**Section 543.200 Definitions**

The following words or phrases, when used in this Part, shall have the meanings ascribed to them in this Section.

"Ahead" or "In advance of" – a sign is ahead or in advance of another when it is at a greater distance than the other from the crossroad being signed.

"Billing Cycle" – billing beginning July 1 and ending the following June 30.

"Business Logo Sign" – a sign conforming to the Department's rule titled Business Logo Signing Program, 92 Ill. Adm. Code 542, advising motorists of services such as gas, food, lodging, camping and 24-hour pharmacy services.

"Crossroad" – a public road intersecting the freeway for which an interchange is provided.

"DCEO" – the Illinois Department of Commerce and Economic Opportunity, acting through its Office of Tourism, with central offices located at 620 East Adams Street, Springfield, Illinois 62701.

"Department" – the Illinois Department of Transportation, with central offices located at 2300 South Dirksen Parkway, Springfield, Illinois 62764.

"Entrance or Exit Ramps" – lanes entering or leaving the main traveled way of a freeway. These lanes provide access between the freeway and the crossroad at an interchange.

"Fiscal Year" – a year beginning July 1 and ending the following June 30.

"Freeway" – a divided highway for through traffic, other than one under the jurisdiction of the Illinois State Toll Highway Authority, with full control of access and grade separations at all crossroads.

"IDNR" – the Illinois Department of Natural Resources, with central offices located at One Natural Resource Way, Springfield, Illinois 62702-1271.

"IHPA" – the Illinois Historic Preservation Agency, with central offices located at 500 East Madison Street, Springfield, Illinois 62701.

"Interchange" – a system of interconnecting ramps providing for the movement of traffic between two roadways on different levels.

"Marketing Plan" – a plan supplied by a tourism attraction that explains how and where the attraction is being marketed or advertised outside a 50 mile radius of the interchange.

"Official Sign" – a sign that is defined as an official sign in the Department's rule titled Control of Outdoor Advertising Adjacent to Primary and Interstate Highways, 92 Ill. Adm. Code 522, and that is erected and maintained by the Department along a freeway. For purposes of this Part, official signs do not include business logo signs.

"RV-friendly Message " – a supplemental message advising that a tourism attraction can accommodate the movement and parking of recreational vehicles (RVs).

"Second Tourism Attraction Panel" – a tourism attraction panel that accommodates additional tourism attraction sign space beyond the maximum space allowed on an existing tourism attraction panel. When there is more than one tourism attraction panel installed in the same direction in advance of an interchange, the panel with the most recent original installation date will be considered the second tourism attraction panel.

"Supplemental Distance Sign" – a sign identifying the mileage to an attraction that is mounted on the posts of an exit ramp panel or trailblazer panel.

"Tourism Attraction" or "Attraction" – an open facility having the primary purpose of providing amusement and/or historical, cultural, or leisure activities to the public.

"Tourism Attraction Panel" – a rectangular panel, displaying the word ATTRACTION and directional information, on which a tourism attraction sign is mounted. A panel along the freeway is referred to as a "freeway panel" and a panel along the exit ramp or crossroad is referred to as an "exit ramp panel".

"Tourism Attraction Sign" – a rectangular sign consisting of a tourism attraction name, trademark, brand, symbol, or a combination thereof, that is displayed on a tourism attraction panel or, together with an arrow panel, as a trailblazer sign.

"Trailblazer Sign" – a tourism attraction sign displayed, together with an arrow panel, off the freeway system to advise motorists where to turn en route to an attraction.

(Source: Amended at 35 Ill. Reg. 18932, effective November 26, 2011)