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## Process for Obtaining TODS Signage under the Agritourism Initiative

1. Complete all steps to become an accredited Oklahoma Agritourism business.
2. Complete this application for submission to ODOT.
3. An ODOT traffic engineer will visit your facility and make a recommendation to the TODS Task Force regarding the location of the TODS signs.
4. The TODS Task Force will review this application, along with the traffic engineer's recommendations, at a quarterly meeting of the TODS Task Force.
5. The TODS Task Force will approve or deny your signage application.

### If Approved

6. Your TODS sign will look similar to the graphic below, including the agritourism icon which corresponds to the category of agritourism business you operate. The final location of the sign will be determined by the ODOT TODS Task Force. Your signs will be located at the highway nearest your farm and the arrow will direct traffic off the state highway to a secondary road toward your attraction. If the traveler must turn off that secondary road to get to your farm, "trailblazers" are required to direct the traveler turn-by-turn to your farm door.

If your business is located directly off the secondary road onto which the TODS sign has directed travelers, trailblazing is not required for your facility. Skip #7.

7. If trailblazers are required for your location, the Oklahoma Agritourism Staff will provide you with trailblazer signs, which you must install to direct traffic at each turn after the TODS sign turns them off the state highway to your business door. You must obtain appropriate permission within your county or city to install the signs. There is no TODS requirement as to the exact location, height, type of poles, distance from roadway, etc. of the trailblazers. Those decisions are subject to your agreement with private landowners or county officials in your impacted area.

8. Once your trailblazers are installed and your TODS sign is printed, the ODOT traffic engineer in your region will install the TODS sign at the appropriate point on the state highway nearest you.

9. The Oklahoma Department of Transportation will invoice you for the cost of your signs and any auxiliary panels that you purchase.

10. After you remit payment for your signs to ODOT, the Oklahoma Agritourism Association will send you a reimbursement of \$200, which is the cost of one of your TODS signs.



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## Frequently Asked Questions

### 1. Can I get TODS signage on the Interstate or Turnpikes?

No. The TODS program applies only to conventional state highways. The agritourism standards apply only to the TODS program.

### 2. Can I have signs on multiple highways?

The policy of the TODS program is to sign on only one highway, which is the conventional state highway nearest your location.

### 3. How much text can be on the sign?

The text on the sign is confined by TODS sign standards. There is a minimum text size and character limit for all signs. The signs cannot have more than two lines and no more than 15 characters per line - spaces are included in the character count. You may have to alter the display of your business name accordingly.

### 4. What is a trailblazer?

Your TODS sign will direct a traveler off the state highway. Trailblazer signs pick up where the traveler has been left off and direct the traveler turn-by-turn to your business.

### 5. Do I need trailblazers?

If the traveler must make another turn after they have turned off the state highway by direction of your TODS sign, you need a trailblazer to direct them to your business door.

### 6. Where do I put my trailblazer?

Your trailblazer signs must be located at each turn leading to your business after the traveler has been directed off the state highway. They CANNOT be installed on state highway right of way. The exact location of your trailblazers need to be determined by you and the officials that control the roadway that is implicated. We recommend you ask your county or city officials to install the trailblazers for you. If you cannot get permission to install them by your local officials, consider asking the landowners along the way for signage rights on their private property.

### 7. What specifications must my trailblazer sign meet?

ODOT does not have any specifications as to the material, size, shape, distance from the road, poles, etc. of the trailblazers. They simply must be sufficient to pick up the traveler where the TODS sign leaves them and direct them to your business door.

### 8. What do the trailblazer signs from the Oklahoma Agritourism Program look like?

The trailblazer signs are provided to you at no charge. They are a metal sign that displays the logo that corresponds with your business (and that will be located on your TODS sign on the highway). Each sign is accompanied with a green directional arrow. They are provided to you free of charge.

### 9. Can I put my own logo on the TODS sign?

No. The only logos approved by ODOT for the TODS program are the primary icons designated by the Oklahoma Agritourism Director.

### 10. How do the agritourism signing standards differ from the general TODS criteria?

Not only are the standards which a business must meet much more lenient for agritourism businesses, only signs approved through the agritourism initiative can be located more than 5 miles from a state highway and off of non-state maintained roadways. Agritourism businesses can be located up to 15 miles off the state highway and down no more than 1 mile of a non-publicly maintained road.

### 11. Do I need an auxiliary panel?

If your business is located more than 5 miles off the state highway and is open seasonally, you must purchase an auxiliary panel. You may purchase an auxiliary panel if you would like to display your business hours, your season of operation, or if you would like to display more than one agritourism icon to identify activities at your agritourism attraction. The panels are \$100 each.