



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-15-7
CHAPTER 2	Signs
SECTION 15	Comprehensive Guiding Policies
SUBJECT 7	Temporary Traffic Generator Signing on Improvement Projects

A. Background and Purpose

[Section 2E-35](#) of the [2009 MUTCD](#) allows states and other agencies the option to adopt policies for Supplemental Traffic Generator (Directional Signing). Correspondingly, WisDOT has adopted a Supplemental Traffic Generator policy for permanent signs (TGM 2-15-3). However, there are cases (most notably improvement projects) where temporary Supplemental Traffic Generator signs are needed. Temporary Traffic Generator signs *may* be needed to temporarily replace SIS signs or previously approved Supplemental Traffic Generator signs that were previously installed on the roadway, but taken down temporarily for the project. There are other times where a business *may not* have been previously signed, but the improvement project closes off an access to a business and temporary signs *may* be needed to ease the construction impact to the business. In some of these cases, a Temporary Business Guidance Sign *may* be permitted.

The following policy provides guidance on the different types of Temporary Traffic Generator signs that *may* be utilized on improvement projects.

B. Definitions

Freeways are defined as divided highways with fully controlled access at interchanges only. Interstate highways are freeways with the interstate route designation.

Expressways are defined as divided highways with partially controlled access by a combination of interchanges, at-grade intersections, and driveways.

Conventional Highways are defined as streets or roads other than freeways or expressways. They *may* be divided or undivided, two-lane or multi-lane, and access is available at intersections and driveways.

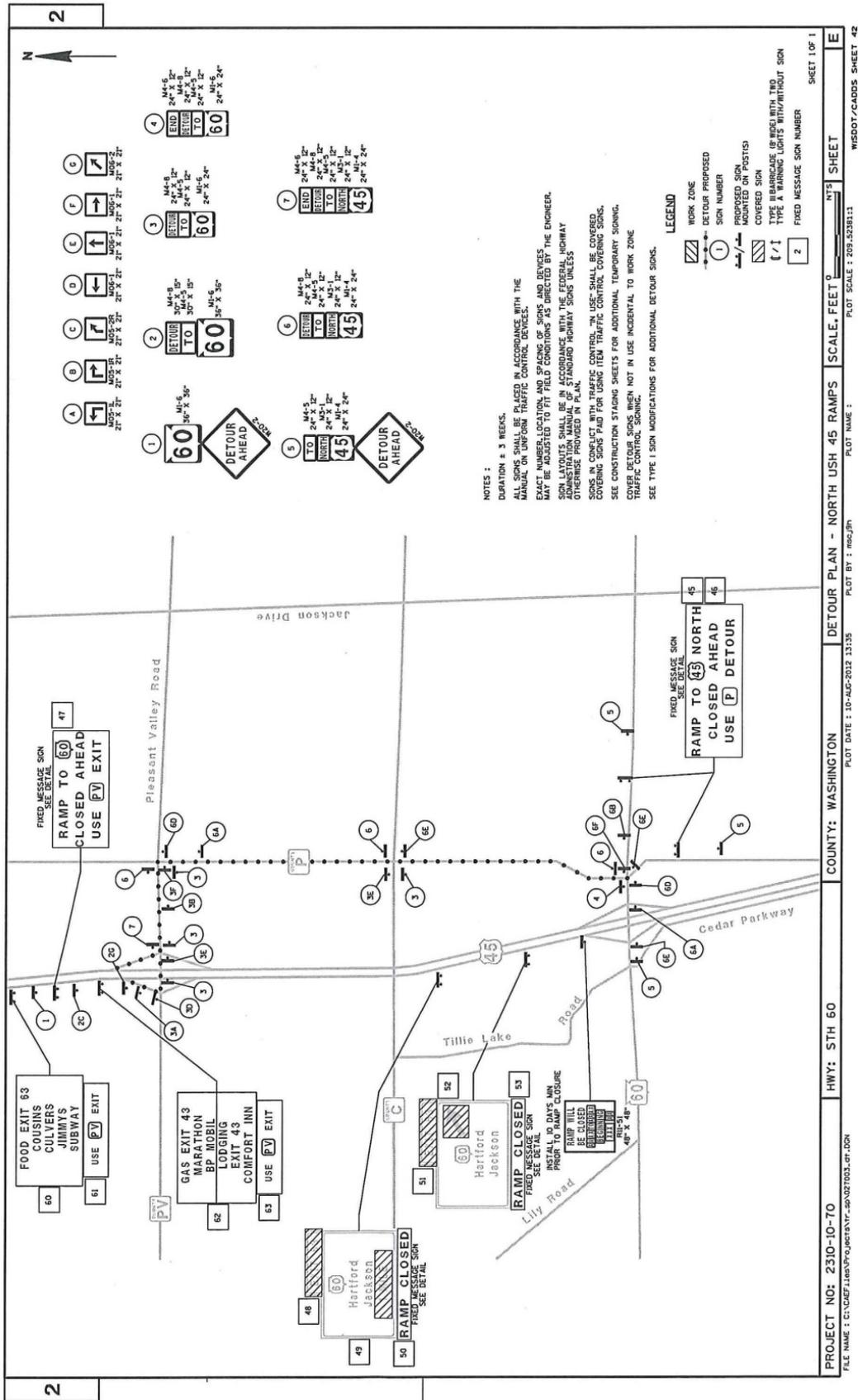
C. Policy

Projects that have previously approved SIS or Supplemental Traffic Generator Signs that have been temporarily removed during construction.

1. Temporary SIS Signs and Supplemental Traffic Generator signs **shall** only be allowed for approved SIS or Supplemental Traffic Generator signs that were removed as part of the improvement project (See Figure 1).
2. Temporary SIS Signs and Supplemental Traffic Generator signs **shall** be black on orange and contain no logos.
3. Temporary SIS Signs and Supplemental Traffic Generator signs **shall** be designed by WisDOT Bureau of Traffic Operations for all Regions, except SE. For SE Region projects, the signs **shall** be designed by the SE Region Traffic Operations. Sign details and installation details *should* be included as part of the improvement project plans.
4. Temporary SIS Signs and Supplemental Traffic Generator signs are typically paid for as part of the improvement project under the bid item, Traffic Control Signs Fixed Message.

Temporary Business Guidance Signs (signs not previously approved as SIS or Supplemental Traffic Generator signs).

1. Temporary directional signing for local businesses *may* be allowed in the highway right-of-way, at locations approved by the Project Manager.
2. Privately erected signs **shall** require an approved permit (see attached Temporary Business Guidance Signs Permit Application – Figure 2). Privately erected signs Temporary directional signing for local businesses **shall not** be allowed on freeways, expressways or at the exit ramp.



**Figure 2
Temporary Business Guidance Signs Permit Application**

**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. I further understand that WISDOT is not responsible for lost or stolen temporary signs.

Reviewed by: _____	_____
Traffic Operations	Applicant signature
Approved by: _____	_____
Project Manager	Maintaining authority (if sign location is not on STH, a representative's signature is required)
Project I.D.: _____	

GUIDELINES FOR INSTALLATION OF TEMPORARY BUSINESS GUIDANCE SIGNS ON IMPROVEMENT PROJECTS

Whenever a traffic generator (typically a commercial business) normally obtains its access from within the limits of a construction project or detoured roadway, WisDOT may allow the placement of temporary directional signs in the highway right-of-way at locations approved by the Project Manager. **Privately erected signs require an approved permit (see attached permit form) and will not be allowed on the mainline of freeways or expressways or at the exit ramp. Approval may be granted to place a sign at the intersection where the ramp connects to the crossroad (ramp termini). Signs with generic messages not containing individual business names (e.g., Access to Downtown) should generally be shown on the traffic control plan and erected as part of the improvement contract as a fixed message sign (643.1000 pay item) in orange background and black letters** Typical locations for generic message signs in the improvement contract may include endpoints of the construction project or detour (as shown on Standard Detail Drawing 15C2-(X)a, Detail A), sideroads approaching the project.

The following guidelines apply to privately erected signs along conventional highways (non-freeway/non-expressway) or at the ramp termini where it connects to the crossroad 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 (per MUTCD 2A.19). 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. No one sign may be larger than 4' x 6'. For a sign request for one business the maximum sign size is 2' x 4'.
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 shall be black block style letters on an orange or 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. No other colors will be allowed for lettering. Business logos may be used as an alternative to word messages but maximum allowable logo size is 4 square feet per policy in Traffic Guidelines Manual. Trademark logos may be permitted in alternate colors subject to approval by the Project Engineer. No advertising is allowed on signs such as SALE, or MERCHANDISE REDUCED.

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, i.e type II or III barricades, 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. In urban locations, the project manager may have the work zone contractor install a type III barricade for mounting of the sign, and coordinate obtaining the sign from the permit requestor. This avoids the permit requestor being out on our state highways in high traffic volume areas for safety reasons.

The following guidelines apply along freeway/expressway mainline:

1. No privately erected signs will be allowed on mainline freeways/expressways. Temporary Business Signs are **not allowed on freeway**. All signs on mainline freeways/expressways will be erected by contractor, county, or state forces, at the discretion of the Region Traffic Operations Engineer. Where there are existing green traffic generator signs on the freeway that met statewide policy approval (TGM 2-15-3) prior to the project starting, temporary fixed message sign details should already be included in the original contract. Examples: University of Wisconsin, Waukesha or Bristol Renaissance Faire.

General Coordination & Permit Conditions for Privately Erected Signs

The Project Engineer will coordinate the design and placement of the signs with the owner, and the Project Manager will grant or deny 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 sent or faxed to the WisDOT Region Traffic 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 consultation on sign design or installation requirements is needed, contact the Region Traffic Engineer.

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. The Project Engineer is responsible for seeing that all signs are removed at the completion of the project.

Example of required drawings:

