



# Oregon

Kate Brown, Governor

Travel Information Council

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## **Thank you for your interest in Tourist Oriented Directional Signs**

Tourist Oriented Directional (TOD) signs consist of a blue sign panel with white letters stating the name of a qualified attraction that provides the general public with agricultural, cultural, historical or recreational activities.

TOD signs may be installed along secondary or conventional highways (not interstate highways or expressways). For Attraction signs on the interstate highways or expressways, please see the Attraction Interstate Logo Sign Application. The Travel Information Council (TIC) is limited to a maximum of four TOD signs per post, per intersection. Often there is room for only one post per direction, per intersection.

Naturally the signs are not only valuable to the motorist, but also to the businesses featured on the signs. While businesses may look at highway signs as a form of advertising or promotion, the signs are in fact classified as official traffic control devices and are regulated by Federal and State laws.

TIC initiated this sign program in 1983 and was given permission by the Federal Highway Administration to install them on an experimental basis. Two other states also participated in the experimental process from 1983-1988. In 1989, Oregon's standards were adopted into the Federal Manual on Uniform Traffic Control Devices, and this program is now permitted for use by all states.

The attached pages are designed to help you better understand our program. Please read them carefully. If you would like us to review your specific TOD sign request, complete the attached application and return it with all the requested materials.

Our agency is here to help you with your sign request. If you have any questions, don't hesitate to call.

Diane Cheyne  
Sign Operations Administrator