



Ag -Tourism Signing Program



Briefing for Governor's Commission for Agriculture

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October 23, 2014

Agenda

► Ag -Tourism Program Overview

- Background & History of Program
- Partner Agencies
- Program Eligibility & Requirements
- Cost to Participants
- Signing Provided Under Ag-Tourism Program on State Roadways

► County Coordination

- Signing Provided Under Ag-Tourism Program on Local Roadways
- Status of Coordination

► Other State Signing Programs

- Program Comparison
- Outdoor Advertising



Ag -Tourism Program Overview

► Background & History of Program

- Supplemental Signing Program Developed for Eligible Agricultural Tourism Facilities which could not meet TAC Requirements:
 - Hours, Days and Months of Operation
- Guidelines Created By Stakeholder Agencies
- Ag-Tourism was a Pilot Program in Charles County
 - Two facilities currently signed under Pilot program
- Program has been Opened to Agricultural Tourism Facilities Statewide
 - Applications now being accepted

Maryland State Highway Administration and Maryland Department of Agriculture
Ag-Tourism Signing Program Application
(Please print)

CONTACT INFORMATION

NAME OF APPLICANT

TITLE

COMPANY

STREET ADDRESS



Ag-Tourism Signing Program

Ag -Tourism Program Overview

► Partner Agencies

- **Maryland Department of Agriculture (MDA)**

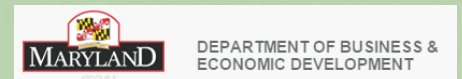
- Responsible for:

- Coordination with Counties
 - Accept & review applications



- **Maryland Department of Business and Economic Development (DBED)**

- Participates in program coordination



- **Maryland State Highway Administration (SHA)**

- Responsible for:

- Review of applications
 - Installation & maintenance of signs along state roadways



- **Counties and Local Governments**

- Responsible for:

- Development of program for signs on local roadways
 - Review of application
 - Installation & maintenance of signs along local roadways



Ag -Tourism Program Overview

► Program Eligibility & Requirements

- Eligible Agricultural Tourism Facilities which meet program requirements are eligible for signing along state and local roadways
- Definition: An Ag-Tourism Facility is an agricultural destination located on a working farm that is open to random visitation by customers and tourists, has on-site sale of local agricultural products, has established an educational tour that can be provided by a knowledgeable guide upon request and/or has public events in order to qualify for signing along a Maryland state highway.



Ag-Tourism Signing Program

- **Open for random daily visitation**
- **Has established an educational tour or scheduled public events**
- **Offers samples and/or sales of local agricultural products**
- **Various other criteria including:**
 - **Months/ Days/ Hours**
 - **Has a permanent sign posted on-site that states the name of the Facility**
 - **Has a sign stating days and hours of operation**
 - **Provides public restrooms, Drinking Water**
 - **Parking**
 - **Phone in case of emergency**



Ag -Tourism Program Overview

► Cost to Participants

■ State Roadways Cost

- Application Fee \$250
- Sign Fabrication & Installation cost based on sign size

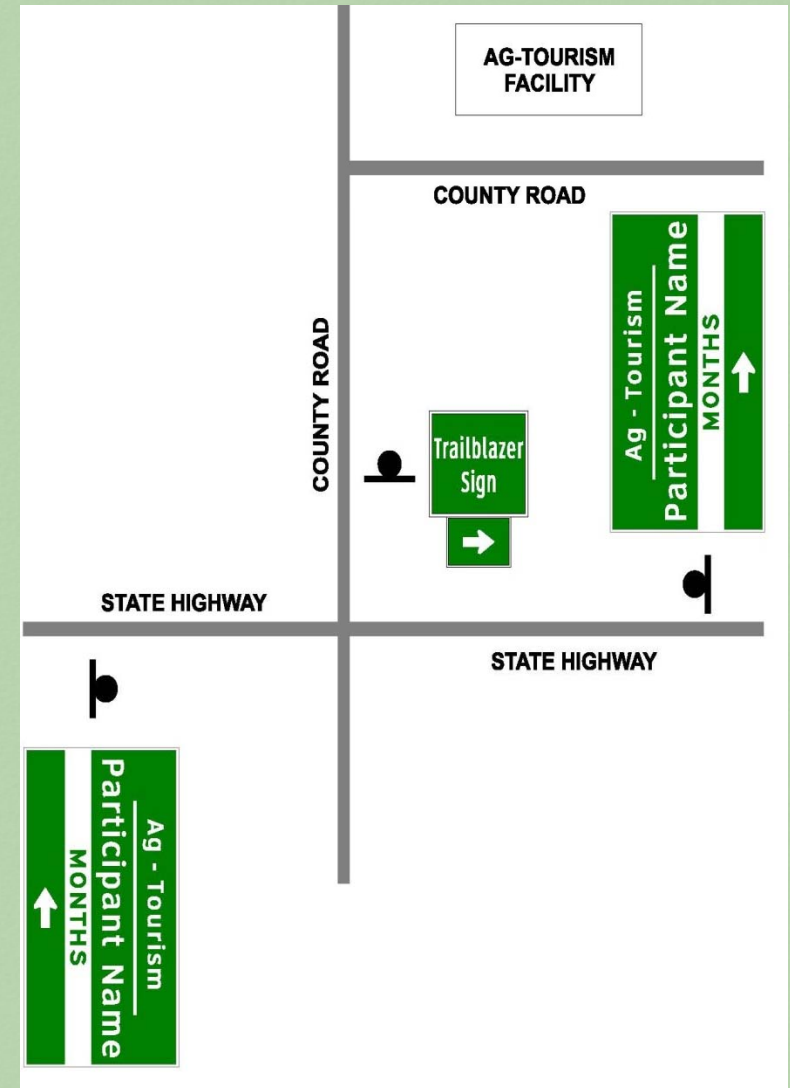
	Sign Fabrication	Sign Installation	Total
Mainline Sign (Large) 108"x60"	\$496.00	\$1,160.00	\$1,656.00
Mainline Sign (Small) 84"x40"	\$369.50	\$1,160.00	\$1,529.50

■ Local Roadway Cost – To Be Determined by Each County

Ag -Tourism Program Overview

► Signing Provided Under Ag-Tourism Program on State Roadways

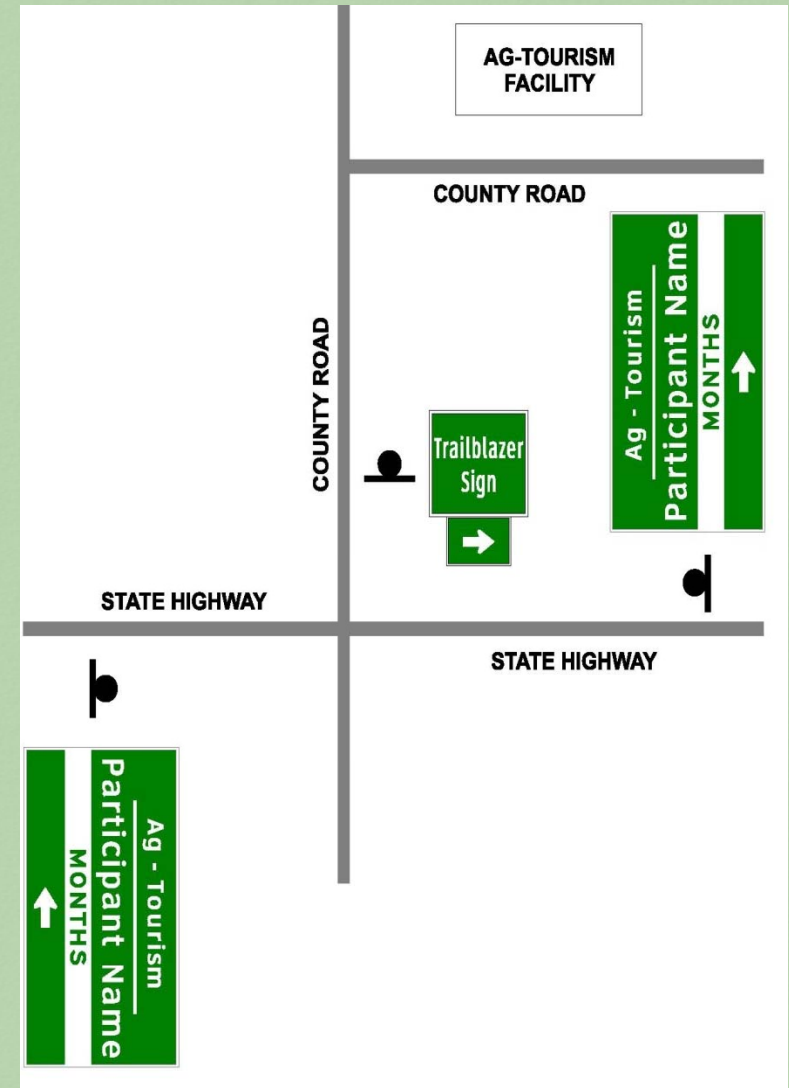
- Conventional Roads Only (no Expressways, Freeways or Interstates)
- Facility will receive a sign in each direction of travel along the nearest state road
- Sign to display the name of the Facility, months of operation, and a directional arrow



County Coordination

► Signing Provided Under Ag-Tourism Program on Local Roadways

- County is responsible for establishing a complementary program for signs along local roadways
- Signs will be installed and maintained by the County or Municipality jurisdiction in accordance with their guidelines
- Signs will not be installed along state roads until county approval is received and trailblazer signs have been installed along the local roadways



County Coordination

► Status of Coordination

- MDA is lead state agency responsible for coordination with Counties to obtain program approval
- Two Steps in Program Approval:
 - Signed Endorsement from County for state Ag-Tourism Program
 - County to Establish Complementary Ag-Tourism Signing Program for Signs on Local Roadways
- Signed Endorsements Obtained from nine counties
 - Calvert, Charles, Frederick, Harford, Montgomery, Prince George's, Somerset, Talbot, Worcester



Other State Signing Programs

► Program Comparison

Program Name	Cost To Participants	Sign Location	Operating Hours Per Day	Operating Days Per Week	Operating Hours Per Week	Operating Months Per Year	Proximity of Destination Requirement To Freeway Interchange
Ag-Tourism	Yes	Within SHA/Local ROW	6 Hours	4 Days	-	6 Months	None, Not Available For Freeway Signing
Tourist Area & Corridor (TAC)	No	Within SHA/Local ROW	5 Hours	5 Days Including Sat or Sun	30 Hours Min	8 Months Min (If Seasonal)	None
Specific Services (Logos) - Gas	Yes	Within SHA/Local ROW	16 Hours	7 Days	-	12 Months	1 Mile
Specific Services (Logos) - Food	Yes	Within SHA/Local ROW	Must be open by 7 or 11 and must serve 2 or three meals	6 Days	-	12 Months	3 Miles
Specific Services (Logos) - Lodging	Yes	Within SHA/Local ROW	24 Hours	7 Days	-	12 Months	3 Miles
Specific Services (Logos) - Camping	Yes	Within SHA/Local ROW			-	Open 4/1 thru 11/1	15 Miles
Specific Services (Logos) - Attractions (Program Is Being Replaced With TAC)	Yes	Within SHA/Local ROW	6 Hours	5 Days	-	8 Months	15 Miles
Farmers Market	Yes	Within SHA/Local ROW	-	-	-	-	None, Not Available For Freeway Signing
Outdoor Advertising	Yes	On Private Property	Advertising signs are prohibited on state property and within SHA right-of-ways. On-premise outdoor advertising signs must be located on private property and within 100 ft. of the business activity. Off-premise outdoor advertising signs require an SHA sign permit and must conform to Federal/State laws and regulations governing outdoor advertising along state highways. New advertising signs are prohibited along designated scenic byways.				
Sponsor-A-Highway	Yes	Within SHA ROW	Only available for specific roadway segments within each District. The Sponsor enters into an agreement with a Maintenance Provider for litter and debris removal from the sponsored segment. The Maintenance Providers are responsible for the removal of trash from the sponsored segments of roadways. 60"x48" acknowledgement sign is installed with corporate logo or name along their segment. Participants cannot list products or contact information on the signs.				
Adopt-A-Highway	No	Within SHA ROW	Groups agree to adopt a one-mile stretch of highway to clean it at least four times a year. SHA will provide your group with training, safety vests, trash bags and tips about how to pick up trash and recyclables. SHA will also place signs recognizing your organization at both ends of the adopted roadside. Limited roadways are eligible for Adopt-A-Highway signs. Participants cannot list products or contact information on the signs.				
Maryland History	No	Within SHA/Local ROW	Must be on the National Register of Historic places to be eligible for this program				
Historical Marker	No	At Historical Site	Must be on the National Register of Historic places to be eligible for this program				

Ag-Tourism Signing Program



Other State Signing Programs

► Program Comparison

■ Signs on State Right-of-Way versus Outdoor Advertising

- State property is reserved for official traffic control signs or devices, other signs can be distracting to motorists and considered a potential safety hazard
- Signs within state right-of-way provide directional guidance to locations which are a service or interest to motorists
- Advertising signs within public right-of-way is prohibited under state and federal law
- Outdoor Advertising signs are located on private property and must meet specific requirements in order to be issued a permit



Other State Signing Programs

► Outdoor Advertising

- Advertising signs are prohibited on state property and within SHA right-of-ways.
- On-premise outdoor advertising signs must be located on private property and within 100 ft. of the business activity.
- Off-premise outdoor advertising signs require an SHA sign permit and must conform to Federal/State laws and regulations governing outdoor advertising along state highways.
- New advertising signs are prohibited along designated scenic byways.

Ag -Tourism Signing Program



Thank you