

Tourist Oriented Directional Signs – Major Highway

Tourist Oriented Directional (TOD) Signs – Major Highway provide motorists with exit and service/attraction information related to a specific tourism industry business. Specific criteria determine a business's eligibility. This type of signage is only permitted on Level I or Level II controlled access highways and is installed within the ROW. Locations are determined by DTI, and these signs are only installed when available space allows as Regulatory and Guide signing take precedence.

TOD – Major Highway signs are a standard format and colour with input from the business owner with respect to the symbols to be included. Manufacture, installation and maintenance of the sign is coordinated by DTI at cost to the business operator. Costs can range from approximately \$7,000 to \$15,000 per sign excluding maintenance and taxes.

