

Ag -Tourism Signing Program



Briefing for Governor's Commission for Agriculture

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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





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

Tourism Signing Program Ap (Please print)	pplication	
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ONTACT INFORMATION		
NAME OF APPLICANT	TITLE	
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NAME OF APPLICANT	TITLE	





Partner Agencies

Maryland Department of Agriculture (MDA)



- Responsible for:
 - Coordination with Counties
 - Accept & review applications
- Maryland Department of Business and Economic Development (DBED)



DEPARTMENT OF BUSINESS & ECONOMIC DEVELOPMENT

- 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







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.







Program Eligibility & Requirements

- 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

Laryland State High ig-Tourism Signing (Please print)	way Admir Program A	nistraion and application	Maryland Department of Agriculture			
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- **▶** Cost to Participants
 - State Roadways Cost
 - Application Fee \$250
 - Sign Fabrication & Installation cost based on sign size

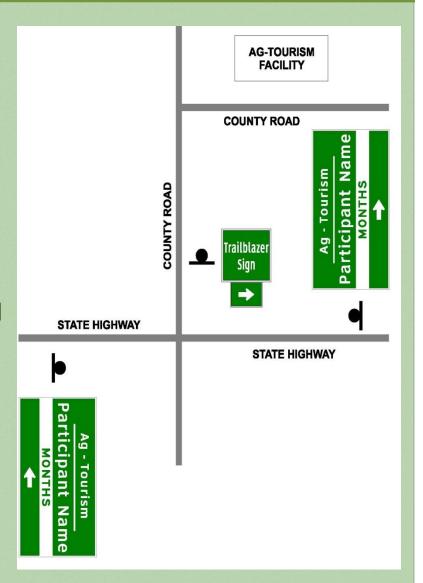
	Sign Fabrication	Sign Installation	Total	
Mainline Sign (Large) 108"x60"	\$496.00	\$1,160.00	\$1,656.00	
Mainline Sign (Small) 84"x40"	\$369.50	\$1,160.00	\$1,529.50	

Local Roadway Cost – To Be Determined by Each County





- ► 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

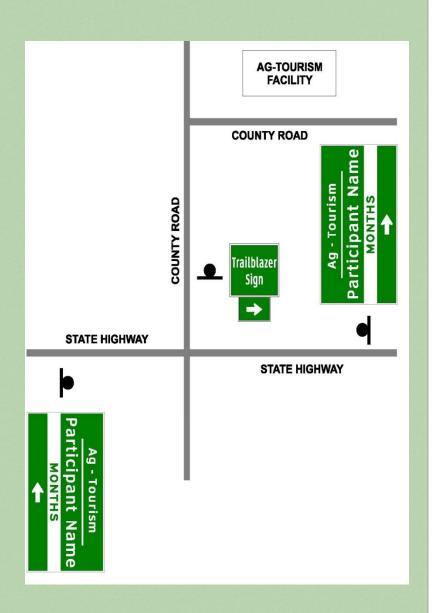






County Coordination

- ► 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
1	Ag-Tourism	Yes	Within SHA/Local ROW	6 Hours	4 Days	-	6 Months	None, Not Available For Freeway Signing
	ourist 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
F	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				se outdoor advertising signs
3	Sponsor-A-Highway	Yes	Within SHA ROW					
,	Adopt-A-Highway	No	Within SHA ROW					
ľ	Maryland History	No	Within SHA/Local ROW	Must be on the National Register of Historic places to be eligible for this program				
ŀ	Historical Marker	No	At Historical Site	Must be on the National Register of Historic places to be eligible for this program				
	Tourions Ciaming Dynamons							

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.







Thank you

