

# Information Center Signing Guidelines



## Guidelines

To view the full **Information Center Signing Guidelines** document, go to:

[http://www.oregon.gov/ODOT/HWY/TRAFFIC-ROADWAY/docs/pdf/english\\_chapter\\_5\\_pages\\_1\\_to\\_116.pdf](http://www.oregon.gov/ODOT/HWY/TRAFFIC-ROADWAY/docs/pdf/english_chapter_5_pages_1_to_116.pdf)

information on i-signs begins on Chapter 5-17 (page 14).

## Standards

Mandatory Standards have been adopted for visitor centers wishing to have official Visitor Information Center signs. Standards are on Chapter 5-19 (page 16).

## Who Pays

Visitor Centers will generally be asked to pay for all or part of building and installing the signs. The Visitor Center Sign Committee is looking for ways to generate a fund to help offset these costs. If you have suggestions of grants or other financial sources, please send them to [Natalie@TravelLaneCounty.org](mailto:Natalie@TravelLaneCounty.org)

## Implementation Plan

The roll-out of the new i-sign will happen slowly as new visitor centers open or as old signs need to be replaced. If funds can be identified, we hope to change out all existing signs more quickly. In the meantime, we encourage you to adopt the i-symbol to represent visitor information on your maps, in your guides and in all places where you identify your visitor center.

## Who to Contact

You will work with your District Office. If you don't have a contact there, then your Regional Office can give you the contact at your District Office.

*Region 1:* Multnomah, Washington, Clackamas, Columbia, Hood River as well as eastern segments of Clatsop and Tillamook Counties. [http://www.oregon.gov/ODOT/HWY/REGION1/contact\\_us.shtml](http://www.oregon.gov/ODOT/HWY/REGION1/contact_us.shtml)

*Region 2:* Marion, Polk, Yamhill, Linn, Lincoln, Benton and Lane as well as western segments of Clatsop and Tillamook Counties. [http://www.oregon.gov/ODOT/HWY/REGION2/contact\\_us.shtml](http://www.oregon.gov/ODOT/HWY/REGION2/contact_us.shtml)

*Region 3:* Jackson, Josephine, Douglas, Coos and Curry Counties.  
[http://www.oregon.gov/ODOT/HWY/REGION3/contact\\_us.shtml](http://www.oregon.gov/ODOT/HWY/REGION3/contact_us.shtml)

*Region 4:* Central Oregon and Lower John Day [http://www.oregon.gov/ODOT/HWY/REGION4/contact\\_us.shtml](http://www.oregon.gov/ODOT/HWY/REGION4/contact_us.shtml)

*Region 5:* La Grande, Ontario and Pendleton [http://www.oregon.gov/ODOT/HWY/REGION5/contact\\_us.shtml](http://www.oregon.gov/ODOT/HWY/REGION5/contact_us.shtml)

## Questions/Comments?

ODMO – Natalie Inouye, Travel Lane County. 541.743.8754 or [Natalie@TravelLaneCounty.org](mailto:Natalie@TravelLaneCounty.org)  
Oregon State Chamber of Commerce – Julie Miller. Bandon Chamber of Commerce. 541.347.9616 or [bandoncc@mycomspan.com](mailto:bandoncc@mycomspan.com)

## Visitor Information Center Sign Standards

In order to qualify for a Visitor Information Center sign, a business must submit to the ODOT District Office a letter from the nearest \*\*Destination Marketing Organization (DMO) certifying that it meets the following standards.



### Mandatory Standards

Visitor Information Centers shall have:

1. Plans and procedures to respond to visitor inquiries in a timely manner.
2. Directional signs as needed on county or city roads to lead visitors from the first sign to the visitor center.
3. Signs at the building which are consistent with the official Visitor Information Center signing.
4. Trained staff with destination and customer service expertise to meet the needs of the leisure travel market.
5. Copies of the appropriate and current local visitor information and regional guide on display, and access to guides from the other six regions available on request.
6. Current statewide materials provided by Travel Oregon and the Oregon Department of Transportation that are available to the public upon request.
7. Open hours: A minimum of five days a week, five hours a day. Hours shall be clearly posted.
8. Access to visitor information after hours (such as brochure racks, information kiosk, phone message board, Web site address, etc.)
9. ADA Accessibility.
10. Automobile parking within walking distance, or easy access by public transportation.
11. Drinking fountain or access to water during open hours.
12. Restrooms within walking distance, accessible to all members of the traveling public during open hours.
13. A landline telephone for staff or guest emergency use.

### Voluntary Standards

Visitor Information Centers should consider having:

1. Reservation capability.
2. Recreational vehicle parking within walking distance.
3. Access to staff and/or resources with multiple language speaking capabilities.
1. Internet access available (Possibly demonstrated with a Wi-Fi symbol on the sign at the Visitor Information Center).

\*\*The DMO should be the nearest Convention & Visitors Bureau or Chamber of Commerce. If there is not a CVB or Chamber in your city or one that represents your county, then a letter from the Regional Destination Marketing Organization would be accepted. These standards were developed by the Visitor Center Sign Committee (consisting of representatives from the Oregon Department of Transportation, Travel Information Council, Travel Oregon, Oregon Destination Marketing Organizations and Oregon State Chamber of Commerce) and were endorsed by the Oregon Traffic Control Devices Committee and approved by the State Traffic Engineer on 12/18/2009.