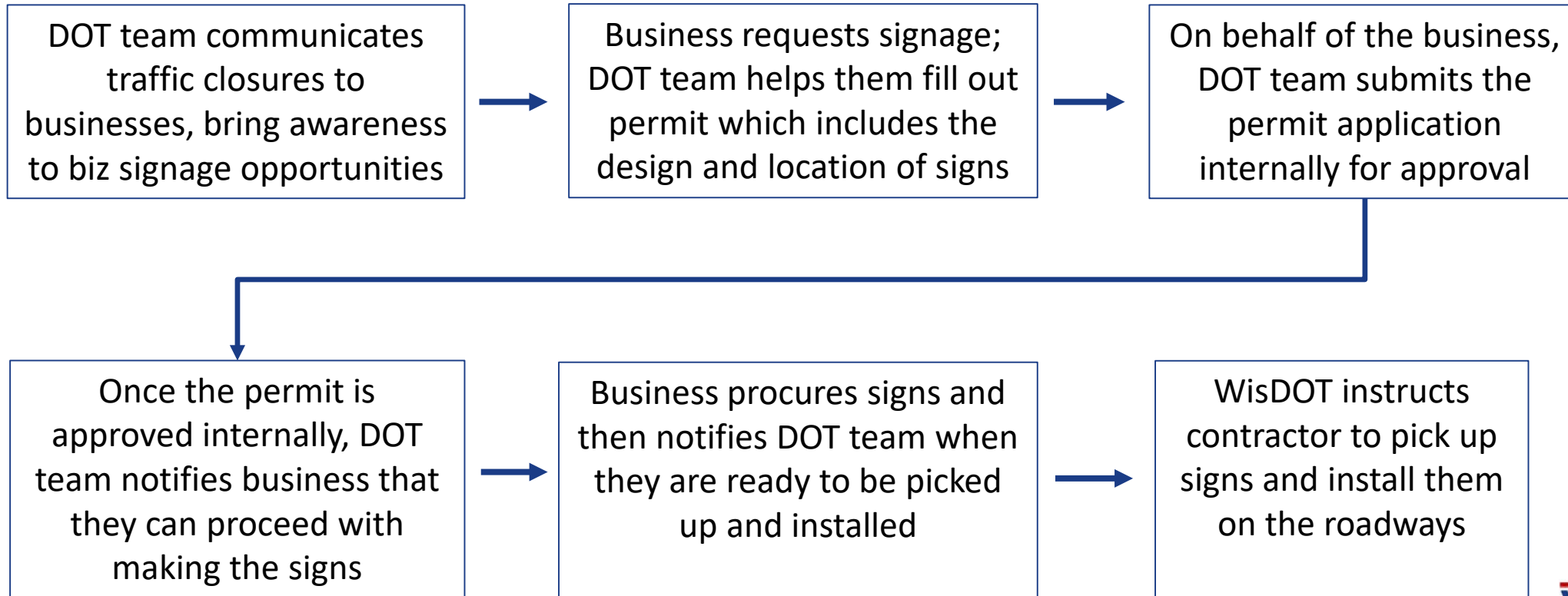


# BUSINESS SIGNAGE REQUEST PROCESS

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# APPLICATION – PERMIT TO INSTALL TEMPORARY BUSINESS SIGN(S) On Highway Right-of-Way during Improvement Project

Wisconsin Department of Transportation  
DT1932 6/2014

Applicant Name Joe Fox
Business or Activity – Address, City, State and Zip Code Car Castle / Fox Guns Silver \$ Coins; 1701 SE Frontage Rd, Mount Pleasant, WI 53177
(Area Code) Telephone (262) 886-6001, colfox@earthlink.net
Type of Business or Activity Automotive and Specialty business
Sign Location(s) – Number and Placement to be coordinated with Project Engineer 4x8 sign on white corrugated plastic board)

On what highway?	At or approaching intersection with what highway?
1. On: East Frontage Road	At: south of WIS 20 (straight arrow)
2. On:	At:
3. On:	At:
4. On:	At:
5. On:	At:
6. On:	At:
Remarks: Please see map drawing for temp business sign locations	
<b>Two drawings MUST be attached:</b> 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.

X Joe Fox  
(Applicant Signature)

X Heather Sackman  
(Approved by Project Manager)

2/6/2018  
(Date – m/d/yyyy)

X \_\_\_\_\_  
(Maintaining Authority – if sign location is not on STH)

Project I.D.: 1030-24-70

Karen Martens 2/6/18  
Traffic operations  
Reviewed only. No field check done.

## **Guidelines for Installation of Temporary Business Guidance Signs On Improvement Projects**

WisDOT may allow the placement of temporary directional signs in the highway right-of-way at locations approved by the Project Engineer. Privately erected signs require an approved permit (see attached permit form) and will not be allowed on the mainline of freeways or expressways. Signs with generic messages not containing individual business names (e.g., Access to Downtown) should be given consideration. Typical locations for generic message signs may include endpoints of the construction project or detour and sideroads approaching the project.

### **The following guidelines apply to privately erected signs along conventional highways (non-freeway/non-expressway) or along offramps 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. 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. Signs for an individual business may not be greater than 3' high by 3' wide. If multiple businesses are combined on a single sign, that sign may not be greater than 4' high by 8' wide.
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 should be black block style letters on a 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. Business logos may be used as an alternative to word messages but maximum allowable logo size is 4 square feet.
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 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.

### **The following guidelines apply along freeway/expressway mainline:**

- No privately erected signs will be allowed on mainline freeways/expressways.

### **General Coordination and Permit Conditions for Privately Erected Signs**

The Project Engineer will coordinate the design and placement of the signs with the owner, and will grant 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 delivered to the Project 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 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.

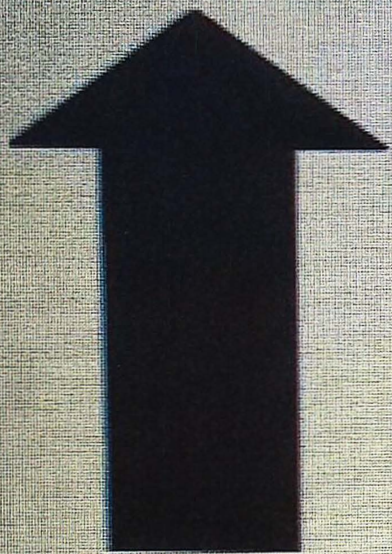
All temporary signs must be removed by the applicant within 48 hours following restoration of normal traffic patterns. Such signs not removed after 48 hours will be removed by the department or its representatives and the cost billed to the sign owner.



## Frontage Roads Temporary Business Sign Locations







4x8 sign on white  
corrugated plastic

**Silver \$ Coins**



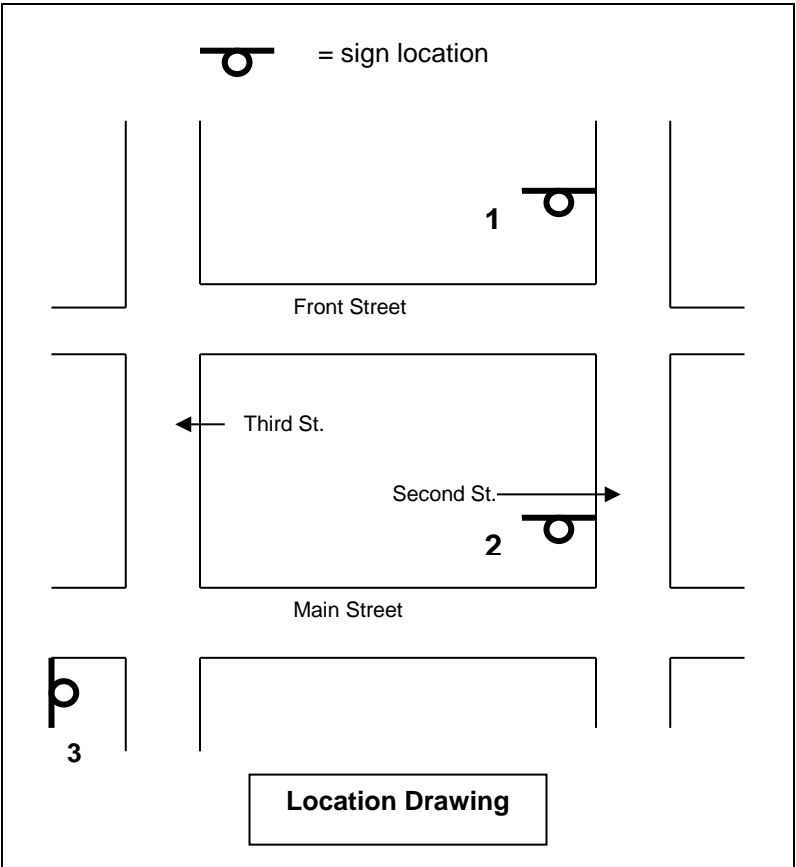
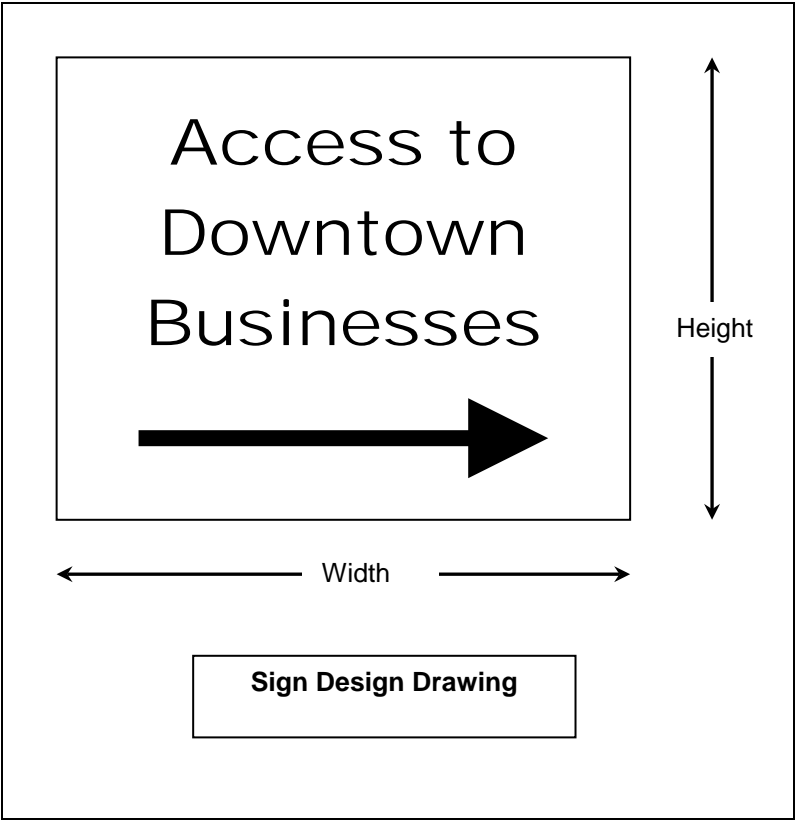
**CAR-CASTLE.COM**

**ACCESS  
TO**

**Fox Guns**

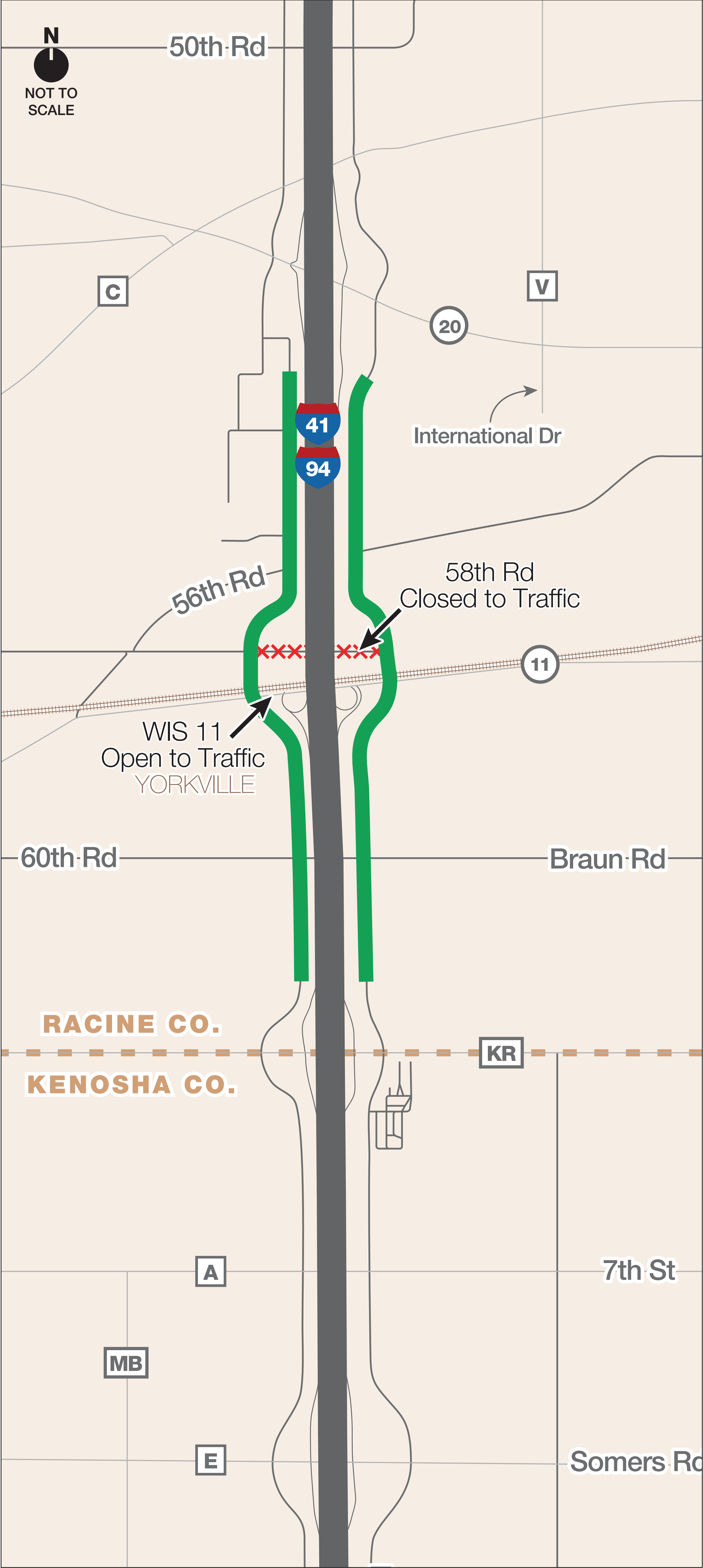


Examples of Sign Permit Drawings:



# FRONTAGE ROADS: COUNTY KR to WIS 20

DECEMBER 2017



## Schedule Summary

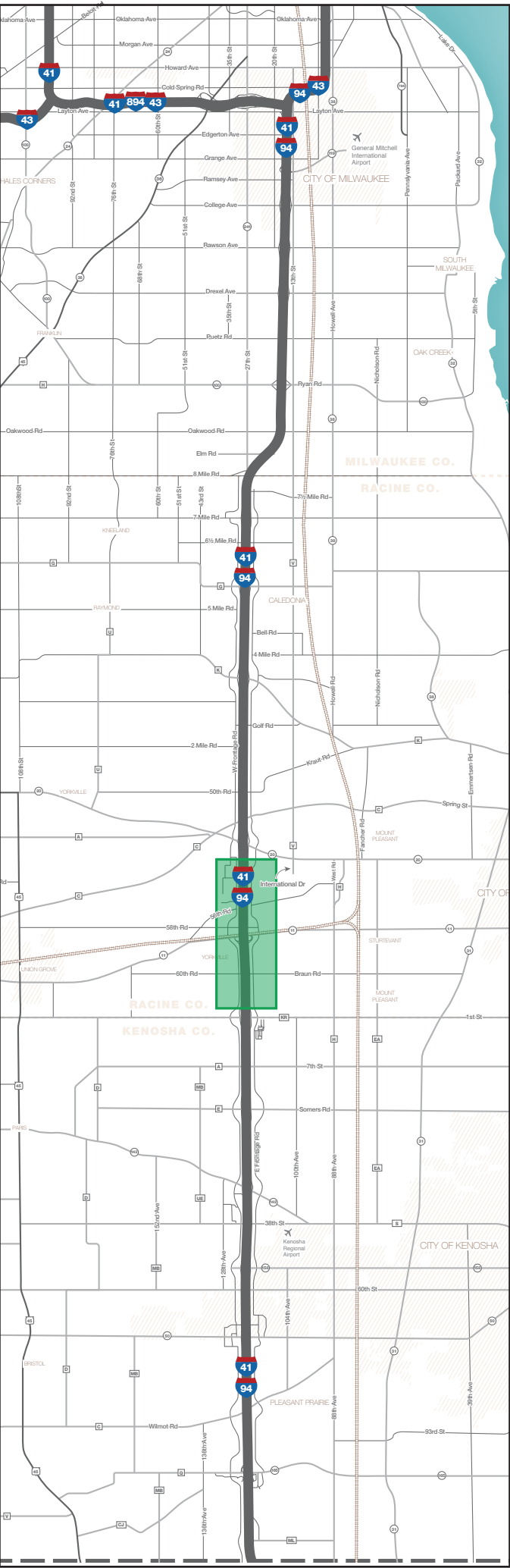
Jan-May 2018	West frontage road closed and reconstructed
Jan-May 2018	East frontage road closed and reconstructed
June 2018	Open to traffic

## Project Scope Summary

Reconstruct frontage roads and intersections with cross streets
6.5 miles total of reconstruction
Widen shoulders to improve safety
Contract executed

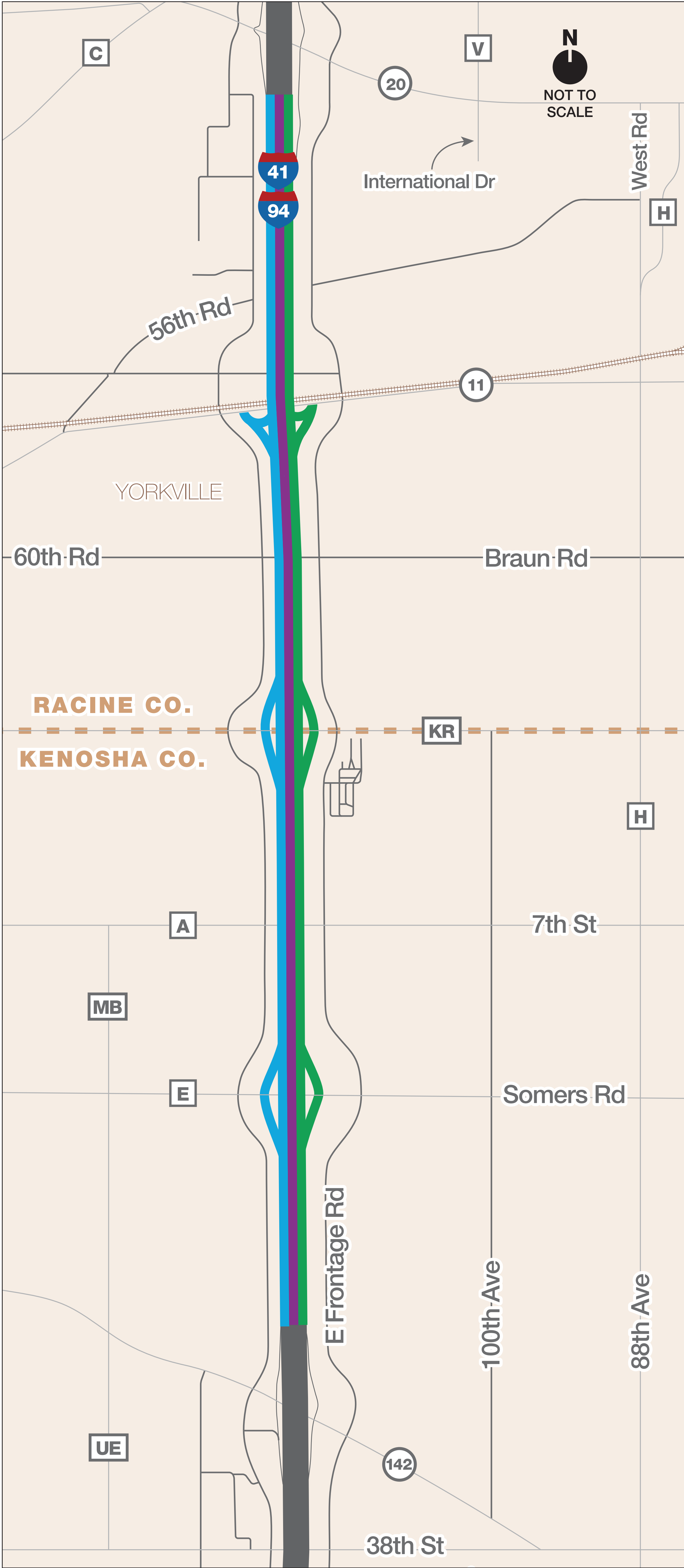
## Construction Impacts

Local access only while road under construction
Use of detour routes
Materials and equipment hauling
58th Road closed during construction



# SOUTH SEGMENT: I-94 from WIS 142 to WIS 20

JANUARY 2018



## Schedule Summary\*

Early 2018	Prep work on shoulders and median
2018	Reconstruct northbound I-94
2018/19	Reconstruct median
2019	Reconstruct southbound I-94
Dec 2019	COMPLETE

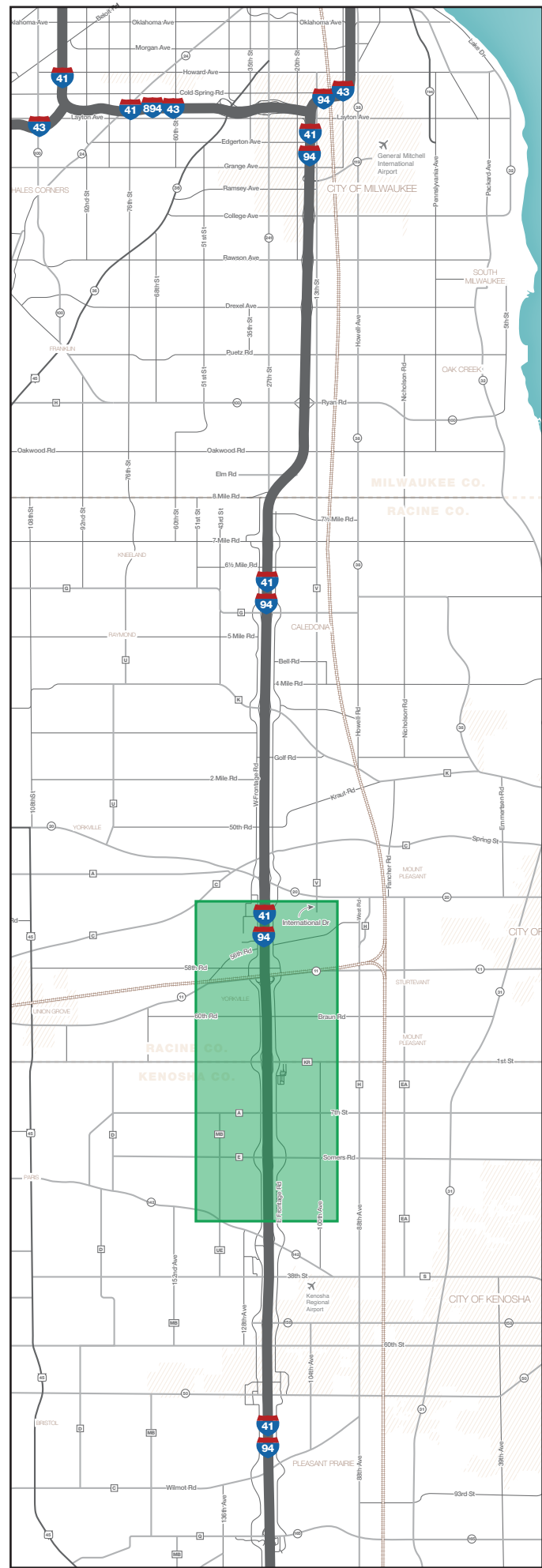
\*Schedule is subject to available funding/INFRA grant.

## Project Scope Summary

- Rebuild all old bridges over local roads
- Expand freeway to eight lanes with safety and operational improvements
- 6.5 miles total of reconstruction
- Rebuild County E, County KR and WIS 11 interchanges
- \$175M-\$200M construction estimate

## Construction Impacts

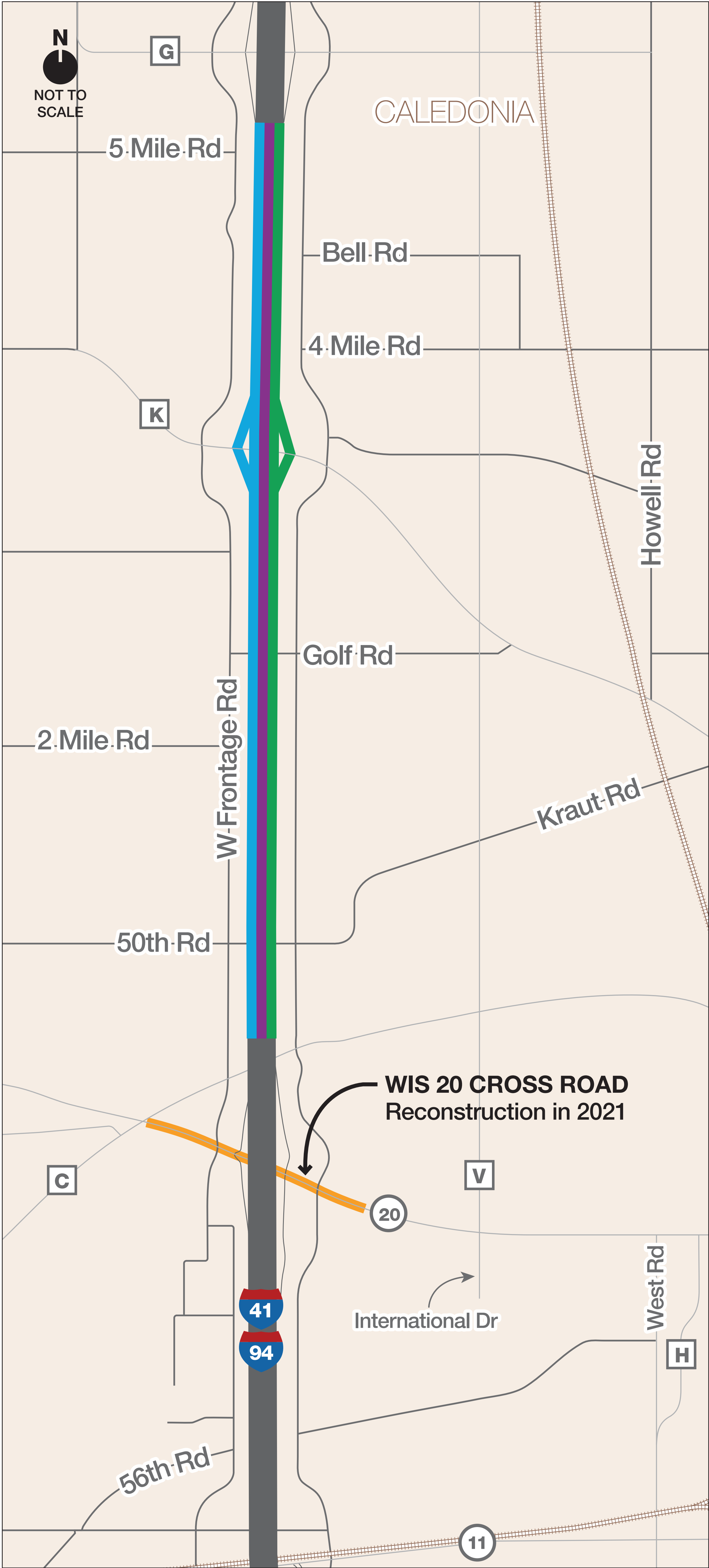
- Long-term lane and ramp closures
- Signed alternate routes will be available to minimize impacts
- Narrower lanes and shifting traffic
- Materials and equipment hauling
- Occasional overnight closures





# CENTRAL SEGMENT: I-94 from WIS 20 to COUNTY G

JANUARY 2018



## Schedule Summary\*

Early 2018	Prep work on shoulders and median
2018	Reconstruct northbound I-94
2018/19	Reconstruct median
2019	Reconstruct southbound I-94
Dec 2019	COMPLETE

\*Schedule is subject to available funding//INFRA grant.

## Project Scope Summary

- Rebuild all old bridges over local roads
- Expand freeway to eight lanes with safety and operational improvements
- 4.5 miles total of reconstruction
- Rebuild County K interchange
- \$100M-\$125M construction estimate

## Construction Impacts

- Long-term lane and ramp closures
- Signed alternate routes will be available to minimize impacts
- Narrower lanes and shifting traffic
- Materials and equipment hauling
- Occasional overnight closures

