

**PART 2. SIGNS**

**Chapter 2K. Tourist-Oriented Directional Signs**

**TABLE OF CONTENTS**

**Chapter 2K. TOURIST-ORIENTED DIRECTIONAL SERVICES SIGNS**

2K.a	Introduction .....	2K-1
2K.1	Purpose and Application .....	2K-1
2K.2	Design .....	2K-1
2K.3	Style and Size of Lettering .....	2K-2
2K.4	Arrangement and Size of Signs .....	2K-2
2K.5	Advance Signs .....	2K-2
2K.6	Sign Locations .....	2K-5
2K.7	State Policy .....	2K-5

Mn Rev. 2  
Mn Rev. 9

Mn Rev. 2

**FIGURES**

Figure 2K-1	Examples of Specific Service Signs .....	2K-3
Figure 2K-2	Examples of Intersection Approach Signs and Advance Signs for Specific Service Signs...	2K-4

**PART 2. SIGNS**  
**Chapter 2K. Tourist-Oriented Directional Signs**

**2K.a Introduction**

**Support**

Tourist-oriented directional signs are established by Minnesota Statute 160.292 through 160.297 (Office of Traffic Engineering), see page ii.). In this statute, the Tourist-Oriented Directional Signs are referred to as Specific Service Signs.

The policy for Specific Service Signing on state highways as established in State Statutes 160.292 through 160.296 is contained in the MnDOT Traffic Engineering Manual (see Map & Manual Sales Unit, page ii), Chapter 6, Section 6-7.09.13.

**2K.1 Purpose and Application**



D9-X6

**Support**

Specific Service Signs (D9-X6) are guide signs with one or more panels that display the business identification of and directional information for business, service, and activity facilities.

**Standard**

A facility shall be eligible for Specific Service 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**

Specific Service Signs may include businesses involved with seasonal agricultural products.

**Standard**

When used, Specific Service Signs shall be used only on rural non-freeway trunk highways or conventional roads and shall not be used on conventional roads in urban areas or at interchanges on expressways or freeways except on highway bypasses of outstate municipalities.

**Support**

Section 2K.7 contains information on the adoption of a State policy for Agencies that elect to use Specific Service Signs.

**2K.2 Design**

**Standard**

Specific Service Signs shall have one or more sign panels for the purpose of displaying the business identification of and directional information for eligible facilities. Each sign panel shall be rectangular in shape and shall have a white legend and border on a blue background.

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

Each sign panel shall have a maximum of two lines of legend including not more than one symbol, a separate directional arrow, and the distance to the facility displayed beneath the arrow. Arrows pointing to the left or up shall be at the extreme left of the sign panel. Arrows pointing to the right shall be at the extreme right of the sign panel. Symbols, when used, shall be to the left of the word legend or logo sign panel (see the following Option).

The General Service sign symbols (see Section 2I.2) and the symbols for recreational and cultural interest area signs (see Chapter 2M) shall not be used.

Mn Rev. 9

Mn Rev. 2

### **Option**

Logo sign panels (see Section 2J.3) for specific businesses, services, and activities may also be used.

### **Standard**

When used, symbols and logos shall be an appropriate size (see Section 2K.4). Logos resembling official traffic control devices shall not be permitted.

### **Support**

Examples of Specific Service Signs are shown in Figures 2K-1 and 2K-2.

## **2K.3 Style and Size of Lettering**

### **Guidance**

All letters and numbers on Specific Service Signs, except on the logo sign panel, should be upper-case and at least 6 inches in height. Any legend on a logo should be proportional to the size of the logo.

### **Standard**

Design standards for letters, numerals shall be as provided in the FHWA “Standard Highway Signs and Markings” book (see Section 1A.11). Spacing between letters shall be as provided in the MnDOT “Standard Signs Manual”.

## **2K.4 Arrangement and Size of Signs**

### **Standard**

The size of a Specific Service Sign shall be limited to a maximum height of 6 feet.

There shall be no more than four sign panels placed vertically in a single sign assembly. Sign panels for left turns shall be placed above sign panels for right turns when they are arranged in one assembly (see Figure 2K-1).

When there are more than four sign panels to be installed on an approach to an intersection or interchange, the left turn sign panels shall be grouped together and placed on a separate assembly in advance of the assembly containing the right turn sign panels.

### **Guidance**

The number of intersection or interchange approach signs installed in advance of an intersection should not exceed three.

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

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

### **Option**

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

## **2K.5 Advance Signs**

### **Guidance**

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

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

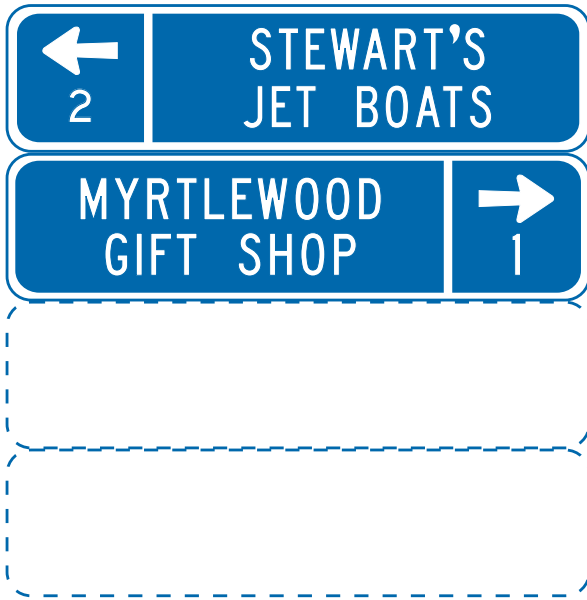
### **Standard**

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

### **Option**

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

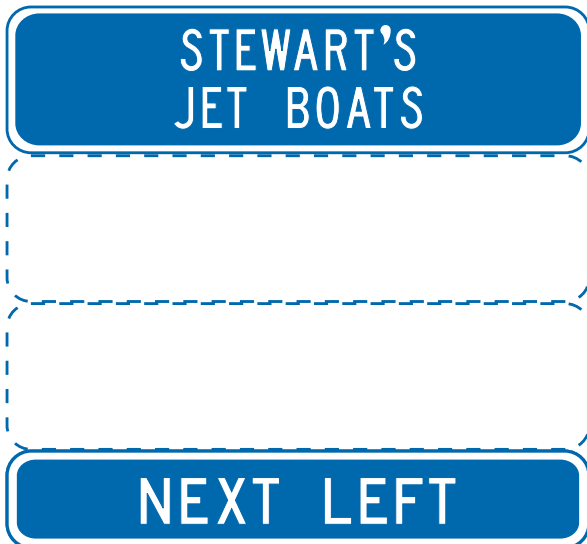
The height required, up to 12 inches, to add the directional word messages recommended for the advance sign may be added to the maximum sign height of 6 feet.



INTERSECTION APPROACH SIGN

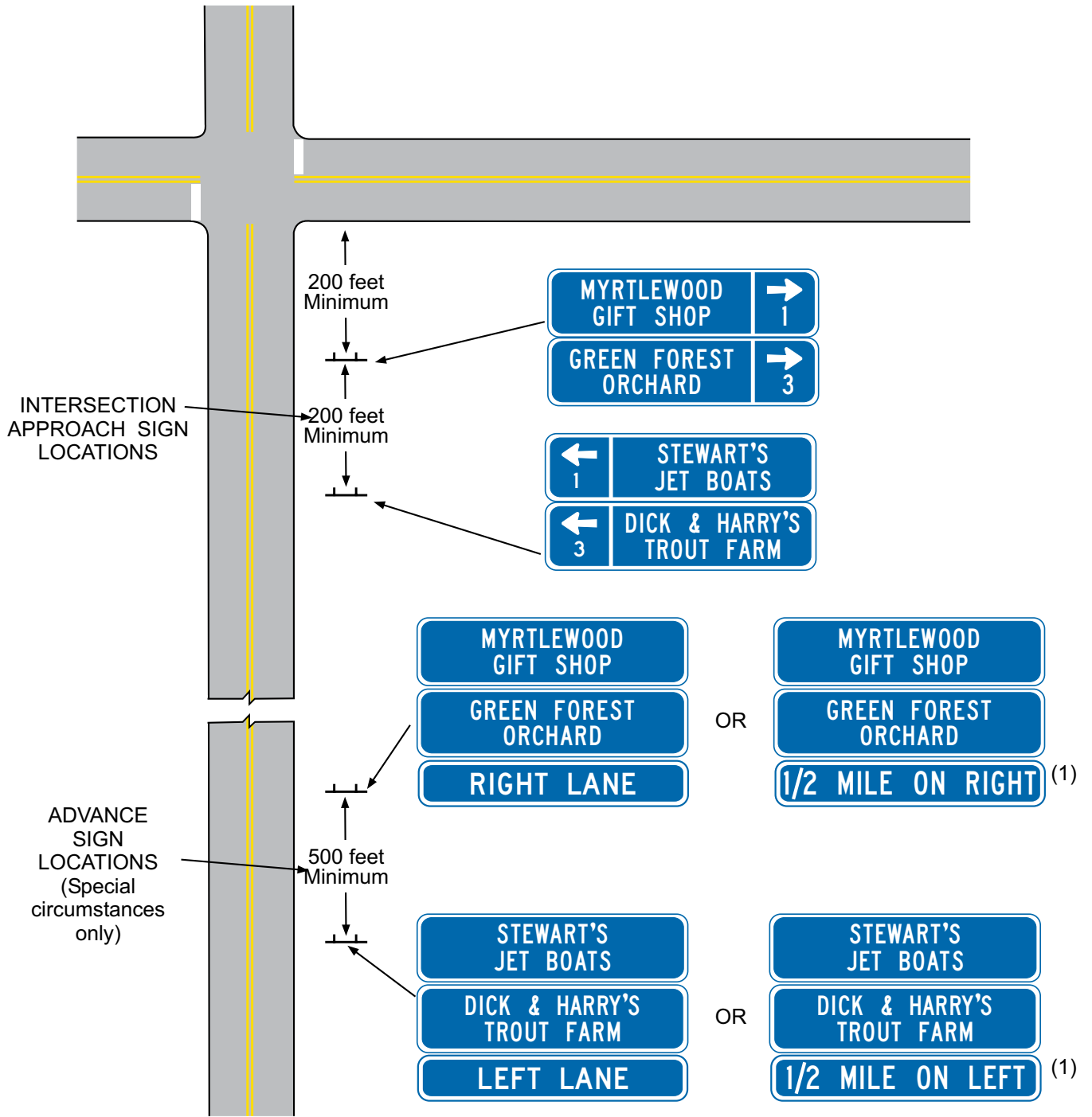


COMBINED SIGN



ADVANCE SIGN

Figure 2K-1 Examples of Specific Service Signs



(1) Use if there is an intervening intersection

Figure 2K-2 Examples of Intersection Approach Signs and Advance Signs for Specific Service Signs

## 2K.6 Sign Locations

### Guidance

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

If used, advance signs should be located approximately 1/2 mile from the intersection with 500 feet between these signs. In the direction of travel, the order of advance sign placement should be to show the destinations to the left first, then destinations to the right, and last, the destinations straight ahead.

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

### Option

Specific Service Signs may be placed further from the edge of the road than other traffic control signs.

### Standard

The location of other traffic control devices shall take precedence over the location of Specific Service Signs.

## 2K.7 State Policy

### Standard

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 Agency that elects to use Specific Service Signs shall adopt a policy that complies with these provisions.

### Guidance

The Agency policy should include:

- A. A definition of tourist-oriented business, service, and activity facilities.
- B. Eligibility criteria for signs for facilities.
- C. Provision for covering signs during off seasons for facilities operated on a seasonal basis.
- C. Provisions for signs to facilities that are not located on the crossroad when such facilities are eligible for signs.
- D. A definition of the immediate area in compliance with the provisions of the first Standard of Section 2K.1.
- E. Maximum distances to eligible facilities. The maximum distance should be 5 miles.
- F. Provision for information centers (plazas) when the number of eligible sign applicants exceeds the maximum permissible number of sign panel installations.
- G. Provision for limiting the number of signs when there are more applicants than the maximum number of signs permitted.
- H. Criteria for use at intersections on expressways.
- I. Provisions for controlling or excluding those businesses which have illegal signs as defined by the Highway Beautification Act of 1965 (23 U.S.C. 131).
- J. Provisions for States to charge fees to cover the cost of signs through a permit system.
- K. A definition of the conditions under which the time of operation is displayed.
- L. Provisions for determining if advance signs will be permitted, and the circumstances under which they will be installed. GUIDANCE: 2K-5 July, 2013 MN Rev. 2