



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-4-52
CHAPTER 2	Signing
SECTION 4	Guide Signs – Conventional
SUBJECT 52	Heritage Directional Signs

A. Purpose

In 1994, WisDOT and Wisconsin Department of Tourism enacted the Heritage Directional Signing program through a Cooperative Agreement between the two agencies. The Department of Tourism had the responsibility to work with the application process for businesses requesting signs and maintained a brochure of the eligible businesses. Tourism furnished the signs to WisDOT and the Department of Tourism covered installation and long term maintenance of the signs.

In August of 2013, the Department of Tourism indicated that they were no longer maintaining the Heritage Signing program and instead have focused on other means to promote this tourism effort. As a result, no new Heritage Direction signs will be installed on state highways from this time forward. This guideline provides information on the signing phase-out plan that was approved by Dept. of Tourism and WisDOT.

B. Guidelines

Listed below are guidelines for the installation and removal of Heritage Directional signing on WisDOT roadways, M1-85, M1-85c, and M1-85d, which were agreed upon by Dept. of Tourism and WisDOT:

1. New Heritage Direction signs **shall not** be installed on WisDOT roadways.
2. Existing Heritage Direction signs *may* be allowed to remain in place until the end of their useful life. Other opportunities such as knockdown damage, improvement projects or change in conditions *may* make it possible to have the signs removed earlier.
3. If WisDOT staff receives a call from a business requesting a replacement Heritage Directional sign, refer the name and contact information to the State Signing Engineer, who in turn will work with the requestor and Tourism to find a potential alternative signing program (SIS, TODS, White Arrow boards).
4. If WisDOT removes a Heritage Directional sign, the Region *should* let the State Signing Engineer know, who will subsequently let Tourism know.