



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-4-50
CHAPTER 2	Signing
SECTION 4	Guide Signs – Conventional
SUBJECT 50	Advance Crossroad Name Signs

A. Purpose

This guideline provides information on the appropriate use of advance crossroad name signs. These signs are used on certain urban and rural roadways to identify and provide advance notice on the approach to intersections to allow safe reaction times and to orient unfamiliar motorists to their destinations.

These signs are provided for as optional street name signs in the 2009 MUTCD [Section 2D.44](#). When an intersection warning sign (W2-1 through W2-6) is installed for the intersection, a similar function *may* be achieved with a supplemental advance street name plaque. Use of the advance cross road sign is preferred over the advance street name plaque. WisDOT has authority under ss. 86.19 to place these signs to guide and warn traffic.

B. Policy

Advance cross road name signs *should* be used selectively for at grade intersections. Two primary criteria exist for determining whether cross road name signs *should* be used: the character of the highway; and, the character of the intersecting roadway. The use of signs *should* reflect both considerations.

1. Criteria related to the State Highway:

- a. Advance Crossroad Name Signs **shall** be used for at grade intersections of all urban and rural 4 lane divided highways with posted speeds 45 mph and greater.
- b. Use of Advance Crossroad Name Signs is optional on 4 lane urban and rural divided highways with posted speeds less than 45 mph. Problem situations on these types of highways *may* warrant this signing.
- c. Advance Crossroad Name Signs **shall** be used on all 2 lane conventional highways that are on the National Highway System which have a posted speed limit of 55 mph.

- d. The use of Advance Crossroad Name Signs **shall** be optional on all other 2 lane conventional highways that do not meet the criteria listed above in item 1c. Problem situations on this type of highway *may* warrant this signing.
2. Criteria related to the intersecting roadway:
 - a. Advance crossroad name signs *should* be used for Intersecting roads that serve retail shopping, commercial activity, or other activities with high concentrations of entering or leaving traffic, or heavy slow moving vehicle traffic.
 - b. Advance crossroad name signs are normally not used for intersections with another state highway or a county trunk highway. Those intersections *should* have junction signing in place and are referenced with highway numbers or letters rather than road names.
 - c. Advance crossroad name signs *should not* be used for intersections with roads that are dead ends or only serve an individual property owner.
 3. Sign placement and details:
 - a. Directional arrows **shall** be used on all signs. For intersecting crossroads with different road names to the left and right, a D1-1 or D1-2 sign would be used. A D1-61 sign with two arrows would be used for intersecting roadways having the same name in both directions. In some locations, such as freeway off ramps with intersecting roadways having the same name in both directions, it may be beneficial to list the cardinal directions on the sign (D1-60 sign).
 - b. In urban or semi-urban areas, there *may* be cases where there are closely spaced intersections or median cut-outs where the usage of directional arrows could cause potential motorist confusing with turning at the wrong location. For these locations, in lieu of signs with directional arrows, an option would be to utilize sign with the word text of NEXT INTERSECTION (D1-63 sign), SECOND INTERSECTION (D1-64 sign) or NEXT SIGNAL (D1-65 sign).
 - c. Advance Crossroad Name Signs *should* be placed on the right side of the roadway. On divided highways, where there is a left turn only situation, the sign *should* be placed in the median. When there are three or more travel lanes in each direction, signs *should* be installed on the right side of the roadway and the median side of the roadway.
 - d. Placement of signs *should* follow the Wisconsin Supplement to the 2009 MUTCD (Table 2C-4, condition B, deceleration to condition of 0 mph). The distance of these signs from the intersection *may* vary due to the presence of other signing in the area; however, it *should not* be less than 500 feet for speeds 45 mph and above.
 - e. Additional Advance Crossroad Name Sign size criteria for bypasses are contained in TGM 2-15-53 Bypass Signing.

- f. Lettering sizes for Advance Crossroad Name Signs **shall** be as follows:
- High Speed Roadways (45 mph or above): 4 ½" lower case/6" upper case for conventional state trunk highways and 6" lower case/8" upper case for expressway crossroads; 4 ½" lower case/6" upper case or 6" lower case/8" upper case for 4 lane divided or undivided highways.
 - Low Speed Roadways (less than 45 mph): 4 ½" lower case/6" upper case.