HIGHWAY DEPARTMENT
920 THIRD STREET
PO BOX 108
Hammond, WI 54015-0108
Phone: (715) 245-4200 Fax (715) 245-4199
Website: co.saint-croix.wi.us

St. Croix County Tourist Oriented Directional Sign policy

Tourist oriented directional signs (TODS) provide motorists with directional information for qualifying tourist-related businesses, services or activities. 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 five miles of a County Highway.

- **Location**
  On County highway right of way
  At-grade intersections only

- **Size**
  Standard: 72"x21"
  Where limited right of way exists: 48"x14"
  Arrow Board: 72" x 7.5"

- **Content**
  Food, Gas, Lodging, Camping, and Attractions meeting certain criteria (see below)

- **Fabrication**
  Requesting business

- **Installation and maintenance**
  County highway department

- **Paid for by**
  Requesting business

- **Application**
  Contact the St. Croix County Highway Department at 715-245-4200

- **Contact**
  Managed by the St. Croix County Highway Department

Relevant law, code, manual s. 86.196 Wis. Stats.; s. Trans 200.08 Wis. Adm. CodeTEOpS 2-15-59

Attachment: 09 St Croix County TODS sign policy on letterhead (5533 : Review and Consider St. Croix County Tourist Orientated Directional

Criteria

Businesses qualify for TODS in five categories:

- **Gasoline**
  Must be open at least 12 hours per day, seven days per week and provide restrooms, drinking water and a public telephone.
- **Food**
  Must be open five days per week from at least 10 a.m. to 7 p.m. and have at least 50 percent 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 eight hours per day, five days per week for at least three 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 areas in St. Croix County may prohibit TODS. Contact the St. Croix County Highway Department.
- Businesses with illegal outdoor advertising signs cannot have a TODS sign.

Costs

The TODS program is self-funded. 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 $100/sign ($20 per year fee)
- Sign cost $100/sign (Fees vary based on size)
- Installation fee $250/sign
- Total estimated cost $550/sign

To obtain a TODS

1. Contact the St. Croix County Highway Department to obtain a TODS application.
2. Complete the application and attach a check for $100 payable to St. Croix 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 St. Croix County Highway department with a check for $250 payable to the St. Croix County Highway Department. This is the installation fee.
5. The St. Croix County Highway Department will install the sign.

For more information:

Contact the St. Croix County Highway Department at 715-245-4200.