



Oregon

Tina Kotek, Governor

Travel Information Council

1500 Liberty St SE STE 150

Salem, OR 97302-4386



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 an amusement, cultural, historical, or leisure activity. To further define these categories:

Amusement means an activity or business open to the public for enjoyment, fun or relaxation.

Cultural means an activity or business relating to local and/or Oregon artistic pursuits, agritourism activities or businesses illustrating local Oregon specialized agricultural or livestock products and processes, production and sale of freshly harvested produce, or cultivation and sale of seasonal agricultural products, handicrafts, artisan demonstrations, or local gift/souvenir shops.

- **Types of Agritourism that will require additional proof of license, acreage, map or brochure:**
Brewery, Brewery District, Coffee Roasting/Tasting, Distillery, Tasting Room, Tour/Trail, Vineyard, Winery, Winery District.

Cultural District means a cluster of like agritourism businesses in a concentrated area of no less than six city blocks in size and with no less than four like Businesses. Cultural Districts may include Brewery, Distillery and Winery Districts.

Historical means a business or activity based on history reflecting the past events of the area where the business or activity is signed.

Historic District means a cluster of like Businesses in a concentrated area of no less than six city blocks in size and with no less than four like Businesses. Historic Districts may include Antique Districts.

Leisure means any business or activity that people engage in during their free time as by means of agreeable exercise, amusement, exploration or relaxation.

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.

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 Program Administrator