

INTERIM DIRECTIONAL SIGN INSTALLATION APPLICATION AND PERMIT

Wisconsin Department of Transportation
5/2016 ss. 84.30 Wis. Stats. & Trans 201 Wis. Adm. Code **This Permit is Revocable.**
For Locations Adjacent to Interstate, Federal Aid Primary Highways and the National Highway System

FOR DOT USE ONLY		
Date Received	Issue Date	Permit Number

ATTRACTION/ACTIVITY TYPE (Check whether public or private AND specific type)

<input type="checkbox"/> Publicly owned (government)	<input type="checkbox"/> Privately owned		
<input type="checkbox"/> Natural phenomena	<input type="checkbox"/> Historic site	<input type="checkbox"/> Educational site	<input type="checkbox"/> Area of natural scenic beauty
<input type="checkbox"/> Cultural site	<input type="checkbox"/> Scientific site	<input type="checkbox"/> Religious site	<input type="checkbox"/> Area naturally suited for outdoor recreation

ATTRACTION/ACTIVITY INFORMATION

Name of attraction	Phone Number
Address	Website

SIGN LOCATION

County	<input type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Town of:	Highway	Highway Side <input type="checkbox"/> N <input type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W
Sign to Face <input type="checkbox"/> N <input type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W <input type="checkbox"/> N/S <input type="checkbox"/> EW	Distance from highway right of way to sign ft		Parcel Tax ID #
Legal Description	1/4	1/4	Section Township North, Range <input type="checkbox"/> East <input type="checkbox"/> West
Location	<p>- Identify intersecting street names and landmarks</p> <p>- Mark proposed sign location and indicate distances in relation to intersecting streets and landmarks</p> <p>- Circle direction of travel</p>		<p>Direction of Travel</p> <p>NB</p> <p>SB</p> <p>EB</p> <p>WB</p>
<p>NOTE: Proposed location must be marked by a stake or lath with ribbon or flag that is visible from the highway.</p>			

SIGN DESCRIPTION

Face Size	Length (max. 20 ft., incl. border/trim) ft	Height (max. 20 ft., incl. border/trim) ft	Total Area (max. 150 sq. ft.) sq. ft
Substructure	Number of supports	Material <input type="checkbox"/> Wood <input type="checkbox"/> Steel <input type="checkbox"/> Other (specify)	
Illumination	<input type="checkbox"/> Yes <input type="checkbox"/> No	Number of fixtures	*Note: If located within 5 miles of an airport, the sign must be down lit

INSTALLER

Pursuant to ss. 84.30(10) Wis. Stats. and Trans 201.03 Wis. Adm. Code, a person or company who erects more than two signs during the calendar year, or is in the business of erecting on-premises signs, is required to obtain a license from the department. The license is subject to annual renewals.

Name	License Number
Mailing Address	Phone Number

LANDOWNER

Name	Phone Number
Mailing Address	Email Address

An agreement/lease with the landowner that allows installation of the described sign and continued access to the sign site must be obtained prior to approval of this application. Nothing herein requires a property owner to have or to retain a sign on their land. I acknowledge that I am aware of the **Permit Conditions and Restrictions** listed herein and affirm there are no easements or restrictions prohibiting this sign from being erected.

Landowner Signature	Date
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APPLICANT

Name	Phone Number
Mailing Address	Email Address

I certify that the foregoing and attached information is current, true and correct, and is furnished for the purpose of complying with ss. 84.30 Wis. Stat. and Trans 201 Wis. Adm. Code. I also understand that I must comply with all local ordinances and regulations.

Applicant Signature	Date
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FOR DOT USE ONLY

WisDOT Project No.	Cancel existing permit as condition of this permit? <input type="checkbox"/> Y <input type="checkbox"/> N If yes, permit # & issue date:	Latitude/Longitude	Check Number
R.P. Number	Scenic Byway <input type="checkbox"/> Y <input type="checkbox"/> N	Trans. 233 Setback <input type="checkbox"/> Y <input type="checkbox"/> N	660 ft. + from R/W <input type="checkbox"/> Y <input type="checkbox"/> N
Regional Outdoor Advertising Coordinator Approval			

Applicant Instructions

This is page 2 of this 3-page form. Submit complete application to the appropriate [Regional Coordinator](#).

For your application to be complete, the following must be submitted along with all pages of this application form:

- Fee of \$175. Check or money order, payable to the Wisconsin Department of Transportation. Do not send cash.
- Sign sketch: must include front and back design illustrating all component parts with size/dimensions, overall height above ground, sign shape, and message of the proposed display. **NOTE: Message content** is limited to the identification of the attraction or activity, and directional information such as mileage or exit numbers. Descriptive words or phrases and pictorial or photographic representations of the activity or its environs are prohibited. s. Trans 201.05(2)(e) Wis. Adm. Code. Contact the appropriate [Regional Coordinator](#) for additional information.
- Site plan: must illustrate distances as indicated in location section of application (include adjacent buildings, locations of property lines, the nearest cross street, and development features, such as customer parking lots). Indicate how this proposed sign site will be accessed.
- Documentation specified on page 3 of this application form.

Permit Conditions

Initial Permit Approval: This is an application for a permit to erect a sign under ss. 84.30 Wis. Stats. and Trans 201 Wis. Adm. Code. This permit authorizes installation and maintenance of the specific advertising or informative display described at the precise location defined. This permit expires one year after its issuance date if the sign is not erected by that time, unless otherwise provided by rule.

Application Fees and Compliance: A non-refundable permit application fee of \$175 must be submitted with this application, in accordance with TRANS 201.07, Wis. Adm. Code. All applicants are encouraged to confirm that the proposed sign will comply with all of the regulations, laws, and codes described below before submitting an application. When multiple or conflicting controls exist in relation to any aspect of the sign, its structure, or its location, the more restrictive regulations shall apply. The permittee shall comply with all of the following:

- ss.84.30 Wis. Stats. and Trans 201 Wis. Adm. Code as amended from time to time.
- All other state laws and regulations.
- All federal laws and regulations.
- All local laws and regulations including, but not limited to, local zoning or outdoor advertising control ordinances.

Local Authorities: Issuance of a permit by the Department does not relieve the applicant from obtaining all other permits required by law from any other state or federal agency, county, or municipality. Approval of a sign application from the state does not exempt the applicant from any local ordinances, or guarantee approval from the local authority having jurisdiction. Likewise, local approval does not guarantee or exempt approval from the state.

Transfer of Ownership: The permittee is responsible for notifying the Department promptly of a change in sign ownership per s. Trans 201.035(3) Wis. Adm. Code and for assuring that the new owner is aware of the terms and conditions of this permit. The new sign owner shall accept all the terms and conditions of this permit.

Enforcement and Penalties: A person who erects or maintains any sign, sign structure, or other object for outdoor advertising subject to the provisions of ss.84.30 Wis. Stats. and Trans 201 Wis. Adm. Code without complying with those regulations is liable for a civil penalty. A person who misrepresents information in a permit form is guilty of a misdemeanor. A sign erected or maintained under a permit falsely obtained shall be deemed to be illegal and will be removed without compensation.

Permit Renewals: The annual fee for a sign in this category is \$50. This permit shall expire upon the due date for payment unless the annual fee for the sign has been paid. Signs with expired permits are subject to removal. Signs exempt from this requirement are listed in s. Trans 201.035(9) Wis. Adm. Code.

Message Changes: Pursuant to TRANS 201.05, Wis. Adm. Code, only the approved message may be displayed on a directional sign. Any change in message that involves a different attraction or activity than originally approved requires a new permit under s. Trans 201.08(3)(b) Wis. Adm. Code. This permit shall be revoked upon a change of message other than as described in this permit application.

Permit Restrictions

Alteration of Vegetation: This permit does not authorize the alteration of vegetation, including without limitation, trimming, pruning, relocating, removing, cutting, chemically treating, destroying, or damaging any vegetation on highway right of way. Any unauthorized alteration in highway is a violation of s. 86.07(2) Wis. Stats. and is subject to the penalties described therein. Any such alteration is also grounds for immediate revocation of the permit for any sign visible from the area in which the vegetation was altered, as well as criminal or civil prosecution. Altering vegetation outside the right of way without the consent of the landowner may result in criminal or civil prosecution.

Access to Sign Site: No person shall access a sign or sign site from a travel lane, interchange ramp, or right of way of an interstate highway, freeway, or other controlled access highway. Illegal access to a sign or sign site is grounds for permit revocation and removal of the sign.

Use of Right of Way: A permit is required for any work on or use of State Trunk Highway (STH) right of way. No portion of STH right of way may be altered or disturbed in any way without first obtaining a permit issued in accordance with s. 86.07(2) Wis. Stats.

Attendance, Documentation, & Certification

Attendance (Annual Visitor Count)

- 1) **Sign located on interstate**
 15,000 or more annual visitors
- 2) **Sign located on freeway or other controlled route**
- a. 10,000 or more annual visitors; or
 - b. 5,000 or more annual visitors and attraction/activity is on the federal historic register (historic category only); or
 - c. 2,500 or more annual visitors, of which at least 25% of the visitors must reside outside the county in which the tourist attraction is located.

Documentation

Documentation is required to show that the attraction or activity meets the attendance requirements above. Documentation can include, but is not limited to the below list.

Please check the box(es) below, indicating the documentation included with the application.

- Description of marketing efforts. This may include paid advertising, written publications such as brochures and social media. Provide relevant website links or documentation of such efforts.
- Examples of feature stories highlighting the attraction or activity.
- Annual or regular events hosted and corresponding attendance records.
- Website. May include information on number of visits to the site.
- Business hours and days/months of operation.
- Documentation of comprehensive marketing strategy in all forms of media, signing, letterhead, and advertising. (Required if applicant submits a logo, trademark or brand symbol for consideration as the identifier of the activity/attraction.)
- Documentation of listing on federal historic register. (Historic category only; required for 2b above.)
- Documentation of visitors residing outside the county where the activity/attraction is located. (Required for 2c above.)
- Other (specify): _____
- Other (specify): _____

Certification

This section must be completed by the Attraction/Activity Owner.

Owner Name	Phone Number
Mailing Address	Email Address
I certify that the foregoing and attached information is current, true and correct, and is furnished for the purpose of complying with ss. 84.30 Wis. Stat. and Trans 201 Wis. Adm. Code.	
Owner Signature	Date