

Trans 200 Guidance Signing (White Arrow Boards) Frequently Asked Questions

What's the difference between Tourist-Oriented Directional Signs (TODS) and White Arrow Boards (WAB)?

White Arrow Boards are an alternative to the TODS program that offers an additional signing option for some facilities that may not qualify for TODS. Regarding material differences, TODS are reflective and WAB are non-reflective. As such, when a facility and location may be eligible for both sign programs, TODS are the preferred option. There are also differences in program costs, the application process, and location eligibility. In addition, whereas TODS are *generally* eligible to be erected on all non-SIS-designated routes, WAB are limited to conventional highways and expressways at at-grade intersections (cannot be posted on expressways with ramp interchanges or on freeways).

What types of facilities qualify for White Arrow Boards?

For a more detailed list of the types of facilities that *may* be eligible for WAB, see [TEOps 2-15-60](#).

How do I apply?

Fill out a [DT1903](#) form and submit it to the [WisDOT Regional Signing](#) contact based on the county in which the WAB would be installed. No fees need to be sent with the application. The WisDOT Regional Signing contact will review the application and will notify you of the decision.

What fees are involved?

Facilities (businesses) approved for WAB are responsible for the following fees:

- 1.) Fabrication: If approved, the facility will be provided a list of manufacturers qualified to make WABs to WisDOT standards. The facility is responsible for all manufacturing costs and will be invoiced directly by the chosen manufacturer. Any non-conforming signs may be removed by WisDOT and/or the county and would need to be replaced at the facilities expense.
- 2.) Installation: This fee, payable to Wisconsin Department of Transportation, is due once the signs are dropped off/shipped to the county for installation. Costs are \$250 per sign if new 4x6 posts are needed, or \$100 per sign if the sign is being installed on existing 4x6 posts.

There are no re-occurring permit fees. Only costs initially involved are for fabrication and installation; however, facilities are responsible for repairing signs due to damage or wear.

What can I have on the signs?

Per WisDOT standards, only the name of the facility (as approved by the WisDOT Regional Signing contact) is allowed on the sign. Hours of operation, vacancy (if lodging), specific amenities, and/or logos are not allowed. The qualified manufacturers (a list is provided to facilities approved for WAB) will have details on how the signs are to be manufactured – please do not request logos or additional wording to be added. Any non-conforming signs may be removed by WisDOT and/or the county and would need to be replaced at the facility's expense.

There are already existing WAB assemblies at my requested intersection, why is my installation fee \$250 per sign and not \$100 per sign with the existing posts?

Due to the addition of a new sign, longer posts are typically needed to maintain proper vertical clearance. If minimum ground clearance can be maintained using the existing posts, the county will add your sign and the

installation fees would be \$100 per sign. If it is determined that longer and/or newer posts are needed, then the installation fees would be \$250 per sign.

In most cases, the \$100 per sign installation fee applies when replacing an existing sign and the posts are otherwise in good condition, not when adding an additional sign.

I've been approved and the signs are made, where do I send the installation fees?

All installation fees, whether it is for a new WAB installation, repairing/replacing an existing WAB, or removing a WAB, should be made payable to Wisconsin Department of Transportation. The check can either be dropped off at the county highway office, who will forward it to WisDOT, or it can be mailed directly to WisDOT at: Wisconsin Department of Transportation Attn: Casey Amans, 3609 Pierstorff St, Madison, WI 53704. Please coordinate with the county and/or WisDOT Regional Signing contact as needed.

Are there any restrictions on where WAB can be installed?

With respect to state roadways, WAB are not eligible to be installed:

- On freeways or on expressways at non at-grade interchanges (cannot be installed at exit ramps)
- In urban areas (intended use is for more rural areas)
- At intersections that would require travelling beyond other state, U.S. or interstate highways
- If the facility is visible from the state roadway (required sight distance is determined based on Speed Limit and will be evaluated by the WisDOT Regional Signing contact)
- If the facility has permitted outdoor advertising within 1000 feet of the intersection where TODS would be installed -OR- if the business has illegal outdoor advertising
- If there is not enough space to install new signs at the intersection
- If the intersection is already at maximum capacity with regards to the number of approved WAB.

My existing WAB were damaged, how do I get them fixed?

If you have an existing WAB that was damaged in a traffic or weather-related incident (or is no longer serviceable due to wear), contact the county or WisDOT Regional Signing contact to have the sign replaced or repaired. All manufacturing and installation costs to repair or replace the sign(s) are the responsibility of the facility (business).

The repair/replacement fees are: \$250 per sign if new 4x6 posts are needed; or \$100 per sign if the existing 4x6 posts can be re-used (fees do not include sign fabrication costs). If the facility elects not to repair their damaged WAB, the county will remove the sign and posts. Should the facility want to take possession of the removed sign(s), there is a \$100 per sign removal fee.

If the county (or department) notices a WAB is damaged, or in need of replacement due to wear, they may also contact the facility regarding repairing or replacing the sign. The county will not perform any repair or replacement work on WAB without approval from the respective facility due to related costs; however, WAB may be removed from the roadway due to damage, wear, or violation of WisDOT policy.

White Arrow Board Design Update: As of March 2021, the standard sign design has changed. The new design consists of a rectangular sign, with a white arrow on a black background with rounded corners. The sheeting is still non-reflective. The signs are no longer the traditional cut-out arrow style, so any new or replacement signs ordered as of March 2021 should be made utilizing the new rectangular design.

My facility changed names, do I need to re-apply?

Yes, name changes do require the cancellation of the existing permit and the issuance a new permit. You will need to re-apply with the WisDOT Regional Signing contact and would be responsible for all respective administrative, fabrication, and installation fees to update the sign(s).

My facility is closing, who do I notify to have the WAB removed?

If your facility will no longer be in operation, notify the WisDOT Regional Signing contact to have the WAB removed from the roadway (the WisDOT Regional Signing contact will notify the county). If you want to take possession of the removed signs, there is a \$100 per sign removal fee, payable to Wisconsin Department of Transportation.

Who should I contact if I have other questions regarding WAB?

If you are interested in applying for the WAB program, contact the respective [WisDOT Regional Signing](#) contact based on the county in which the signs would be installed.

If you are currently involved with the WAB program and have questions about your existing signs, contact either the respective [WisDOT Regional Signing](#) contact or the highway department of the county in which they are installed.