



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

Tourist-Oriented Directional (TOD) Signs consist of blue sign panels with your business name and direction/distance in white lettering. To qualify for a TOD permit, a business must promote agricultural, cultural, historical or recreational activities.

Oregon Travel Experience (OTE) is limited to a maximum of four TOD Signs mounted to a single post per direction or intersection. In some instances, there is room for only one post per intersection or direction.

TOD Signs may be located on secondary or conventional highways (non-Interstate) near to your particular business or other businesses listed on the sign.

TOD Signs help alert and direct motorists safely to your business location. Although businesses may view highway signs as a form of advertising or promotion, they are in fact classified as official traffic control devices and are regulated by federal and state laws.

OTE premiered the TOD Sign Program in 1983 after being granted trial installation by the Federal Highway Administration. Two other states participated in the five-year pilot project. The program was formally adopted in 1989 and is now permitted across the US.

The attached pages are designed to help you better understand our program. If you would like us to review your specific Tourist Oriented Sign request, complete the attached application and return it with the requested materials.

Our agency is here to help you with your sign request. If you have any questions, please telephone our office. Our experts are in Salem from 7:00 a.m. until 4:00 p.m. Monday through Friday, except for state and national holidays.

Diane Cheyne  
Sign Operations Director