



# WINE WAYFINDING IN IDAHO – A GUIDE

help visitors find your winery / vineyard

SEPTEMBER 28, 2022



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## EXECUTIVE SUMMARY

# Idaho wineries and cideries qualify for two types of ITD highway signage

**Fahlgren Mortine completed an 18-month study of the history and opportunities for wine wayfinding in the state of Idaho.**

As part of the study, Fahlgren Mortine interviewed 14 individuals, including winery owners, representatives from wine marketing associations, wine lobbyists for Washington and Oregon, representatives from the Idaho Department of Tourism, and representatives from Ada County Highway District and the Idaho Transportation Department (ITD).

As a result of this research, we determined that Idaho wineries and cideries qualify for two types of ITD highway signage. A detailed checklist of how to apply for these signs is included in this report.

- Tourist Oriented Directional Signage (TODS) on state highways
- Logo signs on interstate highways
- A winery qualifies as an ATTRACTION or may qualify as FOOD for both types of signs

LOGO SIGN



TOURIST ORIENTED DIRECTIONAL SIGNAGE



There is strong interest among Idaho wineries for wine wayfinding signage on Idaho highways and interstates but little information on how to go about requesting such signage.

To date, wine wayfinding signage in Idaho has been primarily undertaken by private parties. This report outlines the application process for wineries to request ITD highway and interstate signage.

Idaho's wine community has grown from 11 wineries in 2002 to over 75 in 2022, a growth rate of 172%. This helps explain in part why wine wayfinding signage has not kept pace with the growth of the community.

Our findings show that due to their more established wine industries, Washington and Oregon have more defined processes for wine wayfinding signage. Consequently, they have more signage on highways and interstates.



EXAMPLE OF AN IDAHO WINERY ON AN  
IDAHO TRANSPORTATION DEPT LOGO SIGN



## ELIGIBILITY

# Considerations when applying for signs

## Idaho wineries qualify for "specific service" signage on Idaho's state highways and interstates

Idaho wineries qualify for "specific service" signage on Idaho's state highways and interstates.

- Logo signs on the interstate
- Tourist Oriented Directional Signs (TODS) for Idaho state highways

For both types of signs, a winery qualifies as an ATTRACTION or may qualify as FOOD. Vineyards would not qualify as an attraction unless they offer visitors a regular offering, tour, or service that meets the criteria below.

### Information and eligibility criteria required for sign application:

- Distance is within approximately 3-15 miles from the nearest state highway or interchange
- Operating hours - both sign types recommend 6 days/week, 8 hours/day
- Seating and parking capacity
- Must serve meals if applying under FOOD qualification
- Public restrooms
- Telephone
- Drinking water
- Reasonable access
- Nondiscrimination agreement

*Facilities that don't meet all the conditions may still receive a conditional qualification. Fully qualified facilities receive priority for signage.*

### Exceptions:

- No Logo signs in the Treasure Valley (ITD District 3) between Caldwell and Micron due to sign spacing regulations
- Wineries with highway frontage do not qualify for either type of sign

## APPLICATION PROCESS

# Process to apply for TODS and logo signs

**Idaho wineries should follow the process detailed below to apply for tourist signage with the state**

### Application Process for TODS and Logo Signage for Idaho Wineries

1. Contact your [district liaison](#) to consult about which sign is best for your business. Find your district [here](#).
2. Fill out [form 0761](#) for Logo and [form 0275](#) for TODS and submit \$100 nonrefundable application fee. Please include:
  - Map of facility location
  - Copy of image to be included on Logo sign
3. Submit application to [district liaison](#)
4. ITD reviews application and approves, denies or puts on waitlist
5. Purchase sign (TODS) or panel (Logo)
  - TODS - Applicant pays for 100% of sign.
    - If approved, district liaison works with applicant to select symbols.
    - ITD bills applicant for cost, manufactures the sign, and installs.
    - Winery pays to replace sign, on average every 5-7 years.
    - Typical cost is \$400-\$600. No annual fee.
    - Up to 3 facilities on each sign, up to 2 signs per intersection.
  - Logo - Applicant pays for logo panel only. ITD owns/maintains the sign. Individual logo panels are affixed to the main sign.
    - Applicant supplies individual logo panels to ITD, liaison provides specifications for panel creation.

- If a spot is available on sign, ITD affixes logo panel to main sign
  - District uses its discretion to install a new sign if one isn't currently available.
  - Applicant should check with the district liaison about sign availability. District may opt not to erect a sign if insufficient facilities to be listed.
  - Winery cost for panel is \$600-\$1000 and pays to replace panel, on average every 5-7 years.
  - Annual fee for this program is approx. \$550/year.
6. If the application is denied, the winery can submit an [appeal](#).
  7. Wineries with roadside frontage do not qualify for either type of sign.
  8. Wineries that are unable to qualify for TODS or Logo signage may want to pursue a private sign through ITD's Outdoor [Advertising Sign Application](#) process.

## APPENDIX

# Overview of existing signage

### Scenic Byway Designation

In 2007, the Snake River Scenic Byway Corporation applied for and was granted permission to proceed with the Snake River Scenic Byway, which included Snake River AVA wineries as an attraction. Over the years, signage for the scenic byway has deteriorated and in some cases disappeared. While this option provided signage in the Sunnyslope area, not all wineries in Idaho are located on scenic byways, making it a poor option for consistent wine wayfinding signage across the state. In addition, ITD representatives indicated in interviews with Fahlgren Mortine that there is little support for pursuing scenic byway designations as an option for wine wayfinding signage.

### Private Signage

Some wineries have addressed the issue of wine wayfinding signage by joining together on private signs or erecting signs for their property. Signage of this type is useful but may be difficult to secure when signs must be placed on private land not owned by the winery. In other cases, wineries may need permission from local governments to place private signs on county road right-of-way, which may pose a barrier. Overall, private signage does not provide a process for consistent signage across the state.



EXAMPLE OF PRIVATE AND  
SCENIC BYWAY SIGNAGE



## Washington Wine Wayfinding

Washington guidelines allow wineries to be included on blue [Motorist Information Signs \(MIS\)](#), which are installed along state highways to alert travelers to services available at or near a freeway interchange or a highway intersection. Vineyards and wineries qualify as a “tourist activity” and there are specific requirements for placement, hours of operation, and seasonality.

They must be advertised on the interchange or intersection closest to the advertised business. For interstate and non-interstate highway signs, the tourist activity must be within five miles. Tourist activities must be open to the motoring public without appointment, at least six hours per day, five days a week, including Saturday and/or Sunday. Seasonal businesses may participate in the MIS program but must still pay the full annual fee for having their logo on the sign.



## Oregon Wine Wayfinding

Oregon guidelines allow vineyards and wineries to be included on [Interstate Logo signs](#) (both mainline and ramp signs), as well as on secondary roadway [TODS signs](#) (both advance and intersection signs). Vineyards and wineries qualify under the “attraction” designation for both Interstate and TODS signs. An “attraction” is a business of regional significance that provides the general public with an agricultural, cultural, historical, or recreational activity.

Types of agriculture attractions that will require additional proof of license, acreage, map or brochure: Brewery, Brewery District, Coffee Roasting/Tasting, Distillery, Tasting Room, Tour/Trail, Vineyard, Winery, Winery District.

# List of interviewees

Fahlgren Mortine interviewed the following individuals between April 2021 and September 2022 for the purposes of this report:

- **Martin Fujishin** - Co-Owner/Winemaker, Fujishin Family Cellars
- **Coco Umiker** - Owner/Winemaker, Clearwater Canyon Cellars
- **Melissa Sanborn** - Owner/Winery Director, Colter's Creek Winery
- **Steve Fultz** - Director of Development Services, Canyon County
- **Deb Smith** - LC Valley Wine Alliance and Clearwater Economic Development Assoc.
- **Diane Norton** - Idaho Department of Tourism Bureau Chief
- **Vince Trimboli** - ITD Communications Manager
- **Ryan Head** - Deputy Director, Development and Technical Services, ACHD
- **Shona Tonkin** - Permits Coordinator, ITD
- **Cecilia Arritola** - Senior Transportation Planner, ITD
- **Tyson McCoy** - D3 Traffic - Transportation Staff Engineering Assistant, ITD
- **Josh McDonald** - Executive Director, Washington Wine Institute
- **Tom Danowski** - President, Oregon Wine Board
- **Jessica Blauert** - Director of Development and Membership, Oregon Winegrowers Assoc.

# THANK YOU



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