

VIRGINIA OFFICIAL STATE TRANSPORTATION MAP POLICY AND PROCEDURES

Virginia Dept. of Transportation Office of Public Affairs

Rev. 11/17/22

The Official State Transportation Map is updated and printed per need by the Commonwealth of Virginia Department of Transportation and is distributed free of charge. A new design and theme is created every four years. The Official State Transportation Map is produced to guide travelers on Virginia highways efficiently and safely, to attract visitors and businesses to Virginia, and to inform them of the diversity of Virginia's attractions throughout the commonwealth.

The Virginia Department of Transportation's Office of Communications produces the map. It follows direction from the Office of Secretary of Transportation and selects the map's theme after conferring with the Virginia Tourism Corporation to support that agency's marketing efforts. The graphics section of the Communications Division prepares the promotional and informational portions of the map; the cartographic section of Communications Division prepares the base and inset maps.

The following is a guide to the process and criteria used in selecting the points of interest and photographs presented on the map.

POINTS OF INTEREST

Attractions that are historic, cultural or recreational, including national, state and regional parks and forests are identified.

The points of interest listing is the basis for all points of interest shown on both the promotional and cartographic portions of the map. The points of interest on the cartographic portions of the map are shown in red ink accompanied by a red square with the exception of large parks and forests that are shown by various color shadings.

POINTS OF INTEREST CATEGORIES:

HISTORIC: Homes and churches parks, battlefields and monuments.

CULTURAL: No subcategories are used. Entries will be evaluated on an individual basis.

RECREATIONAL: Commercial resorts, state, regional and national parks and forests. Recreational areas within parks and forests. All recreational areas will be shown on the cartographic portion of the map. Only major areas will be listed in the promotional area.

CRITERIA:

(To be listed and located on the promotional and cartographic portions of the map)

General criteria (all categories):

Prime consideration is given to attractions:

- With high existing attendance or generated traffic (over 10,000 guests annually).
- Drawing tourists from other states and countries.
- Open daily, year-round (exceptions are made for resorts, parks, beaches, stadiums, etc. where activities are somewhat restricted during certain seasons and will be considered on a case by case basis)

Historic criteria:

- Historic plantations, homes, churches and other buildings, structures or districts must be listed on the Virginia Department of Historic Resources' Register and the National Federal Register of Historic Places.
- Prime consideration is given to those offering guided or self-guided tours and listing a mailing address and telephone number accessible during normal office hours.

Museum / Culture criteria:

Prime consideration is given to attractions:

- Organized as public or private nonprofit institutions that exist on a permanent basis for essentially educational or aesthetic purposes,
- That care for, and own or use tangible objects, whether animate or inanimate, and exhibit these objects on a regular basis,
- That have at least one professional staff member or the full-time equivalent on site, whose primary responsibility is the acquisition, care or exhibition to the public,
- That have provided services to the general public on a regular basis for at least two full years,
- Listing a mailing address and telephone number accessible during normal office hours.

PHOTOGRAPHS

- The number of photographs included on the state map varies. Recently, the number has ranged between five and fifteen.
- Photo subjects consist of attractions selected from the points of interest and generic photos of Virginia scenery, recreational and cultural activities and historic districts, (not identified specifically). Subjects will be divided among the cultural and geographic regions of the state at the discretion of the map committee.
- The cultural and geographic regions of the state are Northern Virginia, Tidewater, and Hampton Roads, Eastern Shore, Central-Southside, Shenandoah, and Southwest-Blue Ridge-Highlands. The intent is to fulfill the categories, and every effort will be made to represent the diversity of the Commonwealth's attractions in all regions.

OTHER INFORMATION

- Space will be reserved on the map to provide information to aid motorists and promote safety on Virginia's highways.
- An explanation of the Virginia historic marker system will be included (not always depicted).

EDITING RIGHTS

- The state map committee maintains complete rights in editing the official state map and making design variations deemed advantageous to motorists and promoting tourism in the state of Virginia.
- The committee reserves its right to include or omit any attraction, photograph, sketch, letter type or logo published in the past or present.

MAP REQUESTS

All requests to be included as a point of interest or as a photo on the state map must be submitted in writing to the chair of the state map committee. The committee at regularly scheduled meetings will review requests. Acknowledgement of request and notification of the committee's decision will be made as soon as possible. If a request is denied it can be appealed in writing and should provide new information or reasons for consideration.

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