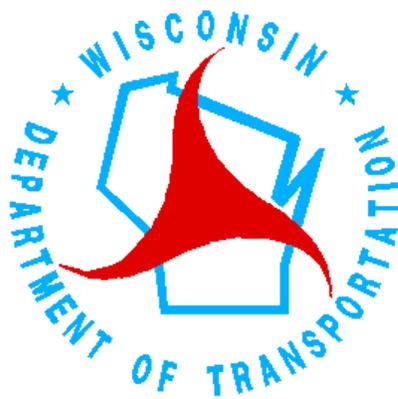




# **SIGNING GUIDELINES MANUAL**



July 2014 Edition



# Wisconsin Department of Transportation Signing Guidelines Manual

**DATE:** July 2, 2014

**TO:** Traffic and Project Development Engineers and Supervisors  
Signing Coordinators and Sign Crew Chiefs  
County Highway Commissioners and Signing Personnel

**FROM:** Bill McNary, State Traffic Engineer  
Bureau of Traffic Operations

**SUBJECT:** DOT Signing Guidelines Manual

This manual was developed to provide guidance to improvement project inspectors as well as Department and County field and maintenance crews for the installation, service and maintenance of all types of highway signs on the State Highway network. The goal for this manual is to install signs to provide safe, understandable and efficient system of guidance to the motoring public.

These guidelines are intended to provide a framework of policies and practices for the systematic reporting and handling of sign installation, replacement or repair activities done by others under the direction of the Wisconsin Department of Transportation through its Regions. It is inherent in these guidelines that the basic thrust be to promote safety of the motorist, safety for the improvement and maintenance crews and standardization of practices toward uniform application and appearance statewide.

Improvement crews and maintenance crews will perform their operations in accordance with the Manual On Uniform Traffic Control Devices, Wisconsin Supplement of the MUTCD, Traffic Guidelines Manual and other Department policies as referenced within.

The Department recognizes these guidelines *may* require adjustments and revision as they are implemented. We encourage constructive comments for the improvement to the language and understanding for all our customers.

**DESTINATION SHIPPING INFORMATION & NOTIFICATION ADDRESSES**

<b>“Ship To” Location Address</b>	<b>Primary Person to Notify (Phone)</b>	<b>Secondary Person to Notify (Phone)</b>	<b>Acceptable Delivery (Times)</b>
WisDOT Central Sign Shop 3609 Pierstorff St. Madison, WI 53704	Bob Hunt (608) 246-3270	Matt Rauch (608) 246-5305 (desk) (608) 516-6319 (cell)	(M-F) 7:00am - 3:00pm
SE Region West Allis Sign Shop 935 S. 60 <sup>th</sup> St. West Allis, WI 53214	Dennis Newton (414) 750-0257	Gary Wolf (414) 266-1164	(M-F) 7:00am - 2:00pm
NE Region Green Bay Sign Shop 944 Vander Perren Way Green Bay, WI 54304	Mike Frewerd (920) 492-5653	Tom Tilleman (920) 492-4135	(M-Th) 8:00am - 3:30pm No Friday Deliveries
NC Region Wis Rapids Sign Shop 2841 Industrial Street Wis. Rapids, WI 54495	Randy Dankemeyer (715) 421-8370	Greg Smith (715) 421-8009	(M-Th) 7:00am - 4:00pm No Friday Deliveries
SW Region LaCrosse Sign Shop 3550 Mormon Coulee Rd. La Crosse, WI 54601	Iver Peterson (608) 785-9060 cell (608) 792-1475	Eric Glindinning (608) 785-9909 cell (608) 792-3644	(M-Th) 7:00am – 3:30pm No Friday Deliveries
SW Region Madison Sign Shop 3601 Pierstorff St. Madison, WI 53704	Jeff Holloway (608) 246-3268	Maria Cole (608) 246-5624	(M-Th) 7:00am - 3:30pm No Friday Deliveries
NW Region Eau Claire Sign Shop 5009 USH 53 South Eau Claire, WI 54701	Steve Allard (715) 855-7671	Matt Reddy (715) 839-3786	(M-Th) 6:00am - 4:00pm No Friday Deliveries
NC Region Rhineland Sign Shop Hanson Lake Road Rhineland, WI 54501	Randy Dankemeyer (715) 421-8370	George Nicolaus (715) 421-8006	(M-Th) 6:00am - 2:00pm No Friday Deliveries
NW Region Spooner Sign Shop W7102 Green Valley Road Spooner, WI 54801	Steve Allard (715) 855-7671	Matt Reddy (715) 839-3786	(M-Th) 6:00am – 4:00pm No Friday Deliveries

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