



# Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer		2-15-59
CHAPTER 2	Signing	
SECTION 15	Comprehensive Guiding Policies	
SUBJECT 59	Tourist Oriented Directional Signs	

## A. Purpose

The purpose of this policy is to provide consistent statewide direction for the permitted use of Tourist Oriented Directional Signs under Wisconsin Administrative Code Chapter Trans 200.08 and the Wisconsin Statute 86.196.

The Tourist Oriented Directional Signs (TODS) are white on blue signs. These are not permitted on SIS highways or in urban areas.

The application/permit form DT1864 incorporates Trans 200.08 and Statute 86.196 and specifies complete guidance on the use of these signs.

## B. Definitions

SIS Highway: Specific Information Sign highways can be found in Traffic Guidelines Manual Section 2-15-58.

Federal Urban Area: Federal urban areas are defined as “Urban Federal Aid Systems” with populations of 5,000-49,000.

Urban Areas: Urban areas are defined as urban boundaries with populations of 50,000 or greater.

## C. Guidance

The following businesses are qualified for a TODS sign under the gas, food, lodging, or camping categories.

Bed and Breakfast	Campground
Hotel	Motel
RV Park	Resort
Restaurant	Service Station
Coffee Shops	

The following table provides a list of facilities which, if open and available to the public, *may be eligible* for a TODS attraction sign.

American Indian Craft	Amusement Park
Antique Shop	Art Gallery
Bait and Tackle Shop	Beach (privately owned)
Bicycle Rental	Boat Tour
Boat/Canoe Rental	Brewery (with tours)
Candy Store (Primary Business)	Cave (with tours)
Cheese Factory Shop (Primary Business)	Farm Tour
Ferry	Fish Farm
Game Farm (open to Public)	Golf Course
Hot Air Balloon Rides	Museum
Orchard	Park
Petting Zoo	Pick-Your-Own Fruits and Vegetables
Rafting/Tubing Business	Sausage Factory Shop (primary business)
Ski Resort/Hill	Stable
Tree Nursery	Wildlife Refuge
Winery (with tour)	Zoo
Botanical Gardens	Fairgrounds
Water Park	Casino/Bingo

The following table provides a list of facilities which are *not eligible* for TODS attraction signs.

Tennis Court	Fireworks
Book Store	Go-Kart Track
Taxidermy Shop	Grotto
Car Rental	Health Club
Swimming Pool/Natatorium	Hobby Shop
Civic Center	Ice Rink/Arena
Conservation Area	Movie Theater
Outlet Mall	Religious Shrine
Sports Arena/Stadium	

**D. Policy**

TODS signs are intended for use in rural or outlying urban areas. They **shall not** be installed in Federal Urban Areas or Urban Areas due to sidewalks, terraces, and right of way constraints. TODS Signs **shall not** be installed in urban areas.

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

1. Name changes **shall** require cancellation of the old sign and issuance of a new permit.
2. Only the name of the facility and mileage **shall** be allowed for guidance. Additional sign features, such as vacancy, hours of operation or products offered **shall not** be allowed on the sign or on an attached plaque or board.

3. If a conventional highway facility qualifies for signs in more than one category (TODS, SIS, Trans 200 Guidance or Supplemental Guide sign), only one category will be allowed in each direction.
4. If outdoor advertising signs for the facility are within 1,000 feet of the intersection or entrance, guidance signs **shall not** be permitted.
5. Businesses **shall** be within five miles and have direct access of the State or U.S. Highway.
6. Businesses **shall** have no illegal outdoor advertising signs.

Category specific information:

#### Gasoline

- Businesses **shall** have fuel, oil, and water available.
- Businesses **shall** be open a minimum of twelve hours per day, seven days a week.
- Businesses **shall** provide a restroom, drinking water, and a public telephone.

#### Food

- Businesses **shall** have licensing or approval, where required.
- Businesses **shall** be open five days per week and open from at least 10 a.m. to 7 p.m.
- Businesses **shall** have at least 50 percent of the gross receipts from food and non-alcoholic beverages.
- Businesses **shall** provide a restroom, drinking water, and a public telephone

#### Lodging

- Businesses **shall** have licensing or approval, where required.
- Businesses **shall** have adequate sleeping accommodations.
- Businesses **shall** have parking accommodations.
- Businesses **shall** provide restrooms, drinking water, and a public telephone.

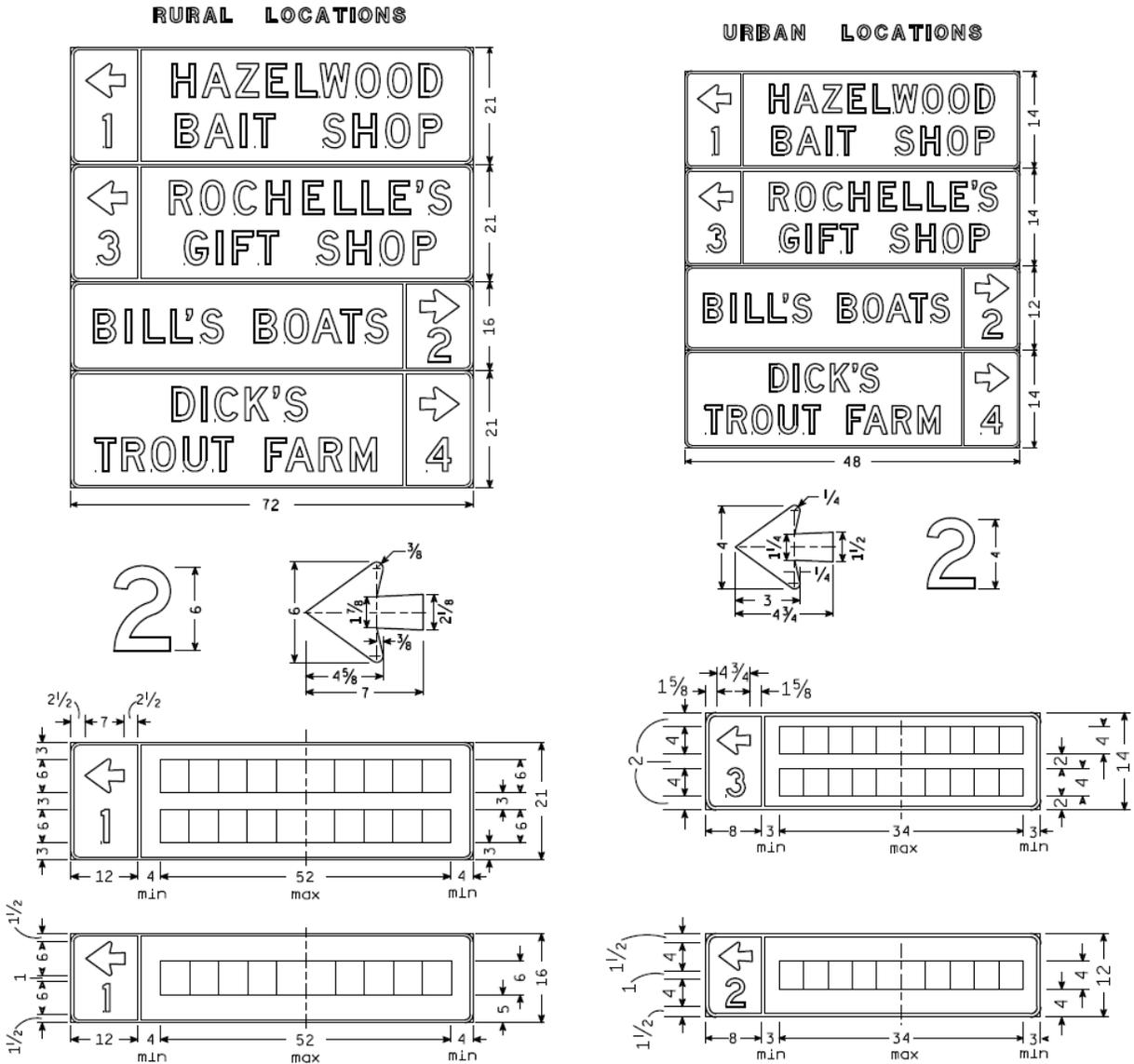
#### Camping

- Businesses **shall** have licensing or approval, where required.
- Businesses **shall** have parking accommodations.
- Businesses **shall** provide restrooms, drinking water, and a public telephone.

#### Tourist Attractions

- Businesses **shall** have licensing or approval, where required.
- Businesses **shall** be open at least eight hours per day, five days a week for three consecutive months.
- Businesses **shall** provide restrooms and drinking water
- Businesses **shall** have significant interest to the traveling public, as approved by the Advisory Council.

Figure 1. Standard Plate for TODS signs



As shown on Figure 1 of the Standard Sign Plate E10-82, the sign message **shall** consist of 4 or 6 inch white lettering on type H reflective blue background. Letter sizes and spacing **shall** conform to the standards in the FHWA Standard Highway Signs manual. Overall sign sizes used **shall** conform to the dimensions as shown on Figure 1 of the Standard Sign Plate E10-82. A half inch white border with a 1 1/2" radius shall be placed around the sign.

The WisDOT Region office reserves the right to remove non-conforming signs from the highway right-of-way. The owner *may* contact the WisDOT Region office to pick up any signs that have been removed. Upon pickup of the removed signs, the sign owner **shall** be responsible for sign removal costs.

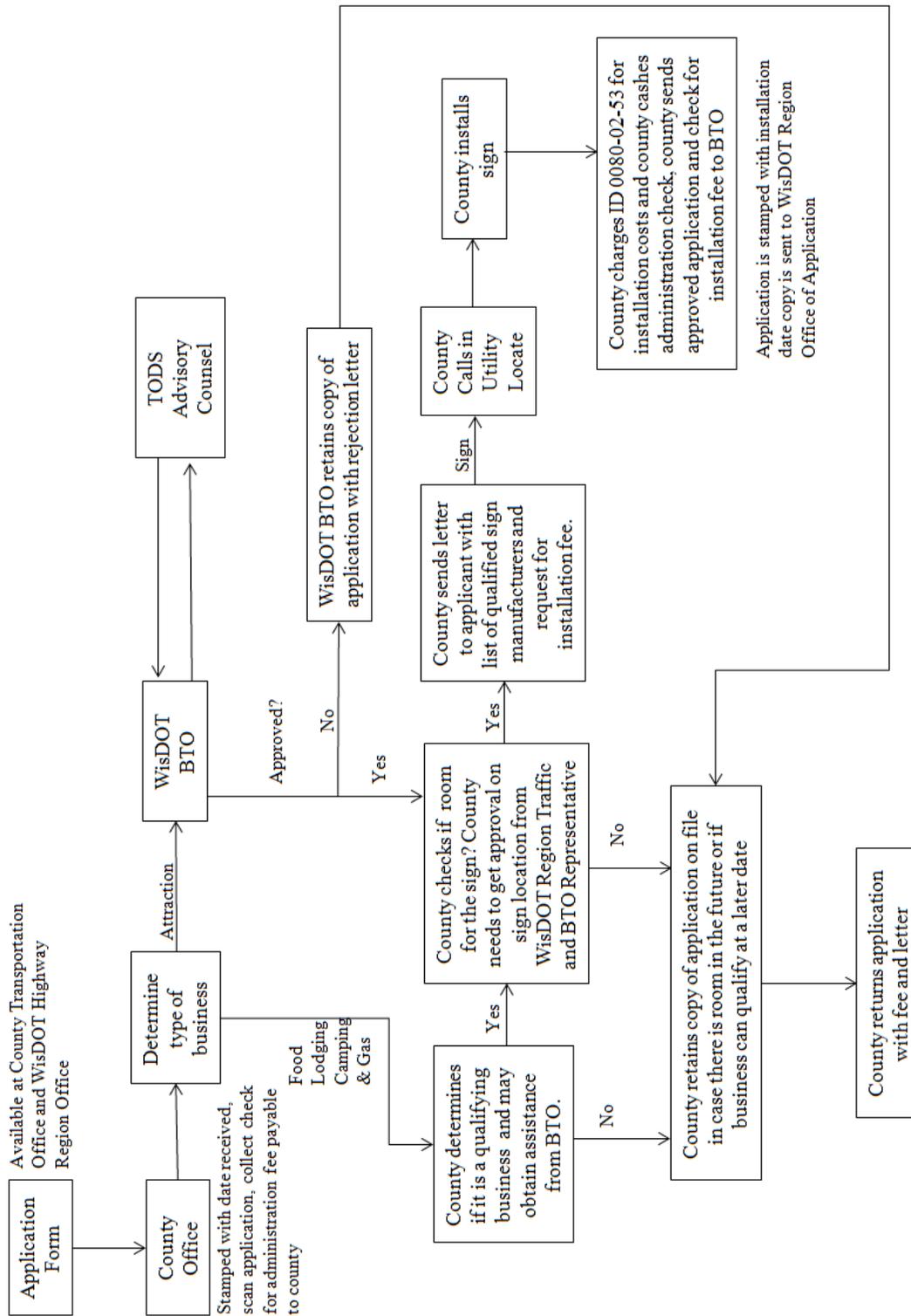
**Installation of Tourist Oriented Directional Signs by Counties**

1. Businesses **shall** bring in the completed DT1864 form with a check payable to the county for the \$100/sign for administration fee. Businesses need to pay fee every 5 years.
2. Once approved, the business *may* have the sign manufactured from one of the businesses on the Qualified Manufacturer list.
3. The business **shall** bring in the sign along with a check for \$250 per sign payable to the Wisconsin Department of Transportation. These checks should be sent to: Wisconsin Department of Transportation, attn: Jeannie Dammen, 3609 Pierstorff St. Madison, WI 53703.
4. Signs **shall** be mounted on 4" x 6" treated posts.
5. For removal and/or installation of 1 sign on existing posts the cost is \$100 per sign for the installation fee. Checks should be sent to: Wisconsin Department of Transportation, attn: Jeannie Dammen, 3609 Pierstorff St. Madison, WI 53703.
6. All applications **shall** be forwarded to Jeannie Dammen to verify the location is outside urban area boundaries.
7. All county costs for TODS repairs and installations **shall** be charged to the 0080-02-53 project ID and appropriate invoicing **shall** be submitted to the requestor as outlined in item 3 above.
8. The county *should* only repair damaged TODS when directed to do so by the sign owner.
9. Any existing white arrow boards for the business **shall** be removed before a TODS sign is installed

The application process for a TODS sign is shown below in the Figure 2.

Figure 2. TODS Application Process

**TODS Application Process**



**TOURIST ORIENTED DIRECTIONAL SIGN APPLICATION/PERMIT**

Wisconsin Department of Transportation

DT1864 8/2014  
s. 86.196 Wis. Stats., Ch. Trans. 200.08 Wis. Admin. Code

**INSTRUCTIONS:**

1. Complete both sides of the form. PLEASE PRINT CLEARLY.
2. Submit a check for \$100 per sign.  
This is an administration fee. Make the check payable to the county in which the proposed sign(s) is (are) located.
3. Staple the check to the upper left corner of this application.
4. This check will be returned if the application is rejected.
5. Send this application and check to your County Highway Commissioner.

Make Check Payable To
Mail To

Business/Service/Activity NAME for which TODS Sign is Requested	
Street Address, City, State, ZIP Code	
Business/Service/Activity Category for which TODS Sign is Requested. (Check ONE)	
<input type="checkbox"/> Gas <input type="checkbox"/> Food <input type="checkbox"/> Lodging <input type="checkbox"/> Camping <input type="checkbox"/> Tourist Attraction	
Services Available at the Facility	
<input type="checkbox"/> Restrooms <input type="checkbox"/> Parking <input type="checkbox"/> Drinking Water <input type="checkbox"/> Public Telephone	
Period of Business/Service/Activity Function	Open Each Year
<input type="checkbox"/> Open All Year <input type="checkbox"/> Seasonal Operation	From (month/day): _____ To (month/day): _____

Hours of Operation	OPEN	CLOSE	Annual Attendance (Number is <b>Required</b> for "TOURIST ATTRACTIONS" only)
Monday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	Number of Visitors per Year:  Special Rule for FOOD Category If you are applying for a TODS sign under the FOOD category, please answer the following: <input type="checkbox"/> Yes <input type="checkbox"/> No 1. Do you serve 3 meals per day? <input type="checkbox"/> Yes <input type="checkbox"/> No 2. Are at least 50% of your gross annual receipts for food and nonalcoholic beverages?  Sign Conflicts <input type="checkbox"/> Yes <input type="checkbox"/> No 1. Do you have a "White Arrow Board" sign (Ch. Trans 200.03, Wis. Admin. Code) at the intersection of the proposed TODS signage? <input type="checkbox"/> Yes <input type="checkbox"/> No 2. Do you have an outdoor advertising sign, which is not in accordance with s.84.30 Wis. Stats. or Ch. Trans. 201 Wis. Admin. Code?
Tuesday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	
Wednesday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	
Thursday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	
Friday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	
Saturday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	
Sunday	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	<input type="checkbox"/> a.m. <input type="checkbox"/> p.m.	

Number of Signs <input type="checkbox"/> One TODS sign (Administration fee is \$100 payable to the county)  <input type="checkbox"/> Two TODS signs (Administration fee is \$200 payable to the county)	Proposed Sign Wording Fill in the name and the distance from the intersection to the business/service/activity for each TODS Sign requested. Limit the name to one character or space per box.										
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**TOURIST ORIENTED DIRECTIONAL SIGN APPLICATION/PERMIT** *(continued)*

Wisconsin Department of Transportation DT1864

**PROPOSED SIGN LOCATION INSTRUCTIONS**

1. Label the intersecting roads.
2. Place an arrow in the circle pointing to the North.
3. Check (X) one or two of the boxes  corresponding to the proposed sign location(s). (TODS signs are only permitted on State Highways or U.S. Highways. They must direct motorists to businesses, which are located on County Highways or Town Roads.)
4. Place an O (circle) at the approximate location of your business.
5. Write in the name of the county in the lower left corner.
6. Write in any additional details or comments that would be helpful in determining the proposed sign location. (Optional)

The diagram shows a four-way intersection. The top road is labeled 'Road Name'. The bottom road is labeled 'Road Name'. The left road is labeled 'Road Name'. The right road is labeled 'Road Name'. A circle labeled 'NORTH ARROW' is in the top right. There are four checkboxes at the corners of the intersection. A circle for a business location is in the center of the intersection. A box labeled 'County' is in the bottom left.

**CERTIFICATION**

I, the applicant, certify that the statements contained on this application/permit are true and correct, and that the business identified is conducted in conformity to all laws applicable to nondiscrimination, and that discrimination is not exercised in regard to race, religion, color, sex, sexual orientation, or national origin. I understand that in addition to the attached administration fee, I am responsible for the manufacturing and installation costs for the proposed sign(s). I understand that this permit is revocable, and that it is subject to renewal every five years. I further understand that if my business is a seasonal business, that a "CLOSED" plaque will be placed on my sign when my business is closed for the season.

Applicant Name (First, MI, Last)
(Area Code) Telephone Number

X \_\_\_\_\_ (Date – m/d/yyyy)  
 (Applicant Signature)

**APPROVAL – APPROVED FOR WISCONSIN DEPARTMENT OF TRANSPORTATION**

Subject to present and continuing compliance by the applicant with all requirements of s.86.196 Wis. Stats. and Chapter Trans. 200.08, Wisconsin Administrative Code, a permit is granted for the TODS sign described. This permit expires on the five-year anniversary date of the installation of the TODS sign panel.

X \_\_\_\_\_ (Date – m/d/yyyy) X \_\_\_\_\_ (Date – m/d/yyyy)  
 (WisDOT Region Traffic Engineer) (State Traffic Engineer or Authorized Agent)

— For WisDOT Use ONLY —						
SIGN SIZE		PERMIT NUMBER		INSTALLATION DATE		
<input type="checkbox"/> RURAL (72")	<input type="checkbox"/> URBAN (48")	County	Number	Month	Day	Year