CHAPTER 2K. TOURIST-ORIENTED DIRECTIONAL SIGNS

Section 2K.01 Purpose and Application

Support:

01 Tourist-oriented directional signs are post-mounted guide sign assemblies with one or more signs that display the business identification of and directional information for eligible business, service, and activity facilities.

Standard:

02 **A facility shall be eligible for tourist-oriented directional signs only if it derives its major portion of income or visitors during the normal business season from road users not residing in the area of the facility.**

Option:

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

Standard:

04 **The use of tourist-oriented directional signs shall be limited to rural highways (see definition in Section 1C.02). Tourist-oriented directional signs shall not be installed on conventional roads in urban or urbanized areas or on freeway or expressway main roadways or ramps.**

Guidance:

05 *If a sign is to be displayed for a facility that is eligible for a tourist-oriented directional sign and a general service sign (see section 2I.02), the tourist-oriented directional sign should be displayed.*

Section 2K.02 Design

Standard:

01 **Tourist-oriented directional sign assemblies shall have one or more signs (see Figure 2K-1) for the purpose of displaying the business identification of and directional information for eligible facilities. Except as provided in Paragraph 5 of this Section, each sign shall be rectangular in shape and shall have a white legend and border on a blue background.**

02 **The content of the legend on each sign shall be limited to the identification and directional information for no more than one eligible business, service, or activity facility. The legends shall not include promotional advertising.**

Guidance:

03 *Each sign should have a maximum of two lines of legend including no more than one symbol (see Paragraph 4 of this Section), a separate directional arrow, and the distance to the facility displayed beneath the arrow. Arrows pointing to the left or up should be at the extreme left of the sign. Arrows pointing to the right should be at the extreme right of the sign. Symbols, when used, should be to the left of the word legend (see Paragraph 7 of this Section).*

Option:

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

Standard:

05 **When used, recreational and cultural interest area symbols shall be white on a brown background.**

06 **When used, symbols shall be an appropriate size (see Section 2K.04).**

07 **Symbols resembling official traffic control devices shall not be permitted. All symbols shall be approved by TxDOT before they are displayed on a tourist-oriented directional sign.**

Option:

08 The word message TOURIST ACTIVITIES may be displayed at the top of the tourist-oriented directional sign assembly.

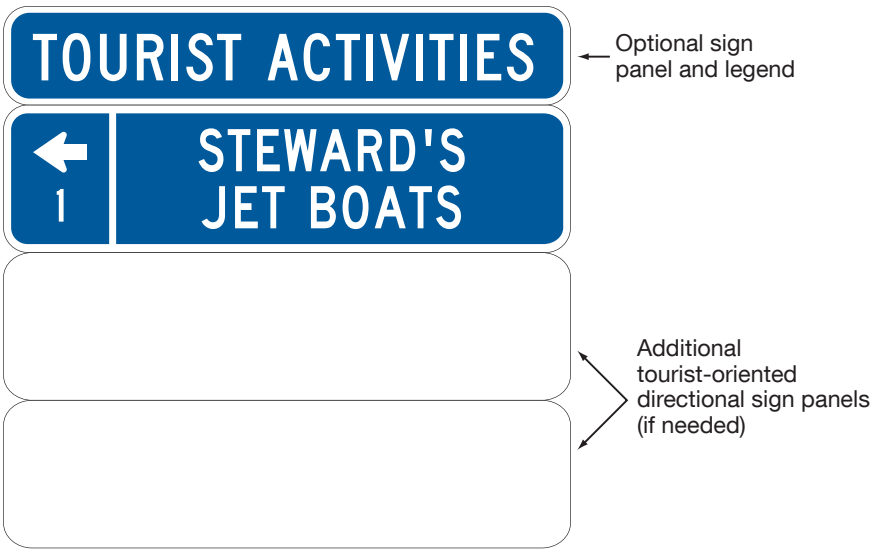
Standard:

09 **The TOURIST ACTIVITIES word message shall have a white legend in all upper-case letters and a white border on a blue background. If used, it shall be placed above and in addition to the directional signs.**

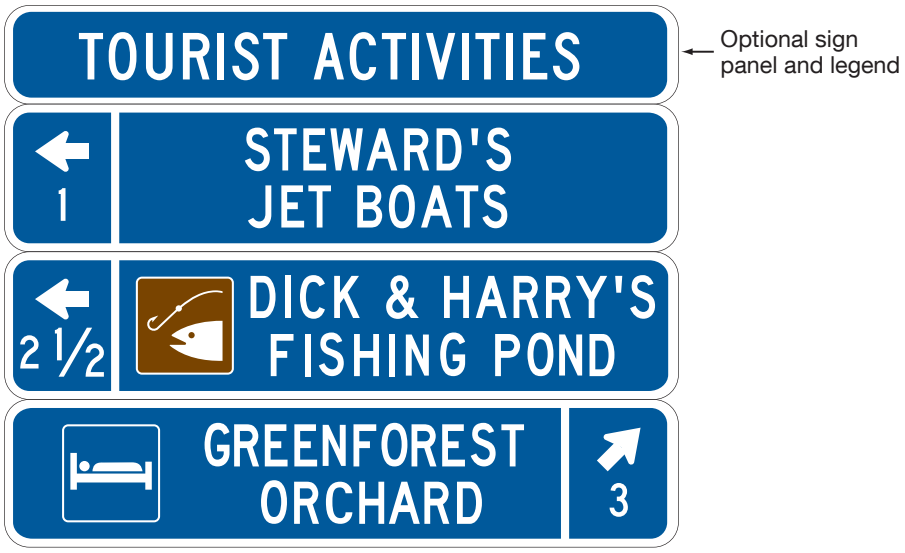
Support:

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

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

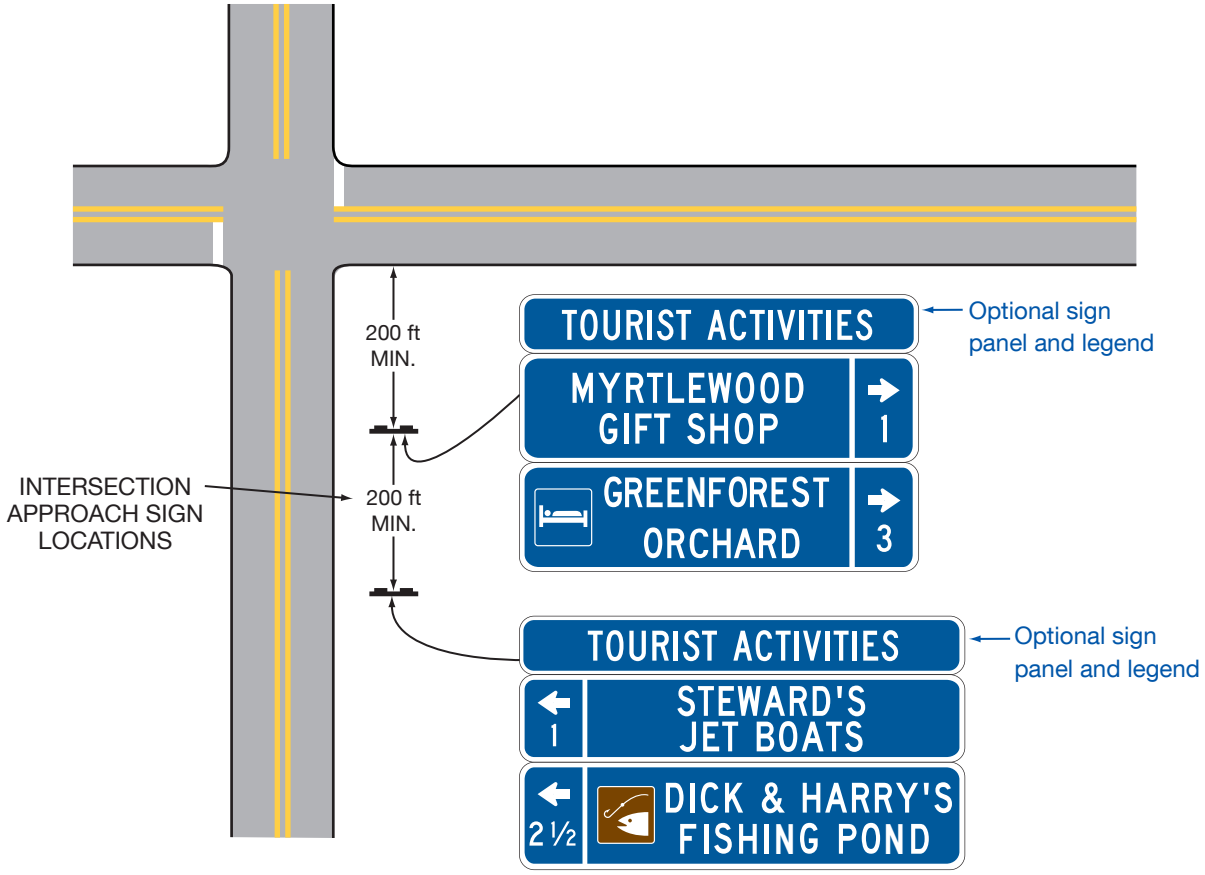


INTERSECTION APPROACH SIGN ASSEMBLY



COMBINED INTERSECTION APPROACH SIGN ASSEMBLY

Figure 2K-2. Examples of Tourist-Oriented Directional Signs on an Intersection Approach



Section 2K.03 Style and Size of Lettering

Guidance:

01 *All letters and numbers on tourist-oriented directional signs should be upper-case and at least 6 inches in height.*

Standard:

02 **Design standards for letters, numerals, and spacing shall be as provided in the "Standard Highway Sign Designs for Texas" publication (see Section 1A.05).**

Section 2K.04 Arrangement and Size of Signs

Standard:

01 **The total height of the tourist-oriented directional signs in a sign assembly shall be limited to a maximum of 6 feet. Additional height shall be allowed to accommodate the addition of the optional TOURIST ACTIVITIES message provided in Section 2K.02.**

Guidance:

02 *The number of intersection approach sign assemblies (one sign assembly for tourist-oriented destinations to the left, one for destinations to the right, and one for destinations straight ahead) installed in advance of an intersection should not exceed three. The number of signs installed in each assembly should not exceed three. Except as provided in Paragraph 5 of this Section, the signs for right-turn, left-turn, and straight-through destinations should be on separate sign assemblies. Signs for facilities in the straight-through direction should be considered only when there are signs for destinations in either the left or right direction.*

03 *If it has been determined to be appropriate to combine the left-turn and right-turn destination signs on a single sign assembly, the left-turn destination signs should be above the right-turn destination signs (see Figure 2K-1). When there are multiple destinations in the same direction, they should be in order based on their distance from the intersection. Except as provided in Paragraph 5 of this Section, a straight-through sign should not be combined in a sign assembly displaying left-turn and/or right-turn destinations.*

04 *The signs should not exceed the size necessary to accommodate two lines of legend without crowding. Symbols on a directional sign should not exceed the height of two lines of a word legend. All directional signs and other parts of the sign assembly should be the same width, which should not exceed 6 feet.*

Option:

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

Section 2K.05 ~~Advance Signs~~ DELETED

Section 2K.06 Sign Locations

Guidance:

01 *The intersection approach signs should be located at least 200 feet in advance of the intersection. Sign assemblies should be spaced at least 200 feet apart and at least 200 feet from other traffic control devices.*

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

Option:

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

Standard:

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

Section 2K.07 State Policy

Standard:

01 **To be eligible for tourist-oriented directional signing, facilities shall comply with applicable State and Federal laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and with laws concerning the licensing and approval of service facilities. Each State that elects to use tourist-oriented directional signs shall adopt a policy that complies with these provisions.**

Support:

02 Additional regulations for tourist-oriented directional signs are contained in 43 Texas Administrative Code, Chapter 25, Subchapter G (Section 25.400 through 25.409).