

SIGNAGE OPTIONS FOR BUSINESSES

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: Matt Reddy, WI Dept. of Transportation, (715) 839-1650, matthew.reddy@dot.wi.gov



Tourist Oriented Directional or T.O.D. – For Tourist-related businesses along State Hwy 13 whose major portion of income or business 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 that meet the criteria in the following categories: Gas, Food, Lodging, Camping & 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).



Apply for and order signs: Wisconsin Logos, (844) 496-9163, wisconsinlogos@interstatelogos.com.

For more information on any of the above, visit:

<http://wisconsindot.gov/Pages/doing-bus/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 permit from the County Planning and Zoning office and landowner permission.

For more information, contact: Cole Rabska, info@bayfieldcountyedc.com or (715) 685-1210; order form here: http://bayfieldcountyedc.com/wp-content/uploads/2016/03/On-Off-Premise-signage-order-form_9_10_2015.pdf