



# Oregon

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March 3, 2010

All Holders of "Sign Policy and Guidelines for the State Highway System"

**RE: MARCH, 2010 REVISIONS TO SIGN POLICY & GUIDELINES FOR THE STATE HIGHWAY SYSTEM**

Enclosed with this cover letter are the most recent revisions to the "Sign Policy and Guidelines for the State Highway System." If you wish to receive extra copies for future updates or if you wish to be removed from the distribution list entirely, please contact Carolee Will at (503) 986-6938.

Sign No.	Page No.	Legend/Section	Revision
---	5-18	Information Center Signing Guidelines	This sheet has been updated to clarify the Criteria for freeway INFORMATION CENTER SIGNING.

If you have any revisions, changes, or comments, please send them to:

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## Information Center Signing Guidelines

**VISITOR INFORMATION CENTER:** These are information centers usually operated by local and regional destination marketing organizations (DMO's). In specific circumstances, Visitor Information Centers are run by others on behalf of DMO's as a public service. In these isolated instances, they are allowed signing if they qualify by documenting that they are operating the center on behalf of the DMO and by meeting the standards adopted by the Visitor Center Sign Committee shown on page 5-19.

Prior to replacement of any existing Visitor Information Center signing, ODOT shall request the Visitor Information Center submit documentation to the ODOT District Office that their facility meets the new standard as shown on page 5-19.

### Freeway –

There are two options for signing Visitor Information Centers on the freeway, through the Travel Information Council (TIC) as an attraction logo and through ODOT as a motorist service. Only one option should be installed.

1. A visitor information center that is in partnership with a private business and qualifies under the definition of Travel Plaza (as authorized in TIC Statute, ORS 377.710) is eligible for a Tourist Attraction Logo sign through TIC. The logo sign shall incorporate the "TOURIST INFORMATION" symbol (symbol shown on sign OD9-10) for statewide consistency.
2. A visitor information center that meets the standards shown on page 5-19 and is serving a single location as a stand-alone entity is eligible for a motorist service sign through ODOT.
  - The visitor information center shall be signed as a rider under one of the guide signs. The rider shall incorporate the word message "VISITOR INFO" or "VISITOR INFORMATION" with the "TOURIST INFORMATION" symbol (symbol shown on sign OD9-10).
  - For retro-fits of existing signs, if the distance between the breakaway supports will not accommodate a full length rider as described above, two smaller riders may be used. The rider legend shall read "INFO CTR" with a separate "TOURIST INFORMATION" symbol sign rider.
  - The preferred placement would be under the one mile advance or "EXIT XX" sign.
  - See Page 5-20 for sign design examples.

### Primary/Secondary Highway –

- The "TOURIST INFORMATION" symbol sign (OD9-10) with the VISITOR INFO word message sign (OD9-10b) with appropriate Directional Arrow Auxiliary sign should be used to guide motorists to the center.