



Oregon Travel Experience
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Thank you for your interest in Museum and Historic Site Signs

Museum and Historic Site signs consist of a brown sign panel with white letters. To qualify for this sign category, highway law stipulates the business must be “A museum or historic site that is a building, place, or institution devoted to the acquisition, conservation, study, exhibition or educational interpretation of objects having scientific, historical or artistic value.”

Museum and Historic Site signs may be installed along secondary or conventional highways (not interstate highways or expressways). For other types of highway business signs, please visit our Highway Business Sign FAQs web page.

Oregon Travel Experience (OTE) is limited to a maximum of four Museum and Historic Site signs per post, per intersection. In many cases, post installation may be limited to a single post per direction, per intersection.

Interstate 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.

Oregon Travel Experience (OTE) established the Museum and Historic Site sign permit in 1991 to help direct motorists to Oregon’s historical attractions. The sign’s white lettering on brown background is used across the US to signify cultural and historical signs.

The attached pages are designed to help you better understand our program. If you would like us to review your specific Museum or Historic Site 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