

Joint Committee on Administrative Rules
ADMINISTRATIVE CODE

TITLE 92: TRANSPORTATION
CHAPTER I: DEPARTMENT OF TRANSPORTATION
SUBCHAPTER f: HIGHWAYS
PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.100 INTRODUCTION

Section 543.100 Introduction

- a) This Part has been developed to regulate the use of tourism attraction signs displayed along various freeways. It establishes standards, specifications, and financial responsibility for a program of placing tourism attraction signs on tourism attraction panels. The displayed signs will provide motorists with travel related directional information to facilities of interest to tourists.
- b) This program applies to freeways within the State of Illinois that are under the jurisdiction of the Illinois Department of Transportation (the Department).

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PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.200 DEFINITIONS

Section 543.200 Definitions

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

"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 crossroad being signed.

"Billing Cycle" – billing beginning July 1 and ending the following June 30.

"Business Logo Sign" – a sign conforming to the Department's rule titled Business Logo Signing Program, 92 Ill. Adm. Code 542, advising motorists of services such as gas, food, lodging, camping and 24-hour pharmacy services.

"Crossroad" – a public road intersecting the freeway for which an interchange is provided.

"DCEO" – the Illinois Department of Commerce and Economic Opportunity, acting through its Office of Tourism, with central offices located at 620 East Adams Street, Springfield, Illinois 62701.

"Department" – the Illinois Department of Transportation, with central offices located at 2300 South Dirksen Parkway, Springfield, Illinois 62764.

"Entrance or Exit Ramps" – lanes entering or leaving the main traveled way of a freeway. These lanes provide access between the freeway and the crossroad at an interchange.

"Fiscal Year" – a year beginning July 1 and ending the following June 30.

"Freeway" – a divided highway for through traffic, other than one under the jurisdiction of the Illinois State Toll Highway Authority, with full control of access and grade separations at all crossroads.

"IDNR" – the Illinois Department of Natural Resources, with central offices located at One Natural Resource Way, Springfield, Illinois 62702-1271.

"IHPA" – the Illinois Historic Preservation Agency, with central offices located at 500 East Madison Street, Springfield, Illinois 62701.

"Interchange" – a system of interconnecting ramps providing for the movement of traffic between two roadways on different levels.

"Marketing Plan" – a plan supplied by a tourism attraction that explains how and where the attraction is being marketed or advertised outside a 50 mile radius of the interchange.

"Official Sign" – a sign that is defined as an official sign in the Department's rule titled Control of Outdoor Advertising Adjacent to Primary and Interstate Highways, 92 Ill. Adm. Code 522, and that is erected and maintained by the Department along a freeway. For purposes of this Part, official signs do not include business logo signs.

"RV-friendly Message " – a supplemental message advising that a tourism attraction can accommodate the movement and parking of recreational vehicles (RVs).

"Second Tourism Attraction Panel" – a tourism attraction panel that accommodates additional tourism attraction sign space beyond the maximum space allowed on an existing tourism attraction panel. When there is more than one tourism attraction panel installed in the same direction in advance of an interchange, the panel with the most recent original installation date will be considered the second tourism attraction panel.

"Supplemental Distance Sign" – a sign identifying the mileage to an attraction that is mounted on the posts of an exit ramp panel or trailblazer panel.

"Tourism Attraction" or "Attraction" – an open facility having the primary purpose of providing amusement and/or historical, cultural, or leisure activities to the public.

"Tourism Attraction Panel" – a rectangular panel, displaying the word ATTRACTION and directional information, on which a tourism attraction sign is mounted. A panel along the freeway is referred to as a "freeway panel" and a panel along the exit ramp or crossroad is referred to as an "exit ramp panel".

"Tourism Attraction Sign" – a rectangular sign consisting of a tourism attraction name, trademark, brand, symbol, or a combination thereof, that is displayed on a tourism attraction panel or, together with an arrow panel, as a trailblazer sign.

"Trailblazer Sign" – a tourism attraction sign displayed, together with an arrow panel, off the freeway system to advise motorists where to turn en route to an attraction.

(Source: Amended at 35 Ill. Reg. 18932, effective November 26, 2011)

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PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.300 CRITERIA FOR TOURISM ATTRACTION PANELS

Section 543.300 Criteria for Tourism Attraction Panels

- a) Number and Order of Freeway Panels
- 1) Tourism attraction panels and tourism attraction signs may be installed under the standards of Chapter 2J of the Manual on Uniform Traffic Control Devices for Streets and Highways, 2009 Edition, available from the US Department of Transportation's Federal Highway Administration, 1200 New Jersey Avenue, SE, Washington DC 20590, (202)366-4000 or <http://mutcd.fhwa.dot.gov>, no later amendments or editions included. A tourism attraction panel will be erected within the right-of-way of a freeway for each direction of travel in advance of an interchange after receipt of the tourism attraction signs by the Department. If additional requests are received for tourism attraction signs and the tourism attraction panel is full, a second tourism attraction panel may be installed. Space for a second tourism attraction panel will be subject to the installation and priority of service types, as prescribed under 92 Ill. Adm. Code 542, Business Logo Signing Program. When considering a second tourism attraction panel, the Department will take into consideration the number of other services available at the interchange, the interest expressed by those qualified businesses, and the anticipated future development of the area. There will only be a maximum of two tourism attraction panels installed for each direction in advance of an interchange. The maximum number of signs displayed on a tourism attraction panel, whether separate or combined with a business logo panel, will be as required in Section 543.600(a)(2).
 - 2) Tourism attraction panels will not be erected in advance of any exit-only freeway interchange where motorists cannot easily reenter the freeway and continue in the same direction of travel.
 - 3) Tourism attraction panels will not be erected in advance of any freeway interchange where there are four business logo panels in place except where they can be combined as allowed in Section 543.600(a)(2).
 - 4) Signing for a qualifying tourism attraction will only be allowed at a given interchange where the attraction can be reached without crossing another freeway.

- 5) All tourism attraction panels will be ground-mounted.
- b) Location of Freeway Panels
 - 1) Each tourism attraction panel along the freeway will be installed at least 800 feet from other signs and/or the beginning of an exit ramp taper. Each tourism attraction panel along the freeway will also be installed at least 500 feet from the preceding entrance ramp stub.
 - 2) Tourism attraction panels will not be erected in advance of exit ramps to a previous interchange.
 - c) Exit Ramp Panels at Single-Exit Interchanges
 - 1) The Department will install exit ramp panels along exit ramps at single-exit interchanges in accordance with subsection (c)(2) of this Section.
 - 2) A tourism attraction that is displayed on a freeway panel shall also be required to be displayed on the exit ramp panel at a single-exit interchange. Only tourism attractions having signs displayed on freeway panels will have signs displayed on exit ramp panels.
 - 3) The Department will install a supplemental distance sign below the tourism attraction sign for any tourism attraction over one mile from the exit ramp at single-exit interchanges in Cook, DuPage and Lake Counties, and over two miles in other counties. Whenever the Department installs a supplemental distance sign on an exit ramp panel, it will also install a supplemental distance sign below the tourism attraction sign of any other tourism attraction that is $\frac{1}{2}$ mile or more from the ramp. The supplemental sign will indicate the distance to the tourism attraction in half-mile increments for distances up to two miles and in one-mile increments for distances over two miles.
 - d) Exit Ramp Panels at Double-Exit Interchanges

Any tourism attraction that has its logo displayed on a freeway panel will not be required to display its logo on an exit ramp panel at a double-exit interchange. Any tourism attraction that has its logo displayed on a freeway panel at a double-exit interchange that is reconstructed to a single-exit interchange shall be required to have its logo displayed on ramp panels in accordance with subsection (c).

(Source: Amended at 35 Ill. Reg. 18932, effective November 26, 2011)

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PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.400 CRITERIA FOR TOURISM ATTRACTION SIGNS

Section 543.400 Criteria for Tourism Attraction Signs

- a) **Attraction Categories**
In order to be considered for tourism attraction signs, the attraction must fall under one of the categories listed in subsections (a)(1) through (a)(19) of this Section. 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 drinking water and Americans with Disabilities Act compliant restroom facilities at or near the site; and must have minimum annual attendance consistent with the categories listed as follows.
- 1) **Agri-Tourism Site:** An established area where consumers can interact with Illinois agricultural producers for the purpose of tours, education or other rural recreational experiences or to purchase and/or pick pumpkins and other produce directly from the producer. The facility must offer a variety of agri-tourism related entertainment, including, but not limited to, activities such as hayrack rides, farm animals, corn mazes, etc. The facility must offer concessions and restroom facilities, with a minimum annual attendance of 5,000.
 - 2) **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, with a minimum annual attendance of 50,000.
 - 3) **Antique Shopping Areas:** A stand alone facility with a group of at least 40 vendors or 30,000 square feet of space that specializes in the sale of antique items or an area concentrated within a mile radius offering five or more individual antique shops that specialize in the sale of antique items.
 - 4) **Arena/Performance Center:** A stadium, sports complex, auditorium, civic center, racetrack, convention center or cultural center, with a minimum annual attendance of 50,000.
 - 5) **Botanical/Zoological Facility:** A collection of unique living plants/animals that are kept and exhibited to the public, with a minimum annual attendance of 25,000. Zoos shall be members of, or accredited by, the American Zoo

and Aquarium Association or other similar organization.

- 6) Brewery: An establishment that manufactures and produces malt liquors, such as beer and ale, on the premises. It must be open to the public offering tours and must offer an organized tasting and/or sampling opportunity for the visitor with an option to purchase. The facility must be accessible with public restrooms and a minimum annual attendance of 5,000.
- 7) Entertainment/Dining/Shopping District: An area concentrated within a half-mile radius offering a variety of entertainment, dining and shopping venues.
- 8) Gambling/Wagering Facility: An off-track wagering facility or a riverboat casino authorized and regulated by the State of Illinois.
- 9) 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, with a minimum annual attendance of 15,000. Miniature golf courses, driving ranges, chip-and-putt courses and indoor golf courses are not eligible to participate in the program.
- 10) Historic Shopping District: A shopping district with a minimum of seven stores in restored structures that is marketed as a historic shopping district or area.
- 11) Historic Site: A structure, district, or landmark listed by the IHPA as being of historical significance, with an annual minimum attendance of 5,000. State sites maintained by the IHPA, the IDNR, and the Department 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 (i.e., Lincoln Sites, Frank Lloyd Wright Sites).
- 12) Marina: A sheltered harbor adjacent to a navigable waterway where boats are kept in the water and recreational boating services are provided. This category is considered a seasonal attraction.
- 13) Museum: An organized and permanent institution, with professional staff, in which works of artistic, historical or scientific value are cared for and exhibited to the public, with a minimum annual attendance of 15,000. 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.
- 14) Orchard: An established area or facility where consumers can purchase or pick fresh Illinois food products directly from Illinois producers, with a minimum annual attendance of 5,000. The facility shall include a general store.
- 15) River Excursion: A non-gaming riverboat sightseeing excursion, with a minimum annual attendance of 5,000.

- 16) Shopping Center: A group of stores arranged in one or more buildings with the stores in any one building separated by floor to ceiling partitions and having, in Cook, DuPage and Lake Counties, a minimum of 150 stores and, in all other counties, a minimum of 45 stores.
- 17) 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, with a minimum annual attendance of 15,000.
- 18) Unique Attractions: Areas of special interest that have a minimum annual attendance of 5,000, including, but not limited to:
- A) ATV Parks – a park designed to allow visitors to drive All-Terrain Vehicles on a designated surface.
 - B) Comedy Clubs – open to the public with regularly scheduled performances.
 - C) Disc Golf – a disc game in which individual players throw a flying disc into a basket/target.
 - D) Rock Climbing – facilities open to the public with equipment designed to allow visitors to climb rocks.
 - E) Sky Diving – facilities open to the public allowing the visitor to jump from a plane using certified jumping equipment/gear.
 - F) Sport Shooting Clubs – facilities open to the public that offer the visitor an opportunity to shoot five stand, skeet, trap or sporting clays.
 - G) Landmarks that have been internationally or nationally recognized for their uniqueness.
- 19) Winery: A facility, open to the public with regularly scheduled hours, that holds an Illinois 1st or 2nd Class Winemakers License or an Illinois 1st or 2nd Class Wine Manufacturer License and ferments more than 200 gallons per year and offers educational tours of the Illinois winemaking process in an Illinois winery that is associated with a tasting room and has a minimum annual attendance of 5,000.
- b) Ineligible Attractions. Attractions not normally associated with tourism are not eligible. Ineligible attractions include, but are not limited to, 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.
- c) Distance to Tourism Attraction
- 1) A tourism attraction must be within five road miles of a freeway interchange

in Cook County, within ten road miles in DuPage and Lake Counties, and within 30 road miles in all other counties.

- 2) The distance to each tourism attraction will be measured as the travel distance between the end of the appropriate exit ramp and the tourism attraction. The distance to a tourism attraction on a crossroad will be measured along the centerline of the crossroad from the end of the appropriate exit ramp to the center of the primary entrance to the tourism attraction. Where the tourism attraction is located along an intersecting road, the distance will be measured along the centerline of the crossroad to the centerline of the intersecting road and then measured along the centerline of the intersecting road to the center of the primary entrance to the tourism attraction. Where an entrance serves more than one tourism attraction, the driving distance using the properly marked driving aisles from the entrance to the parking space available for patrons nearest the tourism attraction will be added to the distance measured along the crossroad or intersecting road.
- 3) If a tourism attraction meets the criteria at more than one interchange on a given freeway, signing will be allowed only from the interchange providing the most direct and best route in each direction. In determining the most direct and best route, the Department 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 tourism attraction.

d) Tourism Attraction Signing Priorities

- 1) Where there may be more tourism attractions eligible for and desiring signing than the number of signs permitted on specific tourism attraction panels, the following point criteria will be used in determining priority for signing. When two or more tourism attractions score identical points, the priority will be based on the distance to the interchange with a closer tourism attraction having priority over a farther tourism attraction. When the Department cannot determine which tourism attraction is closest to the appropriate exit ramp, priority for the available space will be determined by lottery, coin toss, or any other fair and impartial method determined by the Department. The affected tourism attraction will be allowed to witness such action. Because each exit at an interchange is treated separately, a tourism attraction may be eligible to sign from only one direction of travel along a freeway.

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: (Except Cook, DuPage and Lake Counties)	
25.1 to 30 miles	5 points
20.1 to 25 miles	10 points
15.1 to 20 miles	15 points
10.1 to 15 miles	20 points
5.1 to 10 miles	23 points
5 miles or less	25 points
Distance from interchange: (DuPage and Lake Counties Only)	
9.1 to 10 miles	5 points
7.1 to 9.0 miles	10 points
5.1 to 7.0 miles	15 points
1.1 to 5.0 miles	20 points
1 mile or less	25 points
Distance from interchange: (Cook County Only)	
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

Marketing Plan:

Attractions not demonstrating any advertising efforts outside a 50 mile radius of the interchange 0 points

Attractions that advertise outside a 50 mile radius of the interchange on a limited basis with fewer than five advertisement placements per year 5 points

Attractions that advertise on a regular basis to markets outside a 50 mile radius of the interchange and/or conduct public relations efforts to generate visits from persons outside that area 10 points

- 2) An attraction will be guaranteed participation in the program for a minimum of three years from the date of installation of its tourism attraction signs provided it continues to meet the requirements of this Section and is not in arrears in its payments. Following the first three year period, signs for the attraction with the lowest priority on a panel may be removed at the beginning of the billing cycle in favor of another attraction with at least 30% higher priority based on subsection (d)(1) of this Section. This will only apply where the sign panel in question has the maximum number of attraction signs allowed in Section 543.600(a)(2).
- 3) When a tourism attraction closes temporarily due to remodeling, or due to an act of God, including, but not limited to, fire or flood, the tourism attraction shall notify the Department in writing of the closure. Notification shall be sent to the:

LOGO/Tourism Signing Coordinator
 Illinois Department of Transportation
 Bureau of Operations
 2300 South Dirksen Parkway
 Springfield, Illinois 62764

Following the closure, the tourism attraction signs will be removed and

returned to the tourism attraction. If the tourism 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 fiscal year, the annual rental fee for the tourism attraction must be paid for that year or the space will be declared available. If the tourism attraction does not notify the Department in writing of the closure and the Department becomes aware of the closure, the closure shall be considered permanent and the space will be declared available.

- 4) When a tourism attraction closes permanently, the tourism attraction will lose its signing priority and the space will be declared available. If the tourism attraction reopens and wishes to again take part in the program if a space is available, a new application must be submitted as specified in Section 543.600(a). If the tourism attraction is still eligible for signing under this program, priority will be evaluated among all other eligible tourism attractions desiring signing at the interchange in question.

e) Location of Tourism Attraction

- 1) Tourism Attraction on the Crossroad

Where a tourism attraction is on the crossroad, it must either be visible to the motorists from the crossroad, or have a sign on the tourism attraction site, visible to the motorists from the crossroad, advising motorists of the appropriate entrance to the attraction.

- 2) Tourism Attraction not on the Crossroad

- A) Where a tourism attraction is not on the crossroad, it must either be visible to the motorists from the crossroad or have a trailblazer sign or signs installed on the crossroad and the road or roads leading to the attraction advising motorists where to turn.

- B) Where roads leading from the crossroad to the attraction are State highways, the Department will install trailblazer signs advising motorists where to turn.

- C) Where roads leading from the crossroad to the attraction are under local agency jurisdiction, freeway signing will not be provided until legible trailblazer or other signs are installed by, or by permission of, the local agencies, with directional information advising motorists where to turn. It shall be the responsibility of the tourism attraction to arrange with the appropriate local agency for the installation of all signs on roads under the jurisdiction of the local agency.

f) No tourism attraction will be allowed more than one space on an individual tourism attraction panel.

g) Where an attraction is signed from a given freeway on an existing official sign, (see Section 543.200, Definitions, "Official Sign"), other than a business logo sign, it may not be signed on a tourism attraction sign on the same freeway unless it agrees that the Department can remove its name from the official highway sign.

(Source: Amended at 36 Ill. Reg. 7318, effective April 26, 2012)

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SECTION 543.600 PANEL AND SIGN DESIGN

Section 543.600 Panel and Sign Design

- a) Freeway Panel Design
 - 1) The word ATTRACTION and the exit number will be displayed above the tourism attraction signs in white legend ten inches in height on a blue background.
 - 2) Tourism attraction signs may be combined with business logo signs on the same freeway panel with the business logo signs shown on the upper or left portion or portions of the panel and the tourism attraction signs on the lower or right portion of the panel. No more than a total of six signs may be shown on any one panel. Attraction signs will not be combined with an existing service panel displaying more than three business logo signs. When tourism attraction signs are combined with business logo signs, one space will remain available for each business logo service type displayed on the panel.
- b) Exit Ramp Panel Design
 - 1) Along exit ramps of single-exit interchanges, the tourism attraction signs will be displayed in similar order to that on the freeway. The Department will install the necessary directional arrows on the panel.
 - 2) Tourism attraction signs and business logo signs may be combined on exit ramp panels.
- c) Tourism Attraction Sign Design
 - 1) The tourism attraction signs will be designed by the tourism attraction and supplied to the Department. The signs shall consist of the tourism attraction name, trademark symbol, or combination thereof, providing it does not resemble any traffic sign, signal, or device. The tourism attraction name or trademark must be consistent with that used on other signing for the tourism attraction and must be the primary message on the sign. The tourism attraction signs may also contain supplemental messages relating to the primary tourism attraction, including hours/days of the week the attraction is open. A tourism attraction sign shall not display the symbol/trademark or

name of more than one business. If the tourism attraction is open less than four days a week, the days open or closed shall be shown. Messages that are not related to tourism attractions, 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 tourism attraction name, trademark, or symbol used on the sign. The business sign may also contain one supplemental message identifying that the business is 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 sign.
- 2) Any supplemental messages must be an integral part of that tourism attraction sign and not added as stickers or decals after the tourism attraction sign has been installed. Any sign that is tampered with by the tourism attraction by the addition or deletion of supplemental messages or by altering the name, logo, or symbol or any other portion of the message or design subsequent to installation will be removed by the Department. The tourism attraction must then provide a new sign in addition to the \$50 per sign reinstallation fee required by Section 543.700(b)(4). Covering over of a message will not be allowed. Signs shall be fabricated on an aluminum base material between .080 and .125 inches thick. High-performance retroreflectorized background sheeting material shall be utilized for the signs. The size of the signs to be installed on freeway panels, exit ramp panels, and trailblazer signs shall be as follows:

PANEL TYPE	SIGN	
	WIDTH	HEIGHT
Freeway	60"	36"

Exit Ramp	24"	18"
Trailblazer	24"	18"

Business sign lettering, other than that which is part of a logo, shall be a minimum of 8" high on freeway signs and 4" high on ramp and trailblazer signs. Supplemental message lettering shall be a minimum of 5" high on freeway signs and 2.5" high on ramp and trailblazer signs.

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

(Source: Amended at 35 Ill. Reg. 18932, effective November 26, 2011)

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PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.700 APPLICATION, FEES, AND OTHER REGULATIONS

Section 543.700 Application, Fees, and Other Regulations

a) Application

- 1) In order for a tourism attraction to be considered for the program, an application form must be obtained from and, after completion, returned to the:

Tourism Attraction Sign Coordinator
Illinois Department of Commerce and Economic Opportunity
Office of Tourism
620 East Adams
Springfield, Illinois 62701

A separate application form must be completed for each tourism attraction.

- 2) When DCEO determines from the application that a tourism attraction meets the criteria listed in this Part, the application will then be reviewed by the Department to determine if space is available for the signs in accordance with this Part.
- 3) If the Department determines that space is available, the application will be approved and returned to the tourism attraction, along with instructions concerning the number and location of the tourism attraction signs, the annual fee, and other appropriate information.

b) Fees

- 1) A \$100 non-refundable application fee for each tourism attraction must be submitted to the Department (see Appendix A) once the Department determines that space is available. The \$100 application fee for each request for attraction signing that is not approved will be charged when a tourism attraction reapplies for signing after the attraction's signs have been removed due to late rental payments or temporary withdrawal from the program, or when a tourism attraction changes its name and its ownership at the same time.

- 2) An annual rental fee sufficient to offset the cost of the program will be charged for each tourism attraction sign displayed on a freeway panel, exit ramp panel, and trailblazer assembly. The annual rental fees as of July 1, 2007 will be \$200 for each tourism attraction sign displayed on a freeway panel, \$130 for each tourism attraction sign displayed on an exit ramp panel, and \$30 for each tourism attraction sign displayed on a trailblazer assembly. Fee will be due on July 1 of every year. When a tourism attraction makes an annual payment, it will be guaranteed usage of the paid space on the specific attraction panel for the entire year, as long as it continues to meet the criteria established under this Part. Any tourism attraction closing or withdrawing from the program after making its annual payment will not be given a refund. A prorated fee will be charged for signs erected for a partial year when a business is accepted and a sign is installed after July 1.
 - 3) When the annual rental fee is not received by the Department within 30 calendar days after the due date specified in the annual billing letter, the tourism attraction sign or signs will be removed by the Department. Where receipt of payment is delinquent and tourism attraction panels are full, the tourism attraction will lose its signing priority to the next tourism attraction desiring the space. When the fee is received after the tourism attraction sign is removed, and space is still available on the panel, the \$100 application fee as provided for in subsection (b)(1) of this Section will apply. The annual fee for the remainder of the fiscal year, as well as any portion of the annual fee owed for the period of time between the end of the preceding fiscal year and the date the sign was removed will also apply.
 - 4) A fee of \$50 for each tourism attraction sign will be charged for a tourism attraction requesting that its signs be replaced with new signs for any reason other than due to damage or vandalism, as provided for in subsection (c)(2) of this Section. When replacement is requested, all tourism attraction signs for the specific tourism attraction, including those on freeway and exit ramp panels, as well as any Department-installed trailblazer sign, must be replaced at the same time. However, when the replacement only involves a change in a supplemental message, any signs not containing a supplemental message need not be replaced.
 - 5) No fees will be charged to qualifying tourism attractions owned by the State of Illinois or the federal government, nor will any fees be charged to qualifying tourism attractions that are tax-exempt under section 501(c)(3) or other applicable section of the federal Internal Revenue Code.
- c) Placing and Maintaining Tourism Attraction Signs
- 1) A tourism attraction must pay for and supply tourism attraction signs to the Department within 60 calendar days after approval of a sign design. If the signs are not received by the Department within the 60-day time period, the space will be declared available. Only the Department will install, or cause to be installed, the tourism attraction signs on the specific attraction panel and trailblazer signs.

- 2) When an attraction sign is so deteriorated, damaged or vandalized that it needs replacement, the Department will notify the attraction to resubmit a logo design within 30 days after the notification. The Department reserves the right to make the final determination of whether an attraction sign needs to be replaced. Once the logo design is approved, the attraction must supply the Department with the replacement signs within 60 days after the logo design has been approved. There will be a fee of \$50 for each sign replaced due to deterioration that has been installed less than 10 years. There will be no charge for the replacement of an attraction sign that has been damaged or vandalized. If a logo design is not received within the 30-day time period or a replacement sign is not received within the 60-day time period, the Department will remove all of the attraction's business signs at the interchange and the attraction will lose its signing priority.
- 3) Tourism attractions will be required to certify on the application that their signs meet the criteria established under this Part. When DCEO receives a complaint from a third party that an approved tourism attraction may not be in compliance with the criteria established under this Part, the tourism attraction will be contacted by DCEO to determine if the tourism attraction signs meet the established criteria. If DCEO determines that the tourism attraction fails to qualify, DCEO will notify the tourism attraction in writing to make the necessary change or changes so as to comply or the tourism attraction signs will be removed.

(Source: Amended at 35 Ill. Reg. 18932, effective November 26, 2011)

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CHAPTER I: DEPARTMENT OF TRANSPORTATION
SUBCHAPTER f: HIGHWAYS
PART 543 TOURISM ATTRACTION SIGNING PROGRAM
SECTION 543.APPENDIX A DISTRICT OFFICES AND COUNTIES

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District 1	Bureau of Traffic 201 West Center Court Schaumburg IL 60196-1096 847/705-4411	Cook, DuPage, Kane, Lake, McHenry and Will
District 2	Bureau of Operations 819 Depot Avenue Dixon IL 61021-3500 815/284-5395	Boone, Carroll, Henry, JoDaviess, Lee, Ogle, Rock Island, Stephenson, Winnebago and Whiteside
District 3	Bureau of Operations 700 East Norris Drive Ottawa IL 61350 815/434-8417	Bureau, DeKalb, Ford, Grundy, Iroquois, Kankakee, Kendall, LaSalle and Livingston
District 4	Bureau of Operations 401 Main Peoria IL 61602 309/671-4460	Fulton, Henderson, Knox, Marshall, McDonough, Mercer, Peoria, Putnam, Stark, Tazewell, Warren and Woodford
District 5	Bureau of Operations 13473 IL Hwy. 133 P.O. Box 610 Paris IL 61944 217/466-7234	Champaign, DeWitt, Douglas, Edgar, McLean, Piatt and Vermilion
District 6	Bureau of Operations 126 East Ash Springfield IL 62704-4792 217/782-7314	Adams, Brown, Cass, Christian, Hancock, Logan, Macoupin, Mason, Menard, Montgomery, Morgan, Pike, Sangamon, Schuyler and Scott
District 7	Bureau of Operations 400 West Wabash Effingham IL 62401 217/342-8261	Clark, Clay, Coles, Crawford, Cumberland, Edwards, Effingham, Fayette, Jasper, Lawrence, Macon, Moultrie, Richland, Shelby, Wabash and Wayne
District 8	Bureau of Operations 1102 EastPort Plaza Collinsville IL 62234 618/346-3250	Bond, Calhoun, Clinton, Greene, Jersey, Madison, Marion, Monroe, Randolph, St. Clair and Washington
District 9	Bureau of Operations State Transportation Building 2801 W. Murphysboro	Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson,

P.O. Box 100
Carbondale IL 62903
618/351-5240

Massac, Perry, Pope, Pulaski,
Saline, Union, White and
Williamson

(Source: Added at 35 Ill. Reg. 18932, effective November 26, 2011)