

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Outdoor Advertising Directional Signs (DTSD88)**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Outdoor Advertising Directional Signs (DTSD88), WI STAT Ch. 84, 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=DTSD88&uri=https://wisconsindot.gov/Pages/doing-bus/real-estate/outdoor-adv/directional-info-oadirectional.aspx&division=DTSD&tags=84.3&tags=Trans201>

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](https://wisconsindot.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

[dotdtsdguidancedocs@dot.wi.gov](mailto:dotdtsdguidancedocs@dot.wi.gov)



## State of Wisconsin Department of Transportation

# Outdoor advertising directional 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

Outdoor advertising directional signs are a special category of outdoor advertising sign. They are intended to inform motorists of public and privately owned qualifying activities and attractions. This category is more restrictive than other types of outdoor advertising signs with regard to quantity, size, spacing, and content. However, traditional zoning restrictions do not apply. These signs can be erected along multiple highways and each qualifying activity or attraction is potentially eligible to erect six directional signs – three signs per direction of travel on a single route approaching the activity.

## Location

- Private property (off highway right-of-way)
- On controlled routes

## Size

- 150 square feet maximum area
- 20 feet maximum height or length

## Content

- Qualifying attractions: government, natural phenomena, historic, cultural, scientific, educational, religious, natural scenic beauty, naturally suited for outdoor recreation.
- The message may contain only the name of the attraction or activity and directional information, such as mileage, route numbers, exit numbers, etc.

## Fabrication, installation and maintenance

- Applicant

## Paid for by

- Applicant

## Relevant law, code, manual

- [s. 84.30\(3\)\(a\) Wis. Stats.](#)
- [s. Trans 201.05 Wis. Adm. Code](#)
- INTERIM Policy - Directional Signs

- [📄 Frequently Asked Questions About Directional Signs](#)

## Application

- [📄 INTERIM Directional Sign Installation Application and Permit](#)
- [📄 Directional signs checklist \(DT1683\)](#)
- Application Fee: **\$175**

## Contact

- [WisDOT Region Outdoor Advertising Signing Contact](#)

## Qualifying activities and attractions

- **Public Places Owned and Operated by Governments:** Must provide appropriate documentation that the site is owned and/or managed by a governmental entity.
- **Natural Phenomena:** Sites of interest to the traveling public because of the opportunity to observe and/or experience nature, including geology, flora and/or fauna.
- **Natural Scenic Beauty:** Natural or scenic areas such as beaches, gorges, nature facilities, nature preserves, nature sanctuaries, observation points, observation towers, parks, scenic areas, trails, lakes, waterfalls, waterways, and bluffs.
- **Historic:** Included in official registers of designated state or federal historic sites. Applicant must provide documentation.
- **Educational:** Sites with a primary purpose to impart knowledge or skills through observation or participation. Examples include museums, aquariums, wildlife facilities, wildlife preserves, wildlife sanctuaries and zoos. Can include agri-tourism businesses such as breweries, gardens, cheese factories, vineyards, orchards, and wineries if regular tours are conducted. Applicant must provide documentation of regular tours.
- **Cultural:** Sites dedicated or related to the appreciation of the arts such as galleries, halls of fame, museums, concert halls, and performing arts facilities.
- **Scientific:** Site where scientific studies and/or research are conducted.
- **Religious:** Sites of spiritual significance, religious sites or shrines. Does not typically include cathedrals, churches, chapels, synagogues, temples or mosques, unless the site is regionally recognized and tours are conducted for non-members at least on a weekly basis. Applicant must provide documentation of regular tours.
- **Naturally Suited for Outdoor Recreation:** Outdoor areas used by travelers for participatory activities such as skiing, golfing, swimming, fishing or shooting.

## Visitor count requirements

- Interstates
  - Must have an annual visitor count of 15,000 or more
- Freeways and other controlled routes
  - Must have an annual visitor count of 10,000 or more; or
  - Must have an annual visitor count of 5,000 or more and be on the federal historic register; or
  - Must have an annual visitor count of 2,500 or more, of which at least 25% of the visitors must reside outside the county in which the tourist attraction is located.

## Message content

- Name of the qualifying attraction or activity
- Directional information (mileage, route numbers, exit numbers, etc.)

#### PROHIBITED message content

- Descriptive words or phrases
- Pictorial or photographic representations of the activity or its surroundings

For more information

Contact the [WisDOT Region Outdoor Advertising Signing Contact](#).