

Summary Table for Types of Signed Traffic Generators

TYPE OF SIGN	SAMPLE	PURPOSE AND FUNCTION	KEY ATTRIBUTES	KEY CRITERIA
Tollway Traffic Generator	image (six flags)	These generators generally are expected to create a significant amount of off peak, non-commuter traffic on the Tollway system. These travelers are typically not familiar with the Tollway and require additional guidance for their safety to the destination.	<ul style="list-style-type: none"> • Generate hundreds of thousands of Tollway users/year • Apply at all interchanges on the system • Many visitors are not typical Tollway users • Traffic is spread throughout a good portion of the year • Only one per interchange 	Certified letter attesting to: <ul style="list-style-type: none"> • 300,000/200,000 attendance (urban/rural) • Within 5 miles of Tollway interchange • >50% attendance come from more than 10 miles away • Open a substantial portion of the year
Points of Interest	image (88/IL31)	These generators generally are expected to create some off peak, non-commuter traffic on the Tollway system. These travelers are typically not familiar with the Tollway and require additional guidance for their safety to the destination. The generators themselves are more marginal in terms of impact, but collectively have a significant impact.	<ul style="list-style-type: none"> • Generate thousands of Tollway users/year • Applies at all interchanges on the Tollway system • Many visitors are not typical Tollway users • Used when multiple marginal request exist at one location 	<ul style="list-style-type: none"> • 2 or 3 traffic generators at a single interchange • Collectively must meet the Tollway Traffic Generator requirements • Logo is required
Blueboard	image (I-90?)	These services are signed for safety - to allow patrons to find fuel, food, or shelter (including camping) in the rural areas where a motorist may not be sure what is available. Posted services will pay a fee.	<ul style="list-style-type: none"> • Must be motorist service oriented • Must be in rural areas 	<ul style="list-style-type: none"> • Must meet IDOT and Tollway requirements • Logo is required • Requires a fee
Commercial Traffic Generators (Under Development)	image	These generators are expected to create some off peak, non-commuter traffic on the Tollway system. The generators are more marginal in terms of impact than a points of interest sign and are <u>not</u> motorist services. Logos are allowed and posted commercial generators will pay a fee.	<ul style="list-style-type: none"> • Generate thousands of Tollway users • Must be in rural areas as defined by the Tollway • Many visitors are not typical Tollway users 	<ul style="list-style-type: none"> • Traffic generator is a commercial for profit interest • Rural areas only • 2 or 3 traffic generators at a single interchange • Logo is required

