

WHAT IS TAC:

Tourist Area and Corridor (TAC) Signing is a system of supplemental guide signs along roadways providing directions to eligible attractions which provide recreational, historical, cultural, or leisure activities to the public.

HOW TAC WORKS:

Signs direct motorists to eligible individual attractions in a designated geographical area. Each area has a defined roadway corridor to provide access to the attractions within.

The first TAC signs (A) in the series of signs are located on expressways or major highways and name the geographical areas. The ramp signs and conventional road area signs (B) guide motorists to the corridor in an area or sub-area. The last set of signs (C) along the corridor contain directional signs, list the attraction name and guide motorists to the drop-off zone or parking entrance for an attraction.

TO BEGIN THE PROCESS...

Those interested in their attraction being a part of the TAC Signing Program may contact the Maryland Department of Transportation State Highway Administration (SHA), Office of Traffic and Safety/Traffic Engineering Design Division, to obtain an application. The application is also available at www.roads.maryland.gov/tac.

The attraction representative submits a completed application along with brochures and/or other support materials which can document its potential eligibility. The application and support material are to be emailed to TACCoordinator@mdot.maryland.gov. The material is forwarded to the Eligibility Committee for review.

If the attraction is approved, SHA then investigates whether there is space available to install signs for the attraction. An eligible individual attraction may be signed starting from the nearest TAC corridor, but only if there is space available for every sign that is needed to trailblaze to the attraction. TAC signs may point to parking facilities that serve groups of attractions. If signing is feasible, SHA then prepares plans for review by the Tourism Director and other government stakeholders as applicable. After the plans are approved, construction is scheduled.

WHO IS ELIGIBLE FOR TAC SIGNS

To be eligible for signing from the nearest TAC corridor, individual attractions must meet the criteria below. Certain types of attractions are eligible for generic symbol signs as per the criteria on the next panel. The Eligibility Committee shall determine the eligibility of an attraction for signing based on its procedures. All signing is subject to space availability based on the SHA regulations and requirements. Visitor attendance may be taken into account.

An eligible attraction must primarily provide recreational, historical, cultural or leisure activities to the public and meet or adhere to the following:

- **MUST BE PRIMARILY A NON-RETAIL ATTRACTION** – no more than 20% of the interior square footage of the destination may be devoted to retail sales;
- **MUST BE OPEN TO RANDOM DAILY VISITATION** – the destination does not require advance reservations or extended attendance;
- **MUST APPEAL TO VISITORS FROM OUTSIDE THE AREA** – upon request, the destination must be able to demonstrate that at least 50% of its visitors are from outside a 50-mile radius;
- be open at least five hours per day;
- be open five days per week including Saturday and/or Sunday;
- be open at least 30 hours per week;
- be open at least eight months each year (seasonal attractions may be exempt);
- provide a brochure and/or website that includes hours of operation;
- post consistent hours of operation on the attraction website and in the brochure;
- provide public access to onsite restrooms, water, telephones in case of emergency and parking;
- provide an interpreter or guide, printed self-guided tour or interpretative signing during all hours of operation;
- meet ADA (Americans with Disabilities) requirements for handicapped accessibility, and
- must not currently be well-signed by the attraction itself on a TAC Corridor.

WHO IS ELIGIBLE FOR SYMBOL SIGNS

Certain categories of attractions are eligible for signing with generic symbols. Note that all such attractions must meet the qualifications at left (except for local golf courses which do not have to meet the “more than 50% of visitors from 50 miles or more away” requirement) and be approved by the Eligibility Committee.



Visitor Centers — Official Destination Marketing Organization (DMO) operated visitor centers are eligible for mainline symbol sign and trailblazing.



Other visitor centers are eligible for trailblazing only with legend “Local Info” and only from the corridor, if it is approved by the DMO and Office of Tourism Development.



Golf Courses — Golf courses are eligible for trailblazing from the Mainline including mainline symbol sign if they are public, 18-hole courses with a par 63 or greater and they have tee times generally available without reservations.



Antiques Row — Antiques stores are eligible for trailblazing with symbol signs from the mainline if they can demonstrate that at least 30% of their items are 100 years old and no more than 20% of their items are less than 30 years old, and are approved by the Eligibility Committee.



Wineries — Wineries are eligible for trailblazing from the mainline only if they provide a daily educational tour at least five days per week including Saturday and/or Sunday. An educational tour is a tour of a winery facility, is educational and informative in nature, is provided upon request or in accordance with a publicly available schedule and is guided by a knowledgeable employee of the facility or is self-guided with sufficient interpretive signing.



Marinas — Marinas are eligible for symbol trailblazing from the nearest TAC corridor if they meet the following requirements: have a boat launch with at least 10 slips, provide parking for vehicles and trailers, are open to the public without reservations, and are not closed to public use other than a single period of up to 120 consecutive days between November 1 and April 1. Marina symbol signs shall not appear on TAC Mainline Signs.

Note: Breweries, distilleries, etc. may be eligible for a worded message (not a symbol) if they meet the general criteria and provide a daily educational tour at least 5 days per week including Saturday and/or Sunday.

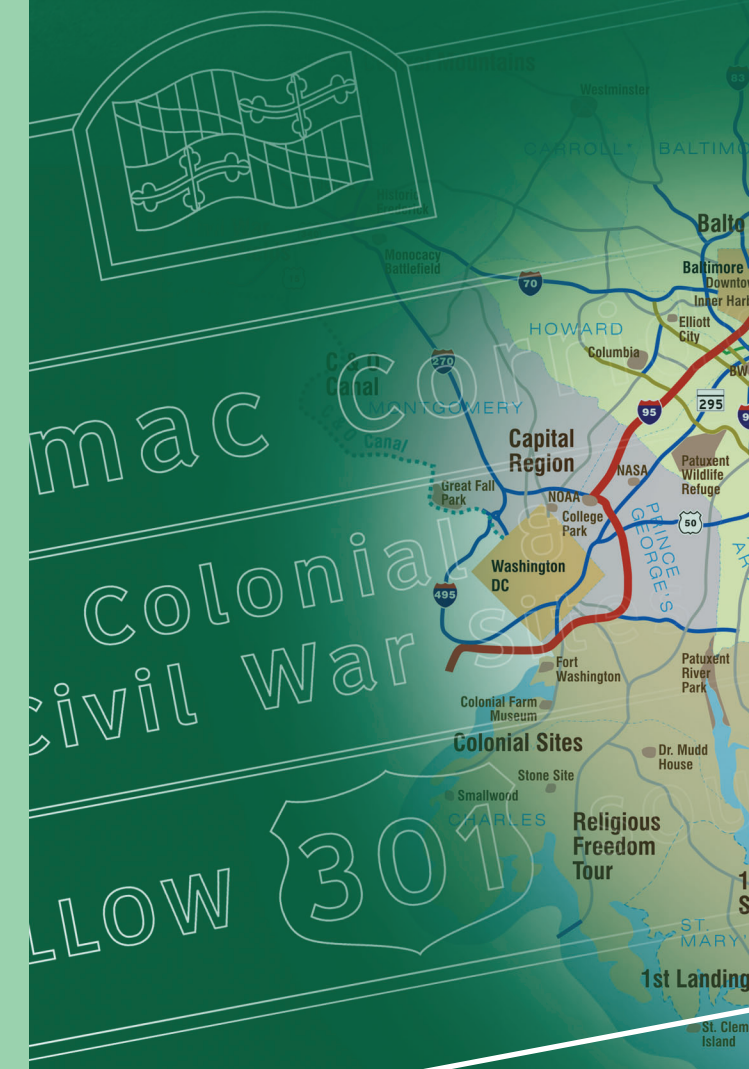


STATE HIGHWAY
ADMINISTRATION

Contact Information:
Attn: TAC Coordinator
Maryland Department of Transportation
State Highway Administration
Office of Traffic and Safety
TAC Signing Program
7491 Connelley Drive
Hanover, MD 21076
taccoordinator@mdot.maryland.gov
Phone 410-787-4027 or Toll-Free 1-888-963-0307

TAC

Maryland's Statewide Tourist Area and Corridor Signing Program



Maryland Department of Transportation
State Highway Administration
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