



# Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-15-58
CHAPTER 2	Signing
SECTION 15	Comprehensive Guiding Policies
SUBJECT 58	Specific Information Signs

## A. Purpose

The purpose of this policy is to provide consistent statewide direction for the permitted use of Specific Information Signs under Wisconsin Administrative Code Chapter Trans 200.06 and Wisconsin Statute 86.195.

The Specific Information Signs (SIS) have the business's logos on blue signs. These **shall** only be permitted on SIS highways.

## B. Definitions

SIS Highway: SIS Highway *may* be a major highway, interstate, freeway, or expressway and are approved by the state legislature. In Trans 200.03, Chapter 86.195 contains all SIS approved highways. (<https://docs.legis.wisconsin.gov/statutes/statutes/86/195/6/a>)

## C. Policy

In addition, the following DOT qualifying considerations **shall** be met.

### Gasoline

1. Businesses **shall** be open a minimum of 16 hours per day, seven days a week for freeways and expressways.
2. Businesses **shall** be open a minimum of 12 hours per day, seven days a week for other highways.
3. Businesses **shall** provide a restroom, drinking water, and a public telephone.
4. Businesses **shall** provide vehicle services including fuel, oil and water.
5. Businesses **shall** be within three miles of the exit unless no businesses are within the same category the maximum distance *may* be extended to 15 miles.

### Food

1. Businesses **shall** be open five days per week and open from at least 10 a.m. to 7 p.m.
2. Businesses **shall** have licensing and approval where required.
3. Businesses **shall** have at least 50 percent of the gross receipts from food and non-alcoholic beverages.

4. Businesses **shall** have a public telephone.
5. Businesses **shall** be within three miles of the exit unless no businesses are within this category the maximum distance may be extended to 15 miles.

#### Lodging

1. Businesses **shall** have licensing and approval where required.
2. Businesses **shall** have adequate sleeping accommodations.
3. Businesses **shall** be within three miles of the exit unless no businesses are within this category the maximum distance may be extended to 15 miles.

#### Camping

1. Businesses shall have licensing and approval where required.
2. Businesses **shall** have restrooms, drinking water, and a public telephone.
3. Businesses shall have adequate parking accommodations.
4. Businesses **shall** be within three miles of the exit unless no businesses are within this category the maximum distance may be extended to 15 miles.

#### Tourist Attractions

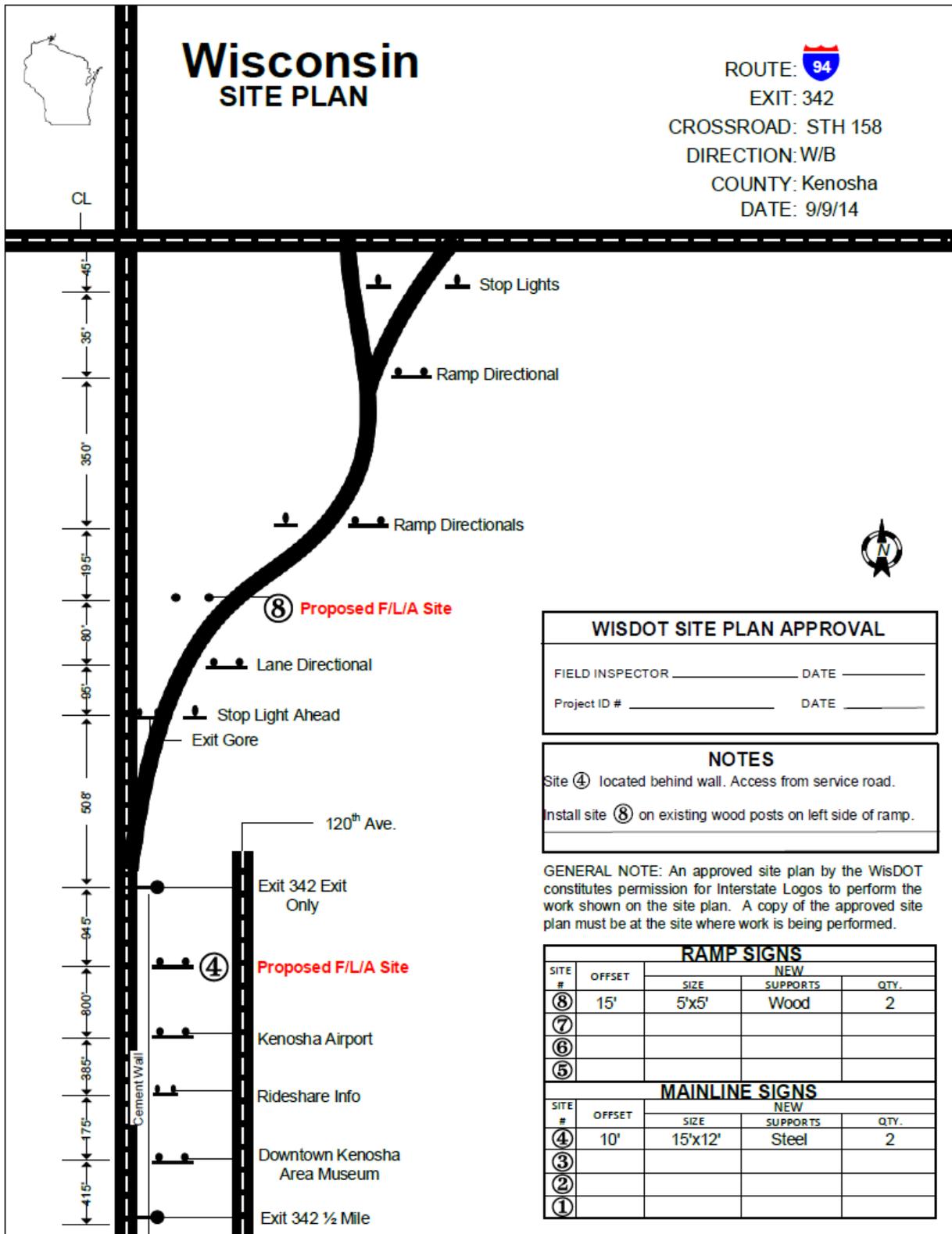
1. The primary purpose **shall** be to provide amusement, historical, cultural, or leisure activities to the public.
2. The business **shall** have regional significance and adequate parking accommodations.
3. Businesses **shall** be within 30 miles of the exit.
4. Applications **shall** be sent to BTO and forwarded onto the Advisory Council for approval.

#### Installation of Specific Information Signs

Contact Interstate Logos for an application.  
4918 Triangle St.  
McFarland, WI 53558  
(844) 496-9163 or (608) 579-1570  
[www.wisconsin.interstatelogos.com](http://www.wisconsin.interstatelogos.com)

#### Improvement Projects

- Site Plans **shall** be requested from Interstate Logos (see attached example below).
- Project contractors **shall not** perform work on SIS signs.
- STSP 638-010 **shall** be included in projects with SIS signs.



The flow chart below describes the application process to obtain a SIS sign.

### SIS Application Process

