



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-15-60
CHAPTER 2	Signing
SECTION 15	Comprehensive Guiding Policies
SUBJECT 60	White Arrow Board

A. Purpose

The purpose of this policy is to provide consistent statewide direction for the permitted use of guidance signs under Wisconsin Administrative Code Chapter Trans 200.

These narrow horizontal signs are only permitted on conventional state highways or expressway approaches to at-grade intersections. As prescribed in subsection Trans 200.03, these signs *may* be permitted to direct to:

- resorts,
- hotels,
- places of public entertainment or instruction,
- any place of religious worship,
- any county institution,
- any scientific experiment location for the furtherance of agriculture or other science or art.

The term “entertainment” in this case does not include nightclubs, taverns, or similar establishments.

Trans 200.03, this policy, and the Application/Permit Form DT1903 specify complete guidance on the use of these signs.

B. Definitions

Freeways are defined as divided highways with fully controlled access at interchanges only. Interstate Highways are freeways with the interstate route designation.

Expressways are defined as divided highways with partially controlled access by a combination of interchanges, at-grade intersections, and driveways.

Conventional Highways are defined as streets or roads other than freeways or expressways. They *may* be divided or undivided, two-lane or multi-lane, and access is available at intersections and driveways.

C. Guidance

The following table provides a list of facilities which, if open and available to the public, may be eligible for a White Arrow Board permit.

MAY BE ELIGIBLE

TYPE OF FACILITY	QUALIFYING CONSIDERATIONS
Agricultural experiment	
Animal shelters	<i>May be permitted for County Institutions only.</i>
Athletic fields, facilities	<i>May be permitted for facilities that do not qualify for supplemental signing, and community wayfinder signing is not available.</i>
Aviation Flight School	
Cabins, Cottages	For rental periods less than 30 days
Camps, religious or youth	
Campgrounds, RV Parks	Privately owned with rental periods less than 30 days.
Churches	
Condominiums	Only if part of a resort, for rental periods less than 30 days
Convention Center	<i>May be permitted for facilities that do not qualify for supplemental signing, and community wayfinder signing is not available.</i>
Country Clubs	Only when open to the public
County Healthcare Facilities	
Cruises, Boat	
Environmental Center	
Exhibition, Exposition Center	<i>May be permitted for facilities that do not qualify for supplemental signing, and community wayfinder signing is not available.</i>
Golf Courses	Only when open to the public
Horseback Riding	Only when open to the public
Hotel, Motel, Bed & Breakfast	<i>May be permitted as a substitute for “Lodging” category where SIS or TODS is not permitted.</i>
Humane Society Shelter	<i>May be permitted for County Institutions only.</i>
Libraries	
Marinas	
Museums and historic sites	<i>May be permitted for facilities that do not qualify for supplemental signing, and community wayfinder signing is not available.</i>
Recreational facilities	Facilities open to the public for recreational activities including ATV parks; amusement parks; archery ranges; boat, kayak or canoe launches, tours or rental facilities; bowling alleys; casinos; caves; concert venues; curling venues; disc golf courses, fishing piers; go-cart tracks, hanggliding; horseshoe facilities; ice skating rinks; paintball facilities; playgrounds; riding stables; rock climbing; shooting ranges; skate parks; skydiving facilities; sledding hills; splash parks; swimming pools; tour providers (airplane helicopter, tram, boat, walking); volleyball courts; waterski or wake board shows; waterparks.
Religious Worship Facilities	
Research Facilities	
Resorts	For rental periods less than 30 days
Restaurants, Supper Clubs	<i>May be permitted as a substitute for “Food” category where SIS or TODS is not permitted.</i>
Schools	
Scientific Experiments	

Seminaries	Only if it contains a public place of worship.
Shooting Ranges, Gun Clubs	Gun clubs shall be open to the public as shooting ranges. See types of shooting ranges under Qualifying Considerations for Recreational Facilities.
Theaters	Live entertainment only
Trails - Recreation, Nature, Skiing, Biking, Hiking, Snowshoeing, Snowmobiling, ATV or other vehicle trails	Directing to trailhead access with parking.
Train rides	<i>May</i> be permitted as a substitute for “Attractions” category where SIS or TODS is not permitted.
Wildlife Refuges	To instructional centers only
Zoo	<i>May</i> be permitted for facilities that do not qualify for supplemental signing, and community wayfinder signing is not available.

The following table provides a list of facilities which are **not eligible** for a White Arrow Board permit. As a general class, all retail or wholesale sales or service establishments **shall not** be approved for White Arrow Board.

NOT ELIGIBLE

Agricultural Farms	Berry Patches	Cranberry Marshes	Tree Farms
	Tree, Plant Nurseries	Produce Stands	Greenhouses
Air Traffic Control			
Animal Hospitals			
Animal Ranches	Game Farms		
Apartments	Buildings	Complexes	
Artists	Art Dealers	Artist Studios	
Auto Repair	Auto Body Repair		
Barber, Beauty Shops			
Builders, Contractors	Carpenters	Electricians	Landscapers
	Painters	Plumbers	Tree Service
Bus Terminals			
Cemeteries		(see TGM 2-15-3 & TGM 2-15-20 re: Veterans Cemeteries)	
Clinics			
Crafts supplies, outlets			
Dance Halls			
Factories			
Freight Terminals			
Government Offices			
Halfway Houses			
Health Clubs			
Highway Departments	Maintenance Facilities		
Historic Neighborhoods			
Hospitals			
Jails			
Kennels			
Lakes	Landings		
Malls, Shopping Centers			
Mental Health Facilities (except County)			
Mobile Home Parks			
Movie Theaters			
Nursing Homes, Assisted Living, Private			
Office Buildings			
Pharmacies			
Post Offices			
Power Plants	Utilities		
Private Clubs			
Realtors			
Recycling Station			
Rehabilitation Centers (except County)			
Residences			
Retirement Facilities (except County)			
Sales, Retail or Wholesale		Antique Dealers	Auto Dealerships
	Bait & Tackle Shops	Grocery Stores	Hardware Stores
	Home Furnishings	Home Improvements	Liquor Stores
	Lumber Dealers	Materials Suppliers	Mobile Home Sales
Storage Units			

Subdivisions			
Taverns	Bars	Pubs	Taps
Taxidermists			
TV & Radio Stations			
UW Extension Offices			
Veterans Memorials			

C. Policy

White Arrow Boards are intended for use in rural or outlying urban areas. They *should not* be installed in dense urban areas due to sidewalks, terraces, and right of way constraints.

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

1. The facility **shall** be open to the public.
2. Lodging facilities **shall** have three or more units that **shall** be available for less than 30-day rental periods.
3. Signs *may* only be permitted on the state highway(s) nearest the facility.
 - directing to its entrance from the state highway, or
 - directing to its entrance on a local road.

Signs directing to facilities beyond other state, US, or Interstate highways **shall not** be permitted.
4. Guidance signing **shall not** be permitted on the right of way at the entrance to a facility if there is sufficient sight distance in which to identify the activity, facility or other type of signing at the entrance. This applies both to businesses that front the roadway and also to those not fronting the roadway, but are visible from the roadway. Minimum visibility distances, based on the posted speed, are found in the following table from WisMUTCD Section 2C.36.

Posted Speed	Minimum Visibility Distance
25 mph	280 ft
30 mph	335 ft
35 mph	390 ft
40 mph	445 ft
45 mph	500 ft
50 mph	555 ft
55 mph	610 ft
60 mph	665 ft
65 mph	720 ft

5. Businesses **shall** have the appropriate operating licenses to receive, maintain, or renew a permit.
6. Name changes **shall** require cancellation of the old and issuance of a new permit.
7. Only the name of the facility **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.
8. If a conventional highway facility qualifies for signs in more than one category (TODS, SIS, White Arrow Boards or Supplemental Guide sign), only one

category will be allowed. In this case, the White Arrow Boards *should* be discouraged because it is not retroreflective.

9. If outdoor advertising signs for the facility are within 1,000 feet of the intersection or entrance, guidance signs **shall not** be permitted.
10. No more than one arrow board for a facility **shall** be permitted on a state highway in each direction.
11. Guidance sign assemblies **shall** be limited to a maximum of six arrow boards.
12. There *may* be a maximum of two guidance sign assemblies per intersection approach in the same direction.

As shown on Figure 1 of the DT1903 form, the sign message **shall** consist of 4½-inch black block lettering on a non-reflective white 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 DT 1903 form.

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.

Upon approval as a qualifying facility, the region *may* issue the permit Form DT1903, "AUTHORITY TO ERECT DIRECTIONAL SIGNS ON THE STATE HIGHWAY SYSTEM APPLICATION". There is no permit fee.

Installation **shall** be by the requestor's choice of a WisDOT approved signing contractor or county signing crew in accordance with Department signing standards as detailed on Figure 2 of the DT1903 form. All costs of sign manufacturing, installation, maintenance, and modification of assemblies **shall** be the responsibility of the requestor(s).

Installation of White Arrow Board Signing by Counties

1. Counties **shall** charge all fabrication to the business (if sign is fabricated by the county) and installation costs to project ID 0080-02-63.
2. New installation of the sign **shall** be \$250 per sign with 4 x 6 treated posts. For removal and/or installation of 1 sign on existing posts the cost will be \$100 per sign.
3. Counties *should* invoice the requestor upon completion of the work.
4. Requestor **shall** make checks payable to the Wisconsin Department of Transportation, attn: Jeannie Dammen, 3609 Pierstorff St. Madison, WI 53703.
5. The county *should* only repair damaged white arrow boards when directed to do so by the sign owner.
6. All county costs for white arrow board sign repairs **shall** be charged to the 0080-02-63 project ID and appropriate invoicing **shall** be submitted to the requestor as outlined in items 2 and 3 above.

AUTHORITY TO ERECT DIRECTIONAL SIGNS ON THE STATE HIGHWAY SYSTEM APPLICATION

Wisconsin Department of Transportation (WisDOT)
 DT1903 9/2015 (Replaces ET602)

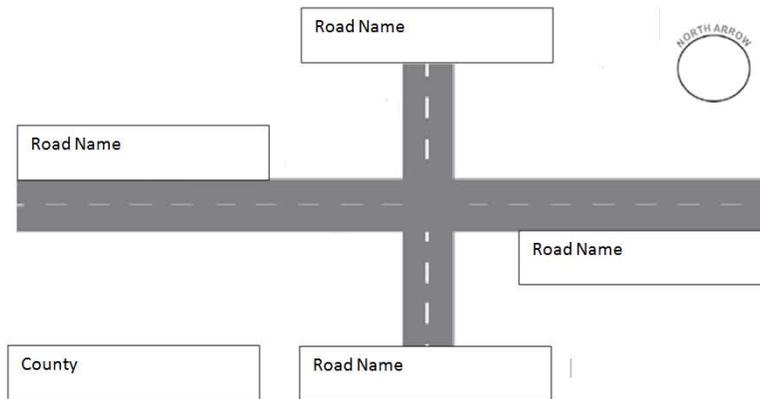
Submit completed applications to Wisconsin Department of Transportation Regional Office

Business/Service/Activity Name for which White Arrow Board sign is Requested

Street	City	State	ZIP Code
Email Address		Phone Number	

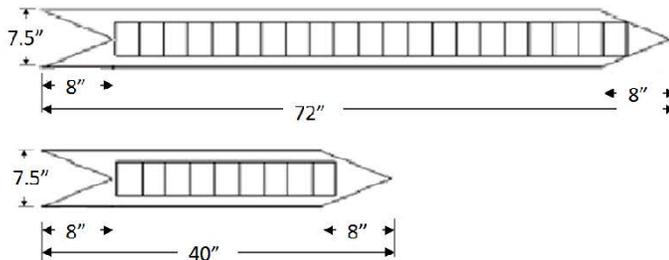
Proposed Sign Location Instructions

1. Label the intersecting roads.
2. Place an arrow in the circle pointing to the North.
3. Check (x) in the boxes corresponding to the proposed sign location.
4. Write the name of the county in the lower left corner.



Proposed Sign Wording

Fill in the name of the business. Limit the name to one character or space per box. Signs shall contain 4.5" black, block lettering on white background.



Number of Signs (select one):

- 1 Sign
- 2 Signs

Sign placed on (select one):

- New Posts
- Existing Posts

I apply for authority to erect and maintain guidance signs at the locations listed on this application. I certify and agree that these signs will conform to the approved design of the Wisconsin Department of Transportation and that I will comply with all the regulations under which authority these signs may be erected. I also certify that I will comply with the attached figures

X
 Applicant Signature _____ Date _____

X
 WisDOT Region Signature _____ Date _____

AUTHORITY TO ERECT DIRECTIONAL SIGNS ON THE STATE HIGHWAY SYSTEM APP *(continued)*

Wisconsin Department of Transportation DT1903

Sign Erection Regulations

Extracted from Chapter Trans 200, Wisconsin Administrative Code

Trans 200.02 Authority for the erection of signs.

1. The Department of Transportation or its authorized representatives in the case of the marked routes of state trunk highways, and local authorities with respect to highways under their exclusive jurisdiction, may place and maintain such traffic signs and signals as they deem necessary to warn, guide, inform, and regulate traffic, and also such signs and signals as are expressly permitted or required by the statutes or by these regulations, subject, however, to such limitations and restrictions as are contained in the statutes and these regulations.
2. The Department of Transportation with respect to the state trunk highway system, and local authorities with respect to highways under their jurisdiction, may erect or permit any department of the federal, state or local government to erect such standard signs as the Department of Transportation or local authorities deem necessary to inform and warn the public of federal or state laws, local ordinances and lawful regulations by any such department.

Trans 200.03 Guidance signs for resorts, hotels, county institutions, etc.

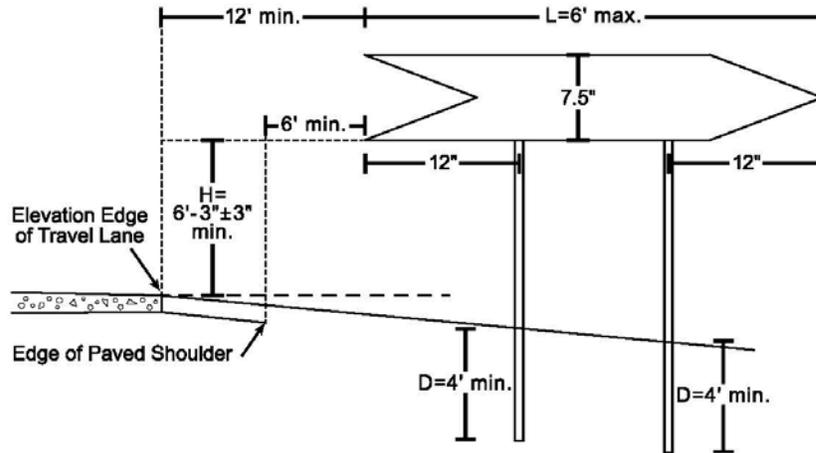
1. Any person or persons conducting a summer or winter resort, hotel, or any place of public entertainment or instruction, or any place of religious worship, or persons having charge of any county institution or of any scientific experiment for the furtherance of agriculture or other science or art may be permitted to erect guidance signs of a type approved by the Department subject to the conditions contained in this section.
2. No guidance sign may be permitted on freeways, including the national system of interstate highways.
3. Only where such institution or business location is removed from the state trunk highway system may such guidance signs be erected.
4. Such guidance signs may be erected at only two intersections of the state trunk highway system with county highways or town roads, and at such intersections of county or town highways as are deemed necessary by the local authorities having jurisdiction over those highways.
5. One sign of an approved size and shape may be erected at the entrance to any of the enumerated institutions or businesses.
6. No person may be permitted to erect or maintain a guidance sign on a highway if that person has any advertising in the vicinity of the intersection where the guidance sign is proposed to be erected or has a business sign under 200.06 on the same highway.
7. All guidance signs erected on any public highway shall be of a type and design approved by the Department. No flashing, illuminated, or reflecting signs or installation shall be permitted.
8. No guidance sign may be erected upon state trunk highway right of way at an intersection with the state trunk highway system until the location and manner of erection of the have the written approval of the Department. No guidance sign may be erected on the right of way of a county and town highway until the location and manner of erection of the sign have the written approval of the local authorities having jurisdiction over the said highway.
9. All guidance signs and their supports shall be maintained in good condition. **Signs or installations not satisfactorily maintained shall be removed by the officers in charge of the maintenance of the highway.**

Trans 200.04 Prohibited signs and signals.

1. No person may erect, cause to be erected, permit to be erected or maintain any advertising, warning, route, guide, information, or regulatory sign or signal within the limits of any highway except as authorized in sections 200.02, 200.03, 200.05 or 200.06.
2. No person may place or maintain nor may any public authority permit upon any highway any official traffic control device bearing thereon any commercial advertising except as authorized in 200.06.

AUTHORITY TO ERECT DIRECTIONAL SIGNS ON THE STATE HIGHWAY SYSTEM APP *(continued)*
 Wisconsin Department of Transportation DT1903

Figure 2. Typical Installation Detail for Arrow Board Signs
 (Supplement to form DT1903)



Sign Installation Requirements:

1. The Requestor **shall** contact the county highway department or WisDOT approved Signing Contractor for installation of the signs. Counties should charge all installation and repair costs to ID 0080-02-63. Counties will invoice charges to the requestor. Payment shall be made to: Wisconsin Department of Transportation, Attn: Jeannie Dammen, 3609 Pierstorff Street, Madison, WI 53704.
2. Signs are to be mounted per dimensions shown above.
3. Sign posts are to be treated wood 4 x 4's or 4 x 6's suitable for ground contact.
4. Signs less than 4 feet in length may be mounted on a single post; all other dimensions shown above apply.
5. Signs are to be mounted to project approximately 1 inch above the top of the post.
6. If multiple signs are "stacked" on the same posts, all signs are to be the same length. In this case, the minimum mounting height **shall** be 5' 3" for rural areas.
7. Sign assemblies **shall** be limited to a maximum of six signs per side.
8. There may be a maximum of two guidance sign assemblies per intersection approach in the same direction.
9. Contact Diggers Hotline prior to any excavation (800) 242-3500.
10. 7-Ply Highway Grade High Density Overlay Plywood (5/8") should be used for the sign base material.

The flow chart below describes the application process for a White Arrow Board.

White Arrow Board Process

