

OFF RIGHT-OF-WAY SIGNS

Community Welcome Signs



- Also known as “Official Signs”
- Must be installed off highway right-of-way
- No advertising allowed on sign
- Sign size: 150 square feet maximum
- Permit required from:
WisDOT Region Outdoor Advertising Coordinator
- Community fabricates, installs, and maintains
- Paid for by community
- Trans 201.05, TGM 2-1-41, HMM 9-5-1

Religious and Service Club Signs



- Must be installed off highway right-of-way
- Sign size: 8 square feet maximum
- Permit required from:
WisDOT Region Outdoor Advertising Coordinator
- Community fabricates, installs, and maintains
- Paid for by religious organization or service club
- Trans 201.05

Directional Signs



- Must be installed off highway right-of-way
- Sign size: 150 square feet maximum
- Attractions in the following categories: government, natural phenomena, historic, cultural, scientific, educations, religious, of natural scenic beauty, naturally suited for outdoor recreation
- Permit required from:
WisDOT Region Outdoor Advertising Coordinator
- Permittee fabricates, installs, and maintains
- Paid for by permittee
- Trans 201.05

On and Off Premises Signs



- Must be installed off highway right-of-way
- May be located on or off property
- Various categories and maximum allowable dimensions
- Permit required from:
WisDOT Region Outdoor Advertising Coordinator
- Permittee fabricates, installs, and maintains
- Paid for by permittee
- SS 84.30, Trans 201

Wisconsin Reservation Road Signs

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GUIDE AND SERVICE SIGN PROGRAMS

This brochure provides information on the design and placement of signs on state highways at and within the boundaries of reservations located throughout Wisconsin. These signing programs are administered by WisDOT regional traffic offices based on state and federal guidelines. Many of these signs allow the display of text, logos or pictographs, as appropriate, that may be unique to each reservation. This brochure also contains references to state statutes that specify additional signing program requirements.

The following are examples and summaries of the signing programs that reservations may request. Questions on these signing programs should be directed to the WisDOT regional traffic engineer. This brochure does not cover standard signs such as speed limit (regulatory) and chevron (warning) signs.

ON RIGHT-OF-WAY SIGNS

Reservation Boundary Signs



- Installed on right-of-way at reservation boundary
- Sign size varies based on sign message and highway type
- Fabricated, installed, and maintained by WisDOT

Tourist Oriented Directional Signs (TODS)

- Program managed for WisDOT by county highway departments
- Installed on right-of-way along non-SIS highways outside of urban areas with a population of 5,000 or greater
- Sign size: 72"x21" standard, 48" x14" where limited right-of-way exists
- Food, Gas, Lodging, Camping, and Attractions meeting certain criteria
- Requesting business responsible for having sign fabricated
- Installed and maintained by county highway department
- Paid for by requesting business
- Contact your local county highway department for more information
- SS 86.196, Trans 200.08, TGM 2-15-59



Supplemental Generator Signs



- Installed on right-of-way at request of eligible facility
- Sign size varies by name of facility and highway type
- Numerous categories of eligible facilities
- Pictographs allowed only for Colleges/Universities, Military Branch installations, and certain Federal Government Facilities
- Permit required from WisDOT Region Traffic Engineer
- Fabricated, installed, and maintained by WisDOT
- Requesting facility charged for actual cost of installation
- TGM 2-15-3

Community Wayfinding Signs



- Installed on right-of-way in a readily apparent urban developed area
- Sign size: max width 60" for 35 mph or greater, 48" for 30 mph or less
- Publicly leased or owned and operated facilities for public use or privately owned non-profit facilities open to the public
- Community Wayfinding Master Plan required
- Permit required from WisDOT Region Traffic Engineer
- Fabricated, installed, and maintained by municipality
- Paid for by municipality
- TGM 2-15-6

Specific Information Signs (SIS)



- Program managed for WisDOT by Wisconsin Logos, LLC of McFarland, WI
- Installed on right-of-way along highways specifically designated by legislature as SIS routes
- Business panel size: 60"x36" or 48"x36" for freeways, 36"x24" for expressways, 24"x18" for conventional highways, 16"x12" for ramps
- Food, Gas, Lodging, Camping, and Attractions meeting certain criteria
- Fabricated, installed, and maintained by Wisconsin Logos
- Paid for by requesting business
- Contact Wisconsin Logos at (844) 496-9163 for more information
- SS 86.195, Trans 200.06, TGM 2-15-58

Adopt-a-Highway



- Installed on right-of-way at beginning of adopted highway segment
- Sign size: 30"x36"
- Statewide anti-litter effort
- Fabricated, installed, and maintained by WisDOT
- Contact WisDOT Region Adopt-a-Highway coordinator for more information
- HMM 7-1-25

White Arrow Boards

- Installed on right-of-way at request of eligible facility in rural areas
- Sign size: 72"x7.5"
- Limited categories of eligibility
- Permit required from: WisDOT Region Outdoor Advertising Coordinator
- Requesting facility responsible for having sign fabricated
- Installed and maintained by county highway department
- Paid for by requesting facility
- Trans 200.03, TGM 2-15-60



Roadside Sponsorship



- Installed on right-of-way at beginning of sponsored segment
- Sign size: 72" x 48"
- Recognizes monetary contributions towards highway maintenance
- Fabricated, installed, and maintained by WisDOT
- Contact WisDOT Bureau of Highway Maintenance at (608) 266-3943 for more information
- SS 84.01(36), HMM 7-1-45