



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-10-3
CHAPTER 2	Signing
SECTION 10	Special Events
SUBJECT 3	Special Events (Advanced Directional Signing)

A. Purpose

The purpose of this guideline is to establish criteria on the usage of advanced directional signs for significant traffic generator events that are open to the public and temporary in duration. Consistent and well-planned usage of special event signing allows for safe and efficient flow of traffic at significant traffic generator events. These temporary traffic generator events would be for a facility, activity, or special point of interest that attracts large numbers of people, a majority of whom are unfamiliar with the local area and/or access routes.

B. Definitions

Freeways are defined as divided arterial highway facilities that have full controlled access, by means of grade separation at interchanges only.

Expressways are defined as divided arterial highway facilities that have partial control of access and generally with grade separations at major intersections.

Conventional Highways are defined as divided or undivided roadway facilities that have no control of access with grade separations at intersections. These highways *may* be two lane or multilane facilities.

C. Policy

Qualifying Criteria

- The event **shall** be open to the public. No commercial advertising is allowed on the signs. The inclusion of a brand name within the name of an event, such as "Brand X Racing Event" is permissible. The sign message *may* include the word "Event" or "Parking". Event names on signs *should* be as clear and concise as possible. Pictographs **shall not** be allowed on the signs, per interpretation of the MUTCD and guidance from FHWA.

- For conventional highways, the minimum length of the event **shall** be 1 day and the maximum length of the event **shall** be 2 weeks.
- For freeways and expressways, the minimum length of the event **shall** be 3 days and the maximum length of the event **shall** be 2 weeks.
- The minimum special event attendance **shall** be 10,000 people per day. When the event involves more than one location, each signed location **shall** meet the minimum attendance of 10,000 per day.
- The special event **shall** occur no more than once annually by the same sponsor in the same location.
- When a facility has or qualifies for signing under the current Traffic Guidelines Manual policies for supplemental traffic generator signing (TGM 2-15-3), a special event sign cannot be installed for an event at that facility, unless a genuine traffic need can be demonstrated. For this situation, a changeable message sign **shall** be used. For example, when there is more than one entrance to a facility and there is a need to separate the exhibitor traffic from the general admission traffic to prevent traffic congestion on the state highway system, changeable message signs **shall** be used to direct traffic appropriately if approved by the Regional Traffic section and Bureau of Traffic Operations staff.
- WisDOT is responsible for determining whether the event qualifies for special event signs, providing guidance on acceptable signs and placement, reviewing the permit application, and assuring conformance with the permit.

Signing Limitations

- Trailblazing signs **shall** be installed before any mainline signs are installed.
- Signing from freeways, expressways and conventional STHs is allowed. No conventional STH to conventional STH trailblazing will be allowed.
- The maximum distance of the event from the highway or nearest exit **shall** be 5 miles.
- For a specific event, signing on freeways or expressways from two locations (maximum of 8 signs) will be allowed. One advance sign such as NEXT RIGHT and one exit sign at the exit taper *should* be used.
- The signing layout detail and installation locations **shall** be approved by the Regional Traffic Section and Bureau of Traffic Operations.
- Signs with red, orange, yellow, or fluorescent yellow-green background **shall not** be used. Sign base material **shall** consist of plywood or sheet aluminum. Flexible

banners are not allowed. Posts **shall** be of an approved type for highway signs per WISDOT standards. Signs **shall** be manufactured by a fabricator who has been in the traffic signing business for a minimum of three years.

- Letter size, font, and spacing **shall** meet MUTCD guidelines. Minimum of 8" letters on freeways/expressways and minimum of 6" letters on conventional highways **shall** be used.

Implementation/Cost

- Changeable message signs *may* be used, subject to WisDOT policy requirements for use of dynamic message signs. The Regional Traffic Section **shall** approve the message content, letter height, and sign location. Larger letter heights are needed on changeable message signs for readability.
- The event organization or requesting group **shall** pay for all costs associated with the special event signing including costs to obtain the permit, which *may* include WisDOT review costs, any costs to acquire, install, and remove the special event signs, including changeable message signs, and any additional costs incurred by the Department. The event organizer will be responsible for obtaining signs that conform to Department standards and arranging to have those signs placed, operated, and removed consistent with the terms of the permit. All work on the highway right of way must be performed by a contractor or local government agency approved by WisDOT.
- The Requestor **shall** contact the County Highway Department or WisDOT approved signing contractor for installation and removal of the signs.

**APPLICATION FOR PERMIT TO INSTALL TEMPORARY SIGNING ON HIGHWAY
RIGHT-OF-WAY DURING SPECIAL EVENT**

APPLICANT:	
ADDRESS OF BUSINESS/ACTIVITY:	
PHONE:	
TYPE OF BUSINESS/ACTIVITY:	
PROPOSED SIGN LOCATION(S): (number and placement to be coordinated with Regional Traffic 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:
7) On:	At:
8) On:	At:
Remarks:	
Two drawings MUST be attached: - One must show the proposed sign design(s) and dimensions - One must show the proposed sign location(s)	

I apply for permission to install and maintain temporary special event 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 event, or when directed by the Regional Traffic 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. The Requestor **shall** contact the County Highway Department or WisDOT approved signing contractor for installation and removal of the signs.

Approved by: _____
Regional Traffic Engineer
Applicant Signature