

Appendix B

Selection Criteria

Selection Criteria for Inclusion in the Signage and Wayfinding Plan

MAJOR Destinations -

- Destinations that have the largest attendance figures and draw from a national and regional audience
- Annual attendance is typically over 100,000 visitors.
- Meets all ODOT requirements

PRIMARY Destinations + Districts

- Appear on primary streets LEADING FROM HIGHWAY
- Destinations that have large attendance figures and draw from a regional audience.
- Annual attendance is typically over 40,000 visitors

SECONDARY/TERTIARY Destinations – Street Trailblazing + Pedestrian Signage

- Appear on primary streets WITHIN DISTRICTS / CORRIDORS
- Annual attendance is typically over 30,000 visitors, however qualifications based upon other key criteria can justify inclusion

In order for destinations to be included in the Signage and Wayfinding Program, a minimum of three of the following criteria must be applicable:

- Publically owned
- Not-for-profit organization
- Educational institution serving over 400 attendees at one time
- An entity providing services to the general public with a capacity of over 200 visitors
- Annual attendance (minimum 10,000)
- Regional significance
- Host to major events

It is recommended that a standing committee be established to apply the criteria on a consistent basis. Mandatory funding requirements may be added to the required criteria in the future.