
INTEGRATED DIRECTIONAL SIGNING PROGRAM (IDSP)

Program Orientation on the Role, Structure, Governance, and
Periodic Regulatory Review of Virginia's IDSP

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Part 1: IDSP Overview

What is the IDSP?

The Integrated Directional Signing Program (IDSP) is VDOT's statewide framework for managing multiple directional signing programs under a single, coordinated model.

				
Specific Service Signs	Tourist-Oriented Directional Signs	Supplemental Guide Signs	General Motorist Guide Signs	Special Programs
LOGO	TODS	SGS	GMSS	7
3,000 + Customers	500 + Customers	1,400 + Customers	1,400 + Panels	Programs

IDSP Framework

STATUTORY AUTHORITY

- CTB regulates and controls signs (Va Code §33.2-1220, §33.2-210)
- CTB sets fees for IDSP participants (Va Code §33.2-218)
- Regulations codified in Virginia Administrative Code (24VAC30-551)

GOVERNANCE & OVERSIGHT

- CTB sets regulatory framework
- Sign Advisory Committee provides stakeholder input
- Program shaped through General Assembly actions

PROGRAM ADMINISTRATION

- Centralized statewide program (VDOT Traffic Operations Division)
- Day-to-day administration delegated through performance-based contract
- Operational documents refined as program matured

Why the IDSP Matters

PROGRAM OVERVIEW

The IDSP provides a single framework for safe, consistent, and reliable guidance to motorists and essential public services across Virginia. At a statewide level, the IDSP:

- Ensures compliance with **Virginia MUTCD*** and VDOT standards
- Provides clear directional guidance to support safe and informed decision making for essential services
- Supports economic development and tourism

*Virginia Manual on Uniform Traffic Control Devices



Specific Travel Services (LOGO) Signing

PURPOSE

LOGO signs are traffic control devices that provide advance guidance to essential motorist services (gas, food, lodging, camping, attractions) at limited-access interchanges.

FEES

Participants pay an annual fee, covering one mainline logo and ramp logo, based upon the Annual Average Daily Traffic volume (AADT).



Virginia MUTCD interchange limits: A maximum of 4 sign structures (up to 6 Logo plates per structure) and a minimum of 800 feet distance between signs.



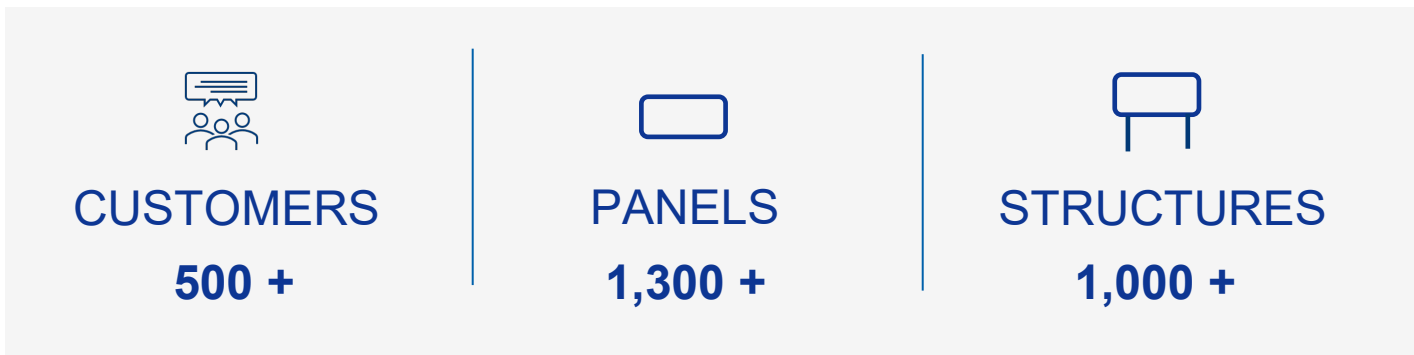
Tourist-Oriented Directional Signing (TODS)

PURPOSE

TODS provide motorists with directional guidance to businesses, services, and other attractions along non-limited-access and secondary highways.

FEES

TODS participants pay an application fee, as well as an annual fee for each sign panel.



Supplemental Guide Signs (SGS)

PURPOSE

SGS provide directional guidance to cultural, historical, recreational, educational, and similar destinations along VDOT Right of Way such as state parks, cultural sites, government sites, universities, military sites, and schools.

FEES

Commercial businesses pay an annual fee to participate in the program. There is no annual fee for government or non-profit customers.



Supplemental Guide Signs (Background Color)



Brown Background



Green Background



Blue Background

RECREATIONAL & CULTURAL

- Recreational Parks
- Historical Sites
- Historical Districts

GOVERNMENTAL

- Colleges & Universities
- Governmental
- Local Schools

INFORMATION & SERVICE

- Tourist Information Centers
- Welcome Centers
- DMV

General Motorist Service Signs (GMSS)

PURPOSE


GMSS provide guidance to motorists along all types of roadways. Symbols are used to inform motorists of the availability of services such as fuel, food, lodging, and hospitals.

FEES

Participant pays fabrication and installation costs; maintenance is covered by VDOT.




SIGN MESSAGES
1,500 +


STRUCTURES
1,300 +

Special Signing Program - Historical Markers

PURPOSE

Virginia's historical markers commemorate historically significant people, places, and events along the Commonwealth's roadways and byways.

OVERVIEW

Established in 1926, the Department of Historic Resources manages applications and approves marker text for all historical markers. VDOT is responsible for the installation and maintenance of markers on VDOT's right of way.

COSTS

All costs associated with fabrication and installation of these markers are the responsibility of the requesting entity. All costs associated with maintenance and replacement of these markers are the responsibility of VDOT through the IDSP.

IDSP

EST. IN PROGRAM
2020



STRUCTURES
2,900 +



Special Signing Programs Under the IDSP



Civil War Trails



Historic Route 1
Established by HB530 in 2010
Integrated with IDSP in 2010



Virginia Waterways
Signing Program



State Scenic Rivers
Program



Washington Rochambeau
Revolutionary Route National Historic Trail
Established by HB 93 in 1980
Integrated with IDSP in 2006



Historical Marker Program
Integrated with IDSP in 2020



Virginia Rail Heritage Region
Established by HJR 25 in 2010
Integrated with IDSP in 2010

Supporting Role: Community Gateway & Wayfinding Program

PURPOSE

Supports Virginia localities in developing coordinated, locally branded gateway and wayfinding sign systems that guide travelers to cultural, historic, recreational, and civic destinations, while maintaining statewide safety and design standards.

BACKGROUND

- Implemented by local governments on VDOT maintained Right-of-Way
- Authorized by VDOT through a land use permit
- IDSP Program Manager serves as the Wayfinding Sign Program Administrator (WSPA), providing oversight to ensure compliance with Virginia MUTCD standards and avoid duplication of sign messages that currently fall under the IDSP

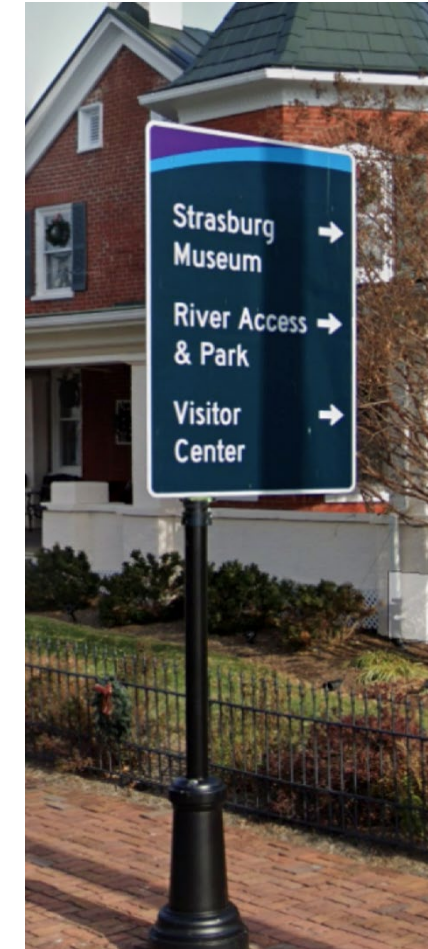
Note: This program is outside the IDSP



Gateway Structure



Gateway Structure



Wayfinding Sign

Operations Administration

IDSP is a coordinated, statewide program integrating policy, operations, and asset management. Delivery requires alignment across Central Office, Districts, and a dedicated contractor team.

VDOT Central Office

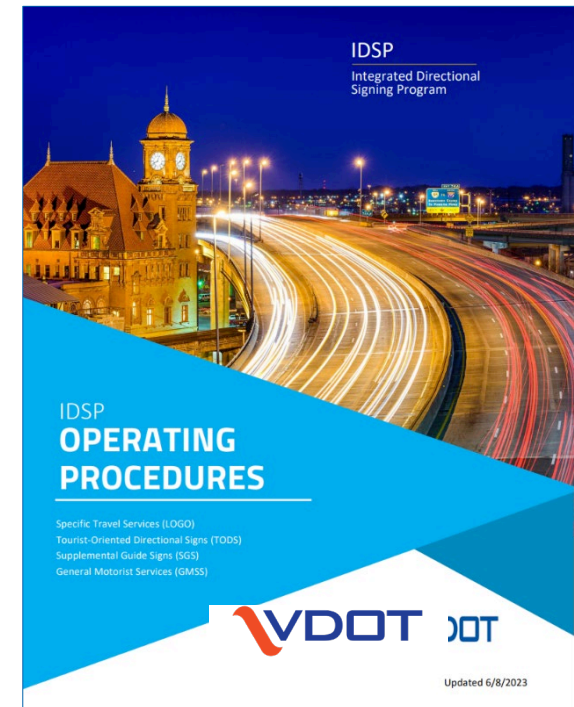
- Administers program per CTB criteria and Virginia MUTCD
- Oversees contracts, finances, compliance, and performance
- Leads statewide alignment across stakeholders & partners

VDOT Districts

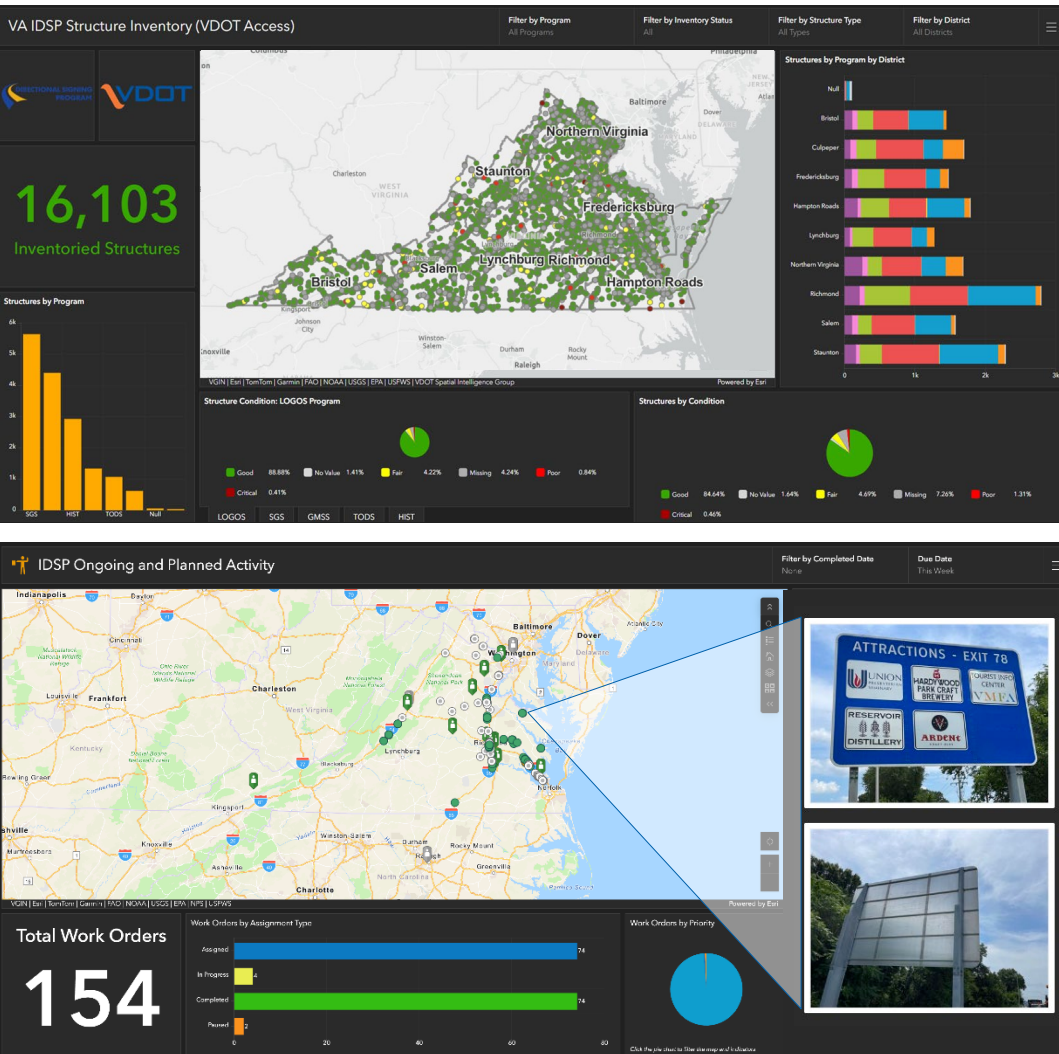
- Coordinate local approvals and compliance
- Support field implementation

IDSP Contractor

- Manages day-to-day program delivery at scale
- Serves as primary customer interface
- Performs sign installation, maintenance, and inspections



Modernization & Program Command Center



IDSP MANAGEMENT SYSTEM

Through GIS-driven tools, lifecycle tracking, and continuous quality assurance, the IDSP operates one of the nation's largest and most modern directional signing systems.

CENTRALIZED OVERSIGHT

- ArcGIS-based VDOT IDSP Portal
- Real-time visibility into inventory and field Activity
- Live workforce and lifecycle tracking

WHAT THIS DELIVERS

- Transparency and accountability
- Performance-reporting
- Data-driven program management

Questions about IDSP Overview?

Part 2: IDSP Periodic Review

The IDSP Regulation (24VAC30-551)

- **The IDSP criteria addresses:**
 - **Program eligibility requirements**
 - **Definitions**
 - **Operational rules (ex: “bumping”)**
 - **Fee structures**
- **Regulation established in 2006 and has not been substantively amended since that time. Last periodic review in 2021.**

Periodic Review and Exempt Regulatory Action

- **The Administrative Process Act (APA) governs the regulatory rulemaking process and requires agencies that adopt regulations periodically review those regulations.**
- **Periodic reviews are initiated by posting Notice on Town Hall.**
 - **Notice of periodic review for 24VAC30-551 was posted in September 2025, and public comment was received for 21 days. No public comments were received.**
 - **Periodic review recommendation is to amend the regulation.**

CTB Periodic Review



The CTB periodic regulatory review is an opportunity to align Virginia's IDSP regulations with how the program operates today.

- **No fundamental change to program purpose or structure**
- Updates improve clarity and comply with publication requirements
- One targeted new provision included (beyond current practice)
- Changes vetted through appropriate advisory and administrative processes

24VAC30-551 – Key Proposed Amendments

- **Allow relocation of grandfathered Supplemental Guide Signs**
 - **Adds flexibility for grandfathered facilities**
 - **Limits relocation on limited access highways to signs already on limited access highways**
- **Addition of section on alternative fueling**
 - **Developed with participation from the Virginia Department of Energy**
 - **Sets requirements for businesses wishing to display a message for EV Charging / Alternative Fuels**
 - **Changes due to update to the Manual on Uniform Traffic Control Devices**

24VAC30-551 – Key Proposed Amendments (Cont.)

- **Expansion of eligibility for signs under LOGO, TODS, SGS**
- **Application fee for General Motorist Services Signs**
 - **Necessary to defray administrative costs**
- **Update to the information for signs for special programs**
 - **Reflects current practice on special signing programs**
 - **Improves understandability for the benefit of the public (e.g., adding definitions)**

Periodic Review and Exempt Regulatory Action

- **Regulatory actions to amend 24VAC30-551 are exempt from the APA due to the regulation's subject area.**
- **An exempt action may be published in its final form and does not require the standard three-step regulatory process (NOIRA, Proposed, Final).**
- **An exempt action must still undergo Executive Branch review by the OAG and the Governor's Office.**
- **After approval by the Governor, the action will be filed with the Registrar, published in the Virginia Register of Regulations, and undergo a 30-day public comment period.**

Next Steps

- **Adopt periodic review result.**
- **Adopt regulatory amendments to 24VAC30-551.**
 - **If amendments are approved by the CTB, VDOT staff will file the exempt regulatory action on Town Hall.***
 - **The amendments will then go through executive branch review, after which they will be published in the Virginia Register for the public to review.**
 - **The amendments normally become effective after the close of the public comment period (Certain statutory extensions are possible.)**

***Text of proposed amendments and Town Hall documentation is included in CTB package.**

Questions about IDSP Periodic Review?

THANK YOU!