

Ogle County Highway Department

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SUPPLEMENTAL SIGN POLICY FOR TRAFFIC GENERATORS, MOTORIST SERVICES, AND TOURIST ORIENTED DIRECTIONAL SIGNING

INTRODUCTION:

This policy shall apply to all County Highways located in Ogle County. All sign placements shall be by permit only and approved by the County Engineer according to this policy adopted by the County Board.

PURPOSE:

The purpose of this policy is three-fold

1. To provide uniformity
2. To regulate the placement
3. To maintain smooth continuity of traffic

NEED FOR SUPPLEMENTAL SIGNING

Primary guide signs are used to inform motorist of certain communities located along or within a reasonable distance on either side of a Highway. It is frequently desirable to also inform them of major traffic generators and certain motorist services in the area. Information relating to those developments that generate a large volume of non-repetitive traffic foreign to the area are shown on supplemental guide signs when they meet the required criteria outline in this policy.

CRITERIA AND LIMITATIONS

Criteria are necessary for determining which traffic generators and motorist services are displayed on supplemental guide signs so that the facilities shown are the ones generating the greatest need for information on the part of motorists unfamiliar with an area. Such criteria must also limit the number of signs installed, thereby minimizing the confusion that may occur when motorists are presented more information than they can rapidly comprehend. It also assures fair and consistent treatment of requests for signing to such facilities.

The establishment of criteria however does not mean that information concerning all facilities which meet the criteria will automatically be shown on supplemental guide signs. Signing for traffic generators and motorist services is considered as secondary to basic regulatory, warning, and directional signing. Therefore, before a supplemental guide sign for a traffic generator or motorist service is installed, sufficient longitudinal space along the highway must exist to accommodate the placement of the sign without interfering or conflicting with other necessary traffic control devices. Consideration will also be given to such factors as the space available along highway and the congestion of the area.

TRAFFIC GENERATOR SIGNING

A. If the property or the entrance is adjacent to the County Highway, the manager or operator may erect a sign on his property directing traffic to the appropriate entrance. The sign shall comply to States Billboard Control Law (ILL. Rev. Stat. 1981, CH 121, Par. 501 et. seq.) and County Zoning requirements.

B. Supplemental guide signs for the qualifying generator may be erected in advance of the road that provides the most logical and convenient route to the facility. The distance from the intersection to the facility shall be no more than five road miles in rural areas. Information relating to the traffic generator will not be permitted on supplemental guide sign.

TRAFFIC GENERATORS

The following types of traffic generators are to be considered for signing permits on County Highways. The specific qualifying criteria for each type of traffic generator are shown in Table A.

**EDUCATIONAL INSTITUTIONS
RECREATIONAL AND CULTURAL FACILITIES
HISTORIC FACILITIES**

TABLE A: CONVENTIONAL HIGHWAY: TRAFFIC GENERATOR CRITERIA
(Must be within 5 miles in rural area or 1 mile in urban area)

CLASSIFICATION	CRITERIA	EXAMPLES		SIGN COLOR
Educational Institutions	Post-high-school institution having a minimum of 500 full-time equivalent students	College 4-Year Junior Community	University Seminary Trade School	White on Green
	State school for special education	School for the Handicapped		
Recreational and Cultural Facilities	The facility must be open to the general public and have a minimum annual attendance of 10,000	Amusement Park Lake/Beach Park Race Track Sportsman Club	Forest Preserve Museum Nature Preserve Golf Course	White on Brown
	Outdoor recreational facility provided by youth organization and open year-round with a minimum annual attendance of 5,000	Boy/Girl Scout Camp YMCA/YWCA Camp	4-H Camp Church Camp	
Historical Facilities	Special local historical attraction open year-round with no charge to the public, or any State historical site listed on the official State map	Historical Home/Building Indian Site Monument		White on Brown

SIGN DESIGN

The legend and background colors shall be shown in Table A. Signs normally carry the full name of the traffic generator(s) and appropriate arrow indications, however appropriate abbreviations shall be considered.

MOTORIST SERVICE SIGNING

The following types of motorist services are to be considered for signing. The specific qualifying criteria for each type of motorist service are shown in Table B.

**CAMPING FACILITIES
HOSPITALS**

TABLE B: CONVENTIONAL HIGHWAY: MOTORIST SERVICES CRITERIA
(must be within 5 miles in rural area)

CLASSIFICATION	CRITERIA	EXAMPLES	SIGN COLOR
Camping Facilities	Open to the general public and meeting the following: (1) Minimum of 20 spaces, (2) Toilet, telephone, and adequate supply of drinking water, (3) Open 24-hours per day for at least 6 months of road miles in rural area and 1 mile in urban area the year, (4) Less than 5 from the intersection	Commercial Campground Conservation Area County Park State Park	White on Brown
Hospitals	Must be a hospital located within 5 miles from the intersection		Symbolic White on Blue

Service Signing

GAS, FOOD AND LODGING facilities shall not be signed for under Motorist Service Signing on County Highways.

Sign Design

Motorist service signs shall have a white legend on a blue background and all shall indicate only the type of service available and an appropriate arrow. Qualifying hospitals will be signed with a Hospital Symbol sign, as opposed to the word message "HOSPITAL". The hospital name shall be displayed on a plate above the hospital symbol sign where two or more qualifying hospitals are served by the same route. All signs shall be reflectorized on aluminum blanks.

TOURIST ORIENTED DIRECTIONAL SIGNING (TODS)

A. This section is to be used in conjunction with the current Illinois Department of Transportation TODS program. Businesses/attractions not qualifying for signing under the Illinois Department of Transportation TODS program are not eligible for erection of trailblazer TODS signing.

Where space is available on rural County maintained highways, Ogle County will make and install one TODS sign in each direction. Each sign may identify up to four businesses/attractions. Any signs not installed by Ogle County will be removed.

If the property or the entrance is adjacent to the County Highway, the manager or operator may erect a sign on his property directing traffic to the appropriate entrance. The sign shall comply to States Billboard Control Law (ILL. Rev. Stat. 1981, CH 121, Par. 501 et. seq.) and County Zoning requirements.

B. Businesses/attractions must be open and available to the general public before applications for signing will be accepted. They must be oriented towards tourism with the major portion of their income or visitors derived during their normal operating season from motorists not residing within 25 air miles. Trailblazer guide signs for the qualifying business/attraction may be erected in advance of the road that provides the most logical and convenient route to the facility. The distance from the intersection to the facility shall be no more than five road miles in rural areas. Information relating to the business/attraction will not be permitted on supplemental guide sign.

BUSINESSES/ATTRACTIONS

The following types of businesses/attractions are to be considered for signing permits on County Highways. The specific qualifying criteria for each type of business/attraction are shown in the applicant’s Tourist Oriented Directional Signing Program manual as issued by the Illinois Department of Transportation.

TABLE C: CONVENTIONAL HIGHWAY: BUSINESS/ATTRACTION CRITERIA
(Must be within 5 miles in rural area)

CLASSIFICATION	CRITERIA	SIGN COLOR
Gas	See IDOT TODS Criteria	White on Blue
Food	See IDOT TODS Criteria	White on Blue
Lodging	See IDOT TODS Criteria	White on Brown
Camping	See IDOT TODS Criteria	White on Brown
Agricultural Businesses	See IDOT TODS Criteria	White on Blue

SIGN DESIGN

The legend and background colors shall be shown in Table C. Signs normally carry the full name of the business/attraction(s) and appropriate arrow indications, however appropriate abbreviations shall be considered.

PERMIT PROCEDURE

PERMIT

No supplemental guide or trailblazer signs shall be erected without an approved permit by the County Engineer.

Exhibit C is the permit required to be completed by the Operator and shall be submitted to the Ogle County Highway Department.

FEES

The Operator applying for the permit will be required to pay the County Highway Department for the requested sign and also pay a \$50.00 fee per post erection costs.

ERECTION

All approved signs shall be erected by the County Highway Department to assure that they are erected at the proper location and that utilities are properly notified and located.

SIGN MAINTENANCE

The County Highway Department will not maintain guide or trailblazer signs that have been erected under this policy. If signs become unreadable or have been hit or damaged, they will be removed by the County Highway Department and not replaced except by the applicant re-filing a permit.

PERMIT REPORT

A report shall be sent to the applicant entitle PERMIT REPORT stating the action taken by the County Highway Department either granting or denying the requested signing. Along with the Report shall be a statement billing, if necessary, the cost required by the applicant. Upon receipt of the fees, the County Highway Department will order said sign and erect it as soon as possible.

EXHIBIT "C"
PERMIT FORM FOR SUPPLEMENTAL / TODS SIGNING

Date: _____

APPLICANT INFORMATION

Name: _____ Telephone: _____

Address: _____ City: _____

State: _____ Zip Code: _____

FACILITY INFORMATION

Name: _____ Telephone: _____

Address: _____

Operational Days: _____ Number of persons using facility annually: _____

Open to general public: _____ Is there a public phone: _____

Are fees charged for use: _____

Is applicant applying for "Trailblazer" signs under IDOT TODS program? _____

Has applicant been approved for erection of IDOT TODS signing? _____

Sign should read as follows: _____

Sign Location: _____
