

for tourist information centers is addressed in **Section 207-6**.

3. Tourist Oriented Directional Signing (TODS).

The TODS program is described in **Section 207-3**.

205-3.3.3 Signs with a Brown Background

Permanent signs may be erected for the following generators provided: (1) the generator is a publicly owned or a privately owned non-profit facility; and (2) the generator has an annual attendance of 100,000 plus 10,000 per mile in urban areas, or 50,000 plus 5,000 per mile in rural areas, where the distance is measured from the generator to the intersection. In rural areas, where generators are less common and more space for generator signing is available, attendance requirements may be reduced by up to 60 percent by the **District Deputy Director**. Signs for these generators shall have a white legend on a brown background:

1. **Miscellaneous Generator** - Arenas, coliseums, stadiums, auditoriums, convention halls, fairgrounds, parks (national, state, county, municipal, etc.), racetracks, casinos and zoos.
2. **Recreation Area** - Recreation areas (e.g., beaches and lakes). Where recreational areas are established at a large lake, reservoir or forest and many recreational facilities are available, boundaries may be established for the purpose of informing oncoming traffic. On roadways entering the region, the D7-H3 sign may be erected at the boundary.
3. **Tourist Attraction** - Aquariums, arboretums, botanical gardens, geological sites, historical sites, State memorials, restorations, monuments, museums, planetariums and other attractions of historic or cultural interest.

Also, permanent signs may be erected for privately-owned major tourist attractions (e.g., large amusement parks) where the traffic volumes are such as to warrant additional signing to facilitate an orderly flow of traffic to the facility. Signs for these generators shall have a white legend on a brown background.

205-3.4 Generators That Do Not Normally Warrant Signing

Except as covered in the previous paragraph, activities signed for under the Tourist Oriented Directional Signing (TODS) program do not qualify for generator signing under this Section.

Also, it has been determined that the following facilities do not normally qualify for signing under these provisions for traffic generators:

1. **Business** - Industrial parks, shopping centers, shopping malls, television stations, radio stations and theaters.
2. **Cemetery** - National, local, State, military, public and private.
3. **Community Facility** - Churches, civic centers, libraries and subdivisions.
4. **Educational** - Grade schools and high schools (except as provided in **Section 205-3.3.1**).
5. **Governmental** - Courthouses, disaster assistance facilities, civil defense facilities, driver's license centers, jails, prisons, local government highway buildings, post offices, research facilities, experimental facilities.
6. **Medical** - County homes, fraternal homes, nursing homes, humane facilities (i.e., animal shelters), infirmaries, treatment centers, mental facilities, research facilities, retirement facilities, sanitariums, veteran facilities.
7. **Military** - Armories, arsenals, sites and detachments.

8. Recreational - Amusement parks, country clubs and golf courses.

205-3.5 Temporary Event Signing

Directional signing may be installed for temporary events. Temporary events include shows (e.g., boat, car, air, horse, RV), street fairs and festivals, reenactments, sports tournaments, concerts and other similar short-term activities that generate a significant amount of traffic from outside the immediate area of the event, but for which permanently installed signs would not be appropriate. The duration of these events would typically be several days or several successive weekends; however, some could be as short as a few hours. Temporary directional signs will assist the unfamiliar road user, and facilitate the orderly flow of traffic to the event.

Generally, for events expected to attract fewer than 1,000 visitors per day, or attracting visitors principally from the local area, directional signage would not be needed. For events attracting 1,000 or more visitors per day, with many from outside the local area, appropriately designed and installed directional signs would be beneficial.

Requests for directional signage to be placed on the rural state highway system under **ODOT's** jurisdiction should be submitted by the sponsoring agency to the appropriate **ODOT District Office** at least 45 days prior to the event. The **District Office** should review the request, and on a case-by-case basis, determine what, if any, directional signage would be appropriate on the rural state highway system.

The sponsoring agency shall be responsible for the fabrication and installation of the signs on the rural state highway system, once the sign designs, locations and support arrangements have been approved by **ODOT**. The sponsoring agency shall obtain an **ODOT** right-of-way use permit prior to the installation of the signs. Alternatively, **ODOT** may install the approved signs furnished by the sponsoring agency on the rural state highway system, and bill the sponsoring agency for the costs incurred.

The sponsoring agency shall be responsible for the removal of the signs within 24 hours after the conclusion of the event. **ODOT** may remove signs not removed by the sponsoring agency within a timely manner, and bill the sponsoring agency for the costs incurred.

The directional signs are intended to provide guidance to road users looking for the event, and are not meant to entice others to attend. The signs shall conform to the requirements in the [OMUTCD](#), and shall not contain any advertising. On conventional roads, a minimum upper case letter height of 4 inches is recommended. For major conventional roads, a minimum upper case letter height of 6 inches is recommended. The sign background should be brown or green, with a white legend. The legend should be as concise as possible while still conveying the necessary pertinent information to associate the sign with the event.

The signs may be installed on their own ground-embedded supports, may be attached to existing supports or utility poles, or may be mounted on portable supports. Signs installed in exposed locations (i.e., not protected by guardrail or concrete barrier), must be on crashworthy, ground-embedded or portable supports (except for signs attached to utility poles). Signs on portable supports shall have a minimum mounting height of 1 foot above the edge of pavement. The mounting height of other signs shall be in accordance with the [OMUTCD](#).

If determined by **ODOT** to be appropriate, **ODOT** may allow the sponsoring agency to install portable changeable message signs on the rural state highway system, in accordance with the provisions of the [OMUTCD](#).

205-4 Weigh Station Signing for Conventional Roads

Weigh Station signing for conventional roads is addressed in [OMUTCD Section 2D.49](#) and [Figure 2D-17](#). There are currently no weigh stations on **ODOT**-maintained two-lane conventional roads.