

NOTICE OF PROPOSED GUIDANCE DOCUMENT

White Arrow Boards (DTSD90)

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on White Arrow Boards (DTSD90), WI STAT Ch. 86, a proposed guidance document.

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's website:

<https://trust.dot.state.wi.us/act369/?id=DTSD90&uri=https://wisconsindot.gov/Pages/doing-bus/real-estate/outdoor-adv/directional-info-arrow.aspx&division=DTSD&tags=86&tags=Trans200>

2. Mailing written comments to:

Division of Transportation System Development
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7965
Madison, WI 53707-7965

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

dotdtsdguidancedocs@dot.wi.gov



State of Wisconsin Department of Transportation

White arrow boards

Highway maintenance

Outdoor advertising
signs

On-property signs

Off-property signs

Official signs

Municipal welcome
signs

Service club and religious
notices

Directional and
informational signs

Specific information
signs

Tourist oriented
directional signs

White arrow boards

Community wayfinding
signs

Supplemental
generator signs

Outdoor advertising
directional signs

Improperly placed signs

Outdoor advertising
signing contacts

Traffic signing contacts



Overview

White arrow boards provide motorists with directional information for qualifying tourist-related businesses, services or activities and are intended to direct tourists to the entrance of the business or onto a local road where the business is located. White arrow boards are only permitted on state highways nearest the facility. Only the name of the business is allowed on the sign.

Location

- On highway right of way
- In rural areas approaching at-grade intersections

Size

- 72"x7.5"

Content

- Limited categories of eligibility (see below for examples)

Fabrication

- Requesting facility

Installation and maintenance

- County Highway Department

Paid for by

- Requesting facility

Relevant law, code, manual

- [s. Trans 200.03 Wis. Adm. Code](#)
- [TEOpS 2-15-60](#)

Contact

- [WisDOT Region Traffic Signing Contact](#)

Criteria

Businesses qualify for white arrow boards if:

- The facility must be open to the public.

- Lodging facilities must have three or more units that are available for less than 30-day rental period.
- Businesses have the appropriate operating licenses to receive, maintain, or renew a permit.

Qualifying businesses may include, but are not limited to:

- Animal shelters
- Athletic fields, facilities
- Country clubs
- Cruises, boats
- Golf courses
- Exhibition, exposition center
- Horseback riding
- Hotel, motel, bed and breakfast
- Libraries
- Marinas
- Museums
- Theaters
- Schools
- Zoos
- Restaurants

Businesses that DO NOT qualify include:

- Animal hospitals or game farms
- Ranches
- Barber, beauty shops
- Cemeteries
- Clinics, health clubs, hospitals
- Post offices
- Private clubs
- Sales, retail, wholesale

Complete and submit [Form DT 1903](#)

Cost

\$250 per sign