



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-4-19.1
CHAPTER 2	Signing
SECTION 4	Guide Signs – Conventional
SUBJECT 19.1	Business Route Markers

The Business Route Marker is an auxiliary marker used to identify Business Routes which have been established pursuant to either [Section 84.02\(4\) or 84.02\(6\)](#) of the Statutes. The latter section terms them Alternate Routes, but they **shall** be signed as Business Routes.

Business route establishment begins with a locally initiated request to the Regional office. The Region **shall** require that the request come from a municipal official or body of the local community, not an association or chamber of commerce, etc. The Region **shall** request information on the appropriateness of the route, the unity of community regarding the location and service provided, the structural and geometric adequacy of the route, the adequacy of the traffic control, and such other factors as *may* be pertinent.

If the Region office finds the establishment to be in the interests of the motoring public it **shall** make a favorable recommendation to the State Traffic Engineer, who **shall** have the authority for approval.

When the approved route falls completely upon the existing state trunk highway and connecting highway system the Department will initially install and subsequently maintain all route marking.

When all or any portion of the approved route is on local streets or highways, including county trunk highways, the Department will agree to install the initial markers, but subsequent maintenance of the markers will be the responsibility of the community. The Department will however maintain those markers at the beginnings of the route which face traffic on the regular state trunk highway route.

Failure of the city or village to properly maintain the signs or to comply with other conditions of the approval will be cause for the Department to withdraw approval and remove the signs. Regional offices will be responsible for periodically inspecting the condition of all signs to ensure that they are kept in good condition.

If a business route is proposed related to a U.S. Highway designation the route has to have the approval of AASHTO. Please contact the central office Bureau of Traffic Operations for instructions regarding this approval.