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, TCM 2-1-41, HMM 9-5-1

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

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

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
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 by 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

Specific Information Signs (SIS)
- Program managed by 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 (608) 496-9163 for more information
- SS 84.01(36), HMM 7-1-45

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

White Arrow Boards
- Installed on right-of-way at request of eligible facility in rural areas
- Sign size: 72”x21’”
- 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

On the right-of-way signs, WisDOT refers to the following programs:

- **Reservation Boundary Signs**: These signs are installed to identify the boundaries of reservations located throughout Wisconsin, including those in rural areas.
- **Tourist Oriented Directional Signs (TODS)**: These signs provide information about tourist destinations and services, such as food, gas, lodging, and camping, to visitors. They are managed by county highway departments.
- **Specific Information Signs (SIS)**: These signs provide detailed information about specific facilities or services, such as colleges, universities, military branches, and federal government facilities. They are managed by Wisconsin Logos, LLC.
- **Supplemental Generator Signs**: These signs provide additional information about businesses or facilities that require additional signage due to their size or nature of the service. They are managed by WisDOT.
- **Community Wayfinding Signs**: These signs help navigate urban developed areas by providing directions and information about public and non-profit facilities. They are managed by the municipality.
- **White Arrow Boards**: These signs are specifically designed for rural areas and provide additional guidance and information. They are managed by the county highway department.
- **Roadside Sponsorship**: This program recognizes monetary contributions towards highway maintenance and is managed by WisDOT.

These programs are designed to provide clear and consistent information to visitors and residents, ensuring that reservations and tourism-related businesses are easily identifiable and accessible. The brochure also emphasizes the importance of coordination with WisDOT to ensure that all signs meet state and federal guidelines, and that they are properly maintained.