

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Specific Information Signs (DTSD91)

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Specific Information Signs (DTSD91), 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=DTSD91&uri=https://wisconsindot.gov/Pages/doing-bus/real-estate/outdoor-adv/directional-info-sis.aspx&division=DTSD&tags=86.195&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

Specific information signs

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

The Specific Information Sign (SIS) logo program is designed to direct motorists to services located up to five miles from Interstate highways, freeways, and conventional highways designated by the legislature as of May 8, 1990 as SIS highways. The program is designed to be self-funded without any state or federal support.

Location

- On highway right of way
- Along highways specifically designated by legislature as [SIS routes](#)

Size

- Freeways: 48"x36"
- Expressways: 36"x24"
- Conventional highways: 24"x18"
- Ramps: 16"x12"

Content

- Food, Gas, Lodging, Camping, and Attractions meeting certain criteria (see below)

Fabrication, installation, and maintenance

- Wisconsin Logos


Paid for by

- Requesting business

Relevant law, code, manual

- [s. 86.195 Wis. Stats.](#)
- [s. Trans 200.06 Wis. Adm. Code](#)
- [TEOpS 2-15-58](#)

Application

-  ["Attraction" category](#).
- For Food, Gas, Lodging and Camping categories, contact [Wisconsin Logos, LLC](#).

Contact

- Program managed for WisDOT by [Wisconsin Logos, LLC](#) of McFarland, WI.

Criteria

The service must meet one of the following categories of AND meet the standards for the respective category:

- **Gasoline**
Must have vehicle services including fuel, oil and water. Provide restroom facilities and drinking water. Be in continuous operation for at least 16 hours a day, seven days per week for freeways and expressways. Be in continuous operation for at least 12 hours a day, seven days per week for other highways, provided automotive fuel is available under the emergency fuel allocation program and provide a public telephone.
- **Food**
Must have licensing or approval where required. Regular operation at least five days a week, opening for service no later than 10 a.m. and remaining open until at least 7 p.m. Also 50 percent of the gross receipts are from meal, food, food product and beverage sales and a public telephone.
- **Lodging**
Must have licensing or approval where required. Adequate sleeping accommodations and public telephone.
- **Camping**
Must have licensing or approval where required. Adequate parking accommodations, and modern sanitary facilities and drinking water.
- **Attractions**
Must have the primary purpose of providing amusement, historical, cultural or leisure activities to the public. Be of regional significance and provide adequate parking to accommodate normal traffic volumes for the facility. Not be identified on any supplemental signing or guidance sign on the same route as the specific information sign and comply with the laws concerning the provisions of public accommodations without regard to race, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities. The SIS Program Advisory Council reviews applications under the "Attractions" category.

For more information

Contact [Wisconsin Logos, LLC](#)