



Tourist Oriented Directional Signs

In 1981, the Oregon State Legislature passed a bill allowing a new type of sign for businesses that operate for the tourist trade. Tourist Oriented Directional Signs (TOD Signs) are an alternative form of advertising that are very attractive and helpful to motorists looking for a facility that is not readily visible. TOD signs are considered to be designated traffic control devices, and must meet all regulations set by the Federal Highway Administration and State sign standards.

These blue backboards with white lettering can be found on any state-owned highway. TODS are allowed on freeway or expressway systems. If your business is within one mile of the signed intersection, or nine miles with an approved waiver, you may qualify for this sign.

TODS are designed to serve a business that qualifies as a cultural, historical, recreational, educational entertainment or commercial activity whose major portion of income or visitors is derived from motorists not residing in the immediate area of the business. U-Pick and On-Farm sales qualify.

Provisions of the Oregon Motorist Information Act state that *“temporary directional signs that provide directions to farms selling agricultural products harvested or produced on the premises”* are exempted from permit requirements. However, they must comply with certain other regulations for exempt signs. Contact your District Maintenance Office of the Oregon Department of Transportation for details.

There are no state regulations for on-premise signs, although some municipal or county governments may have requirements. To find out about other on- and off-premise sign requirements, contact your local city or county transportation bureau.

The only additional requirement is that your business be open six hours a day, six days a week.

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