APPLICATION FOR PERMIT TO INSTALL TEMPORARY BUSINESS SIGN(S) ON HIGHWAY RIGHT-OF-WAY DURING IMPROVEMENT PROJECT

APPLICANT:	
ADDRESS OF BUSINESS / ACTIVITY:	
PHONE:	
TYPE OF BUSINESS / ACTIVITY:	
SIGN LOCATION(S): (number and placement to be coordinated with Project Engineer)	
On what highway?	At or approaching intersection with what highway?
1) On:	At:
2) On:	At:
3) On:	At:
4) On:	At:
5) On:	At:
6) On:	At:
Remarks:	
Two drawings MUST be attached: One drawing must show the proposed sign design(s) and dimensions and the other must show the proposed sign location(s).	

I apply for permission to install and maintain temporary directional signs at the locations listed and in conformance with the guidelines attached to this application. I agree to comply with these guidelines and will remove all signs upon completion of the project, or when directed by the project engineer. I understand that signs may be removed without notice if they do not comply with the attached guidelines, do not match the attached drawings or do not comply with any additional conditions stated on or attached to the permit.

_____
Applicant signature

Approved by: _____
Project Manager

_____
Maintaining authority (if sign location is not on STH)

Project I.D:

GUIDELINES FOR INSTALLATION OF TEMPORARY BUSINESS GUIDANCE SIGNS ON IMPROVEMENT PROJECTS

WisDOT may allow the placement of temporary directional signs in the highway right-of-way at locations approved by the Project Engineer. Privately erected signs require an approved permit (see attached permit form) and will not be allowed on the mainline of freeways or expressways. Signs with generic messages not containing individual business names (e.g., Access to Downtown) should be given consideration. Typical locations for generic message signs may include endpoints of the construction project or detour and sideroads approaching the project.

The following guidelines apply to privately erected signs along conventional highways (non-freeway/non-expressway) or along offramps near the project:

1. The signs will not obstruct the view of, interfere with, or be attached to official traffic control devices such as signs and barricades, or obstruct the view of drivers entering or traveling on the highway. Signs shall be placed to allow at least 6 feet of clearance from edge of gravel shoulder to edge of sign, or at least 2 feet from back of curb to edge of sign. Signs shall be placed as near the right-of-way line as possible and shall not be placed in the median of divided highways.

2. Where several neighboring businesses are affected, every effort shall be made to identify these businesses on common signs. In the interest of legibility and not creating undue distraction to drivers, it may be necessary to identify businesses by their general location, e.g., "Main Street Businesses", "Downtown Businesses", or "City Business District", rather than by individual business names. Use the phrase "Access To" instead of "Open To" on signs to clarify that although access is provided to businesses, the roadway is still closed to through traffic. Signs for an individual business may not be greater than 3' high by 3' wide. If multiple businesses are combined on a single sign, that sign may not be greater than 4' high by 8' wide.

3. If access to the business(s) will be through the closed portion of the highway under construction, one directional sign at the beginning of the detour, from each direction, will be allowed. Additional "trailblazers" may be necessary to guide traffic along the closed portion of the road, as approved by the Project Engineer.

4. If access to the business(s) will be via a road connecting the detour route to the closed portion of the highway, one sign will be allowed in each direction on the detour at the point where a motorist must leave the detour. Additional "trailblazers" may be necessary to guide traffic along the local road system after leaving the detour route. These signs must be approved by the Project Engineer and the local road's maintaining authority.

5. For uniformity and readability, the lettering should be black block style letters on a white background and shall conform to the following size requirements: 4" high for posted speeds less than 45 mph; 6" high for posted speeds 45 mph or greater. Business logos may be used as an alternative to word messages but maximum allowable logo size is 4 square feet.

6. Sign supports shall be of FHWA approved breakaway materials, i.e., 4" x 4" wood posts, or smaller, as appropriate to the size and weight of the sign. It is the responsibility of the sign installer to contact Diggers' Hotline at 1-800-242-8511 prior to installation. When it is not possible to mount the signs on post supports, use portable mounts approved by the Project Engineer. Business signs shall not be placed on any devices that are part of the official traffic control for the project.

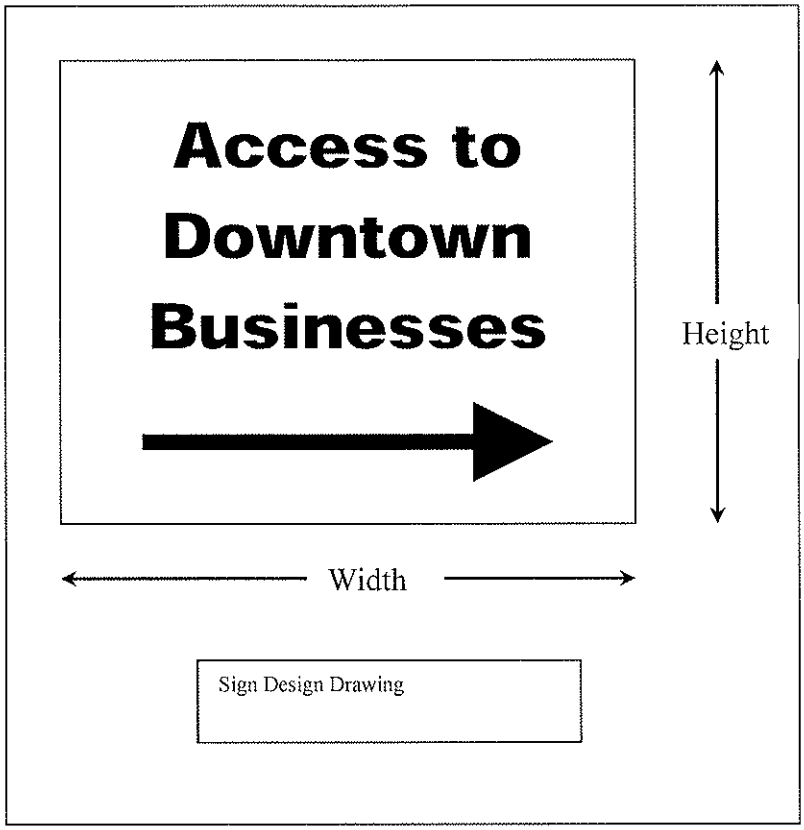
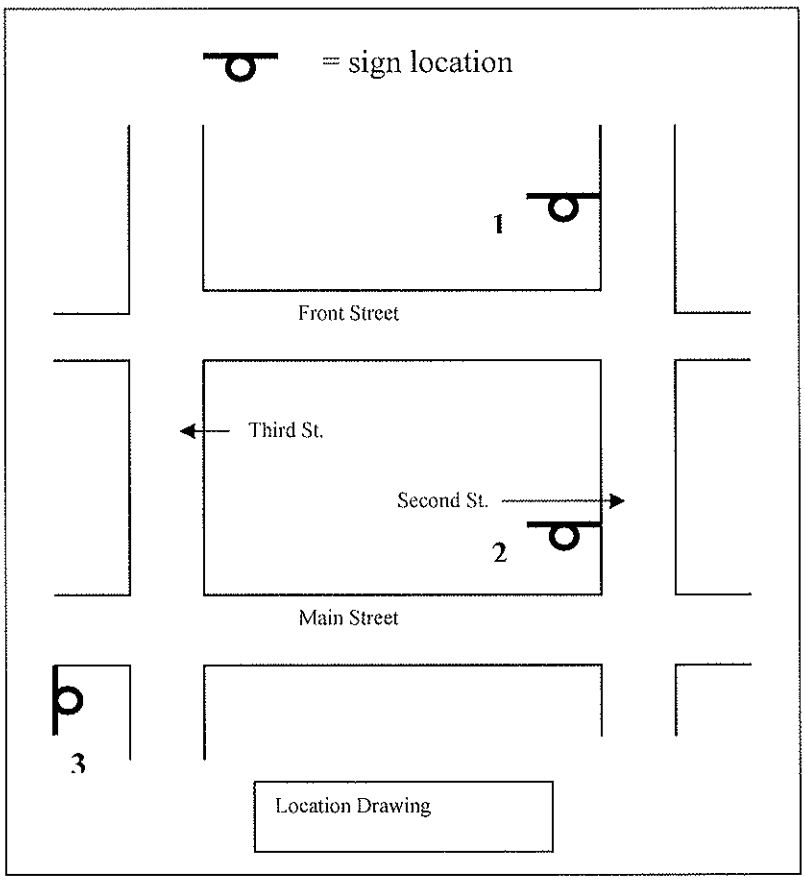
The following guidelines apply along freeway/expressway mainline:

1. No privately erected signs will be allowed on mainline freeways/expressways.

General Coordination & Permit Conditions for Privately Erected Signs

The Project Engineer will coordinate the design and placement of the signs with the owner, and will grant approval. All approved signs, their design and locations, will be documented on the permit form attached to these guidelines. A copy of the permit shall be delivered to the Project Engineer, and the maintaining authority in the case of local roads. The approved signs will be erected and removed at the expense of the applicant.

If non-complying signs or signs with potential to cause safety problems are located on a project, the Project Engineer will notify the business identified on the sign. Such signs not removed or corrected immediately will be removed by the department or its representatives and the cost billed to the sign owner.

All temporary signs must be removed by the applicant within 48 hours following restoration of normal traffic patterns. Such signs not removed after 48 hours will be removed by the department or its representatives and the cost billed to the sign owner.

Example of sign permit drawings: