

# TOURIST ORIENTED DIRECTIONAL SIGNS FOR FLORIDA RURAL COMMUNITIES



Photo courtesy: Wisconsin DOT

VDOT



# Benefits of TODS

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- *Promote Rural Culture and Sustainable Tourism*
- *Problem-Oriented Solution to tourist-related safety*
  - Orlando's "Follow The Sun" project placed 400 new road signs bearing a tourist-friendly sunburst logo to aid non-English speaking visitors in finding their way.
- *More Scenic America*
  - Outdoor advertising: Florida has 21,000 signs and 16,000 structures (6,000 of which are non-conforming) in its inventory (2005)

# Discussion Points

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- ❑ **Purpose and Application**
- ❑ **Design**
- ❑ **Style and Size of Lettering**
- ❑ **Arrangement and Size of Signs**
- ❑ **Advance Signs**
- ❑ **Sign Locations**



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## Tourist Oriented Directional Signs – by DEFINITION

- WHITE–ON-BLUE – standard size and design
- to safely direct potential visitors to FAMILY ORIENTED tourist related businesses services or activities:
  - cultural
  - historical
  - recreational
  - educational
  - lodging
  - dining
  - Entertainment

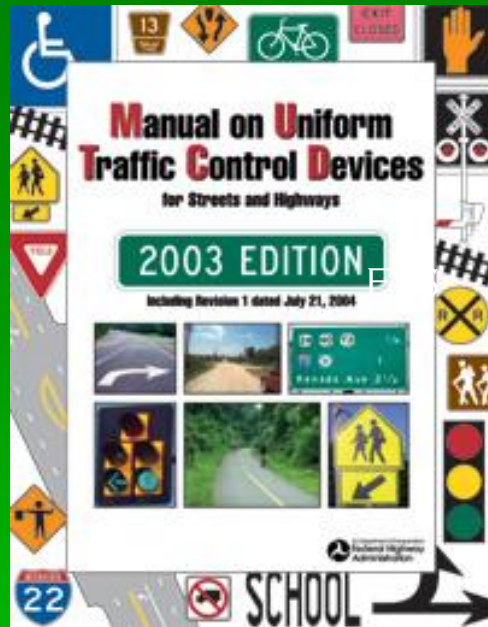
whose major portion (51%)of income or visitors is derived from patrons that travel 20 miles or more.

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988, THE FEDERAL HIGHWAY ADMINISTRATION INCORPORATED  
TOURIST ORIENTED DIRECTIONAL SIGNING (TODS)

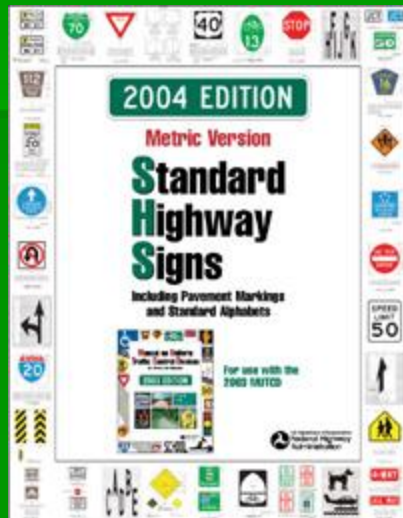
IN THE

*MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES*  
SECTION 2G.07



2007 FLORIDA LEGISLATURE ENACTED SECTION 479.262,

HB 431 (SB- 882) TOURIST-ORIENTED DIRECTIONAL SIGNS CAN BE INSTALLED BY PERMIT ON THE STATE HIGHWAY SYSTEM TO PROVIDE DIRECTIONS TO RURAL TOURIST-ORIENTED BUSINESSES, SERVICES, AND ACTIVITIES IN RURAL COUNTIES, AS DEFINED. EFFECTIVE JULY 1, 2007.



2008 FAC 14-51 PART VI

DEFINES MINIMUM TODS PROGRAM  
CRITERIA FOR THE LOCAL  
GOVERNMENT SIGN PERMIT.  
EFFECTIVE JUNE 2008

## FAC 14-51 EXISTING PROGRAMS

### Supplemental Guide Signs on Non-Limited Access Roadways

- No more than three destinations on each sign. \* (New MUTCD = 4)
- Not more than six qualifying destinations per approach.
- Not more than 2 separate signs

This limit is necessary due to the limited availability of Department right of way to install signs, and the need to provide enough time for the motorist to read and comprehend the sign messages.

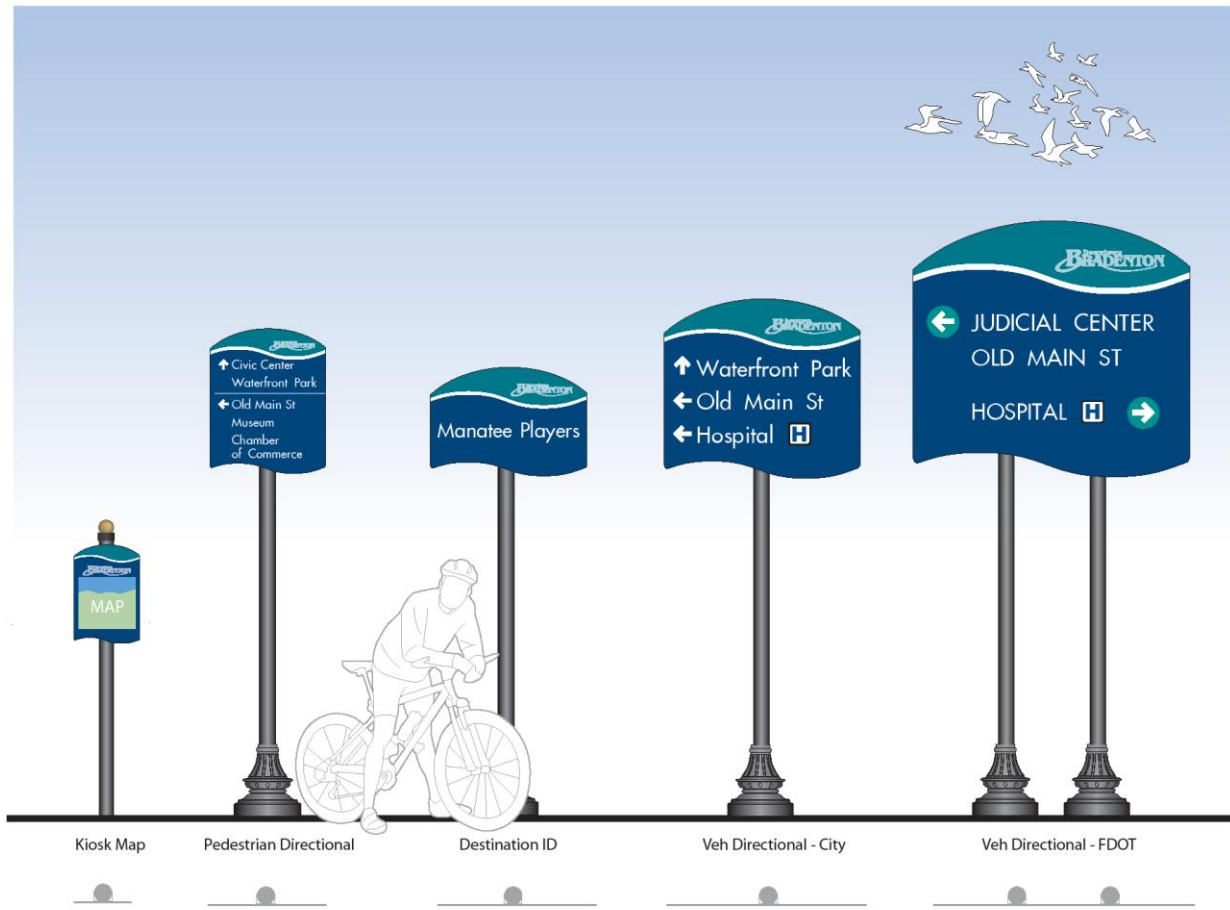
**(b)** If there are three destinations to be signed at a given intersection, all three destinations shall be included on one sign.

**(c)** Shall be located in advance of the intersecting roadway that is the most direct and/or desirable route to the facility.



# FAC 14-51 EXISTING PROGRAMS

## WAYFINDING



- The local government shall develop criteria and approve through local resolution

- maximum of three destinations shown on each Wayfinding Sign (New MUTCD=4)

- not allowed within the right of way of limited access facilities, including ramps and frontage roads



# FLORIDA TODS PROGRAM

## CHAPTER 479, FS OUTDOOR ADVERTISING

### LOCAL ROAD SYSTEM

#### Statutory:

- Eligible: “county or local government entities within their respective jurisdictional areas”

s. 288.0656 – rural defined

- Facility must be located within the respective county

- MUTCD compliance is statutory minimum standards

- RESPONSIBLE FOR THEIR OWN CRITERIA FOR DESTINATIONS







# FLORIDA TODS PROGRAM

## FAC 14.51 PART VI

By RULE (in compliance with MUTCD):

### STATE ROAD

### PERMIT SYSTEM

- Business service or activity derives MAJOR PORTION (51%) of income from those not residing in immediate area (distance greater than 20 miles)
- Title 6 (Civil Rights Act 1964) – public accommodation
- Current on building , occupation permits, licensing, etc.
- Eligibility Distance 25 miles
- Signing on nearest intersection, most direct route.

## By Rule (continued)



- Standard sign design: Each Panel Displays a Single Facility, 2 lines of legend per panel
- 4 Activities per sign assembly
- 3 Max. Sign Assemblies at any one intersection approach.
- Specific Order of Installation
- When the Department will permit a panel for a destination straight ahead
- Min. 500 feet spacing between signs
- No permit will be issued for installation within or in immediate vicinity of limited access roadways
- Intersection approaches ONLY. In other words, no TODS signing will be permitted for facility at its state road access.
  - Provides exception where there is no intersection within 5 miles.

# ON SHS, Signs shall be Fabricated and Installed to Department Standards and Specifications




- breakaway design
- wind-load requirements
- Retroreflective Sheeting
- Standard Highway Colors White on Blue
- Standard General Service/Recreational Symbols.
- All sign panels on same assembly have same width.
- Standard design.
  - 6' max Height (plus "Tourist Activity" Panel)
  - 6" Highway Gothic Font (All Caps) for all Letters and Numbers


# FLORIDA DOT Policy


The department may **adopt rules** to establish requirements for participant qualification, construction standards, **location of sign sites**, and **other criteria** necessary to implement this program.

TOURIST ACTIVITIES	
← 1	STEWARDS JET BOATS
← 3	DICK & HARRY'S TROUT FARM
MYRTLEWOOD GIFT SHOP	→ 1
GREENFOREST ORCHARD	→ 3

 A definition of tourist-oriented business, service, and activity facilities

 Minimum eligibility criteria for qualifying facilities

 Business logos may be added , but *nothing* can change panel size, or letter height, or substitute for destination name text.

 Provisions for signs to facilities that are not located on the crossroad



✓ No sign assemblies within limited- access right of way.

✓ ONE MILE advance signs will be permitted ONLY if nearest (signalized) intersection is more than 5 miles away

✓ Abbreviations are limited to those readily understood.

✓ TODS assemblies only. No kiosks.

✓ Maximum distance from intersection to facility is 25 mi.

✓ Trailblazers on local roads installed first.

# Local Government

The county or local government participating in a tourist-oriented directional sign program **shall be responsible for sign construction, maintenance, and program operation.**

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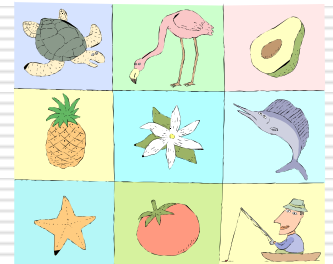
✓  facilities operated on a seasonal basis?

✓  Include time of operation ?

✓  Seasonal operations – this panel would have to come down when facility is closed.

✓  provisions to charge fees to cover the cost of signs

✓  Program Administration duties.



FLORIDA

## Ideas to incorporate into RESOLUTION

Example of Qualifying Criteria Rural Counties/Municipalities can consider


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- Five days per week, open 40 hours min.
  - one of which must be either a Saturday or Sunday
- NO FRANCHISE OR NATIONAL CHAIN / Attraction shall be historically significant or offer a menu or foods concentrated on, and representative of, a specific cultural or ethnic population that has a significant presence in, and is uniquely identified with, the region in which the activity is located.
- Businesses with illegal outdoor advertising signs or illegal on-site signs cannot participate
- Define how the tourist attraction demonstrates itself to be of significant cultural/recreational/entertainment/historical interest to the public and proves itself to receive 51% of it's income from the public that drives that 20 miles away.)
- In compliance with local licensing, permitting laws, etc.
- Adequate parking (eg. ADA hard surface marked parking)
- Restrooms, drinking water, telephone
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## RESOLUTIONS:

### More things to include:

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- ❑ How Renewals are to be handled
  - ❑ How local government owned facilities are handled
  - ❑ How non-profits v. for profits.
  - ❑ Notification of revocations
  - ❑ Who decides and How a facility might appeal if denied.
  - ❑ “Bumping” or suspension privileges
  - ❑ FEE collection and disbursement
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- ❑ New owners
  - ❑ Program Administrator responsibility and authority
  - ❑ TODS on Designated Scenic Highways???