

Temporary Signage Guide

When to Use Temporary Business Signage

Temporary signs can help customers navigate a construction zone to find your business. Below you will learn how to apply for temporary business signs through WisDOT. Please note that WisDOT's temporary signage policy applies only to work in the state highway system, and **business owners are responsible for the cost**. Temporary signage in local streets projects would be managed by the local governing body and may differ from state policy.

When might you need temporary business signage? If your business is located within or adjacent to a construction zone, or nearby construction will alter a main route to your business, you may want to make temporary signage as part of your plan to keep in touch with customers. Other items to consider include:

- Traffic detours
- Changes to driveway access
- Duration of construction
- Peak business season
- Signage versus other outreach options (social media, word of mouth, etc)

This guide will help you understand how and when to coordinate temporary business signage with WisDOT and the construction team.

Before Construction

• Coordinate sign location(s) with the project engineer



- ▶ About two months before construction, coordinate with the Project Engineer to determine sign location(s).
- ▶ Consider working with other nearby businesses to apply for temporary business signing. Multiple businesses can put their name and logo on the same sign. Or, ask about a general message sign "Access to Main Street Businesses." This sign is typically furnished by WisDOT.
 - » If the project includes a detour, additional temporary business signage may be useful along the route.

• Key points to discuss

- ▶ *How will customers access my business during construction?* Consider signs at beginning points of construction or side streets that customers might use.
- ▶ *Will construction disrupt customer parking?*

• Design your sign!

DESIGN GUIDELINES:

		A 4" Lettering	A 6" Lettering	LOGO
Individual Business Sign 3' x 3' maximum size	Multiple Businesses Sign 4' x 6' maximum size	For roads 45 MPH Speed Limit or Less	For roads 45 MPH Speed Limit or More	Logos cannot exceed 4 sq. feet on your sign

Fill out the **application to install temporary signage**.

- ▶ Include an illustration/photo of the sign (with labeled dimensions) and a map showing where signs will be placed.
- ▶ Work with the project team to identify your point of contact to submit your application. This role may vary based on the size of the project
- ▶ Once you receive approval, purchase your sign(s) to be ready for construction.



- » If multiple businesses in your area are purchasing signage, consider using the same vendor as this can be more cost-effective.

Construction

• Communicate with your project engineer to put up signage.

- ▶ Consult with the project engineer to determine if you or the construction team will put signage in place. In some cases, it is safer and easier for the construction team to install signs.
- ▶ Turn to the expertise of project staff to determine exact sign placement. WisDOT follows rules to ensure visibility and construction site safety when placing and securing temporary signage.

Post Construction

• All signs must be removed within 48 hours.

- ▶ Check in with your project engineer to determine if you or the construction team will be responsible for taking down signs.
- ▶ Let customers know access has returned to normal on social media or your website. Encourage them to walk, bike, or drive down the improved roadway.