



Tourist Oriented Directional
Signing Program



Tourist Oriented Directional Signing Program

TODS is the acronym for *Tourist Oriented Directional Sign*. The TODS Program provides business identification and directional information for certain Tourist Oriented Businesses and Activities.

A Tourist Oriented Business or Activity is any licensed commercial, recreational, cultural, historical, or educational activity whose major portion of visitors are derived from motorists not residing in the immediate area of the business or activity.

The New Jersey Department of Transportation (NJDOT) has contracted with *New Jersey Logos, L.L.C.* to administer the TODS Program for the State of New Jersey.

WHO may be an Eligible Business

Commercial Fuel
Food
Lodging
Antiques
Crafts
Malls
Winery
Farm Markets

Recreational Camping
Resorts
Riding Stables
Golf
Sports
Speedways
Arenas
Amusement Parks

Cultural Drama
Theater
Galleries

Historical Historic Areas
Caves
Memorials
Reservations
Mansions

Educational Museums
Tours
Colleges
Universities
Vo-Tech Schools

Businesses other than those listed above may also be eligible to participate - please contact **New Jersey Logos, L.L.C.**

HOW to Participate in the TODS Program

1. A representative of **New Jersey Logos, L.L.C.** will meet with you to discuss the eligibility of your business. Basic eligibility criteria can be found on the inside of this brochure. A request for information can also be made to **New Jersey Logos, L.L.C.** by calling 1-609-406-9525 or 1-888-655-6467.
2. A representative will explain the program and assist all interested businesses in completing an application and other paperwork necessary for their inclusion in the program.
3. Upon submission of the application by the business, **New Jersey Logos, L.L.C.** will confirm that the eligibility criteria are met.
4. The representative will contact the business upon approval of the application and assist with completion of the contract.
5. **New Jersey Logos, L.L.C.** will then assist in the designing of the TOD sign. Creative design assistance is available at no charge.

Q&A Frequently Asked Questions

1. **Q. What businesses and activities may participate in the TODS program?**
A. Businesses and activities meeting the eligibility criteria established by NJDOT may participate. The basic criteria are listed in the Tourist Oriented Business and Activity Eligibility Criteria section of this brochure.
2. **Q. How much will it cost to participate in the TODS Program?**
A. \$800.00 per year, per business sign, per direction.
3. **Q. Can seasonal businesses participate in the TODS Program?**
A. Yes, with the exception of fuel, food, and lodging, the signs can be covered during those times the business is not in operation.
4. **Q. Once I am in the program, can my sign be removed?**
A. Yes, in the event that the business no longer complies with the eligibility criteria, you will be notified that your sign will be removed.
5. **Q. How will the signs be maintained?**
A. All TODS maintenance will be performed by **New Jersey Logos, L.L.C.** or its contractors.

T
P
The
inte
Eng
200
The
ma
allo
per

Tourist Oriented Business and Activity Eligibility Criteria

There are criteria which each type of business must meet to be eligible for the program. Businesses and activities must derive a major portion of income or visitors from motorists not residing in the immediate area of the business or activity. Businesses and activities wishing to participate must satisfy all criteria for its service category. The following criteria will help you to determine if your business is eligible:

Fuel facilities shall:

- ▶ Have gas, fuel and oil for cars, trucks and other vehicles
- ▶ Have free public restrooms
- ▶ Have a public telephone
- ▶ Provide drinking water
- ▶ Be in continuous operation for at least 16 hours each day and seven days each week throughout the year
- ▶ Be located within one mile of the highway

Food facilities shall:

- ▶ Have a public telephone
- ▶ Have free public restrooms
- ▶ Provide drinking water
- ▶ Be in continuous operation at least 12 hours each day and six days each week throughout the year
- ▶ Be located within three miles of the highway

Lodging facilities shall:

- ▶ Have at least 10 units, each with a private bath
- ▶ Have off street parking for each unit
- ▶ Have a public telephone
- ▶ Be in continuous operation seven days each week throughout the year
- ▶ Be located within three miles of the highway

Camping facilities shall:

- ▶ Have restrooms and showers
- ▶ Provide drinking water
- ▶ Have public telephones
- ▶ Be located within seven miles of the highway

Other attractions and businesses shall:

- ▶ Have free public restrooms
- ▶ Provide drinking water
- ▶ Have public telephones
- ▶ Be located within three miles of the highway

- All businesses must be located on the crossroad.
- All businesses must be licensed by all appropriate authorities and possess valid permits from all appropriate health departments.

Note: If a business is denied participation, that business may appeal to NJDOT.

TODS Location, Placement and Size

The signs will be located on state highways 200' from the intersection or as otherwise designated by the Bureau of Traffic Engineering and Safety Programs. Sign panels must be spaced 200' apart and 200' from other traffic control devices.

The business and activity signs are 6' wide by 2' high. There is a maximum of four (4) signs per structure. A symbol or logo is allowed on the signs. Not more than two (2) sign panels will be permitted on the approach of each intersection.





 **NEW JERSEY LOGOS, L.L.C.**

Parkway Corporate Center
1230 Parkway Ave., Suite #100
W. Trenton, NJ 08628
(609) 406-9525
1 (888) 655-6467
Fax (609) 406-9524
gm077@interstatelogos.com