

CHAPTER 2K. TOURIST-ORIENTED DIRECTIONAL SIGNS

Section 2K.01 State Policy

Support:

- 01 Tourist-oriented directional signs (TODS) are guide signs with one or more panels that display the business identification of and directional information for business, service, and activity facilities.
- 02 Pursuant to Sections 4511.102 through 4511.105 of the Ohio Revised Code (ORC) and Section 5501:2-8 of the Ohio Administrative Code (OAC), the Ohio Department of Transportation (ODOT) has established and described in this Chapter “a program for the placement of tourist-oriented directional signs and trailblazer markers within the rights-of-way of those portions of rural state highways that are not on the interstate system,” including criteria for availability of the various types of services, sign specifications and program rules. This is commonly referred to as the TODS Program.
- 03 ORC Section 4511.106 requires that any local authority electing to establish a TODS program conform to the rules and specifications contained in the program established by ODOT.
- 04 Copies of the related ORC sections are available in Appendix B2.

Standard:

- 05 **A facility shall be eligible for tourist-oriented directional signs only if it derives its major portion of income or visitors during the normal business season from road users not residing within 10 miles of the facility and attendance at which is no less than 2,000 in any consecutive twelve month period.**
- 06 **Eligible facilities shall comply with applicable State or Federal laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities.**

Option:

- 07 Tourist-oriented directional signs may include businesses involved with seasonal agricultural products.

Standard:

- 08 **When used, tourist-oriented directional signs shall be used only at intersections on rural conventional roads and expressways. They shall not be used at intersections on conventional roads or expressways in urban areas or at interchanges on freeways or expressways. They shall not be used on conventional roads to direct traffic onto a freeway ramp.**

Option:

- 09 Tourist-oriented directional signs may be used in conjunction with General Service signs (see Section 2I.02).

Support:

- 10 Additional information about ODOT’s TODS Program is in Part 2 of the ODOT “Traffic Engineering Manual” (see Section 1A.11).

Section 2K.02 Application

Standard:

- 01 **Tourist-oriented directional signs shall have one or more sign panels for the purpose of displaying the business identification of and directional information for eligible facilities. Each sign panel shall be rectangular in shape and shall have a white legend and border on a blue background.**
- 02 **The content of the legend on each sign panel shall be limited to the identification and directional information for no more than one eligible business, service, or activity facility. The legends shall not include promotional advertising.**

Guidance:

- 03 *Each sign panel should have a maximum of two lines of legend including no more than one symbol, a separate directional arrow, and the distance to the facility displayed beneath the arrow. Arrows pointing to the left or up should be at the extreme left of the sign panel. Arrows pointing to the right should be at the extreme right of the sign panel. Symbols, when used, should be to the left of the word legend or logo sign panel.*

04 The General Service sign symbols (see Section 2I.02) and the symbols for recreational and cultural interest area signs (see Chapter 2M) may be used.

05 Logo sign panels (see Section 2J.03) for specific businesses, services, and activities may also be used. Based on engineering judgment, the hours of operation may be displayed on the sign panels.

Standard:

06 **When used, symbols and logo sign panels shall be an appropriate size (see Section 2K.04). Logos resembling official traffic control devices shall not be permitted.**

07 **The tourist-oriented directional sign shall display the word message TOURIST ACTIVITIES at the top of the sign.**

08 **The TOURIST ACTIVITIES word message shall have a white legend in all upper-case letters and a white border on a blue background. It shall be placed above and in addition to the directional sign panels.**

Support:

09 Examples of tourist-oriented directional signs are shown in Figures 2K-1 and 2K-2.

Section 2K.03 Style and Size of Lettering

Guidance:

01 *All letters and numbers on tourist-oriented directional signs, except on the logo sign panels, should be upper-case and at least 6 inches in height. Any legend on a logo should be proportional to the size of the logo.*

Standard:

02 **Design standards for letters, numerals, and spacing shall be as provided in the "Sign Designs and Markings Manual" (SDMM) (see Section 1A.11).**

Section 2K.04 Arrangement and Size of Signs

Standard:

01 **The size of a tourist-oriented directional sign shall be limited to a maximum height of 6 feet. Additional height shall be allowed to accommodate the addition of the TOURIST ACTIVITIES message provided in Section 2K.02 and the action messages provided in Section 2K.05.**

02 **The number of intersection approach signs (one sign for tourist-oriented destinations to the left, one for destinations to the right, and one for destinations straight ahead) installed at an intersection shall not exceed three. The left and right assemblies shall be located on the approach to the intersection, and the straight-through assembly on the far side of the intersection.**

03 **The number of sign panels installed on each sign shall not exceed four.**

Guidance:

04 *The sign panels for right-turn, left-turn, and straight-through destinations should be on separate signs. The left-turn destination sign should be located farthest from the intersection, then the right-turn destination sign, with the straight-through destination sign located closest to the intersection (see Figure 2K-2).*

Standard:

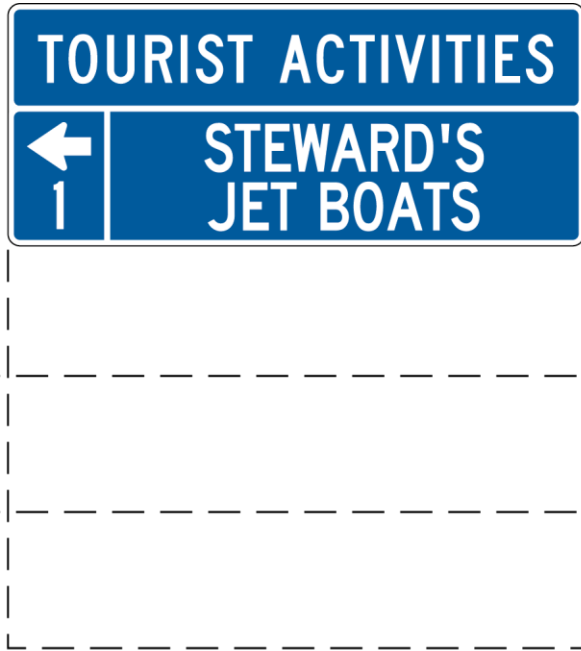
05 **Signs for facilities in the straight-through direction shall be considered only when there are signs for similar destinations in either the left or right direction.**

Guidance:

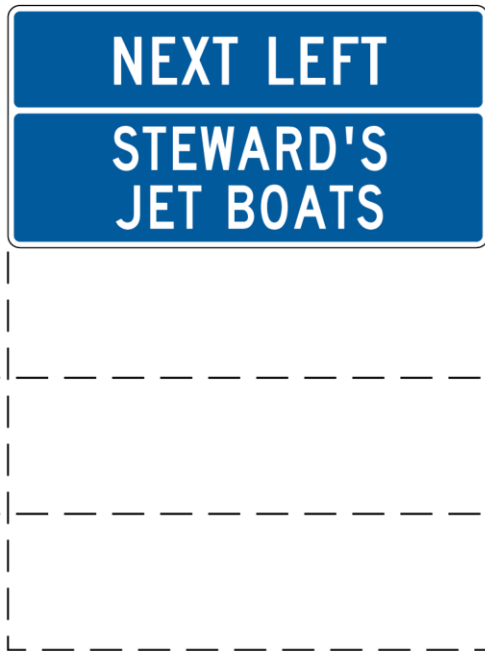
06 *If it has been determined to be appropriate to combine the left-turn and right-turn destination sign panels on a single sign, the left-turn destination sign panels should be above the right-turn destination sign panels (see Figure 2K-1). When there are multiple destinations in the same direction, they should be in order based on their distance from the intersection.*

07 *Except as provided in Paragraph 10, a straight-through sign panel should not be combined with a sign displaying left- and/or right-turn destinations.*

Figure 2K-1. Examples of Tourist-Oriented Directional Signs



INTERSECTION APPROACH SIGN

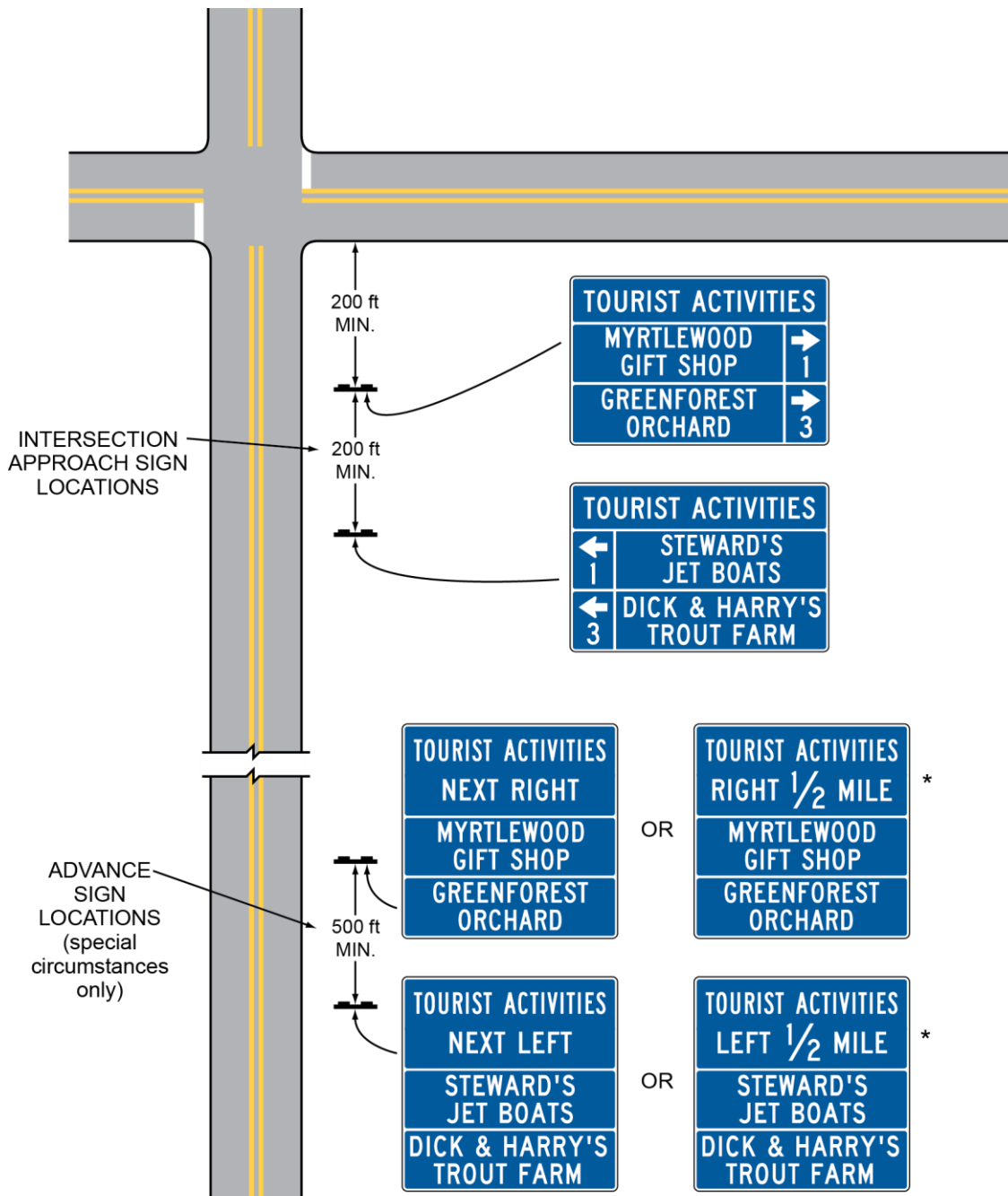


ADVANCE SIGN



COMBINED SIGN

Figure 2K-2. Examples of Intersection Approach Signs and Advance Signs for Tourist-Oriented Directional Signs



* Use if there is an intervening intersection.

08 *The sign panels should not exceed the size necessary to accommodate two lines of legend without crowding. Symbols and logo sign panels on a directional sign panel should not exceed the height of two lines of a word legend.*

Standard:

09 **All directional sign panels and other parts of the sign shall be the same width, which shall not exceed 6 feet.**

Option:

10 At intersection approaches where three or fewer facilities are displayed, the left-turn, right-turn, and straight-through destination sign panels may be combined on the same sign.

Section 2K.05 Advance Signs

Guidance:

01 *Advance signs should be limited to those situations where sight distance, intersection vehicle maneuvers, or other vehicle operating characteristics require advance notification of the destinations and their directions.*

02 *The design of the advance sign should be identical to the design of the intersection approach sign, except that the directional arrows and distances to the destinations should be omitted and the action messages NEXT RIGHT, NEXT LEFT, or AHEAD should be placed on the sign above the business identification sign panels. The action messages should have the same letter height as the other word messages on the directional sign panels (see Figures 2K-1 and 2K-2).*

Standard:

03 **The action message sign panels shall have a white legend in all upper-case letters and a white border on a blue background.**

Option:

04 The legend RIGHT 1/2 MILE or LEFT 1/2 MILE may be used on advance signs when there are intervening minor roads.

05 The height required to add the directional word messages recommended for the advance sign may be added to the maximum sign height of 6 feet.

Guidance:

06 *The TOURIST ACTIVITIES message, when used on an advance sign, and the action message should be combined on a single sign panel with TOURIST ACTIVITIES as the top line and the action message as the bottom line (see Figure 2K-2).*

Section 2K.06 Sign Locations

Standard:

01 **If used, the intersection approach signs shall be located at least 200 feet in advance of the intersection. Signs shall be spaced at least 200 feet apart and at least 200 feet from other traffic control devices.**

02 **If used, advance signs shall be located approximately 1/2 mile from the intersection with 500 feet between these signs.**

Guidance:

03 *In the direction of travel, the order of advance sign placement should be to show the destinations to the left first, then destinations to the right, and last, the destinations straight ahead.*

04 *Position, height, and lateral offset of signs should be governed by Chapter 2A except as permitted in this Section.*

Option:

05 Tourist-oriented directional signs may be placed further from the edge of the road than other traffic control signs.

Standard:

- 06 **The location of other traffic control devices shall take precedence over the location of tourist-oriented directional signs.**