in question.

5. Sign and Panel Design

5.1. All commercial tourism attraction signs shall have a blue background on which individual panels are posted for each attraction accepted for posting. All text on the blue background portion shall be white.

5.2. Mainline Sign and Panel Design

- The word ATTRACTION will be displayed above the commercial tourism attraction panels in white legend ten inches in height on a blue background.
- The Tollway shall have final approval of the panel and legend to be installed.

5.3. Exit Ramp Sign and Panel Design

- Along exit ramps of single-exit interchanges, commercial tourism attraction panels will be displayed on Tollway exit ramp signs in similar order to that on the mainline sign. The Tollway will install the necessary directional arrows on the signs.
- Exit ramp panels and signs of directional double-exit interchanges are similar to those of single-exit interchanges, except without directional arrows.
- The Tollway shall have final approval of the panel and legend to be installed.

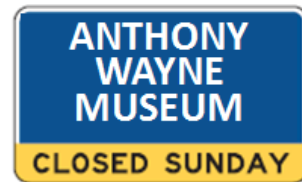
5.4. Commercial Tourism Attraction Panel Design

Commercial tourism attraction panels shall be designed by the attraction and supplied to the Tollway. A panel shall consist of the attraction name, trademark symbol, or combination thereof into a logo, providing it does not resemble any traffic sign, signal, or device. The attraction name or trademark must be consistent with that used on other signing for the attraction and must be the primary message on the panel.

A tourism attraction panel shall not display the symbol/trademark or name of more than one business.

The commercial tourism attraction panel may also contain supplemental messages relating to the primary attraction, including credit cards honored by that attraction and hours/days of the week the attraction is open, as long as panel size limits and minimum text size requirements are met (see PANEL SIZES table below). If the attraction is open less than four (4) days a week, the days open or closed should be shown. Messages that are not related to the attraction, including, but not limited to, alcoholic beverages, lottery tickets, and vehicle sales will not be allowed as supplemental messages. Supplemental messages must be significantly smaller than the primary attraction name, trademark, or symbol used on the panel.

**Sample Supplemental
Message on Sign Panel**



A supplemental message may identify the business as RV-friendly, subject to the following requirements:

- A) The entrance to and egress from the attraction shall be hard-surfaced, kept free of potholes and at least 12 feet wide with a minimum swing radius of 50 feet to enter and exit the facility.
- B) The entrance to and egress from the attraction and the parking area shall be free of any electrical wires, tree branches, canopies or other obstructions up to 14 feet above the surface.
- C) Fueling facilities with canopies are required to have a 14-foot clearance, and those selling diesel fuel are required to have pumps with non-commercial nozzles.
- D) Fueling facilities must allow for pull-through with a swing radius of 50 feet.
- E) Attractions shall post signs on their sites directing motorists to RV-friendly parking spaces and other on-site RV-friendly services.
- F) The supplemental message shall either be "RV ACCESS" or "RV FRIENDLY". It may also consist of an abbreviation "RV" in 6" black letters inside a 10" diameter yellow circle with a black border displayed within and near the lower right-hand corner of the business panel.

Any supplemental messages must be an integral part of the panel and not altered with stickers or decals after the panel has been installed. Any panel or sign that is tampered

with by the attraction with the addition or deletion of supplemental messages, or by altering the name, logo, symbol or any other portion of the message or design, subsequent to installation, will be removed by the Tollway. The attraction must then provide a new panel in addition to a \$50 per sign reinstallation fee. The Tollway shall have to approve the new panel.

Covering over of a message will not be allowed (e.g., due to a temporary closure). The panel shall be fabricated on an aluminum base material. 125 inches thick. High-performance retro-reflectorized background sheeting material shall be utilized for the panel. The size of the panels to be installed on mainline, exit ramp, and trailblazer signs (or assemblies) shall be as follows:

SIGN TYPE	PANEL SIZES	
	PANEL WIDTH	PANEL HEIGHT
Mainline	60"	36"
Exit	24" to 30"	18"
Trailblazer*	24"	18"

*Logo and panels are not required on state and local trailblazer signs.

PANEL COMPONENT	MINIMUM LETTER AND NUMERAL SIZES	
	Tollway	Exit Ramp or Conventional Road
Words and Numerals (Non-trademark/ Graphic Logo)	8"	4"
Trademark/Graphic Logo	Proportional	Proportional
Supplemental Message Words and Numerals	5"	2.5"

In order to ensure that the panels meet the requirements of this Section, an attraction shall provide a panel design to the Tollway for approval within 30 calendar days after approval of the application. If the design is not received by the Tollway within the 30-day time period, the space will be declared available.

6. Application Procedure and Fees

6.1. Application Procedure

In order for an attraction to be considered for the program, an application form, available on the www.illinoistollway.com website, must be obtained and after completion returned with the application fee to the following:

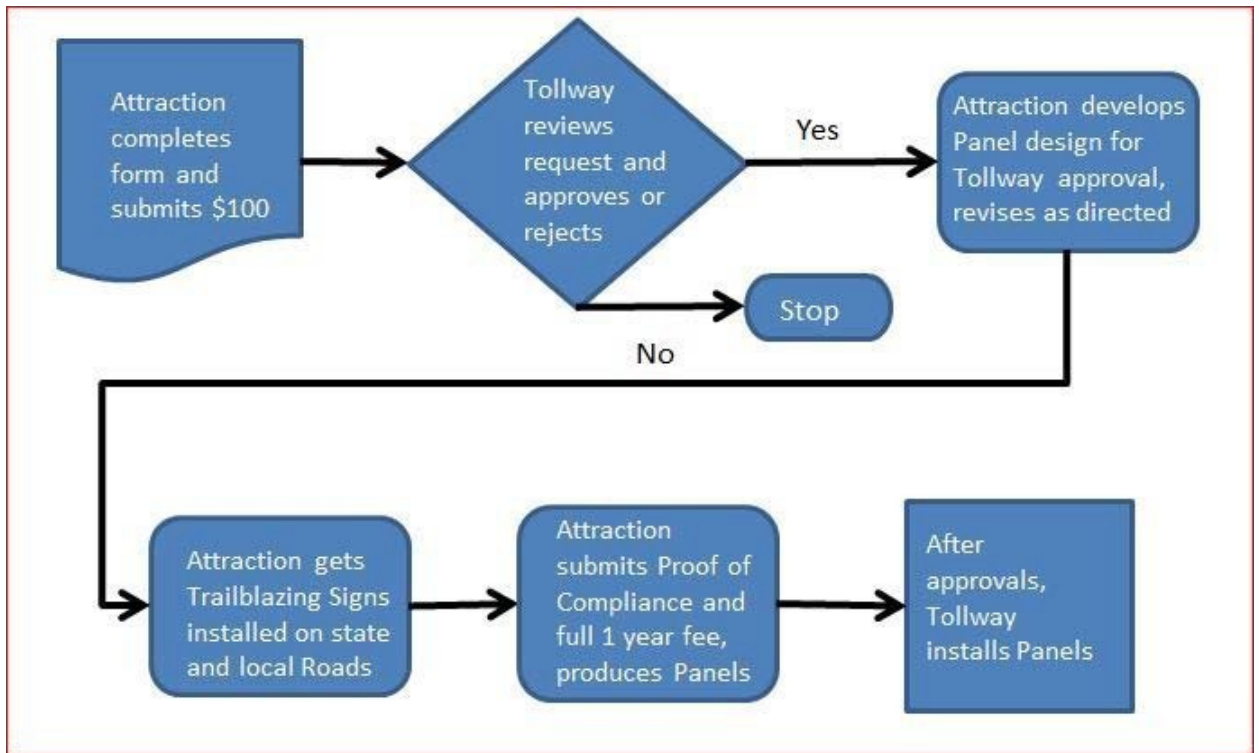
Illinois Tollway - Maintenance and Traffic Division
Attention: Incident Manager
Commercial Tourism and Lodging Signing
2700 Ogden Avenue
Downers Grove, Illinois 60515

A separate application form must be completed for each attraction panel request.

- When the Tollway determines from the application that an attraction meets the basic criteria listed in this program, the application will then be reviewed by the Tollway to determine if space is available for the panel in accordance with this program.
- If the Tollway determines that space is available, the application will be approved and returned to the applicant, along with instructions concerning the number and location of the commercial tourism attraction panel(s), the annual fee, and other appropriate information.

6.2. Fees

- A \$100 non-refundable application fee for each commercial tourism attraction panel must be submitted to the Tollway at the address noted above. If an attraction reapplies for panel posting after the attraction's panel(s) have been removed due to late payments or temporary withdrawal from the program, or when an attraction changes its name and its ownership at the same time, then a new \$100 application fee must be submitted with each new request for an attraction panel.
- An initial installation fee of \$2,000 plus an annual fee of \$950 will be charged for an attraction's panel set and will cover display for both approach directions and on all mainline and exit ramps.
- A prorated fee for the first year will be charged for logo/panels installed after January 31. Subsequent annual fees of \$950 will be due on January 1 of every year. When an attraction makes an annual payment, it will be guaranteed usage of the paid space on the attraction sign for the entire year, as long as it continues to meet the criteria established by this document. Any attraction closing or withdrawing from the program after making its annual payment will not be given a refund.



Submittal & Implementation Process

- When the annual fee is not received by the Tollway within 30 calendar days after the due date specified in the annual billing letter, the commercial tourism attraction panel(s) will be removed by the Tollway. Where receipt of payment is delinquent and a specific attraction sign is full, the attraction will lose its priority to the next attraction desiring the space. When the fee is received after the commercial tourism attraction panel has been removed and space is still available on the sign, a new \$100 application fee will be required. The annual fee for the remainder of the billing cycle year, as well as any portion of the annual fee owed for the period of time between the end of the preceding billing cycle year and the date the sign was removed, will also apply.
- A fee of \$50 for each commercial tourism attraction panel will be charged for an attraction requesting that its panel or panel be replaced with a new sign for any reason other than due to deterioration, damage, or vandalism. In all cases, the attraction will be required to supply the replacement panel. When the replacement

only involves a change in a supplemental message, panels not containing the supplemental message do not need to be replaced.

- No fees will be charged to qualifying attractions owned by the State of Illinois or the federal government, nor will any fees be charged to qualifying attractions that are tax-exempt.
- A one-time fee of \$100 will be charged for each RV-friendly symbol panel overlay furnished and installed by the Tollway.

6.3. Placing and Maintaining Commercial Tourism Attraction Panels

- An attraction must supply commercial tourism attraction panel(s) to the Tollway within 30 calendar days after approval of panel design. If the panel(s) are not received by the Tollway within the 30-day time period, the space will be declared available. Only the Tollway will install, or cause to be installed, the commercial tourism attraction panel on the specific associated sign. When a commercial tourism attraction panel is so deteriorated, damaged, or vandalized that it needs to be replaced, the Tollway will notify the attraction concerning their need to provide a new panel. In this case, there will be no Tollway fee for the replacement of the panel.
- Attractions will be required to certify on the application that their panel(s) meets the criteria established in this document. When the Tollway receives a complaint from a third party that an approved attraction panel may not be in compliance with the criteria established in this document, the owner/manager will be contacted by the Tollway to determine if the commercial tourism attraction panel(s) meets the established criteria. If the Tollway determines that the attraction fails to qualify, the Tollway will notify the owner/manager in writing to make the necessary change or changes so as to comply or the commercial tourism attraction panel(s) will be removed.

GLOSSARY

The following words or phrases, when used in this program, shall have the meanings ascribed to them in this Section:

- * AASHTO — American Association of State Highway and Transportation Officials
- * ADT — Average Daily Traffic
- * "Ahead" or "In Advance of" — a sign is ahead or in advance of another when it is at a greater distance than the other from the condition being signed.
- * "Billing cycle year" — billing period from January 1 and ending the following December 31.
- * "Commercial tourism attraction" or "attraction" — an open facility having the primary purpose of providing amusement or historical, cultural, or leisure activities to the public.
- * "Commercial tourism attraction panel" — a rectangular plate consisting of a commercial tourism attraction name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on a commercial tourism attraction sign or potentially on a trailblazer sign.
- * "Commercial tourism attraction sign" — a background rectangular sign displaying the word ATTRACTIONS on which commercial tourism attraction panels are mounted. A sign along the mainline is referred to as a "mainline sign", and a sign along the exit ramp or crossroad is referred to as an "exit sign".
- * "Crossroad" — a public road intersecting the Tollway for which an interchange is provided.
- * "Entrance or Exit Ramps" — lanes entering or leaving the mainline of a Tollway. These lanes provide access between the Tollway and the crossroad at an interchange.
- * "Food" or "Food facility" — An open facility having the primary purpose of providing meals that are served on the premises to the public. Does not include food trucks, "pop-up restaurants," or any other transient establishment.
- * "Food panel" — a rectangular plate consisting of a restaurant facility name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on the food facility sign or potentially on a trailblazer sign.
- * "Food sign" — a background rectangular sign displaying the word FOOD on which restaurant panels are mounted. A sign along the mainline is referred to as a "mainline sign", and a sign along the exit ramp or crossroad is referred to as an "exit sign".

- * “Interchange” — a system of interconnecting ramps providing for the movement of traffic between two roadways.
- * “Lodging” or “Lodging facility” — an open facility having the primary purpose of providing overnight accommodations to travelers. Does not include camping or RV-only facilities.
- * "Lodging panel" — a rectangular plate consisting of a lodging facility name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on a lodging facility sign or potentially on a trailblazer sign.

- * "Lodging sign" — a background rectangular sign displaying the word LODGING on which lodging panels are mounted. A sign along the mainline is referred to as a "mainline sign", and a sign along the exit ramp or crossroad is referred to as an "exit sign".
- * "Mainline " — one of the four named toll road interstates under the jurisdiction of the Illinois State Toll Highway Authority
- * *MUTCD* — *Manual on Uniform Traffic Control Devices for Streets and Highways*, State of Illinois adopted version
- * "Owner/manager" — the business entity that owns and/or manages the lodging currently approved to supply and display lodging panel(s)
- * "Points" — a method and series of values for comparing the relative merit of different signing requests
- * "RV-friendly symbol sign" — a symbol sign advising that a commercial tourism attraction or lodging facility can accommodate the movement and parking of recreational vehicles (RVs).
- * "Supplemental distance sign" — information mounted on exit signs or trailblazer signs stating the mileage to a specific service
- * "Tollway" — the Illinois State Toll Highway Authority, with central offices located at 2700 Ogden Avenue, Downers Grove, Illinois 60515.
- * "Trailblazer sign" — a sign displayed with an arrow panel, located off the Tollway to advise motorists where to turn en route to a specific service (attraction or lodging facility). Such signs are the responsibility of the state or local jurisdiction on which the signs are placed, though the specific service's owner/manager must arrange for their installation.

Application for Attraction Blue Board Program - Rural Only*

Overview of the Program

The Illinois State Toll Highway Authority ("Illinois Tollway") has implemented a COMMERCIAL TOURISM ATTRACTION Signing Program at specific rural interchanges on the Illinois Tollway System. This program involves mounting attraction business sign panels incorporating business logos and associated information on large blue board (specific service) signs in advance of interchange exits and along exit ramps to alert motorists of available commercial tourism attractions. Applicants may also be required to work with local agencies to provide "trailblazing" signing from the Tollway to the attraction. Signs will be installed only where the motorist can conveniently re-enter the toll road and continue in the same direction of travel. This program does not apply to highways under the jurisdiction of the Illinois Department of Transportation.

How the Program Works

At defined locations where sufficient room is available between interchanges, one panel for the attraction will be installed on an Illinois Tollway provided ATTRACTIONS sign within the right-of-way of the toll road after approval by Illinois Tollway of an attraction application. A sign may have a maximum of six panels for attractions and there will be no more than one ATTRACTIONS sign per interchange approach. Where there are more than six eligible businesses desiring signing as an attraction, those who file their application and fee first will be considered first. However, those deemed more appropriate by the Illinois Tollway may take priority if the more appropriate attraction filed within the same calendar month as the earlier applicant. The Illinois Tollway will not consider any business beyond five (5) miles in either direction of the interchange. Decisions on which attractions are granted sign access and the associated time period are solely at the discretion of the Illinois Tollway, and all such decisions shall be final.

Eligible attractions shall comply with laws concerning the provision of access without regard to race, religion, color, age, sex or national origin and laws concerning the licensing and approval of their specific commercial tourism facilities. In order to qualify for an attraction panel, a business should have:

1. Licensing or approval where required;
2. Open a minimum of 100 days per year;
3. Adequate parking;
4. Public telephone; and
5. Modern Sanitary facilities

The logo for an attraction must be either an identification symbol/trademark or a word message, and the logo cannot resemble an official traffic control device. The logo panel must be designed, fabricated, and furnished by the business, at their expense, to the Illinois Tollway. The Illinois Tollway will install blue board panel(s) on an ATTRACTIONS sign furnished and installed by the agency when the agency judges that there is sufficient interest in attraction signing.

Fees for Participation

Collected fees will pay a portion of the expenses for erecting and maintaining the signs and panels. Fees for the program include a non-refundable application fee of \$100.00 to cover the costs of site investigation. The initial installation fee will be \$2,000 for each panel set displayed (covers display in both approach directions and on all associated mainline and ramp signs) plus an annual fee of \$950 for the set. Initial annual fee will be prorated for logo/panels installed after January 31. Subsequent annual fees will be \$950. Payment must be made within 30 days of the invoice date or the panel will be removed. In the event that a panel is damaged, the business must provide a replacement panel, cost to be paid by the business, and the Illinois Tollway will be responsible for repairing or replacing the sign and its structure and installing the replacement panel. In the event the business ceases to do business, the business must notify the Illinois Tollway that it has ceased operation so the panel can be removed.

Application for Attraction Blue Board Program - Rural Only*

Name of Attraction: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Name of Person Making Application: _____

(Please Print)

Title: _____

ATTRACTION INFORMATION

1. Tollway where panel is desired: _____

2. Interchange crossroad name where panel is desired: _____

3. Distance in road miles that attraction is from the interchange (nearest exit ramp intersection with the crossroad to the nearest attraction entrance): _____

4. Annual attendance: _____

5. Days/hours of operation: _____

6. Provide a sketch or map of the attraction relative to the interchange. A clearly labeled internet screen capture map is sufficient.

7. Are existing directional signs leading motorists along the crossroad to the attraction?

☐ Yes ☐ No

CERTIFICATION

I certify the statements made on this application are true, and I will inform the Illinois Tollway of any changes in the submitted information that may affect the availability of the service provided. I further certify this business does not discriminate or deny such services because of race, religion, color, sex or national origin. I further certify that I have read and understand the requirements and rules relative to requesting and maintaining the panel(s). Enclosed is a check for \$100.

Check all that apply

(Signature)

(Date)

- ☐ Application signed and filled out with pertinent information.
- ☐ Check made payable to: Illinois Tollway
- ☐ Return signed application and check to:
Illinois Tollway - Incident Manager
Maintenance and Traffic Division, 2700 Ogden Av, Downers Grove, IL 60515

For Illinois Tollway Personnel Only

Incident Management

Name:
Approved/Denied:
Date:

Sign Shop

Name:
Date Applicant Contacted:
Date Sign Installed:

Office of Roadway Maintenance

Date

APPENDIX B

LODGING AND FOOD BLUE BOARD SIGNING PROGRAM REQUIREMENTS: RURAL AREAS OF TOLLWAY

1. Introduction

- 1.1. This program has been developed to regulate the use of lodging and food panels displayed on the Illinois Tollway system in rural areas only. It establishes standards, specifications, and financial responsibility for a program of placing lodging and food panels on signs previously furnished and installed by the Tollway. The displayed panels, **supplied by approved applicants**, will provide motorists with travel related directional information to lodging and food services.
- 1.2. This program applies to highways within the State of Illinois that are under the jurisdiction of the Illinois State Toll Highway Authority (the Tollway).
- 1.3. See Glossary at the end of this document for terms and abbreviations used in this document.

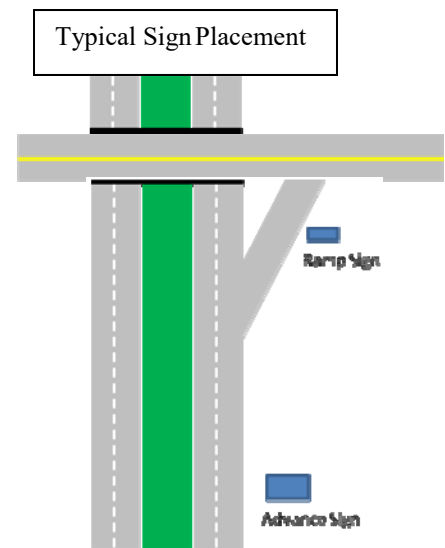
2. Permitted Locations on Tollway System

- 2.1. Lodging and food signs are not allowed at system interchanges (interstate to interstate interchanges)
- 6.4. This program applies only to areas designated as rural by the Tollway. All sections of the Illinois Tollway shall be considered urban in character except for those sections identified in the *Illinois Tollway Traffic Generator and Specific Service Sign Policy*.

3. General Characteristics of Lodging and Food Signing

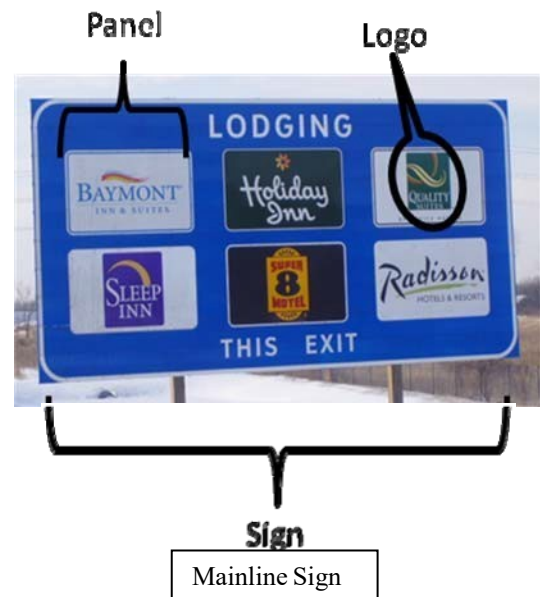
3.1. Lodging and Food Panels on Mainline Signs

- The Tollway shall install no more than one mainline sign with lodging and food panels on an approach to any interchange. Each sign shall have no more than six (6) lodging and food panels.
- Upon approval of an application by the Tollway no more than one lodging and food panel may be installed within the right-of-way of a Tollway for



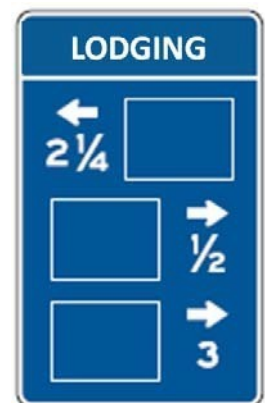
each direction of travel approaching an interchange. The applicant shall supply the lodging and food panel(s) to the Tollway.

- In general, the Tollway will not install lodging and food signs in advance of any exit-only interchange where motorists cannot easily reenter the Tollway and continue in the same direction of travel. Some out of direction travel to reenter the Tollway will be allowed in consideration of the nature of lodging and food travel.
- The Tollway will erect a blue board sign at a specific interchange only when an adequate level of interest has been expressed, as determined by the agency, with a minimum of two qualified applicants. These may be two lodging or two food facilities, or one lodging facility and one attraction or one food (see **Appendix A** for description of similar attractions blue board program).
- All lodging and food signs will be ground-mounted.
- Consistent with existing Tollway signing policies and the *MUTCD*, each lodging and food sign shall be installed at least 800 feet from other signs and/or the beginning of an exit ramp taper.
- Consistent with existing Tollway signing policies and the *MUTCD*, no lodging and food signs shall be erected in advance of the exit ramps to a prior interchange.



3.2. Lodging and Food Panels on Exit Signs

- A lodging and food facility panel that is displayed on a mainline sign shall also be required to be displayed on exit sign(s) at the corresponding interchange. Only facilities having a panel displayed on a mainline sign will have panel(s) displayed on exit sign(s). These signs will be located by the Tollway on the exit ramp and/or on the crossroad just off the exit ramp.
- The Tollway will install distance information below or adjacent to the lodging panel for any lodging and food over two miles from the exit ramp. Whenever the Tollway installs a



Exit Sign

distance for a lodging and food facility panel, it will also install a distance for the panel of any other lodging and food that is ½ mile or more from the ramp. The information will convey the distance to the lodging and food rounded to the nearest half-mile for distances up to two miles and rounded to the nearest mile for distances over two miles.

3.3. Exit Ramp Panels at Double-Exit Interchanges

- At interchanges with more than one exit ramp, the mainline lodging and food sign must indicate which exit ramp leads to that lodging and food facility. Any facility that is displayed as a mainline panel shall also be required to be displayed on the exit sign panel(s) at the corresponding interchange, where the Tollway installs lodging and food exit sign(s). Only lodging facilities having a panel displayed on a mainline sign will have panel(s) displayed on exit sign(s). These signs will be located by the Tollway on the exit ramp and/or on the crossroad just off the exit ramp.

4. Detailed Characteristics of **Lodging and Food Signing**

4.1. Lodging and Food Categories

Eligible LODGING and FOOD facilities shall comply with laws concerning the provision of public accommodations without regard to race, religion, color, age, sex or national origin and laws concerning the licensing and approval of service facilities. In order to qualify for a lodging and food facility panel, a business should have the following:

- Licensing or approval where required;
- Adequate lodging and food accommodations and modern sanitary facilities;
- Year-round operation; and
- Public telephone.

4.2. Distance to Lodging and Foods

- A lodging and food facility primary entrance that provides reasonably direct access to and from the site must be within three road miles of the end of the nearest Tollway exit ramp. The distance shall be measured along the centerline of all local roads from the Tollway to the lodging and food primary entrance.
- If a lodging and food facility meets the criteria at more than one interchange, signing will be allowed approaching only one interchange per direction. This will typically be the interchange(s) providing the most direct and best route in each direction. In determining the most direct and best route, the Tollway will consider all relevant conditions, including the directness of the route, congestion of the

route, speed of travel, length of travel, and ease of locating the lodging and food signing. The Tollway has sole discretion over the choice of the interchanges, and the lodging and food facility must provide proof of signing on local roads along the route selected by the Tollway.

4.3. Lodging and Foods Signing Priorities

Where there may be more lodging and food facilities eligible for and desiring posting than the number of panels permitted on a specific lodging and food sign, those who file their application and fee first will be considered first. However, those closest to the nearest exit ramp may take priority if the closer lodging and food business filed within the same month as the earlier applicant. Because each exit at an interchange is treated separately, a lodging and food facility might be deemed eligible for signing from only one direction of travel along the mainline.

4.4. Sign Visibility and Trailblazing

- **Lodging and Food on a Crossroad**

Where a lodging and food facility is on a crossroad, it must either be visible to the motorists from the exit ramp, or have a sign on the lodging and food site that is visible to the motorists from the exit ramp. Alternatively, it must have trailblazer signing that guides motorists to the appropriate entrance. If trailblazing is provided, it shall be the responsibility of the lodging and food owner/manager to arrange with the appropriate State or local agency for the installation of all signs on roads under the jurisdiction of the particular agency. The owner/manager must submit a confirmation letter from the State or local agency(s) involved that the signs have been installed.

- **Lodging and Food Not on a Crossroad**

Where the lodging and food is not on a crossroad, it shall have appropriate trailblazer signing on the crossroad and the road or roads leading to the facility that guides motorists to the appropriate entrance. It shall be the responsibility of the lodging and food owner/manager to arrange with the appropriate State or local agency for the installation of all signs on roads under the jurisdiction of the particular agency. The owner/manager must submit a confirmation letter from the State or local agency(s) involved that the signs have been installed.

4.5. No lodging and food will be allowed more than one panel on a signed approach.

4.6. Where a given lodging and food is currently on an existing mainline traffic generator sign of any type, it may not have an additional panel placed on a lodging and food facility sign unless the lodging and food owner/manager agrees that the Tollway can remove its name from the existing traffic generator sign.

4.7. The lodging and food owner/manager shall provide proof (e.g., using web sites and maps) of the distance from the Tollway ramp to the entrance to the lodging.

4.8. Program Participation

- A lodging and food facility will be guaranteed participation in the program for a minimum of three years from the date of first billing of the annual fees for the lodging and food, provided it continues to meet the requirements of this document and is not in arrears in its payments. Following the first three-year period, panels for the lodging and food with the lowest priority on a sign may be removed at the beginning of the billing cycle year in favor of another lodging and food at the discretion of the Tollway. This will only apply where the sign in question has the maximum number of lodging and food panels allowed.
- When a lodging and food facility closes temporarily for a period not less than two weeks and not more than six months, due to remodeling, or due to an act of God, including, but not limited to, fire or flood, the lodging and food owner/manager shall notify the Tollway in writing within 14 calendar days of the beginning of the closure. Notification shall be sent to the following:

Illinois Tollway
Maintenance and Traffic Division
Attn: Commercial Tourism Lodging Signing
2700 Ogden Avenue
Downers Grove, Illinois 60515

Following the closure, the lodging and food panel(s) will be removed by the Tollway. If the lodging and food owner/manager wishes return of the panels, a representative shall notify the Tollway in writing within two (2) weeks of panel removal and shall arrange for pickup within another one (1) week. If the lodging and food remains closed after six months, the closure shall be considered as permanent and the space will be declared available. In any event, if the allowable closure period extends to the subsequent billing cycle year, the annual fee for the lodging and food must be paid for that year or the space will be declared available. If the lodging owner/manager does not notify the Tollway in writing of the closure within 14 calendar days and the Tollway becomes aware of the closure, the closure shall be considered permanent.

- When a lodging and food facility closes permanently, the lodging will lose its signing priority, any sign panels held by the Tollway will be disposed of three (3) weeks after removal of panels as described above, and the space will be declared available. If the lodging and food reopens and wishes to again take part in the program if a space is available, a new application must be submitted. If the lodging food is still eligible for panel posting under this program, priority will be evaluated among all other eligible lodgings and food desiring posting at the interchange in question.

5. Sign and Panel Design

5.1. All lodging and food signs shall have a blue background on which individual panels are posted for each lodging and food accepted for posting. All text on the blue background portion shall be white.

5.2. Mainline Sign and Panel Design

- The word LODGING and FOOD, depending on the type of service offered will be displayed above the lodging and food panels in white legend ten inches in height on a blue background.
- The Tollway shall have final approval of the panel and legend to be installed.

5.3. Exit Ramp Sign and Panel Design

- Along exit ramps of single-exit interchanges, lodging and food panels will be displayed on Tollway exit ramp signs in similar order to that on the mainline sign. The Tollway will install the necessary directional arrows on the signs.
- Exit ramp panels and signs of directional double-exit interchanges are similar to those of single-exit interchanges, except without directional arrows.
- The Tollway shall have final approval of the panel and legend to be installed.

5.4. Lodging and Food Facility Panel Design

Lodging and Food facility panels shall be designed by the lodging and food and supplied to the Tollway. A panel shall consist of the lodging and food service establishment name, trademark symbol, or combination thereof into a logo, providing it does not resemble any traffic sign, signal, or device. The lodging and food name or trademark must be consistent with that used on other signing for the lodging and must be the primary message on the panel. **A lodging facility panel shall not display the symbol/trademark or name of more than one business.**

The lodging and food facility panel may also contain supplemental messages relating to the lodging and food, including credit cards honored by that lodging and food, as long as panel size limits and minimum text size requirements are met (see PANEL SIZES table below). If the lodging and food is open less than five (5) days a week, the days open or closed should be shown.

Messages that are not related to the lodging and food facility, alcoholic beverages, lottery tickets, and vehicle sales will not be allowed as supplemental messages. Supplemental messages must be significantly smaller

Sample Supplemental Message on Sign Panel



than the primary lodging and food name, trademark, or symbol used on the sign.

A supplemental message may identify the lodging facility as RV-friendly, subject to the following requirements:

- A) The entrance to and egress from the facility shall be hard surfaced, kept free of potholes and at least 12 feet wide with a minimum swing radius of 50 feet to enter and exit the facility.
- B) The entrance to and egress from the facility and the parking area shall be free of any electrical wires, tree branches, canopies or other obstructions up to 14 feet above the surface.
- C) Lodging and food facilities shall post signs on their sites directing motorists to RV-friendly parking spaces and other on-site RV-friendly services.
- D) The supplemental message shall either be "RV ACCESS" or "RV FRIENDLY". It may also consist of an abbreviation "RV" in six-inch black letters inside a 10" diameter yellow circle with a black border displayed within and near the lower right-hand corner of the business sign.

Any supplemental messages must be an integral part of the panel and not altered with stickers or decals after the panel has been installed. Any panel or sign that is tampered with by the lodging with the addition or deletion of supplemental messages, or by altering the name, logo, symbol or any other portion of the message or design, subsequent to installation, will be removed by the Tollway. The lodging and food must then provide a new panel in addition to a \$50 per sign reinstallation fee. The Tollway shall have to approve the new panel.

Covering over of a message will not be allowed (e.g., due to temporary closure). The panel shall be fabricated on an aluminum base material. 125 inches thick. High-performance retro reflectorized background sheeting material shall be utilized for the panel. The size of the panels to be installed on mainline, exit ramp, and trailblazer signs (or assemblies) shall be as follows:

SIGN TYPE	PANEL SIZES	
	WIDTH	HEIGHT
Mainline	60"	36"
Exit	24" to 30"	18"
Trailblazer*	24"	18"

*Logo and panels are not required on state and local trailblazer signs.

MINIMUM LETTER AND NUMERAL SIZES

PANEL COMPONENT	Tollway	Exit Ramp or Conventional Road
Words and Numerals (Non-trademark/Graphic Logo)	8"	4"
Trademark/Graphic Logo Supplemental Message Words and Numerals	Proportional 5"	Proportional 2.5"

In order to ensure that the panels meet the requirements of this Section, the lodging and food facilities shall provide a panel design to the Tollway for approval within 30 calendar days after approval of the application. If the design is not received by the Tollway within the 30-day time period, the space will be declared available.

6. Application Procedure and Fees

6.1. Application Procedure

In order for a lodging and food facility to be considered for the program, an application form, available on the www.illinoistollway.com website, must be obtained and after completion returned to the:

Illinois Tollway: Maintenance and Traffic Division
Attn: Incident Manager
Commercial Tourism and Lodging Signing
2700 Ogden Avenue
Downers Grove, Illinois 60515

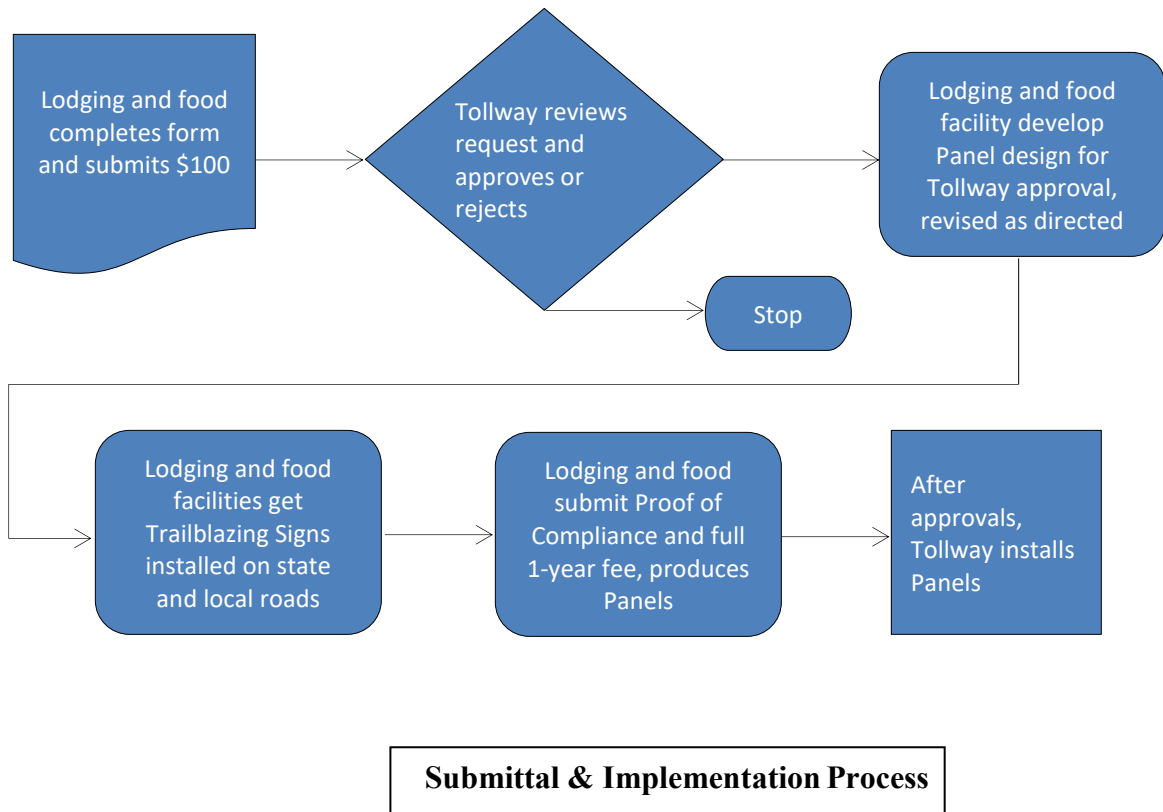
A separate application form must be completed for each lodging and food panel request.

- When the Tollway determines from the application that a lodging and food facility meets the basic criteria listed in this program, the application will then be reviewed by the Tollway to determine if space is available for the panel in accordance with this program.
- If the Tollway determines that space is available, the application will be approved and returned to the applicant, along with instructions concerning the number and location of the lodging and food panel(s), the annual fee, and other appropriate information.

6.2. Fees

- A \$100 non-refundable application fee for each lodging and food panel must be submitted to the Tollway at the address noted above. If a lodging and food facility reapplies for panel posting after the lodging and food's panel(s) have been removed due to late payments or temporary withdrawal from the program, or when a lodging and food facility changes its name and its ownership at the same time, then a new \$100 application fee must be submitted with each new request for a lodging and food facility panel.
- An initial installation fee of \$2,000 plus an annual fee of \$950 will be charged for a lodging and food facility's panel set and will cover display for both approach directions and on all mainline and exit ramps

- A prorated fee for the first year will be charged for logo/panels installed after January 31. Subsequent annual fees will be due on January 1 of every year. When a lodging and food facility makes an annual payment, it will be guaranteed usage of the paid space on the lodging and food sign for the entire year, as long as it continues to meet the criteria established under this document. Any lodging and food closing or withdrawing from the program after making its annual payment will not be given a refund.



- When the annual fee is not received by the Tollway within 30 calendar days after the due date specified in the annual billing letter, the lodging and food panel(s) will be removed by the Tollway. Where receipt of payment is delinquent and a lodging and food facility sign is full, the lodging will lose its priority to the next lodging and food desiring the space. When the fee is received after the lodging and food panel has been removed and space is still available on the sign, a new \$100 application fee will be required. The annual fee for the remainder of the billing cycle year, as well as any portion of the annual fee

owed for the period of time between the end of the preceding billing cycle year and the date the sign was removed, will also apply.

- A fee of \$50 for each lodging and food panel will be charged for a lodging and food facility requesting that its panel or panel be replaced with a new sign for any reason other than due to deterioration, damage, or vandalism. In all cases, the lodging and food will be required to supply the replacement panel. When the replacement only involves a change in a supplemental message, panels not containing the supplemental message do not need to be replaced.

6.3. Placing and Maintaining Lodging and Food Panels

- A lodging and food facility must pay for and supply lodging and food panel(s) to the Tollway within 30 calendar days after approval of panel design. If the panel(s) are not received by the Tollway within the 30-day time period, the space will be declared available. Only the Tollway will install, or cause to be installed, the lodging and food panel on the specific associated sign. When a lodging and food facility panel is so deteriorated, damaged, or vandalized that it needs to be replaced, the Tollway will notify the lodging and food concerning their need to provide a new panel. In this case, there will be no Tollway fee for the replacement of the panel.
- Lodging and food facilities will be required to certify on the application that their panel(s) meets the criteria established in this document. When the Tollway receives a complaint from a third party that an approved lodging and food panel may not be in compliance with the criteria established in this document, the owner/manager will be contacted by the Tollway to determine if the lodging and food panel(s) meets the established criteria. If the Tollway determines that the lodging and food facility fails to qualify, the Tollway will notify the owner/manager in writing to make the necessary change or changes so as to comply or the lodging and food panel(s) will be removed.

GLOSSARY

The following words or phrases, when used in this program, shall have the meanings ascribed to them in this Section:

- * AASHTO — American Association of State Highway and Transportation Officials
- * ADT — Average Daily Traffic
- * "Ahead" or "In Advance of" — a sign is ahead or in advance of another when it is at a greater distance than the other from the condition being signed.
- * "Billing cycle year" — billing period from January 1 and ending the following December 31.
- * "Commercial tourism attraction" or "attraction" — an open facility having the primary purpose of providing amusement or historical, cultural, or leisure activities to the public.
- * "Commercial tourism attraction panel" — a rectangular plate consisting of a commercial tourism attraction name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on a commercial tourism attraction sign or potentially on a trailblazer sign.
- * "Commercial tourism attraction sign" — a background rectangular sign displaying the word ATTRACTIONS on which commercial tourism attraction panels are mounted. A sign along the mainline is referred to as a "mainline sign", and a sign along the exit ramp or crossroad is referred to as an "exit sign".
- * "Crossroad" — a public road intersecting the Tollway for which an interchange is provided.
- * "Entrance or Exit Ramps" — lanes entering or leaving the mainline of a Tollway. These lanes provide access between the Tollway and the crossroad at an interchange.
- * "Food" or "Food facility" — An open facility having the primary purpose of providing meals that are served on the premises to the public. Does not include food trucks, pop-up restaurants, or any other transient establishment.
- * "Food panel" — a rectangular plate consisting of a restaurant facility name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on the food facility sign or potentially on a trailblazer sign.
- * "Food sign" — a background rectangular sign displaying the word FOOD on which restaurant panels are mounted. A sign along the mainline is referred to as a "mainline sign", and a sign along the exit ramp or crossroad is referred to as an "exit sign".

- * “Interchange” — a system of interconnecting ramps providing for the movement of traffic between two roadways.
- * “Lodging” or “Lodging facility” — an open facility having the primary purpose of providing overnight accommodations to travelers. Does not include camping or RV-only facilities.
- * "Lodging panel" — a rectangular plate consisting of a lodging facility name, trademark, brand, symbol, or a combination thereof constituting a logo, displayed on a lodging facility sign or potentially on a trailblazer sign.
- * "Lodging sign" — a background rectangular sign displaying the word LODGING on which lodging panels are mounted. A sign along the mainline is referred to as a “mainline sign”, and a sign along the exit ramp or crossroad is referred to as an "exit sign".
- * “Mainline” — one of the four named toll road interstates under the jurisdiction of the Illinois State Toll Highway Authority
- * *MUTCD* — *Manual on Uniform Traffic Control Devices for Streets and Highways*, State of Illinois adopted version
- * “Owner/manager” — the business entity that owns and/or manages the lodging currently approved to supply and display lodging panel(s)
- * “Points” — a method and series of values for comparing the relative merit of different signing requests
- * “RV-friendly symbol sign" — a symbol sign advising that a commercial tourism attraction or lodging facility can accommodate the movement and parking of recreational vehicles (RVs).
- * "Supplemental distance sign" — information mounted on exit signs or trailblazer signs stating the mileage to a specific service
- * "Tollway" — the Illinois State Toll Highway Authority, with central offices located at 2700 Ogden Avenue, Downers Grove, Illinois 60515.
- * "Trailblazer sign" — a sign displayed with an arrow panel, located off the Tollway to advise motorists where to turn en route to a specific service (attraction or lodging facility). Such signs are the responsibility of the state or local jurisdiction on which the signs are placed, though the specific service’s owner/manager must arrange for their installation.

Overview of the Program

The Illinois State Toll Highway Authority ("Illinois Tollway") has implemented a lodging facility Signing Program at specific rural interchanges on the Illinois Tollway System. This program involves mounting lodging business sign panels incorporating business logos and associated information on large blue board (specific service) signs in advance of interchange exits and along exit ramps to alert motorists of available lodging. Applicants may also be required to work with local agencies to provide "trailblazing" signing from the Tollway to the lodging. Signs will be installed generally where the motorist can conveniently re-enter the toll road and continue in the same direction of travel, although some out of direction travel for reentry may be allowed due to the nature of overnight accommodations. This program does not apply to highways under the jurisdiction of the Illinois Department of Transportation. Camping and RV-only facilities are not included in this program.

How the Program Works

At defined locations where sufficient room is available between interchanges, one panel for the lodging facility will be installed on an Illinois Tollway provided LODGING sign within the right-of-way of the toll road after approval by Illinois Tollway of a lodging facility application. A sign may have a maximum of six panels for lodging facilities and there will be no more than one LODGING sign per interchange approach. Where there are more than six eligible businesses desiring signing as a lodging, those who file their application and fee first will be considered first. However, those closest to the nearest exit ramp may take priority if the closer lodging business filed within the same calendar month as the earlier applicant. The Illinois Tollway will not consider any business beyond three (3) miles in either direction of the interchange. Decisions on which lodging facilities are granted sign access and the associated time period are solely at the discretion of the Illinois Tollway, and all such decisions shall be final.

Eligible lodging facilities shall comply with laws concerning the provision of access without regard to race, religion, color, age, sex or national origin and laws concerning the licensing and approval of the specific lodging facilities. In order to qualify for an attraction panel, a business should have:

1. Licensing or approval where required;
2. Adequate sleeping accommodations and modern sanitary facilities;
3. Year around operation; and
4. Public telephone.

The logo for a lodging facility must be either an identification symbol/trademark or a word message, and the logo cannot resemble an official traffic control device. The logo panel must be designed, fabricated, and furnished by the business, at their expense, to the Illinois Tollway. The Illinois Tollway will install blue board panel(s) on a lodging facility sign furnished and installed by the agency when the agency judges that there is sufficient interest in lodging signing.

Fees for Participation

Collected fees will pay a portion of the expenses for erecting and maintaining the signs and panels. Fees for the program include a non-refundable application fee of \$100.00 to cover the costs of site investigation. The installation fee will be \$2,000 for each panel set displayed (covers display in both approach directions and on all associated mainline and ramp signs) plus an annual fee of \$950 for the set. Payment must be made within 30 days of the invoice date or the panel will be removed. In the event that a panel is damaged, the business must provide a replacement panel, cost to be paid by the business, and the Illinois Tollway will be responsible for repairing or replacing the sign and its structure and installing the replacement panel. In the event the business ceases to do business, the business must notify the Illinois Tollway that it has ceased operation so the panel can be removed.

Application for Lodging Blue Board Program - Rural

Name of Lodging Facility: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Name of Person Making Application: _____
(Please Print)

Title: _____

BUSINESS INFORMATION

1. Tollway route number where panel is desired: _____

2. Interchange crossroad name where panel is desired: _____

3. Distance in road miles that the lodging facility is from the interchange (nearest exit ramp intersection with the crossroad to the nearest entrance): _____

4. Number of lodging rooms: _____

5. Is the facility open 365 days/year?: ☐ Yes ☐ No

If "No," specify operations days: _____

6. Provide a sketch or map of the attraction relative to the interchange. A clearly labeled internet screen capture map is sufficient.

7. Are there existing directional signs leading motorists along the crossroad to the attraction?

☐ Yes ☐ No

CERTIFICATION

I certify the statements made on this application are true, and I will inform the Illinois Tollway of any changes in the submitted information that may affect the availability of the service provided. I further certify this business does not discriminate or deny such services because of race, religion, color, sex or national origin. I further certify that I have read and understand the requirements and rules relative to requesting and maintaining the panel(s). Enclosed is a check for \$100.

Check all that apply (Signature)

(Date)

- ☐ Application signed and filled out with pertinent information.
- ☐ Check made payable to: Illinois Tollway
- ☐ Return signed application and check to:
Illinois Tollway – Traffic and Maintenance Division
Attn: Incident Manager, 2700 Ogden Av, Downers Grove, IL 60515

For Illinois Tollway Personnel Only

Incident Management

Name:
Approved/Denied:
Date:

Sign Shop

Name:
Date Applicant Contacted:
Date Sign Installed:

Office of Roadway Maintenance

Date