

White Arrow – For businesses that are open to the public that are not mainly retail but more civic/recreational in nature Must be open at least 8 hrs./day, 5 days/week, 3 months/year; with off-street parking available

Cost: \$250 installation fee if no signs at intersection already (\$100 if already an arrow sign at the site)

May be eligible: Athletic facilities/fields, Campgrounds, Camps, Church, Golf course, Museums, Paintball, Public marinas, Recreational trails, Resorts, Restaurants, Schools, Shooting range, Skating rink, Train rides

Contact: Patricia Pollock, WI Dept. of Transportation, (715) 392-7984, patricia.pollock@dot.wi.gov

Tourist Oriented Directional or TOD – For Tourist-related businesses along Hwy 13 whose major portion of income or visitors is derived from visitors who do not reside in the immediate area where the business is located; the business cannot have direct access to a state or U.S. highway, but must be located within five miles of a state or U.S. highway.



Cost: \$550/10 yrs. X 2 (1 in each direction)

Fill out application with the Bayfield County Highway Department (715) 373-6115.

Contact for additional information: Jeannie Silver, WI DOT Bureau of Traffic Operations, (608) 246-5408, jeannie.silver@dot.wi.gov

Specific Information Signs or S.I.S. – For businesses (Gas, Food, Lodging & Attractions) located off of U.S. Hwy 2 or U.S. Hwy 63, directing to a business down a smaller road off of the highway (w/in 5 miles); Note: Golf Courses now qualify.



Apply for and order signs through: Interstate Logos – WI (844) 496-9163

For more information on any of the above, visit:

<http://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/directional-info.aspx>

Bayfield County Off-Premise Sign – For placement along county roads outside of the highway right-of-way; lists business name & brief description w/arrow. Must obtain landowner permission.

For more information, contact: Scottie Sandstrom, scottie@bayfieldcountyedc.com or (715) 209-4589; order form here: http://bayfieldcountyedc.com/wp-content/uploads/2016/03/On-Off-Premise-signage-order-form_9_10_2015.pdf