



HOW TAC WORKS:

Tourist Area and Corridor (TAC) Signing is a system of supplemental guide signs which directs motorists to eligible individual attractions by directing them first to groups of attractions. Attractions are grouped into geographical areas and sub-areas. Each area or sub-area will have a defined roadway corridor to provide access to the attractions within.

Signing starts with mainline signs on expressways or major highways which name the geographical areas. Then ramp signs and conventional road area signs guide motorists to the corridor in an area or sub-area. Along the area or sub-area corridor, individual attraction trailblazing signs line up the turns for the individual attractions. Further individual attraction trailblazing signs then guide motorists from the corridor to the drop-off zone or parking entrance for an attraction.

TO BEGIN THE PROCESS...

Attractions interested in being a part of the TAC Signing Program may contact the Maryland 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 submits a completed application along with brochures and/or other support materials which can document its potential eligibility. The application and/or support material is to be mailed or emailed to the SHA address shown on the TAC application. The material is forwarded to the Eligibility Committee for review.

If the attraction is approved, the SHA then investigates whether there is space available to sign for the attraction. An eligible individual attraction can 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. (Note that in dense urban areas, TAC signs point to parking facilities for groups of attractions.) If signing is feasible, the SHA then prepares plans for review by the Tourism Director and other government stakeholders as applicable. After the plans are approved, the SHA contractors then install the signs.

TAC

Maryland's Statewide Tourist Area and Corridor Signing Program

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.

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;
- Meet minimum visitor attendance in designated urban centers;
- 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);
- A brochure and/or website which provides hours of operation must be provided, and hours posted at attraction location, on website and in a brochure must be consistent;
- 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; and
- Meet ADA (Americans with Disabilities) requirements for handicapped accessibility.
- 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 shall be eligible for mainline symbol sign and trailblazing. Other visitor centers are eligible for only 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

Antiques Row — Antiques stores are eligible for trailblazing with symbol signs from the mainline if they can demonstrate that 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 an educational tour. 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 shall be 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.



STATE HIGHWAY ADMINISTRATION

Contact Information:
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Office of Traffic and Safety
TAC Signing Program
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