

Tourist Oriented Directional Signs

Tourist oriented directional signs (TODS) provide motorists with directional information for qualifying tourist-related businesses, services or activities.



Qualifying businesses

Tourist-related businesses, whose major portion of income or visitors is derived from visitors who do not reside in the immediate area where the business is located, qualify for TODS. The business cannot have direct access to a state or U.S. highway, but must be located within 5 miles of a state or U.S. highway. Businesses qualify for TODS in five categories:

- **Gasoline**
Must be open at least 12 hours per day, 7 days per week and provide restrooms, drinking water and a public telephone.
- **Food**
Must be open 5 days per week from at least 10 a.m. to 7 p.m. and have at least 50% of gross receipts from food and non-alcoholic beverages.
- **Lodging**
Includes hotels, motels, resorts, boarding houses or bed & breakfast establishments. Must have parking accommodations.
- **Camping**
Must provide restrooms, drinking water and a public telephone.
- **Tourist Attraction**
Must be open at least 8 hours per day, 5 days per week for at least 3 consecutive months and provide restrooms and drinking water. The attraction must also be of significant interest to the traveling public (shops, amusement parks, etc.).

TODS prohibited in some cases:

- Some urban areas prohibit TODS. Contact your county highway department.
- Highways designated as Specific Information Sign (SIS) highways (most freeways and expressways) prohibit TODS. For more information on SIS call Wisconsin Highway Business Signs at (800) 345-5772.
- Businesses with illegal outdoor advertising signs cannot have a TODS sign.

Costs

The TODS program is self-funded. No state or federal funds support the program. All administration, manufacturing and installation costs are paid by applicants.

The TODS sign life is estimated to be 10 years, but fees are collected for a 5-year duration. Total estimated costs over the 10-year period are around \$550 – that's \$55 per year or about one dollar per week for each sign.

Estimated costs over 10 years:

- Administration fee \$200/sign (\$100 at Installation- \$100 at 5 year anniversary)
- Sign cost \$100/sign (Fees vary based on size)
- Installation fee \$250/sign
- Total estimated cost \$550/sign over 10 year period

To obtain a TODS

1. Contact the Jackson County Highway Department, or go to the Jackson County website www.co.jackson.wi.us Departments>Highway>Permits to obtain a TODS application.
2. Complete the application and attach a check for \$100 payable to the county (this is the administration fee for a 5-year period). If you don't qualify for the program, or there isn't room for a TODS at the desired location, the check will be returned.
3. Businesses that qualify for a TODS will receive a list of qualified TODS sign manufacturers. Contact as many manufacturers as you wish to get the best price.
4. Bring the sign to the county highway department with a check for \$250 payable to the Wisconsin Department of Transportation (this is the installation fee).
5. The county highway department will install the sign.

For more information and applications:

In Jackson County –
Jackson County Highway Department
119 Harrison Street
Black River Falls, WI 54615
715.284.0233

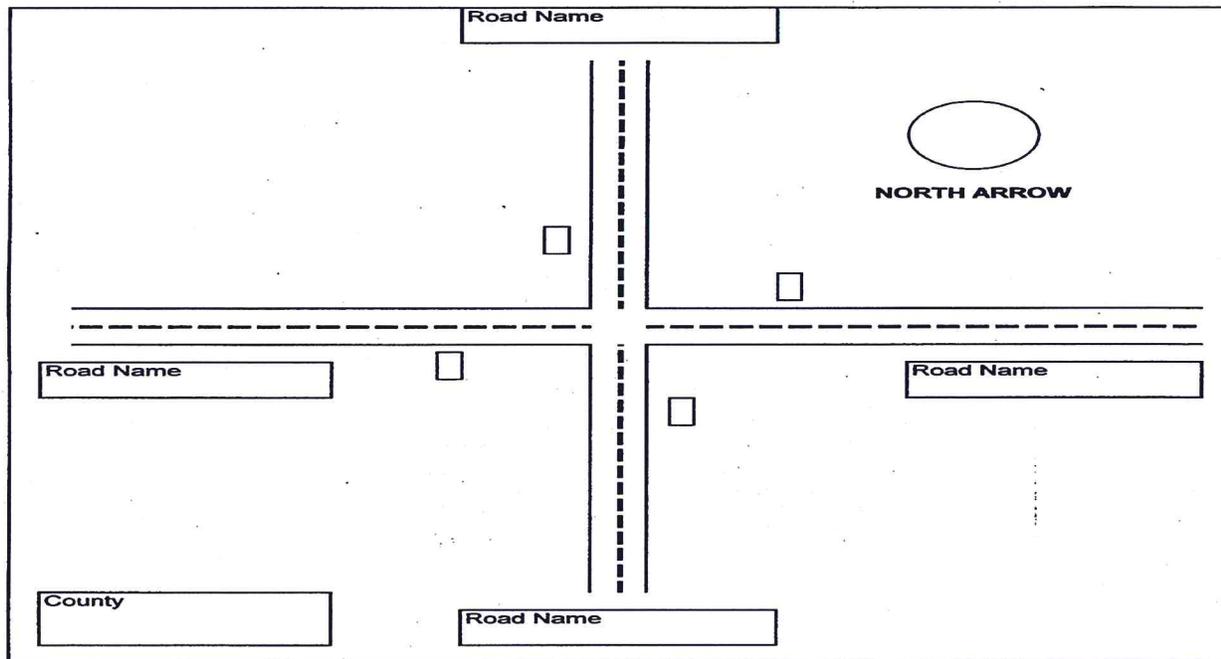
At Wisconsin Department of Transportation -

John Noll
SIS/TODS Program Coordinator
Bureau of Highway Operations
Wisconsin Department of Transportation
(608) 266-0318
john.noll@dot.wi.gov

Proposed Sign Location

INSTRUCTIONS

1. Label the intersecting roads.
2. Place an arrow in the circle pointing to the North.
3. Place an X in one or two of the boxes (□) corresponding to the proposed sign location(s). (TODS signs are only permitted on State Highways or U.S. Highways. They must direct motorists to businesses which are located on County Highways or Town Roads.)
4. Place an O at the approximate location of your business.
5. Write in the name of the county in the lower left corner.
6. (Optional) Write in any additional details or comments that would be helpful in determining the proposed sign location.



CERTIFICATION

I, the applicant, certify that the statements contained on this application/permit are true and correct, and that the business identified is conducted in conformity to all laws applicable to nondiscrimination, and that discrimination is not exercised in regard to race, religion, color, sex, sexual orientation, or national origin. I understand that in addition to the attached administration fee, I am responsible for the manufacturing and installation costs for the proposed sign(s). I understand that this permit is revocable, and that it is subject to renewal every five years. I further understand that if my business is a seasonal business, that a "CLOSED" plaque will be placed on my sign when my business is closed for the season.

_____ X _____
 (Applicant Name) (Applicant Signature) (Date)

 (Area Code - Telephone Number)

APPROVAL

Subject to present and continuing compliance by the applicant with all requirements of s.86.196 Wis. Stats. and Chapter Trans. 200.08, Wisconsin Administrative Code, a permit is granted for the TODS sign described. This permit expires on the five year anniversary date of the installation of the TODS sign panel.

APPROVED FOR WISCONSIN DEPARTMENT OF TRANSPORTATION

X _____
 (State Traffic Engineer or Authorized Agent) (Date)

SIGN SIZE	PERMIT NUMBER		INSTALLATION DATE		
	County	Number	Month	Day	Year
<input type="checkbox"/> RURAL (72")					
<input type="checkbox"/> URBAN (48")					