

CHAPTER 14-51

FLORIDA'S HIGHWAY GUIDE SIGN PROGRAM

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PART I GENERAL

14-51.010 Purpose

(1) This rule chapter provides for a system of guide signing that will perform the following functions:

- (a) Inform and guide motorists to the needed signed facilities and motorist services.
- (b) Improve traffic flow at interchanges or intersections near destinations that generate a large volume of traffic.
- (c) Establish criteria for the erection of guide signs and general service signs.

(2) This rule chapter applies the requirements for guide signs, excluding principle destination signs, general service signs, community wayfinding guide signs, and tourist-oriented directional signs as stated in the applicable sections of the Manual on Uniform Traffic Control Devices, incorporated herein by reference under Rule 14-15.010, F.A.C.

Rulemaking Authority 316.0745, 334.044(2), 479.02(4), FS. Law Implemented 316.0745, 479.02(4), FS. History—New 3-27-05, Amended 6-24-08, 11-24-11.

14-51.011 Definitions

As used in this rule chapter, the following words and phrases shall have the following meanings:

- (1) **“Applicant”** means the person or entity seeking authorization for a sign under this rule chapter.
- (2) **“Community Wayfinding Guide Sign”** means a directional guide sign that is part of a coordinated and continuous system of signs directing tourists and other road users to key civic, cultural, visitor, and recreational attractions, within a city or a local urbanized area.
- (3) **“Community Wayfinding Guide Sign System Plan”** means the system boundaries, installation location, sign panel design, engineering, sign assembly specifications, and adopted criteria submitted to the Department for approval.
- (4) **“Department”** means the Florida Department of Transportation.
- (5) **“Enhancement Marker”** means a sign or portion of a sign where shape, color, or pictograph is used as a visual identifier for a community wayfinding guide sign.
- (6) **“FHWA”** means the Federal Highway Administration.
- (7) **“Guide Sign”** means a sign that shows route designations, destinations, directions, distances, services, points of interest, or other geographical, recreational, or cultural information.
- (8) **“Limited Access Facility”** means as defined in Section 334.03, F.S.
- (9) **“Local Government”** means the county or city having jurisdiction in the subject area, including the area involving the state highway system.
- (10) **“Manual on Uniform Traffic Control Devices (MUTCD)”** means the federal publication-used to establish the uniformity of traffic control devices, such as sign placement, color of sign backgrounds and letters, and sign messages.
- (11) **“Non-Limited Access Facility”** means an arterial or collector road as defined in Sections 334.03, F.S.
- (12) **“Non-traffic Control Sign”** means an authorized highway sign that does not have any traffic control purpose, is not intended for use by road users in general, and is not considered to be a traffic control device, such as highway service signs and the associated sponsorship.
- (13) **“Official Traffic Control Devices”** means as defined in Section 316.003, F.S.

- (14) “Pari-mutuel Facility”** means a racetrack, fronton, or other facility used by a permit holder of the Florida Department of Business and Professional Regulation for the conduct of pari-mutuel wagering as defined in Section 550.002, F.S. These facilities may include cardrooms only when authorized by Section 849.086, F.S.
- (15) “Permit System” and “Permitted”** means as defined in Rule 14-20.010, F.A.C.
- (16) “Pictograph”** means a pictorial representation used to identify a governmental jurisdiction, an area of jurisdiction, a governmental agency, a military base or branch of service, a governmental-approved university or college, a toll payment system, or a government-approved institution.
- (17) “Place Name Sign”** means a sign identifying the geographic boundary of a municipality or county, lying on or along a road on the state highway system.
- (18) “Recreational Attractions”** means facilities located within 15 miles of the limited access facility that provide easy access for motorists, ample all-weather parking areas, and several recreational activities such as picnicking, camping, hiking, swimming, fishing or boating. Examples include public recreational facilities, state forest recreation areas, and wildlife refuges.
- (19) “Rural Interchange”** means a grade separated intersection between streets or roadways outside the limits of any urban or urbanized area, as defined in Section 334.03, F.S. Where either the immediate right of way of a limited access facility or the right of way of an intersecting roadway is within the boundary of an urban or urbanized area, the interchange or intersection shall be considered urban.
- (20) “Sign”** means any traffic control device intended to communicate specific information to road users through a word or symbol legend. They do not include traffic control signals, pavement markings, delineators, or channelization devices.
- (21) “Supplemental Guide Sign”** means a sign placed or erected to provide information regarding destinations, other than the principle destinations displayed on the exit directional sign, accessible from the interchange.
- (22) “Tourist Attraction”** means facilities that principally provide recreation, amusement, or leisure activities to the general public, with the majority of its visitors traveling over 100 miles to visit the facility, and with the major portion of their income from these non-resident visitors.
- (23) “Tourist-Oriented Directional Signs” or “TODS”** means guide sign assemblies with individual panels displaying the identity and directional information for a business, service, or activity facilities.
- (24) “Trailblazers”** means signs erected at strategic locations in conjunction with the signing of a destination, tourist attraction, or general service facility.
- (25) “Unincorporated Area”** means all lands outside of the boundaries of municipalities within a county boundary.

Rulemaking Authority 316.0745, 334.044(2), 479.02 F.S. Law Implemented 316.03, 479.01 F.S. History—New 3-27-05, Amended 5-8-06, 6-24-08, 11-24-11.

14-51.012 Trailblazers

- (1)** Trailblazers shall be used for destinations which are five miles or more from the interchange or intersection and a motorist could drive through highly developed areas, “Y” intersections, or multiple strip developments to reach the destination.
- (2)** A countdown distance system to national and state park sites shall be based upon specific site/area conditions, and installed by the park agency through the Department’s permit system.

- (3) Local governments shall have all trailblazers in place on their road system prior to installing the corresponding destination sign on the state highway system.
- (4) Trailblazers shall provide the distance and/or direction to the nearest or most convenient point of access.
- (5) Trailblazers shall match the color scheme or symbol of its corresponding sign on the state highway system.

Rulemaking Authority 316.0745, 334.044(2), F.S. Law Implemented 316.0745, F.S. History New 3-27-05, Amended 11-24-11.

14-51.013 Sign Evaluation Process

- (1) Sign requests must originate from state agencies, city or county resolution, official representatives of schools or universities, or representatives of tourist attractions or businesses.
- (2) Upon receiving a written request, the Department will determine whether:
 - (a) The written request concerns an eligible destination or motorist service.
 - (b) The trip generation meets or exceeds the minimum criteria.
 - (c) There are seasonal considerations.
 - (d) Significant rapid growth is projected.
 - (e) The intersection or interchange approach may accommodate additional destination legend without exceeding the mandatory space limitations for either existing sign panels, or an additional sign structure. If a request for destination guide signing is received, but the intersection or interchange has the maximum number of destinations, then the request will be denied.
 - (f) The addition of the sign will benefit the safety of the motoring public.
- (3) Written requests shall provide data to support the trip generation of the proposed destination. It shall also provide data to support the function of the facility (e.g., tourist attraction) to determine which set of criteria from Table 1, Criteria for Signing Destinations on Limited Access Facilities, and Table 4, Criteria for Signing Destinations on Non-Limited Access Facilities, will apply. If additional support data is needed, the Department will require an engineering study to validate the request.
- (4) If the written request complies with these criteria, the District Traffic Operations Engineer shall review the sign location for space availability.
- (5) Supplemental guide sign destinations are subject to a four-year review cycle to verify that the trip generation characteristics are consistent with Department signing criteria. The review will confirm that mid-way through the life of the sign panel (approximately seven to eight years) an opportunity will exist to make sign changes. The Department will not replace a signed destination with a new destination, regardless of annual trips, as long as the signed destination remains in operation.
- (6) The following shall be considered when developing a guide sign system:
 - (a) Highest preference will be given to destinations that attract a larger number of trips from distances greater than 100 miles.
 - (b) The likelihood that the destination will continue to generate a high number of trips or if there are seasonal characteristics.
 - (c) Local government recommendations.
 - (d) The cooperation of local government and the tourism industry with the development of a regional signing plan.

- (e) When concurrence can be reached by all affected parties, changes to the Department's supplemental guide sign system may be approved through the permit system.
- (7) Table 2, Criteria for Signing Destinations on Limited Access Facilities, and Table 4 mandatory criteria for guide signs installed under this rule chapter. The criteria will assist the District Traffic Operations Engineer in determining which destination will be signed for on limited and non-limited access facilities.
- (8) Destinations signed prior to the effective date of this rule chapter shall not be subject to the requirements of this rule chapter.
- (9) Signs may be approved by the Department for research and evaluation based on studies provided by the applicant. These studies shall include, at a minimum, trip generation, origin and destination studies i.e., entrance and exit locations, specific route, U-turns, and last minute lane changes to determine the safety impact. All studies shall be signed and sealed by a professional engineer registered in Florida. If the Department determines that it would be appropriate to allow the temporary installation to become permanent, the rule will be revised accordingly.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History--New 3-27-05, Amended 11-24-11.

14-51.014 General Criteria

- (1) Guide signs for other than recreational, historical, or cultural facilities, shall be white on green in color. Guide signs for recreational, historical, or cultural facilities shall be white on brown in color. For existing white on green destination guide signs a combination sign consisting of white on green and white on brown shall be used with the colors separated by a common white border.
- (2) Signing for a destination with a limited period of operation shall be displayed only during those periods of operation, and only if the destination meets the trips generated annually criteria referenced in Table 2 or Table 4. If occasional off-season usage exceeds 25 percent of the trips generated annually for most of the year, the signs may be displayed permanently.
- (3) Traffic control signs for major short term events, e.g., golf and tennis tournaments, boat and auto shows, that will attract a significant number of non-residents, shall be evaluated based on the criteria established in Rule 14-51.013, F.A.C.
 - (a) Static or portable changeable message signs (PCMS) shall be erected no more than three days before, nor remain more than three days after, the signed event. Sign costs, such as design, installation, maintenance, and removal shall be paid by the applicant.
 - (b) Both static and PCMS signing will be installed through the Department's permit system. PCMS devices, and approved messages displayed on them shall be devoid of advertisements. PCMS devices shall be approved by the Department for use on the state highway system.
 - (c) All applicable Department clear recovery zone requirements shall be met and short-term event signing cannot interfere with visibility/effectiveness of existing traffic control devices.
- (4) In no case shall information relating to destinations, motorist services, and multi-modal facilities be displayed on a supplemental guide sign until trailblazer directional guide signing has been installed.
- (5) When there are more qualified destinations than can be signed, the local government recommendation as to the facilities to be signed will be considered. If the local government has no preference, the destinations that create the greatest traffic demand shall be signed, subject to standards specified in the following sections.
- (6) No guide signs for destinations shall be erected prior to approval by the District Traffic Operations Engineer.

(7) Guide signs shall not be installed where such signing interferes with the function of traffic control devices, impairs visibility, or violates minimum spacing distances listed in Table 1. Priority guidelines in sign installation are contained in Section 2A.16 of the MUTCD. The descending order of priority is regulatory (white signs), warning (yellow signs), exit (principle) direction and supplemental destination (green signs), general service (blue signs), and historical, recreational, and cultural (brown signs).

Table 1 – Minimum Spacing Distances for Signs	
Speed (mph)	Minimum Spacing Distance (feet)
25 or less	Distance to ensure traffic control devices are not blocked from view.
30 – 35	200
35 – 45	250
50 – 60	300
60 – 70 (Interstate)	800

- (8) Any qualifying destination, such as a college or university, that incorporates a pictograph in the sign design, as allowed in the MUTCD, must fabricate, install, and maintain the sign assembly through the Department’s permit system.
- (9) The proposed design, location, materials, and support structure must fully comply with the Department’s 2010 Design Standards Indices Numbered 11200, 11310, 11860 and 17302, and Sections 700 and 994, “Retroreflective and Non-reflective Sign Sheeting,” from the Standard Specifications for Road and Bridge Construction, 2010 edition. These documents, incorporated herein by reference, can be downloaded at:

<http://www.dot.state.fl.us/rddesign/DesignStandards/Standards.shtm>

<http://www.dot.state.fl.us/specificationoffice/>

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 6-24-08, 11-24-11 .

PART II GUIDE SIGNS ON LIMITED ACCESS FACILITIES

14-51.020 Supplemental Guide Signs

(1) General. The criteria referenced for destinations listed in Table 2 are used to determine which supplemental destinations will be signed for on limited access facilities.

Table 2 – Criteria for Signing Destinations on Limited Access Facilities				
Type of Destination	Criteria	Guidelines		
		Major Metro Areas¹	Urban Areas²	Rural Areas³
State and National Parks and State Forest Recreational Areas	Miles from Interchange	15	15	15
Private Colleges and Universities	Number of Trips Generated Annually ^c	550,000 ^a	550,000 ^a	300,000 ^a
		1,200,000 ^b	750,000 ^b	450,000 ^b
	Miles from Interchange	15	15	15
Military Bases	Number of Trips Generated Annually ^c	5,000,000	4,000,000	3,000,000
	Miles from Interchange	10	10	10
Veteran’s Administration (VA) Hospitals	Miles from Interchange	10	10	10
Arenas, Auditoriums, Amphitheaters, Civic Centers, Convention Halls, Stadiums, Major Tourist Attractions (Fairgrounds, Amusement Parks, Zoos, etc.)	Number of Trips Generated Annually ^d	200,000	165,000	135,000
	Miles from Interchange ⁴	5	5	5
Historical, Cultural, or Recreational Attractions, Historic Districts	Number of Trips Generated Annually ^d	100,000	100,000	100,000
¹ Over 50,000 population.				
² 5,000 to 49,999 population.				
³ Under 5,000 population.				
⁴ The distance may be increased ½ mile for each 10 percent over the minimum requirement listed to a maximum of 2 times the maximum distance listed.				
^a Annual Trips = Number of Enrolled Students (who physically attend classes on campus) x 1.5 (college or university without dormitories, each student equals 1.5 trips) x Number of semesters per year x Number of weeks per semester x 5 days per week. Figures based on AASHTO’S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^b Annual Trips = Number of Enrolled Students (who physically attend classes on campus) x 2.0 (college or university with dormitories, each student equals 2 trips) x Number of semesters per year x Number of weeks per semester x 5 days per week. Figures based on AASHTO’S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^c One employee or military personnel equals 0.9 trips. Figures based on AASHTO’S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^d Trip: a single or one-direction vehicle movement either to or away from the traffic generator.				

(2) Standards

- (a)** Not more than one supplemental guide sign shall be erected at each interchange approach. The supplemental guide sign shall contain no more than two destinations with no more than three lines of legend, excluding exit numbers or exit directions.
- (b)** If two supplemental guide sign panels are required at any interchange approach only one destination shall be displayed on each panel. Not more than two destinations shall be signed at any one interchange approach.
- (c)** Each destination shall be signed only once in each direction.
- (d)** Supplemental guide signs shall be located in advance of the interchange that is the most practical route to the facility. Local government recommendations on the most practical route will be considered.
- (e)** Countdown trailblazers shall not be erected on the mainline portion of limited access facilities.
- (f)** Except as otherwise specified in Rule 14-85.004, F.A.C., and other areas of this section, the name of the operating agency, community group, or enterprise shall not appear in the legend of any supplemental guide sign, or attached to it.
- (g)** Supplemental guide signs shall not be installed in advance of freeway-to-freeway interchanges. Interchanges between freeways are major decision points; therefore, sign messages shall only contain the route shield, cardinal direction, and name of the next control city on that route.
- (h)** Supplemental guide signs shall be installed in advance of freeway-to-spur interchanges if the spur serves a local community.

(3) Guidelines

- (a)** Cultural, historical, and recreational attractions or historical districts shall meet the trip generation criteria in Table 2 and the following specific criteria in order to be eligible for evaluation for signing:
 - 1.** The cultural, historical, and recreational attractions or historical district shall be identified by name on the current Official Florida Transportation Map. Identification on local city maps does not qualify for interstate signing.
 - 2.** Cultural and historical attractions or historical districts must be on the National Register of Historic Places, meet trip generation, be located within 15 miles of the limited access facility, provide easy access for motorists, and ample all-weather (surface treated) parking to be eligible for signing. These attractions or districts can be publicly or privately owned, but shall be operated on a non-profit basis and open to the general public year-round for sign eligibility. Examples include forts, battlegrounds, plantations, archeological or geological sites, art galleries, and museums.
 - 3.** Any conversion of attendance to trip generation figures will be evaluated by the Department, based on general engineering practice.
 - 4.** Recreational attractions shall be operated on a non-profit basis and meet ADA accessibility standards for public access.
- (b)** The criteria referenced in Table 2 shall be used to determine which destination to sign for on new interchanges, or to determine which destination to add to an existing supplemental guide sign, with an existing destination.
- (c)** For the purpose of geographic identification, only state lines, county lines, and municipal limits, as well as significant geographic features shown on the Official Florida Transportation Map,

such as waterways, will be signed on limited access facilities. The limited access facility must traverse the corporate limits of a municipality for geographic identification guide signing limits in both directions. No custom place name signs or auxiliary panels will be permitted other than approved 48" x 48" pictographs representing the locality and having sufficient legibility and visual acuity on a standard white on green sign design. With the addition of the pictograph, the local government must provide an approved sign panel.

- (d)** Airports shall be eligible for signing on limited access facilities when they are served regularly by scheduled airlines with interstate passenger service. The standard airport symbol shall also be used with the airport name.
- (e)** Deep water public cargo and passenger ports (Port Authority locations) shall be eligible for signing.
- (f)** Rail terminals shall be eligible for signing on limited access facilities when they are intercity rail (Amtrak, Commuters, etc.). They must provide regularly scheduled passenger service and have parking spaces available to accommodate patrons.
- (g)** Certified Florida Farm Wineries shall be eligible for signing pursuant to Section 599.004, F.S. The Florida Farm Winery logo panel with supplemental name panel shall be installed based on space availability. There is a fee associated with this signing.
- (h)** Signing for "regional malls" or "regional shopping centers" (Malls) shall be eligible for signing through the Department's permit system: only if the facility is located within 5 miles of the qualifying interchange and occupies 1,000,000 square feet or more of active retail sales area (excluding any parking, business, residential or hotel space, landscape area, or shipping, receive, warehousing, or stock areas). Malls with open-air promenades comprised of individual buildings, located together in a themed environment that meet the square feet requirement and are in a climate-controlled active retail area may be considered. To be eligible for signing as a Mall, all property included as square footage shall be managed by a single leasing agent and storefronts shall be on the same or contiguous properties. Outparcels are not included. If the District Traffic Operations Engineer determines that safety or operational problems can be attributed to unclear directions to the Mall, then a request shall be processed based on the criteria established in Rule 14-51.013, F.A.C. If the minimum qualifying criteria is not met, the applicant shall submit a traffic engineering study performed by a licensed Florida professional engineer, addressing each of the qualifying criteria which include:
 - 1.** Research and evaluation of the need for any Mall directional signs on the roadway(s) leading to the Mall from the interchange.
 - 2.** The safety and operational issues affecting both site and non-site destined traffic.
 - 3.** Whether existing or proposed on-site Mall signage is visible and provides sufficient advance notice to motorists traveling on the limited access facility to recognize the Mall destination and safely enter the exit ramp at the interchange.
- (i)** State-funded community college main campuses, vocational/technical center campuses, and university main campus are eligible for signing. Satellite campuses are eligible, only if the curriculum allows students to obtain an Associate of Arts (AA) degree or higher at the campus site.
 - 1.** If the campus requests a name change within four years of sign installation, the campus shall be responsible to contract for all supplemental guide sign panel replacements, at their own expense.

2. The campus shall provide an inventory of all existing supplemental guide sign sizes and locations, including the local road system.
 3. The Department will provide an approved standard sign design for the supplemental guide signs on the state highway system. The Department will install the supplemental guide signs on the state highway system, unless a pictograph is requested in the design. All supplemental guide signs with pictographs shall be installed through the Department's permit system.
- (j) Private colleges and universities, whether for-profit or non-profit, where student travel, to attend regularly scheduled classes at that campus meet the minimum trip generation criteria in Table 2 are eligible for signing through the permit system where space is available. Other private universities with existing signs will be allowed to retain their signs, so long as they remain active.
 - (k) Schools licensed by the Department of Education's Commission for Independent Education are not eligible for signing to any site, unless student travel to that site meets the trip generation criteria referenced in Table 2.
 - (l) Signing for multi-modal transportation facilities is considered supplemental guide signing, except for those that qualify as a general service. Multi-modal facilities are stations that link various modes of transportation: airports (air carrier and general aviation), seaports (passenger and cargo), commuter rail terminals, freight and intercity rail terminals, intercity buses, parking lots, garages, and Park and Ride. A signing plan for multi-modal facilities must be submitted.
 - (m) Veteran's Hospitals designated as the regional treatment centers for veterans are eligible for signing on limited access facilities. VA community service and community based outpatient clinics, centers, benefits offices, and national veterans cemeteries are not eligible to be signed on limited access facilities.
 - (n) Medical facilities/research centers that have regional, statewide, or national significance, provide in-patient and out-patient services by advance appointment, perform specialized surgery or treatment of human diseases are eligible for signing on limited access facilities.
 - (o) If a destination qualifies for supplemental guide signing, but is participating in the logo program in the attraction category it shall not be eligible for supplemental guide signing. If a signed destination is approved for a business logo in the attraction category, then it will be removed from the supplemental guide sign.
 - (p) Major metropolitan area airports and major seaport passenger facilities are considered prime destinations and are eligible for signing.
 - (q) General aviation will not be eligible for signing.
 - (r) "DOWNTOWN" signs must meet the following criteria in order to be eligible for signing:
 1. "DOWNTOWN" signs will only be considered for the largest core municipality of an urban area with a population of 50,000 or more.
 2. The limited access facility must traverse the incorporated limits of the municipality under consideration and have multiple exits for each direction of travel.
 3. The urban guide signing concept, as specified in Section 2E.06 of the MUTCD, shall be in effect.
 4. A distinct central business district must exist. Strip development business centers and mixed-use urban development, or re-development areas, shall not qualify as "downtown"

or be eligible for signing.

5. Only one such sign shall be permitted for each direction of travel. The sign shall be erected in advance of the most direct route to the downtown core.

(4) Destinations Not Eligible for Signing

- (a) Except as provided in Rule 14-85.004, F.A.C., the following destinations, shown in Table 3, shall not be eligible for signing.

Table 3 – Destinations Not Eligible for Signing on Limited Access Facilities	
Businesses	Chamber of Commerce, television/radio station, live performance or movie theaters, motels/hotels/inns, travel trailer parks, industrial parks and plants, commerce centers, shopping or outlet centers, auto malls, auctions, flea markets, mixed-use developments or re-developments (retail, and/or office, and/or residential, and/or other commercial facilities regardless of combined trip generation).
Cemeteries	Local, state, federal, sovereign nation, public, private.
Community Facilities	Libraries, churches, subdivisions, mixed use facilities, community and general aviation airports, recreational facilities or parks.
Governmental	Research/experimental campuses even when associated with a state college or university; state, regional, district, local offices even where trip generation is associated with public meetings, hearings or permit applications, Government centers, courthouses, driver license centers, jails, correctional facilities, prisons, civil defense facilities, maintenance facilities, power plants, gaming facilities not operated under Florida pari-mutuel licensing.
Schools	K through 12, seminaries, post-graduate educational facilities.
Historical	Homes/buildings/sites/landmarks publicly or privately owned, heritage trails.
Medical	All classes of hospitals, and other licensed facilities except as specified in Rules 14-51.021 and 14-51.020, F.A.C., mental health facilities, research facilities, sanitariums, rehabilitation/infirmaries/treatment centers, non hospital Veteran’s facilities, county/fraternal/nursing homes, retirement facilities, humane facilities including animal emergency services, (not qualified under General Services).
Military	Sites/detachments, armories, arsenals.
Recreation/Conservation	Country clubs/golf courses/resorts, fish hatcheries, game farms, tree nurseries/arboretums, points of interest, camps (scout, church, 4-H, youth, YMCA/YWCA) nature trails, conservation or protection areas, conservation developments, watersheds, trail heads and crossings.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745 FS. History–New 3-27-05, Amended 11-24-11.

14-51.021 General Service Signs

(1) General Criteria

- (a) General service signing is used when the general services provided are infrequent and not within sight of the interchange.
- (b) Requests for general service signing (except Logo signing) shall be directed to the District Traffic

Operations Engineer.

- (c) General service signing is considered supplemental to overall signing.
- (d) General service signs, including signing for state agency buildings, have a white legend on blue background, excluding multi-modal facilities.
- (e) The name or pictograph representing the operating agency, community, group, individual, or enterprise shall not appear on the general service sign, except for state agency buildings and other facilities meeting the criteria established in this rule chapter. If a pictograph is used, it shall be installed through the Department's permit system.
- (f) Symbol signs for hospital, airport, Amtrak, Greyhound, cruise-based seaports, commuter rail, and multi-modal terminals can be used in urban or rural areas, when the criteria established in Rule 14-51.013, F.A.C., are met.
- (g) In no case shall general service signing be erected that would function primarily as advertisements for businesses.
- (h) In no case shall information relating to general services be displayed until trailblazer signing has been installed to direct motorists from the exit to the service

(2) Standards

- (a) Except as otherwise specified in Rule 14-85.004, F.A.C., where logo signs are utilized, general service signs shall not be used. General service signing off the Department's right of way shall not be provided when those services are conveniently located off an interchange.
- (b) Except as otherwise specified in Rule 14-85.004, F.A.C., only symbol signs will be used to advise of the availability of gas, food, lodging, camping, hospital, and telephone on rural limited access facilities
- (c) When three or fewer general services are available at a given interchange, and it is unlikely that more than three general services will be provided in the near future, the symbol signs denoting these general services will be attached to the advance guide sign. At locations where the "NEXT EXIT 00 MILES" panel is attached to the advance guide sign, the symbol signs will be attached to the exit direction sign. If four or more general services are available at an interchange, or are anticipated in the near future, a supplemental roadside sign denoting the available general services and reading "NEXT RIGHT" or the interchange exit number shall be installed.

(3) Guidelines. Each general service sign has its own set of criteria that must be met in order for signing to be provided on limited access facilities.

(a) Gas

1. The service station facility shall be located within 1 mile of the exit ramp terminal;
2. Is open for continuous service a minimum of 16 hours, 7 days a week;
3. Provides vehicle services including fuel and oil;
4. Provides public rest rooms; and
5. Has a telephone available for public use.

(b) Food

1. The restaurant facility is located within 1 mile of the exit ramp terminal;
2. Serves a complete meal and is open for continuous service a minimum of 14 hours, 7 days a week;
3. Provides public rest rooms;

4. Has a telephone available for public use; and
5. Is licensed by the Florida Department of Business Regulation, Division of Hotels and Restaurants, and the local County Health Department.

(c) Lodging

1. The lodging facility is located within 1 mile of the exit ramp terminal;
2. Is equipped with 20 or more units for rent;
3. Has a telephone available for public use; and
4. Is licensed by the Florida Department of Business Regulations, Division of Hotels and Restaurants, and the local County Health Department.

(d) Camping

1. The camping facility is located within 5 miles of the exit ramp terminal;
2. Is equipped with a minimum of 25 rental camp sites (RV and tent not just one or the other);
3. Is equipped with indoor sanitary toilet and bathing facilities;
4. Has a telephone available for public use; and
5. Is licensed by the local County Health Department.

(e) Hospital Emergency Room Service

1. General service signs for hospital emergency room services will be erected in rural and urban areas in advance of an interchange; and
2. The purpose of the hospital sign is to provide direction to motorists in need of immediate medical services. Hospital general service signs shall be erected in advance of the interchange which provides the most practical route to that facility when the hospital facility has an emergency room open 24 hours, 7 days a week.
3. Where more than one hospital meeting the criteria is available from any one interchange, only the hospital located closest to the exit point shall be signed or trailblazed.
4. The hospital facility shall not be located more than 10 miles from the exit ramp terminal; and
5. In the event a hospital meets the criteria, but another hospital is closer by continuing along the limited access facility to another exit, the first hospital will not be signed.

(f) Tourist Information Centers

1. Tourist information centers shall be signed as a general service with the word legend "INFO" and
2. Signs for tourist information centers will be erected when the center is located on a direct route from the limited access facility and not more than 1 mile from the exit ramp; and
3. Tourist information center signs will be erected when:
 - a. The general service signing requests are received from local government; and
 - b. The destination provides continuous, professionally staffed service for a minimum of 8 hours, 7 days a week; and
 - c. The destination, located within 1 mile of the interchange, is operated exclusively by a non-profit organization, or is approved by local government to operate as a tourist information center.
4. If the tourist information center is operated on a seasonal basis, the general service signs

shall be removed during the off season.

5. All trailblazers on the non-limited access facility shall be installed by the local government agency through the Department's permit system.

(g) Telephone. Symbol signs will be erected when:

1. The telephone is a public telephone available for use 24 hours, 7 days a week; and
2. The telephone is located within the immediate interchange area, not more than 1/2 mile from the interstate or exit ramp, and the immediate interchange is located in an isolated rural area; and
3. The interchange does not have gas, food, lodging, or camping (located within 1 mile of the interchange) identified.

(h) Pari-mutuels associated with jai-alai, horse tracks, or dog tracks shall display word legend JAI-A'LAI, HORSE TRACK, or DOG TRACK. The state standard symbol shall not be displayed on limited access facilities. The registered name of a qualifying pari-mutuel facility shall only be displayed with documentation that a distinction is necessary for safe navigation and travel confirmation for its patrons.

(i) Park and Ride areas shall qualify for general service on limited access facilities when they are governmentally owned and operated as part of a car pool, van pool, or other public transportation program. The facility shall have parking spaces available for patron use.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

PART III GUIDE SIGNS ON NON-LIMITED ACCESS FACILITIES

14-51.030 Destination Guide Signs

(1) General

- (a)** The criteria referenced for destinations listed in Table 4 are used to determine which destinations will be signed for on non-limited access facilities.
- (b)** For pari-mutuel facilities that offer gaming, trip generation that may be attributed to the draw of the gaming activity alone are not eligible to qualify that facility for destination guide signing on the basis of trip generation.

(2) Standards

- (a)** Not more than six eligible destinations, including cities, shall be signed at any intersection approach. Exception for community wayfinding guide sign systems and TODS guide signing are found in Rule Chapter 14-51, Part V and Part VI, F.A.C. These eligible destinations shall not be indicated on more than two separate signs, with no more than three lines of legend on each sign.
- (b)** If there are four destinations to be signed at a given intersection, all four destinations should be included on one sign, unless lateral restrictions limit sign panel square footage.
- (c)** Destination guide signs shall be located in advance of the intersecting roadway that is the most direct or desirable route to the facility. Local government recommendations on the most desirable route will be considered because the most direct route may have roadway safety features that are less desirable than the longer route.

(3) Guidelines

- (a)** Any state or national park, or state forest; open to the public and offering multiple recreational activities with ADA access and accommodations, including restrooms and paved handicapped parking, shall be eligible. Countdown trailblazers permitted in rural areas for route confirmation. Sign panels, installation, and maintenance shall be provided by the park or forest destination. Advance signs shall not be located more than 10 miles from the park entrance.
- (b)** "DOWNTOWN" signs shall meet the following criteria in order to be considered for destination guide signing.
 - 1.** "DOWNTOWN" signs will be considered for municipalities with a population of 5,000 or more.
 - 2.** The non-limited access facility route shall traverse the municipal limits.
 - 3.** A distinct central business district must exist. Strip development, business centers, mixed-use development, or re-development shall not be considered as "downtown" or as a qualifying destination for guide signing unless it was historically identified as the "downtown".
 - 4.** Only one such sign will be permitted for each direction of travel to provide the most practical route to the central business district.
- (c)** The criteria referenced in Table 4 shall be used to determine which destination to add to an existing destination guide sign.
- (d)** Hospitals are eligible for destination guide signing when the hospital does not have access from the state highway system, and is not located more than three miles from the intersection to be signed (other than trailblazers from a limited access facility).

Table 4 – Criteria for Signing Destinations on Non-limited Access Facilities				
Type of Destination	Criteria	Guidelines		
		Major Metro Areas¹	Urban Areas²	Rural Areas³
State Colleges and Universities	Nearest intersection to the state highway system.			
Private Colleges and Universities	Number of Trips Generated Annually ^c	550,000 ^{ad}	550,000 ^{ad}	300,000 ^{ad}
		1,200,000 ^{bd}	750,000 ^{bd}	450,000 ^{bd}
Private Vocational/Technical Schools	Number of Trips ⁴ Generated Annually	675,000 ^d	550,000 ^d	300,000 ^d
Military Bases	Number of Trips ⁴ Generated Annually ^c	5,000,000 ^c	4,000,000 ^c	3,000,000 ^c
Arenas, Auditoriums, Amphitheaters, Civic Centers, Convention Halls, Stadiums, Major Tourist Attractions (Fairgrounds, Amusement Parks, Zoos, etc.)	Number of Trips ⁴ Generated Annually	37,500 trips plus 3,750 per mile of distance from intersection		
State and National Parks, and State Forest Recreational Areas	Nearest intersection to the state highway system.			
Youth Camps (YMCA, Scouts, etc.)	Signing only in rural areas, with facilities for a minimum of 50 persons on an overnight basis and in operation for at least 6 months of the year.			
Mental Health and Medical Facilities	Minimum of 500 beds in urban and suburban areas. Nearest state highway system Exit. Bed minimum can be lowered for hospitals with access off the state highway system serving isolated, rural county populations.			
Downtown	There must be a clear central core commonly considered the downtown area that is located on an intersecting road a maximum of 3 miles off the state road. This excludes requests for signing new development or re-development zones as “downtown” that were not historically the “downtown” prior to new construction or rehabilitation.			
Drivers License	Nearest intersection only.			
State Agency Buildings	Number of Trips ⁴ Generated Annually	260,000	100,000	1,500
¹ Over 50,000 population (Section 334.03, F.S.).				
² 5,000 to 49,999 population (Section 334.03, F.S.).				
³ Under 5,000 population.				
⁴ Trip: a single or one-direction vehicle movement either to or away from the traffic generator.				
^a Annual Trips = Number of Enrolled Students (who physically attend classes on campus) x 1.5 (college or university without dormitories, each student equals 1.5 trips) x Number of semesters per year x Number of weeks per semester x 5 days per week. Figures based on AASHTO'S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^b Annual Trips = Number of Enrolled Students (who physically attend classes on campus) x 2.0 (college or university with dormitories, each student equals 2 trips) x Number of semesters per year x Number of weeks per semester x 5 days per week. Figures based on AASHTO'S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^c One employee or military personnel equals 0.9 trips. Figures based on AASHTO'S 2001 Selection of Supplemental Guide Signs for Traffic Generators.				
^d Trip: a single or one-direction vehicle movement either to or away from the traffic generator.				

- (e)** Unincorporated areas shall meet the criteria as shown in Rule 14-51.041, F.A.C., in order to qualify for signing. Counties may develop a program to sign the boundaries of unincorporated communities with historic or cultural interest that are not on the Official Florida Transportation Map, through the Department's permit system. Standard white-on-green geographic identification signs may be placed within the Department's right-of-way. All custom place name signs for unincorporated communities must be located outside the right-of-way.
- (f)** Recreational, historical, or cultural attractions funded by federal, state, or local governments are eligible for destination guide signing. Such attractions shall meet the following specific criteria in order to be eligible for signing:

 - 1. Historical attractions shall be listed in the National Register of Historic Places and be open to the general public year round.
 - 2. Cultural attractions shall be open to the general public year round.
 - 3. Signs shall be limited to the nearest intersection to the state highway system.
 - 4. Recreational attractions shall be operated on a non-profit basis and include multiple activities such as picnicking, camping, hiking, swimming, fishing, or boating.
 - 5. All recreational, historical, or cultural attractions shall have multiple activities, restrooms, ADA access and paved handicapped parking facilities.
- (g)** Signs shall be installed to identify designated, developed parking areas for state or local recreational trails only. To be eligible for destination guide signing, the recreational trail must be ADA accessible and the parking ADA compliant. These signs are for traffic control purposes only, and are not intended for advertisement.
- (h)** Rail Terminals shall be eligible for destination guide signing when the following criteria are met:

 - 1. Intercity rail (Amtrak, commuters, etc.) shall provide regularly scheduled passenger service and have parking spaces for patron use.
 - 2. Intra-urban rail shall provide regularly scheduled service, and have parking spaces for patron use.
- (i)** Destination guide signing for a non-charter interstate bus service shall only include the standard general service signing for a Greyhound bus station and/or bus stop. The purpose of the standard Greyhound symbol sign is to assist motorists who are trying to locate a bus station which is inside a building, or a published, scheduled stop that is not serviced by any ticket agent at that remote stop.
- (j)** Seaports, deep water public cargo, or passenger ports (for Port Authority locations) are eligible for destination guide signing on non-limited access facilities.
- (k)** Airports are eligible for signing when the following criteria are met:

 - 1. Air carrier airports are those which are served regularly by scheduled airlines. The airport symbol shall also be used with the airport name.
 - 2. General aviation (open to public use) destination guide signs are allowed in each direction along the state highway system in advance of an intersecting roadway that provides direct access to the airport property. Signing shall be limited to an intersection within five miles of the airport. The facility may be named on an auxiliary panel with the general service airport sign. The directional arrow panel is mandatory. The airport general service sign should be pointed such that the tip of the airplane is pointed in the same direction of the arrow panel.
- (l)** Certified Florida Farm Wineries shall be eligible for destination guide signing pursuant to

Section 599.004, F.S. The Florida Farm Winery logo with supplemental name panel shall be installed at the nearest state highway intersection based on space availability for certified wineries. There is a fee associated with this signing.

- (m)** Regional malls or regional shopping centers (1,000,000 square feet or more) shall be eligible for destination guide signing through the permit system when safety or operational problems can be attributed to unclear directions and when the criteria established in Rule 14-51.013, F.A.C., are met. Safety and operational problems, where signing will improve corridor safety or relieve congestion and affects both site destined and other traffic, shall be documented by a Professional Engineer registered in the State of Florida.
- (n)** Colleges and Universities

 - 1.** State-funded community college, vocational/technical center, or university main campuses are eligible to request destination guide signing. Satellite campuses are eligible if the curriculum allows students to obtain an associate of arts (AA) degree, or higher, attending classes at that campus (no travel to another campus or web-based courses to complete coursework in standard schedule). Name changes on existing destination guide signs made within four years of existing sign panel installation will be allowed at the expense of the college or university. The board shall be responsible to contract with a private vendor for the sign replacement panel, or overlay at their own expense. The Department will install and maintain the updated panel. The Department will provide an approved sign design that can be accommodated on the existing structure. Modifications, such as abbreviations to the desired legend text may be necessary. If a pictograph is used, the sign shall be installed and maintained through the Department's permit system.
 - 2.** Private and all for-profit colleges and universities that meet the trip generation referenced in Table 4 are eligible for signing through the Department's permit system, if they meet the criteria outlined in Rule 14-51.013, F.A.C. Private universities with existing signs will be retained so long as they remain active. Private and for-profit universities shall only be eligible for destination guide signing to distinct college campuses, when the core baccalaureate degree requirement courses are available in traditional classroom settings at that site and meet the trip generation criteria.
 - 3.** Schools licensed by the Department of Education's Commission for Independent Education are not eligible for signing to any site unless they meet the trip generation criteria referenced in Table 4.
- (o)** Signing for multi-modal transportation facilities is considered destination guide signing, except for those that qualify as a general service.

 - 1.** Multi-modal facilities are airports (air carrier and general aviation), seaports (passenger and cargo), rail terminals, intercity bus, parking lots, garages, and Park and Ride.
 - 2.** A destination guide signing plan for multi-modal facilities shall be submitted.
- (p)** Veterans' Hospitals designated as the regional treatment center or State Veterans' nursing homes are eligible for destination guide signing on non-limited access facilities.
- (q)** Medical facilities/research providing by advance appointment, specialized surgery or treatment of human diseases, providing both in-patient and out-patient services, are eligible for destination guide signing on non-limited access facilities.
- (r)** Requests for destination guide signing by local government agencies shall be approved through the Department's permit system. The Department shall allow local governments to fabricate

and install the following destination guide signs pursuant to Department standards and direction. The following facilities are eligible for destination guide signing when they do not have direct state road access. The signs shall be erected at the intersection nearest the facility and shall not interfere with official traffic control devices:

- 1.** Post Offices, including small businesses that are under contract with the United States Postal Service (USPS) are eligible for destination guide signing, when requested by local government and signed through the Department's permit system. In order to qualify for signing they shall have a contract with the USPS and provide a confirmation letter from the USPS along with their written request for signing. The destination guide signs shall be green background with white lettering and have the appropriate directional arrow;
- 2.** Libraries;
- 3.** Recycling Drop-Off Centers;
- 4.** Courthouses;
- 5.** Publicly-owned Vocational/Technical Schools that meet criteria established in Table 4;
- 6.** Parks;
- 7.** High Schools;
- 8.** Constitutional Officials, such as Tax Collectors;
- 9.** Chamber of Commerce; Tourist information;
- 10.** Animal Shelters;
- 11.** City/Town Halls;
- 12.** Landfills; Transfer Stations;
- 13.** Bus and Rail Stations;
- 14.** National Veterans Cemeteries;
- 15.** Veterans Community Treatment Centers;
- 16.** Multi-use developments/redevelopment areas, such as Town Centers, when it is demonstrated that the majority of traffic is generated by tourism;
- 17.** Temporary signing for access to polling stations;
- 18.** Tourist Oriented Directional Signing Systems in qualifying counties;
- 19.** Place name signs for unincorporated communities;
- 20.** Community Wayfinding Guide Sign Systems;
- 21.** Custom Place name signs;
- 22.** Public parking, parking lots and garages shall be eligible for destination guide signing if they are open to the public, with non-reserved parking spaces available daily, and not more than one mile from the intersection. The green and white "P" parking symbol sign shall be used without the name of the parking facility;
- 23.** Destination guide signing for an intercity bus service shall consist of the standard single post local bus stop signs. Permit applications are not required, but all signs must be installed outside the clear zone and may not interfere with priority traffic control devices;
- 24.** City historical areas or districts that are officially declared by either city or county resolution.

(4) Destinations Not Eligible for Signing on Non-Limited Access Facilities. Except as provided in Rules 14-85.004 or 14-51.021, F.A.C., destination guide signing shall not be provided for the following destinations shown in Table 5.

Businesses	Television/radio station, theaters, motels/hotels/inns, travel trailer parks, industrial parks and plants, office parks, shopping districts, strip malls; mixed-use developments (retail, restaurant, office, residential in any combination).
Cemeteries	Local, state, public, private.
Community Facilities	Civic groups (Kiwanis, Lions, Rotary, etc.), churches, subdivision, mixed use facilities, business districts.
Government	State, local and regional political offices or boundaries.
Schools	K through 9.
Medical	Infirmaries, out-patient or residential treatment centers; county, fraternal or non-Veterans nursing homes, retirement facilities, specialized short or long term treatment or rehabilitation facilities, ambulatory surgical center, specialty hospitals or clinics.
Recreation/Conservation	Water and soil conservation district boundaries, water sheds, habitat or natural resource protection zones, recreation centers (community centers, swimming pools, baseball/softball fields, tennis courts, etc.), training centers, country clubs, private golf courses, tree nurseries/arboretums (including those sponsored by government services).

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

14-51.031 General Services Signs

(1) General Criteria

- (a)** General service signing is used when the general services provided are infrequent, and not within sight of the intersection.
- (b)** Requests for General Service Signing (except Logo signing) shall be directed to the District Traffic Operations Engineer.
- (c)** Signing for general services is considered supplemental to overall signing.
- (d)** General service signs, including signing for state agency buildings, such as DRIVERS LICENSE, shall have a white legend on blue background; multi-modal and pari-mutuel general service signs are white-on-green, and recreational attractions are white-on-brown.
- (e)** The name of the operating agency, community, group, individual, or enterprise shall not appear on the general service sign, except for state agency buildings and facilities meeting the criteria established in this section.
- (f)** Symbol signs for hospital, airport, Amtrak, Greyhound, cruise-based seaports, and commuter rail are authorized by the District Traffic Operations Engineer in urban or rural areas based on

criteria established in Rule 14-51.013, F.A.C.

- (g) In no case shall general service signing be erected that would function primarily as an advertisement for a business.
- (h) General service signing shall not be displayed until trailblazers have been installed to direct motorists from the intersection to the service.
- (i) Not more than one general service sign with a directional arrow for a particular service shall be displayed, in each direction, in advance of the intersection facility. General service signs shall only be located in advance of the intersecting road which is the best and most direct route to the facility.
- (j) General signs on non-limited access facilities shall not be installed within competitive range of participating Logo sign program enterprises offering similar services.

(2) Standards

- (a) Police, sheriff, and highway patrol stations that are staffed and open 24 hours are eligible for general service signing. Guidance to a closed facility, even one with a “hotline” contact telephone, may increase danger or increase response time in an emergency.
- (b) Hospitals are eligible for general service signing when the hospital emergency room is located not more than five miles from an intersection (other than trailblazing from a limited access facility).
- (c) When requested, general service signs for a hospital shall be erected on the state highway system in advance of the intersection which provides the most practical route to that facility when the hospital has an emergency room open 24 hours, 7 days a week. When more than one hospital meeting the criteria is available from any one intersection, only the hospital located closest to the exit point shall be signed or trailblazed.
- (d) Tourist information centers are eligible for general service signing when the center is located less than one mile from the state highway system. Tourist information center signs qualify for signing on the state highway system when:
 - 1. The signing request and permit application is received from local government; and
 - 2. The center gives continuous service at least 8 hours, 7 days a week; and
 - 3. The center is operated exclusively by a non-profit organization and is approved and receives funding by the local government to operate as a tourist information center.
 - 4. If the tourist information center is operated on a seasonal basis, the signs shall be removed during the off season. If the tourist information center sign is approved under the criteria referenced above, it shall be installed under the Department’s permit system by local government.
- (e) Boat ramp and camping facilities open to the general public and free of charge are eligible for general service signing in advance of intersecting roads in rural areas with direct access to the facility provided the entrance is less than one mile from the state highway system and is open year round. If the facility is associated with a local park or recreation system, it shall be signed by the sponsoring agency through the Department’s permit system.
- (f) Signing will be provided to state agency buildings with auditorium facilities where public meetings are hosted or generate significant daily traffic from large numbers of the general public’s vehicular access. The sign panels will be supplied by the applicant and installed by Department Maintenance where space allows on the state highway system. The applicant shall

supply replacement panels when necessary. The sign shall be installed adjacent to the building on the state highway system. If the building is located more than one mile from the state highway, then the sign shall be placed at the nearest intersection, and trailblazers to the destination will be supplied by the applicant. Signing will be provided to those state agency buildings where the need for directional information is based on emergency situations, such as emergency evacuation shelters, permits, and/or a state gas facility, is necessary. All other state agency buildings shall meet the following criteria:

1. The number of non-employee trips generated by the building shall meet the criteria established in Table 4.
 2. Meeting space for a minimum of 30 people.
- (g) Pari-mutuels associated with jai-alai, horse tracks, or dog tracks are eligible for general service symbol signing on non-limited access facilities. The state standard symbol will be displayed on the non-limited access facility. The registered name of a qualifying pari-mutuel can be included if it is trailblazing from a limited access facility supplemental guide signing that displays the name. If the Department installs the word message general service panel on the limited access facility, the local government may choose to display the official operating name of the pari-mutuel at the nearest state road intersection as an auxiliary to the standard general service sign, as an assembly, through the Department's permit system.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

PART IV PLACE NAME SIGNS ON NON-LIMITED ACCESS FACILITIES

14-51.040 Exclusions

- (1)** Place name signs other than for geographic features and boundaries of counties, municipalities, or unincorporated areas found on the Official Florida Transportation Map shall not be erected on non-limited access facilities.
- (2)** Place name signs for other governmental or quasi-governmental boundaries including, but not limited to, water management districts, school districts, voting districts, commissioner districts, and fire districts, shall not be erected on the state highway system.
- (3)** Place name signs shall not be installed for urban subdivisions unless they appear on the full size Official Florida Transportation Map (not on the urban area enlargements).
- (4)** “Exiting” or “Leaving” added to a place name signs shall not be permitted.
- (5)** Overhead signs/structures shall not be permitted.
- (6)** Place name sign requests originated by organizations or persons other than the local government shall not be considered.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

14-51.041 Criteria for Unincorporated Areas

- (1)** If an unincorporated area appears on the Official Florida Transportation Map, place name signing shall be provided on non-limited access facilities by the Department upon request by the county.
- (2)** Place name signs for sovereign lands or an unincorporated area not appearing on the current Official Florida Transportation Map will be eligible for signing through the Department’s permit system upon written request of the county. Such requests must demonstrate the following:
 - (a)** A clearly identifiable localized development in the area.
 - (b)** The community must lie on or along the state highway system.
 - (c)** A community, for the purpose of place name signing, must have an identifiable boundary. The boundary and area name may not be coincidental to platted or unplatted subdivisions. The community must be demonstrated to have historical or cultural significance, not recreational significance. The community must not be associated with a specific developer, specific development theme, corporate business or investment, or entities such as a private golf course or resorts.
 - (d)** The county must demonstrate that the unincorporated community has significant historical, cultural, or educational value, that the county has an investment in preserving.
 - (e)** The county has installed or agreed to install place name signs on its roads traversing the area.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

14-51.042 Sign Characteristics

- (1)** Place name signs shall have a white legend on a green rectangular background.
- (2)** Place name signs shall be retro-reflectorized and shall conform to the MUTCD standards and specifications for guide signs and general information signs.
- (3)** Place name sign information shall be limited to the name of the place, except for a pictograph representing a special award.
- (4)** Only one place name sign shall be permitted in each approach direction. The signs shall be located

at, or in proximity to, the geographical boundary of the county, municipality, or unincorporated area.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

14-51.043 Customized Place Name Signs

- (1)** No place name signs within limited access facilities will be permitted for custom treatment, other than the addition of a pictograph to the standard white-on-green sign.
- (2)** On limited access rights-of-way, no customized treatment may be constructed to stand individually, or as an assembly, such that it resembles a place name sign, nor shall a place name be included as part of any landscape structure or design within limited access rights of way.
- (3)** Customized treatment of county, municipal, sovereign lands, and unincorporated area place name signs shall be considered only on non-limited access facilities.
- (4)** The preferred location of all customized place name signs is off the state highway system right of way, where increased lateral clearance can be used. In such instances, the property owner's permission is required. Custom place name signs may be permitted by the county for sovereign lands and unincorporated areas that are identified on the Official Florida Transportation Map, only where they will be located outside non-limited access facilities right of way. Place name signs located off the state highway system right of way shall conform to Section 479.16 F.S.
- (5)** The Department will not assume responsibility for vegetation management.
- (6)** The custom place name sign and structure or other treatment shall be located at or in absolute proximity to, the geographical boundary of the county, municipality, sovereign nation or unincorporated area in the approach direction only.
- (7)** The proposed installation shall not interfere in any manner with other traffic control devices in the area.
- (8)** Existing standard geographic boundary guide signs, and/or nonofficial signs or structures, at or near the location shall be removed.
- (9)** All custom place name signs installed under these provisions are traffic control devices and shall be made of retroreflective material or be lighted. Supporting structures shall be designed, constructed, and installed to meet the Department's clear zone and safety criteria including breakaway features, when located within the state right of way or located where there is limited lateral clearance from the travel lanes. The design shall be signed and sealed by a Professional Engineer registered in the State of Florida.
- (10)** Sign size and lettering shall be appropriate for driver readability without decreasing speed.
- (11)** Sign information shall be limited to the name of the county, municipality, sovereign nation, or eligible unincorporated area, a pictograph, the words "Welcome To," and where applicable, a regional designation or phrase approved by local resolution. The "regional designation or phrase" is the only opportunity to chose and indicate an association with any one community designation or initiative program, including national and local grant, planning, or development. Highway signing is intended for traffic control only.
- (12)** The sign and structure shall be completely devoid of any commercial advertising, sponsorship, or the name of any political candidate, and be of such design and color as to be in good taste and aesthetically pleasing.
- (13)** In urban areas, the primary location for custom place name signs shall be along the roadside behind curb and gutter sections. Medians will only be considered if all other approach, right

roadside locations, either on or off state highway rights of way, are not physically possible. Median spaces shall not be used to accommodate design size or aesthetic preference.

- (14)** Installations in any median shall meet the Department's appropriate clear zone and safety criteria. Signs shall not be installed in both the median and roadside at a given location.
- (15)** Displays shall be fixed. Flashing lights, colored lights, or changeable messages shall not be used. However, customized treatment, including interior or exterior illumination, is allowable. In the absence of lighting, all sign face components shall be retroreflective.
- (16)** Upon approval of a customized place name sign request, the Department and the local government shall execute an agreement providing for the local government to install and maintain the customized sign/sign supports and all landscaping and shrubbery associated with the installation, as well as to defray the cost of any electrical energy necessary for operation of the sign display. The agreement shall clearly indicate that the Department reserves the right to have the installation modified or removed from the state highway right of way.
- (17)** Unincorporated areas that are not on the Official Florida Transportation Map are not eligible for custom place name signs.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 3-27-05, Amended 11-24-11.

PART V COMMUNITY WAYFINDING GUIDE SIGNS

14-51.051 Standards

- (1)** This rule chapter provides statewide criteria for community wayfinding guide signs to be installed on the state highway system.
- (2)** All regulatory, warning, and general service signs within the community wayfinding guide system plan shall conform to the MUTCD. Community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and higher priority signs. Community wayfinding guide signs shall not be installed in a position where they could obscure the road users' view of other traffic.
- (3)** Local governments shall develop and approve through local resolution the criteria for the destinations shown on the community wayfinding guide sign system plan. Local governments may use the criteria established in Rule 14-51.030, F.A.C. The intent is to provide guidance and navigation information to local cultural, historical, recreational, and tourist activities. No destination may be displayed for the purpose of advertising.
- (4)** Communities eligible for community wayfinding guide signs must be on the Official Florida Transportation Map. Community wayfinding guide signs not appearing on the Official Florida Transportation Map are eligible to participate with written acceptance of full responsibility by the local government. Such requests shall follow the process outlined in subsection 14-51.041(2), F.A.C.
- (5)** Existing community wayfinding guide signs that were installed on the state highway system prior to this rule becoming effective shall be allowed to remain or be replaced until a new community wayfinding guide sign system is approved by the local government and designed and installed in accordance with this rule chapter.
- (6)** Community wayfinding guide signs shall be limited to non-limited access facilities. Community wayfinding guide signs shall not be allowed within the right of way of limited access facilities, including ramps and frontage roads.
- (7)** Community wayfinding guide signs shall be designed, installed, and maintained in accordance with the standards referenced in subsections 14-51.014(7) and (8), F.A.C.
- (8)** The planning, design, installation, and maintenance of all community wayfinding guide signs and their assemblies are the responsibility of the local government, including those on the state highway system.
- (9)** Community wayfinding guide signs shall not be used to provide direction to primary destinations or to highway routes or streets. Destination or other guide signs shall be used for this purpose, as described in Section 2D of the MUTCD, and shall have priority over any community wayfinding guide sign.
- (10)** Community wayfinding guide signs shall not be mounted overhead.
- (11)** The local government shall submit their community wayfinding guide sign system plan to the appropriate District Traffic Operations Office to initiate the Department's permit system.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 5-8-06, Amended 11-24-11.

14-51.052 Design

- (1)** Red, yellow, orange, purple, or the fluorescent versions thereof, fluorescent yellow-green, or fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize confusion with critical, higher-priority regulatory, warning, construction, or

incident management sign color meanings readily understood by road users.

- (2)** Background colors, other than those stated in subsection (1), shall be allowed on community wayfinding guide signs.
- (3)** A minimum contrast value of legend color to background color of 70 percent is required for community wayfinding guide signs (ADA minimum contrast value).
- (4)** Enhancement markers may be used, at the option of the applicant, as a means of visually identifying the sign as a part of an overall system of community wayfinding guide signs. The size and shapes of identification enhancement markers shall be smaller than the community wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.
- (5)** The area of an identification enhancement marker shall not exceed 1/5 the area of the community wayfinding guide sign with which it is mounted in the same sign assembly.
- (6)** A pictograph designed appropriately for use on traffic control devices may be incorporated into the overall design of a community wayfinding guide sign. If a pictograph is used, its height shall not exceed two times the height of the upper-case letters of the principal legend on the sign.
- (7)** Except for pictographs, symbols that are not approved in the MUTCD for use on guide signs shall not be used on community wayfinding guide signs.
- (8)** There shall be a maximum of four destinations shown on each community wayfinding guide sign.
- (9)** All lettering used on community wayfinding guide signs on the state highway system shall be highway gothic fonts or other FHWA approved fonts. A lettering style other than the Standard Alphabets provided in the Standard Highway Signs and Markings book may be used on community wayfinding guide signs if an engineering study submitted by the local government and approved by the Department determines that the legibility and recognition values for the chosen lettering style meet or exceed the values for the Standard Alphabets for the same legend height and stroke width.
- (10)** The minimum specific ratio of letter height to legibility distance shall comply with provisions of Section 2A.14 of the MUTCD. The size lettering used for destination and directional legends on community wayfinding guide signs shall comply with the provisions of minimum letter heights as provided within Section 2D.06 of the MUTCD.
- (11)** The lettering for destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters. All other word messages on community wayfinding guide signs shall be in all upper-case letters.
- (12)** Except for signs that are intended to be viewed only by pedestrians, bicyclists stopped out of the flow of traffic, or occupants of parked vehicles, Internet and e-mail addresses, including domain names and uniform resource locators (URL), shall not be displayed on any community wayfinding guide sign or sign assembly.
- (13)** The arrow location and priority order of destinations shall follow the provisions described in Section 2D.08 and Section 2D.34 of the MUTCD. The positioning of arrows relative to the destinations shown shall be in accordance with Section 2D.34 of the MUTCD.
- (14)** Community wayfinding guide and pedestrian wayfinding signs and their supporting structures shall be designed, constructed, and installed to meet the Department's clear zone and safety criteria, including breakaway features. The design shall be signed and sealed by a Professional Engineer registered in the State of Florida.
- (15)** All messages, borders, legends, and backgrounds of community wayfinding guide signs and any

enhancement markers shall be retroreflective and in accordance with Section 994 (Retroreflective and Nonreflective Sign Sheeting) of the Standard Specifications for Road and Bridge Construction 2010, referenced in subsection 14-51.014(9), F.A.C.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 5-8-06, Amended 11-24-11.

14-51.053 Pedestrian Wayfinding Signs

- (1) Pedestrian wayfinding signs that are designed as a part of a community wayfinding guide sign system plan are intended to provide direction to pedestrians or other users of a sidewalk or other roadside area and should be located to minimize their conspicuity to vehicular traffic. If used, such signs should be located as far as practical from the street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs shall have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:
- (a) Locating signs away from intersections where high-priority traffic control devices are present.
 - (b) Facing the pedestrian message toward the sidewalk and away from the street.
 - (c) Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.
- (2) To minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs shall not be retroreflective.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 11-24-11.

14-51.054 Informational Guide Signs

- (1) At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign may be posted to inform road users about the presence of community wayfinding guide signs and to identify the meanings of the various color codes or pictographs that are being used.
- (2) This informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Section 2D.03 of the MUTCD and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on limited access facilities.
- (3) The color coding or a pictograph of the identification enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide signing area. The color coding or pictographs shall apply to a specific identifiable neighborhood or geographical subarea within the overall area covered by the community wayfinding guide sign. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored squares or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend of the sign.

- (4)** The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.
- (5)** Color-coded community wayfinding guide signs may be used with or without the boundary informational guide sign displaying corresponding color-coding panels described in this subsection.

Rulemaking Authority 316.0745, FS. Law Implemented 316.0745, FS. History—New 11-24-11.

PART VI TOURIST-ORIENTED DIRECTIONAL SIGNS (TODS)

14-51.061 Program Implementation

- (1)** Part VI of this rule chapter provides eligible local governments with the criteria for Tourist-Oriented Directional Signs (TODS) and guidance for the installation of TODS on non-limited access facilities on the state highway system in accordance with the MUTCD.
- (2)** Prior to the installation of a TODS the Department must approve, by permit, the design, location, and placement based on the criteria established in this rule chapter.
- (3)** Prior to requesting a permit to install TODS on the state highway system, a local government shall have established, by ordinance, criteria for TODS program eligibility including participant qualifications and location regulations.

Rulemaking Authority 479.262, FS. Law Implemented 479.262, FS. History—New 6-24-08, Amended 11-24-11.

14-51.062 General Criteria

- (1)** Development of a TODS program is limited to rural counties meeting the Rural Economic Development Initiative (REDI) criteria as referenced in Section 288.0656, F.S.
- (2)** To qualify as a TODS destination, the tourist-oriented businesses, services, or activities shall meet the following minimum conditions:
 - (a)** The major portion (51%) of income or visitors during the normal business season shall be from tourists not residing within 20 miles of the destination. A business shall not qualify if admission or access is based on a membership fee or other means of exclusive admission, or where minors are excluded.
 - (b)** All state and local building and occupational permits, licensing, and registrations shall be current and in good standing.

Rulemaking Authority 479.262, FS. Law Implemented 479.262, FS. History—New 6-24-08, Amended 11-24-11.

14-51.063 Location and Placement

- (1)** TODS may be installed on the state highway system only after permitted by the Department.
 - (a)** TODS shall not be permitted by the Department if they interfere with the effectiveness of other traffic control devices.
 - (b)** TODS shall only be permitted at the nearest intersection providing the most direct practical route to the eligible facility. An additional sign may be approved at the closest state road intersection with a roadway on the Strategic Intermodal System (SIS) when the nearest state road intersection is not on an SIS facility.
 - (c)** Each destination is limited to one sign panel in each direction of travel on the state highway system.
 - (d)** The maximum distance from the business to where a TODS may be placed on the state highway system shall be 25 miles.
 - (e)** If a facility with state road frontage is more than 10 miles from the nearest state highway system intersection suitable for TODS installation, the jurisdiction with TODS authority may apply for a permit to sign for this facility with a "ONE MILE" advanced TODS sign. This is the only instance an advanced sign may be permitted on the state highway system.

- (2) TODS shall be limited to placement on rural conventional roads, as stated in the MUTCD. TODS shall not be placed within the right of way of limited access facilities. TODS shall not be located in the right of way of a limited access facility interchange regardless of jurisdiction or local road classification.
- (3) The location of other official traffic control devices shall take precedence over the Location of TODS. TODS shall have standard spacing with other traffic control devices shown in Table 1.
- (4) The Department will remove without notice, and with no obligation to relocate the sign or compensate for its removal, any TODS on the state highway system for highway safety or operational purposes or activities including construction, reconstruction, or maintenance.

Rulemaking Authority 479.262, FS. Law Implemented 479.262, FS. History—New 6-24-08, Amended 11-24-11.

14-51.064 Trailblazers

- (1) In accordance with Rule 14-51.012, F.A.C., trailblazers shall be required if a motorist must navigate one or more turns to get from a local road intersection to the destination. All trailblazers required for guidance to a destination shall be in place on the local road system prior to installation of the TODS on the state highway system.
- (2) TODS and trailblazers, on either the state or local road system, shall not be permitted within the boundaries of a community wayfinding guide sign system plan. Removal of TODS within the boundaries of a proposed community wayfinding guide sign system plan is a mandatory condition of community wayfinding guide sign permit approval.

Rulemaking Authority 479.262, FS. Law Implemented 479.262, FS. History—New 6-24-08, Amended 11-24-11 .

14-51.065 Design

- (1) The planning, design, installation, and maintenance of TODS and their supporting structures are the responsibility of the local government and must conform to the criteria in subsection 14-51.014(8), F.A.C., Design Standard Index 17354 and the applicable sections of the MUTCD.
- (2) If different supporting structures are proposed for use on the state highway system, they shall be designed, constructed, and installed to meet the Department's clear zone and safety criteria, including breakaway features. The design shall be signed and sealed by a Professional Engineer registered in the State of Florida.
- (3) TODS assemblies shall have a maximum of five panels on two posts. TODS assemblies that are designed for a single post shall have a maximum of two panels. Sign panels shall be rectangular in shape and have white lettering on a blue background. The optional top panel may have the text "TOURIST ACTIVITIES" and a pictograph that identifies the TODS program jurisdiction. The other four panels are reserved for qualifying destinations. The panel legend is limited to one destination identification, a pictograph or in its place a cultural, recreational, or general service symbol, the directional arrow, and destination distance. There is a maximum of two lines of legend per destination panel.
- (4) General service, recreational, and cultural interest symbols may not be added as individual auxiliary sign panels to the TODS assembly, but may be contained in the individual panel with the business identification text, in the place of a pictograph. No other type of sign or legend may be added to a TODS assembly.
- (5) After proper notice to the local government, the Department will remove any non-conforming panel.

- (6)** If a destination qualifies for a business logo under Rule Chapter 14-85, F.A.C., it shall not be displayed on an existing TODS, even where it cannot be accommodated by the LOGO sign program. TODS may not be used to trailblaze for LOGO participants.

Rulemaking Authority 316.0745, 479.262, FS. Law Implemented 316.0745, 479.262, FS. History—New 6-24-08, Amended 11-24-11 .