

CR 82-140

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Department of Transportation )

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Lowell B. Jackson, P.E., Secretary of the Wisconsin Department of Transportation and custodian of the official records of the Department, do hereby certify that the annexed rule relating to erection and maintenance of guidance, motorist service, specific information and business signs within the limits of public highways was duly approved and adopted by this Department on February 29<sup>th</sup>, 1984.

I further certify that the annexed copy has been compared by me with the original on file in this Department and that the same is a true copy thereof and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the Department of Transportation, in the City of Madison, Wisconsin, this 29<sup>th</sup> day of February, 1984.



*Lowell B. Jackson*  
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LOWELL B. JACKSON, P.E.  
Secretary  
Wisconsin Department of  
Transportation

4-1-84

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IN THE MATTER OF THE AMENDMENT	:	
OF TRANS 200, WISCONSIN	:	
ADMINISTRATIVE CODE, RELATING	:	ORDER
TO ERECTION AND MAINTENANCE OF	:	ADOPTING
GUIDANCE, MOTORIST SERVICE,	:	RULES
SPECIFIC INFORMATION AND BUSI-	:	
NESS SIGNS WITHIN THE LIMITS	:	
OF PUBLIC HIGHWAYS	:	

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CLEARINGHOUSE RULE 82-140

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Analysis Prepared by Department of Transportation

General summary of rule. Wisconsin law, ss. 86.19, 86.191, 86.195, 346.41 and 349.09, Stats., and federal law, 23 U.S.C. s. 109(d), 131(f) and 315 as codified in 23 C.F.R. 655.301 to 655.310 (1980), regulate and prohibit advertising within the limits of public highways.

Chapter 362, Laws of 1981, creates s. 86.195, Stats., authorizing the Department of Transportation to issue permits for and to erect and maintain a limited number of signs within the limits of federal-aid primary highways to guide motorists to private businesses providing motorist services.

The Department is authorized to adopt rules with respect to these signs. The rules and permits may contain conditions or restrictions necessary for the safety of travel and the protection of the scenic environment. This rule establishes the conditions under which the Department may issue permits for, erect, maintain and remove these signs.

Major provisions of the rule are:

- Definitions of "business sign," "federal-aid primary highway" and "specific information sign."
- Limitations on conflict with or duplication of guidance signs, motorist service signs and outdoor advertising signs.
- Limitations on the location and number of signs.
- Limitations on motorist services that are eligible for business signs. These are for GAS, FOOD, LODGING and CAMPING.
- Application and renewal procedures.
- Fees.
- Contract procedures for erection and maintenance contracts.

- Signing criteria.
- Special requirements for interstate highways, other freeways, expressways and conventional highways.
- Compliance with federal law.
- Sign removal by the Department.

The application and annual renewal fee is \$40 per sign as established by statute. The erection and annual maintenance fee is determined by the Department based upon total contract and engineering costs. All fees must be paid in advance by the applicant before sign erection and to maintain the sign each year. Erection and maintenance of signs is to be performed by contractor selected by the Department after competitive bidding administered by the Department. The Department of Transportation is authorized to remove signs that it does not approve.

Fiscal estimate summary. A fiscal estimate is attached as Part 5. Annual costs of about \$500,000 are to be fully offset by annual fees of \$500,000. The annual workload anticipated requires about 9 full-time equivalent positions. This number may decrease depending on stability of the program after the initial workload of the first two to four years.

This analysis was prepared by James S. Thiel, Director, Office of General Counsel, Wisconsin Department of Transportation, 103B Hill Farms State Office Building, P.O. Box 7910, Madison, Wisconsin 53707, (608) 266-8810.

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TEXT OF RULE

Pursuant to authority vested in the department of transportation by ss. 86.19(2), 86.195 and 110.06(1), Stats., the department of transportation hereby adopts rules interpreting ss. 86.19, 86.191, 86.195 and 346.41, Stats., as follows:

SECTION 1. Chapter TRANS 200 (title) and TRANS 200.01 are repealed and recreated to read:

CHAPTER TRANS 200

ERECTION OF SIGNS ON PUBLIC HIGHWAYS AND

HANDICAPPED PARKING SIGNS

TRANS 200.01 PURPOSE. The purpose of this chapter is to interpret and implement ss. 86.19, 86.191, 86.195, 346.41, and

346.503, Stats., relating to erection and maintenance of signs on public highways and signs related to reserved parking spaces for handicapped persons. This chapter does not apply to signs erected and maintained on property beyond the limits of a public highway, except signs related to reserved parking spaces for handicapped persons.

SECTION 2. TRANS 200.015 is created to read:

TRANS 200.015 DEFINITIONS. (1) The definitions of words and phrases in chs. 84, 86, 340 and 990, except s. 990.01(12), Stats., apply to this chapter unless a different definition is specifically provided.

(2) In this chapter:

(a) "Business sign" means a separately attached sign mounted on the rectangular sign panel to show the brand, symbol, trademark or name, or combination of these, for a motorist service available on a crossroad at or near an interchange or an intersection. Each sign on an exit ramp sign under s. TRANS 200.06(7)(a)4 is a separate business sign.

(b) "Conventional highway" means a highway that is neither a freeway nor an expressway.

(c) "Department" means the department of transportation.

(d) "District" means the geographical area under the administration of a district office.

(e) "District office" means an office of the division of transportation districts of the department of transportation.

(f) "Double-exit interchange" means a highway interchange facility with 2 exit ramps for traffic approaching the interchange from the same direction with one exit ramp leading to one

direction of travel on the intersecting highway and the other exit ramp leading to the opposite direction of travel on the intersecting highway.

(g) "Erect" means to construct, manufacture, fabricate, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish a sign or sign structure, but it does not include any of the foregoing activities when performed as customary maintenance of the sign or sign structure.

(h) "Exit ramp sign" means a specific information sign installed along the ramp or at the ramp terminal at single-exit interchanges that corresponds to the specific information sign along the main roadway, but which is reduced in size.

(i) "Federal-aid primary highway" means a highway designated by the department and approved by the secretary of the United States department of transportation under ss. 84.105 or 84.29, Stats., and 23 U.S.C. ss. 103(b) or 103(e).

(j) "Guidance sign" means a sign permitted under s. TRANS 200.03.

(k) "Maintain" means to keep in a state of repair, efficiency, or validity; to preserve from failure or decline; and to allow to exist.

(L) "Motorist service" means a service that qualifies under s. TRANS 200.06(2).

(m) "Motorist service sign" means an official traffic sign that includes one or more of the words "GAS," "FOOD," "LODGING" or "CAMPING" and directional information, but does not identify the

business offering the service or the name of the brand of products offered.

(n) "Specific information sign" means a rectangular sign panel that displays:

1. One or more of the words "GAS," "FOOD," "LODGING" or "CAMPING";
2. Directional information; and
3. One or more business signs.

(o) "Zoned commercial or industrial area" means an area that is zoned for business, industry, commerce or trade under a state or local zoning law, ordinance or regulation.

SECTION 3. TRANS 200.03(2) to (4) are renumbered 200.03(3) to (5).

SECTION 4. TRANS 200.03(2) is created to read:

TRANS 200.03(2) No guidance sign may be permitted on free-ways, including the national system of interstate highways.

SECTION 5. TRANS 200.03(5) is repealed.

SECTION 6. TRANS 200.03(6) to (8) are renumbered 200.03(7) to (9).

SECTION 7. TRANS 200.03(6) is created to read:

TRANS 200.03(6) No person may be permitted to erect or maintain a guidance sign on a highway if that person has any advertising sign in the vicinity of the intersection where the guidance sign is proposed to be erected or has a business sign under s. Trans 200.06 on the same highway.

SECTION 8. TRANS 200.04(1) and (2) are amended to read:

TRANS 200.04(1) No person ~~shall~~ may erect, cause to be erected, ~~or~~ permit to be erected, or maintain any advertising,

warning, route, guide, information or regulatory sign or signal within the limits of any ~~street-or~~ highway except as authorized in ss. Trans 200.02, 200.03, ~~and~~ 200.05, or 200.06.

(2) No person ~~shall~~ may place or maintain nor ~~shall~~ may any public authority permit upon any highway any official traffic control devices bearing thereon any commercial advertising except as authorized in s. Trans 200.06. (See ss. 346.41 and 349.09, Stats.)

SECTION 9. TRANS 200.06 is created to read:

TRANS 200.06 SPECIFIC INFORMATION AND BUSINESS SIGNS. (1) SIGNS PERMITTED. The department may authorize the erection and maintenance of business signs on specific information signs within a federal-aid primary highway subject to the following restrictions:

(a) No business sign may be erected or maintained within any city or village.

(b) No business sign may be erected or maintained to identify any motorist service located within the limits of any zoned commercial or industrial area.

(c) No business sign may be erected or maintained for any business that has a guidance sign under s. Trans 200.03 on the same highway unless the guidance sign is removed before the business sign is erected.

(d) When a business sign is erected, any existing motorist service signs for the same services at the same intersection shall be removed.

(e) No business sign may be erected or maintained for any business advertising on the same highway on a sign authorized or permitted under s. 84.30, Stats.

(f) Any person permitted to have a business sign shall provide any supplemental signing deemed necessary to guide traffic to the motorist service.

(g) No business sign may be erected or maintained on an exit ramp sign without a corresponding business sign on the specific information sign along the main roadway. A business sign may be erected and maintained on a specific information sign along the main roadway without a corresponding business sign on an exit ramp sign unless deemed necessary to guide traffic to the motorist service.

(h) No business sign may be erected or maintained on a freeway for a business that is reached by any other freeway. No business sign may be erected or maintained on an expressway for a business that is reached by any other expressway or by any freeway. No business sign may be erected or maintained on a conventional highway for a business that is reached by any other conventional federal-aid primary highway or by any expressway or freeway.

(i) No business sign may be erected or maintained at a location where there is an intersection or interchange on the same highway between the sign location and the intersection or interchange at which the business to which the sign applies is located. This paragraph does not apply to double-exit interchanges.

(j) No business sign may be erected or maintained at less than normal spacing in order to accommodate the sign between two

successive intersections or interchanges. This paragraph does not apply to double-exit interchanges.

(k) When there are more business signs requested than the number that may be permitted, the businesses that are nearest the through federal-aid primary highway shall have priority. At double-exit interchanges, the distance shall be measured separately for each pair of double exits, and the shorter distance shall determine priority.

(L) Any business sign for a motorist service operated on a seasonal basis shall be removed or covered during off seasons.

(m) No business sign, brand, symbol, trademark or any other message may be erected or maintained that resembles any official traffic control device or railroad sign or signal.

(n) No business sign may be erected or maintained that does not meet the department's specifications.

(o) No business sign may be erected or maintained that has an objectionable appearance as determined by the department due to vandalism, fading, deterioration or other causes.

(p) No business sign may be erected or maintained for a motorist service that does not fulfill the service requirements of sub. (2).

(q) No business sign may be erected or maintained on a federal-aid primary highway by any applicant for the sign.

(r) No business sign may be erected or maintained that fails to conform with ss. 86.19, 86.191, 86.195 or 346.41, Stats., or rules interpreting and implementing these statutes, as determined by the department.

(s) No business sign may be erected or maintained that fails to conform with Wisconsin statutes or federal statutes.

(t) No business sign may be erected or maintained in violation of an order of the department or any court of competent jurisdiction.

(u) No business sign may be erected or maintained for any business that fails to conform with all applicable laws concerning the provisions of public accommodations without regard to race, religion, color, sex, sexual orientation or national origin.

(v) Sign removal shall not be stayed by filing any appeal of the department's decision or order to remove a sign.

(w) Sign removal shall not affect a sign requestor's liability for any unpaid fees, interest and costs of collection as determined by the department.

(2) SERVICES PERMITTED. The motorist services for which the department may authorize the erection and maintenance of business signs on specific information signs within a federal-aid primary highway are limited to "GAS," "FOOD," "LODGING" and "CAMPING." To qualify for display on a business sign:

(a) "GAS" service shall include:

1. Vehicle services including fuel, oil, tire repair and water;

2. Restroom facilities and drinking water;

3. Continuous operation at least 16 hours per day, 7 days a week for business signs on freeways and expressways; and continuous operation at least 12 hours per day, 7 days per week for business signs on conventional highways, provided automotive fuel is

available under the energy fuel allocation program established under P.L. 93-159; and

4. Public telephone.

(b) "FOOD" service shall include:

1. Licensing or approval;<sup>1</sup>

2. Public telephone; and

3. Continuous operation to serve 3 meals a day, 7 days a week, of which 50 percent of the gross receipts of the business are from meal, food, food product and beverage sales taxable under s. 77.54(20)(c), Stats. "Beverage sales taxable under s. 77.54(20)(c), Stats.," does not include fermented malt beverages, intoxicating liquors or soda water beverages. A "meal" is food service normally expected by the traveling public that may be eaten on the premises. The phrase "3 meals a day" means normal expectations of breakfast, lunch, and supper.

(c) "LODGING" service shall include:

1. Licensing or approval;<sup>2</sup> and

2. Public telephone.

(d) "CAMPING" service shall include:

1. Licensing or approval;<sup>3</sup>

2. Adequate parking accommodations; and

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<sup>1</sup>Licensing or approval of food service to the public or lodging service to the public, or both, is required by the Department of Health and Social Services, s. 50.51, Stats.

<sup>2</sup>See footnote 1.

<sup>3</sup>Licensing or approval of camping services is required by the Department of Health and Social Services or local units of government under ss. 140.05(17) and (21), Stats.

3. Modern sanitary facilities and drinking water.

(3) APPLICATION AND PERMIT RENEWAL PROCEDURE. (a) The department shall provide forms for business sign applications at district offices. (See Form Trans 200.06.) Completed applications shall be submitted to the district office for the district where the sign is to be located. Each applicant shall provide all information required on the department's application form. If the application for the sign is denied, the application fee shall be returned.

(b) Each applicant shall give written assurance on its application to the department that the applicant's business conforms with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, sex, sexual orientation or national origin.

(c) Each applicant shall indicate on its application whether its business is seasonal and the closing and opening dates of the business if seasonal. The applicant shall give assurance to the department that it will provide prior notification to the district office of the district in which the sign is to be located of any change in seasonal dates.

(d) Each applicant shall agree to comply with all conditions of the sign permit granted and to notify the district office of any zoning change where the applicant's motorist service is located.

(e) Each applicant shall state on its application that it shall furnish the department's contractor the brand, symbol or trademark meeting the department's specifications for the business sign. As an alternative to the foregoing, the applicant may

submit a drawing of its name with its application that the department may use to contract for the manufacture and erection of the business sign.

(f) If an application is approved and a permit issued, an annual permit renewal fee shall be required for administrative costs and routine inspection. Annual renewal of the permit shall be subject to review and approval or denial by the department. If there are more business signs requested than the number that may be permitted, the permit shall be denied or not renewed in favor of any eligible applicant providing a motorist service that is nearer the through federal-aid primary highway.

(g) Completed applications received by the district office on the effective date of this section through the first day of the 2nd month commencing after the effective date of this section shall be considered for the first erection contract for business signs in the district. Applications received after this period shall be considered for subsequent erection contracts or the department may elect to have the work done under a maintenance contract.

(h) The business for which a business sign is requested shall be the applicant and the permit shall be issued to the business.

(4) FEES. (a) Application and permit renewal fee. The applicant requesting the erection of a business sign shall pay to the department an application fee of \$40 for administrative costs and the cost of routine sign inspection. A separate application and \$40 fee is required for each business sign requested. A business sign along the main roadway and its corresponding sign on an exit ramp sign under sub. (7)(a)4 shall be considered two business

signs. The applicant granted a permit shall pay the department an annual permit renewal fee of \$40 for each business sign and \$40 for each corresponding business sign on an exit ramp sign, if any, before January 1 of each calendar year following erection of the sign. If the department does not receive payment of the annual renewal fee by January 1, the department shall not renew the permit.

(b) Erection fee. The applicant granted a permit shall pay to the department a fee for the erection of the sign(s), exit ramp sign, if any, and specific information sign, including preliminary and construction engineering by the department.

1. Applicants shall pay the department their fee for sign erection within 60 days of the date the department opens competitive bids for the work under an erection contract. The department shall calculate each applicant's fee based on the total contract cost and departmental engineering, and notify each applicant of the amount due. If the department does not receive the amount due from the applicant within 60 days of the date it opens the bids, the \$40 application or renewal fee for each sign shall be forfeited to the department and the signs shall be deleted from the contract prior to contract award.

2. If the department elects to undertake the manufacture and erection of the sign by maintenance contract, the applicant shall pay the department the fee for sign erection within 30 days of the date of the department's notification of the amount due. The department shall calculate the applicant's fee based on the total contract cost; any negotiated price for unanticipated erection of specific information signs, including supports; departmental

engineering; and a prorated, equitable share of prior, original erection costs, as determined by the department. If the department does not receive the amount due from the applicant within 30 days of the date of the department's notification, the \$40 application or renewal fee for each sign shall be forfeited to the department and the signs shall not be erected.

(c) Maintenance fee. The applicant granted a permit under this section shall pay to the department an annual maintenance fee to maintain signs in a condition acceptable to the department. Annual maintenance fees shall be based on the department's estimate of total annual maintenance costs. Costs shall include the department's engineering costs. The department shall conduct continuing analysis of maintenance costs, and the maintenance fee shall be adjusted annually to reflect cost experienced during the preceding year and any cost increases or decreases estimated for the year of permit renewal. The annual maintenance fee for each sign shall be paid to the department at the same time as the annual permit renewal fee before January 1 each calendar year following erection of the sign. If the department does not receive payment of the annual maintenance fee by January 1, the department shall not renew the permit and shall remove the sign.

(d) Refunds and fees when bumping. If there are more business signs requested than the number that may be permitted, the permit shall be denied or not renewed in favor of any eligible applicant providing a motorist service that is nearer the through federal-aid primary highway. The department shall refund the annual permit renewal fee, annual maintenance fee, and a prorated share of the original erection fee to any bumped applicant based

upon an expected original sign life of 10 years, as determined by the department. The bumping applicant granted the permit shall pay to the department the annual maintenance fee and a prorated share of the original erection fee based upon the remaining useful life of an expected original sign life of 10 years, as determined by the department. If the department does not receive the amount due within 30 days of the date of the department's notification of the amount due, the application fee shall be forfeited to the department and the permit renewed in favor of the bumped applicant.

(5) CONTRACTS. (a) The department shall prepare plans and specifications for the manufacture, erection and maintenance of signs. The department's specifications shall require all sign panel supports to be of a breakaway design. The department may elect to undertake the manufacture and erection of signs by erection contract or by maintenance contract. The department may also elect to undertake the manufacture of signs by separate contract from the maintenance or erection contracts and contracts may be of any statewide, regional district or local scope deemed reasonable and cost effective by the department. All erection and maintenance work shall be done under contracts administered by the department. No work may be done by any applicant. The applicant may furnish the department's contractor the applicant's brand, symbol, trademark or name, or combination of these, meeting the department's specifications as the business sign. All materials furnished as business signs by an applicant or by the department's contractor shall become and remain the property of the department once erected within any public highway.

(b) The department shall contract for sign maintenance for periods of 5 years. Sign maintenance contracts shall include provisions for installation of additional business signs on existing specific information signs; replacement of damaged, defective or obsolete signs; removal of signs; and covering and uncovering or removing and replacing signs for seasonal services.

(c) Maintenance contracts may contain provisions for a negotiated price for unanticipated erection of specific information signs, including supports.

(6) SIGNING CRITERIA. (a) Distance to motorist service. A business providing a motorist service may not be located in excess of 3 highway miles in distance in either direction from the highway intersection to qualify for a business sign; except that, if within that 3-mile limit motorist services of the type being considered are not available, the limit of eligibility may be extended in 3-mile increments until services of the type being considered, or 15 miles, are reached. Distance to a business will be measured from the edge of the main traveled way, or from the nearest gore on the through highway at interchanges, to the centerline extended of the closest business driveway of the motorist service facility on the crossroad and will be measured on or along the normally traveled ramp, through lanes or crossovers of the public highway. At double-exit interchanges, the distance shall be measured separately for each pair of double exits and the shorter distance shall determine eligibility. (See Figures Trans 200.06-1, 200.06-2, and 200.06-3.)

(b) Lateral location. The location for specific information signs shall be determined by the department to preserve highway

safety, to take advantage of natural terrain, to have the least impact on the scenic environment, to minimize conflict with scenic easements, and to avoid visual conflict with other signs within the highway or with signs authorized or permitted under s. 84.30, Stats.

(c) Relative location. In the direction of traffic, successive specific information signs shall be those for "CAMPING," "LODGING," "FOOD" and "GAS" in that order.

(d) Number of signs permitted. The number of specific information signs permitted shall be limited to one for each type of motorist service along an approach to an interchange or intersection. The number of business signs permitted on a specific information sign is specified in subs. (7)(b), (8)(b), and (9)(b).

(e) General sign specifications. 1. 'Specific information signs.' The sign panels for specific information signs shall have a blue background with a white legend and border. The sign panels, legend and borders shall be reflectorized but not illuminated. The size of the sign panels shall not exceed the minimum size necessary to accommodate the maximum number of business signs permitted using the required legend height and the interline and edge spacing. (See Figure Trans 200.06-4.)

2. 'Business signs.' Business signs shall have a blue background with a white legend and border. Business signs shall be reflectorized. The principal legend should be at least equal in height to the directional legend on the specific information sign. If a business brand, symbol or trademark is used alone for a business sign, the border may be omitted. The brand, symbol or trademark or name, or combination of these, meeting the department's

specifications, may be provided to the department's contractor by the business. The brand, symbol or trademark or name, or combination of these, and any required legend shall not exceed the standard business sign size and any integral legend shall be in proportionate size. Businesses that provide diesel fuel as well as "GAS" services are encouraged to provide "DIESEL" as an integral legend on their business sign. The vertical and horizontal spacing between business signs on specific information signs shall not exceed 8 inches and 12 inches, respectively. (See Figure Trans 200.06-4.)

(f) Legends. All directional arrows and all letters and numbers used in the name of the type of motorist service and the directional legend shall be white and reflectorized.

(7) INTERSTATE HIGHWAYS AND OTHER FREEWAYS SPECIAL REQUIREMENTS. (a) Sign location. 1. 'Separate specific information signs.' Except as provided in par. (b)3, a separate specific information sign shall be provided for each type of motorist service for each type of motorist service for which business signs are displayed.

2. 'Relationship to exit gore.' The specific information signs shall be erected between the end of the acceleration lane at the previous interchange and 800 feet in advance of the beginning of the deceleration lane at the interchange from which the motorist services are available. There shall be at least 800 feet spacing between the signs. Excessive spacing shall be avoided. Spacing may be adjusted to avoid visual conflict with other signs.

3. 'Convenient reentry.' Specific information signs shall not be erected at an interchange where the motorist cannot

conveniently reenter the freeway and continue in the same direction of travel.

4. 'Exit ramp signs.' At single-exit interchanges where motorist service facilities are not visible from a ramp terminal, ramp signs shall be installed along the ramp or at the ramp terminal. These signs shall correspond to the specific information signs along the main roadway but shall be reduced in size. Business signs for visible facilities may be omitted. The exit ramp signs shall include the distance to motorist service installations exceeding 3 miles and directional arrows in lieu of words. The minimum letter height shall be 4 inches except that any legend on a symbol shall be proportional to the size of the symbol.

(b) Sign composition. 1. 'Single-exit interchanges.' At single-exit interchanges, the name of the type of motorist service followed by the exit number shall be displayed in one line above the business signs. At unnumbered interchanges, the directional legend "NEXT RIGHT (LEFT)" shall be substituted for the exit number. The "GAS" specific information sign shall be limited to 6 business signs; the "FOOD," "LODGING" and "CAMPING" specific information signs shall be limited to 4 business signs each.

2. 'Double-exit interchanges.' At double-exit interchanges, the specific information signs shall consist of 2 sections, one for each exit. The top section shall display the business signs for the first exit and the lower section shall display the business signs for the second exit. No more than one-half of the maximum number of signs permitted at an intersection shall be permitted for each exit. (See Figures Trans 200.06-3 and 4.) The name of the type of motorist service followed by the exit number

shall be displayed in a line above the business signs in each section. At unnumbered interchanges, the legends "NEXT RIGHT (LEFT)" and "SECOND RIGHT (LEFT)" shall be substituted for the exit numbers. Where a type of motorist service is to be signed for at only one exit, one section of the specific information sign may be omitted. The number of business signs (total of both sections) shall be limited to 6 for "GAS" and 4 each for "FOOD," "LODGING" and "CAMPING."

3. 'Interchanges with fewer facilities.' At interchanges where not more than 2 qualified facilities are available for each of 2 or more types of motorist services, business signs for 2 types of motorist services may be displayed on the same specific information sign. Not more than 2 business signs for each type of motorist service shall be displayed in combination on a panel. The name of each type of motorist service shall be displayed above its respective business signs, and the exit number shall be displayed above the names of the types of motorist services. At unnumbered interchanges, the legend "NEXT RIGHT (LEFT)" shall be substituted for the exit number. Business signs shall not be combined on a panel when it is anticipated that additional motorist service facilities will become available in the near future. When it becomes necessary to display a third business sign for a type of motorist service displayed in combination, the business signs involved shall then be displayed in compliance with subds. 1 and 2.

(c) Sign size. 1. 'Business signs.' Each business sign displayed on the "GAS" specific information sign shall be contained within a 48-inch-wide and 36-inch-high rectangular

background area, including border. Each business "FOOD," "LODGING" and "CAMPING" specific information signs shall be contained within a 60-inch-wide and 36-inch-high rectangular background area, including border.

2. 'Legends.' All letters used in the name of the type of motorist service and the directional legend shall be 10-inch capital letters. Numbers shall be 10 inches in height.

(8) EXPRESSWAYS--SPECIAL REQUIREMENTS. (a) Sign location.

1. 'Interchanges.' The location of specific information signs and exit ramp signs erected for interchanges shall be the same as for interstate highways and freeways under sub. (7) (a).

2. 'Intersections.' The locations of specific information signs, the spacing between specific information signs, and between specific information signs and other traffic control devices shall be determined on the basis of the department's engineering study. Business signs shall not be displayed for a business that is readily visible from a point on the traveled way 300 feet or more in advance of the intersection.

(b) Sign composition. 1. 'Interchanges.' The composition of specific information signs and exit ramp signs erected for interchanges shall be the same as for interstate highways and freeways under sub. (7) (b).

2. 'Intersection.' A maximum of 4 business signs for each type of motorist service shall be displayed along each approach to the intersection. No more than 4 business signs shall be displayed on each sign panel. A maximum of 2 business signs for each of 2 different types of motorist services may be combined on the same sign panel. The name of each type of motorist service shall

be displayed above its business signs together with an appropriate legend such as "NEXT RIGHT (LEFT)" or a directional arrow.

(c) Sign size. 1. 'Interchanges.' Business signs shall conform to the sizes specified for interstate highways and freeways under sub. (7)(c)1. Legends shall conform to the requirements for interstate highways and freeways under sub. (7)(c)2.

2. 'Intersections.' Each business sign shall be contained within a 36-inch-wide and 24-inch-high rectangular background area, including border. All letters used in the name of the type of motorist service and the directional legend shall be 6-inch capital letters.

(9) CONVENTIONAL HIGHWAYS--SPECIAL REQUIREMENTS. (a) Sign location. The location of the specific information signs shall be the same as specified for expressway intersections under sub. (8)(a)2.

(b) Sign composition. The composition of the specific information signs shall be the same as specified for expressway intersections under sub. (8)(b)2.

(c) Sign size. Each business sign shall be contained within a 24-inch-wide and 18-inch-high rectangular background area, including border. All letters used in the name of the type of motorist service and the directional legend shall be 4-inch capital letters.

(10) COMPLIANCE WITH FEDERAL LAW. The department may promulgate an emergency administrative rule under s. 227.027, Stats., that supersedes this chapter whenever federal standards become more restrictive than this chapter.

(11) SIGN REMOVAL. (a) The department may remove a business sign at any time for any of the following reasons:

1. Failure to comply with any of the restrictions under sub. (1);

2. Failure to comply with any of the motorist service standards under sub. (2);

3. Failure to comply with any application or permit renewal requirement under sub. (3).

4. Failure to receive timely payment of any fee required by the department under sub. (4);

5. Failure to comply with any signing criteria under sub. (6)(a);

6. Failure to comply with an emergency rule promulgated by the department to comply with more restrictive federal standards under sub. (10);

7. Failure to have a valid business sign permit approved by the department at the time the sign is removed;

8. Failure to comply with any condition of any business sign permit;

(b) The department may also remove a business sign to facilitate construction, maintenance or utility work within the limits of the public highway, including sign erection or maintenance, when approved by the department. The department shall provide restoration of the sign upon completion of the work.

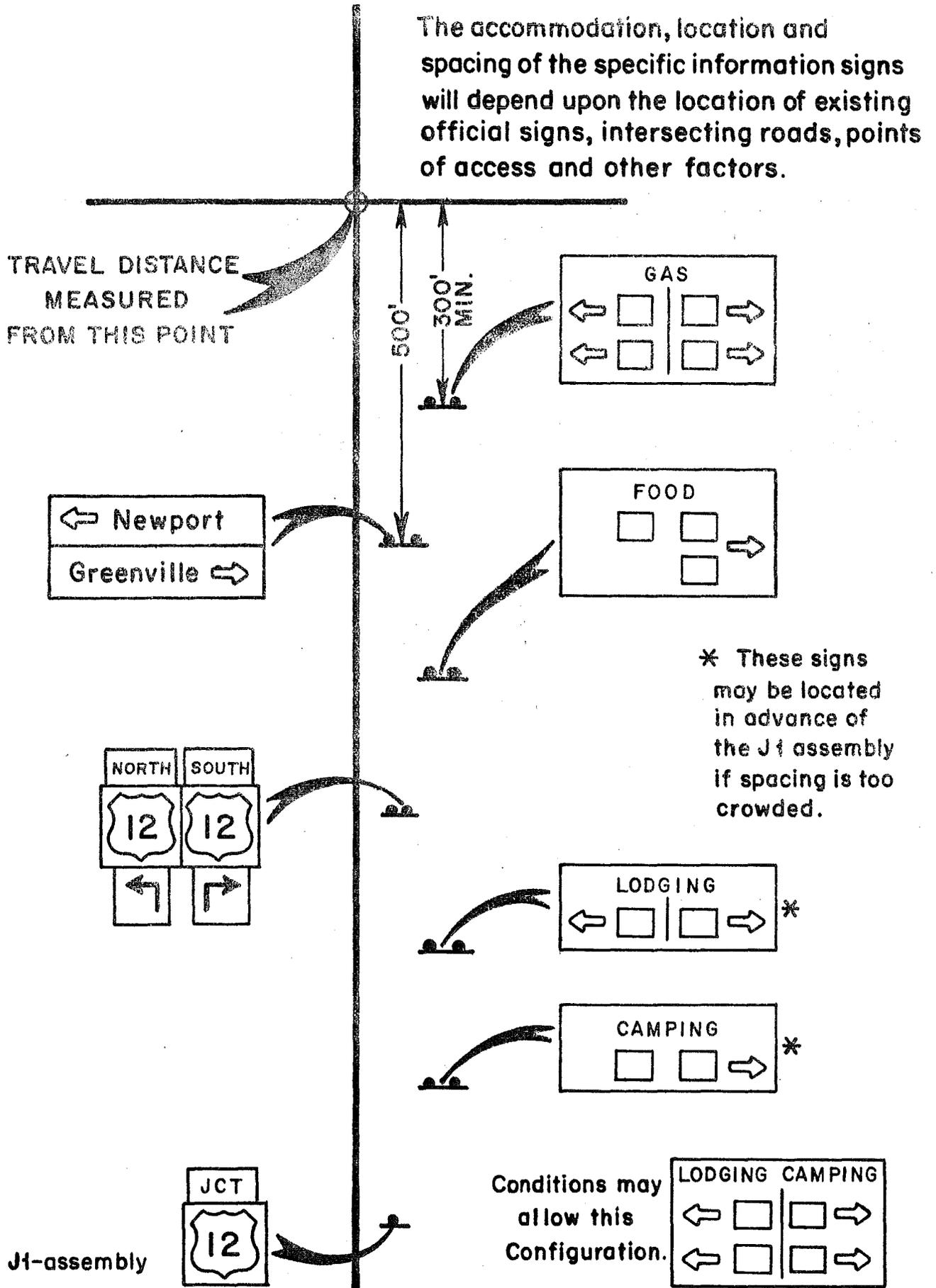
(c) Removal of a business sign by the department shall not be stayed by the filing of any contested case, by any appeal of the department's decision or order to remove the sign, or while the final decision is pending in any contested case or appeal.

(d) Removal of a business sign by the department as a result of the department's denial of a permit renewal shall not be stayed pending the final decision in any contested case or any appeal of the department's denial of the permit renewal.

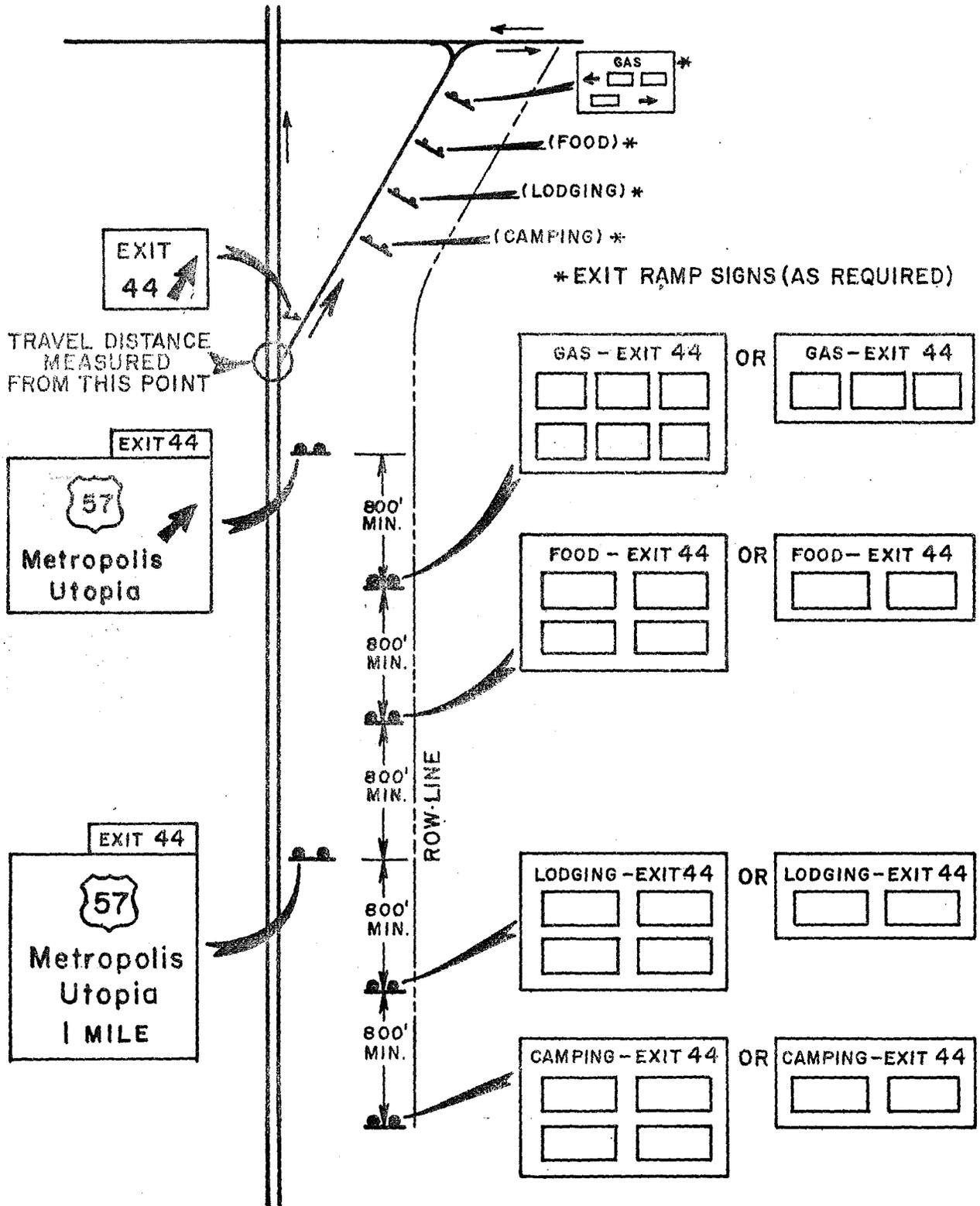
(e) The department may remove a business sign at any time for any reason stated in this subsection whether the reason for removal occurs before or after issuance of the permit by the department, renewal or denial of the permit, or erection of the sign.

(f) The department may remove a business sign at any time for any reason stated in this subsection whether the reason for removal results from action or inaction of the department, an applicant, permittee, the department's contractor, or any other person or any other event or occurrence. The department shall provide for restoration of the sign, or refund, if the removal results from an error of the department or the department's contractor in locating the sign.

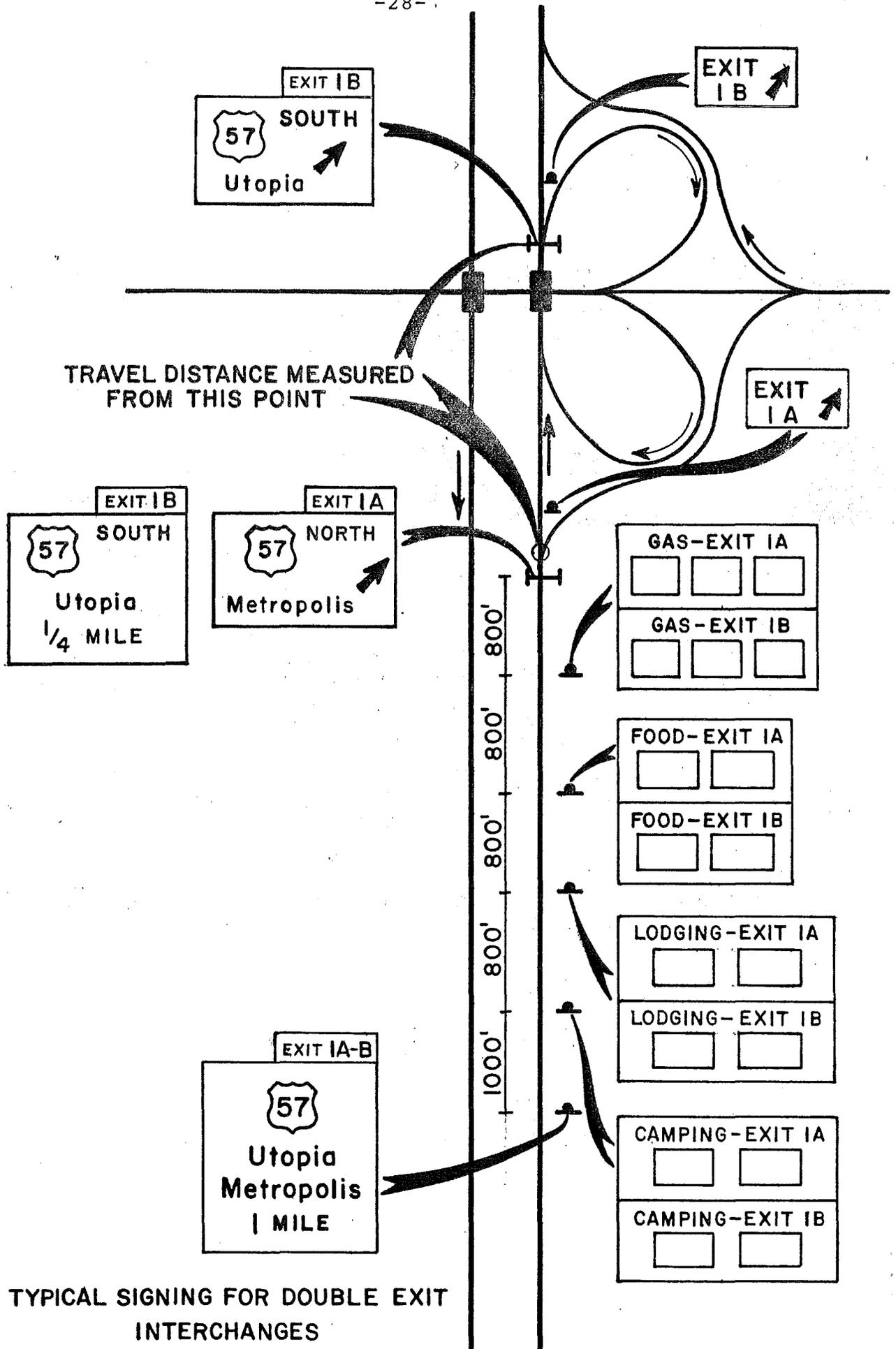




TYPICAL SIGNING FOR CONVENTIONAL INTERSECTIONS  
FIGURE TRANS 200.06-1

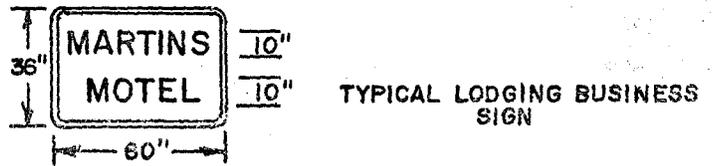
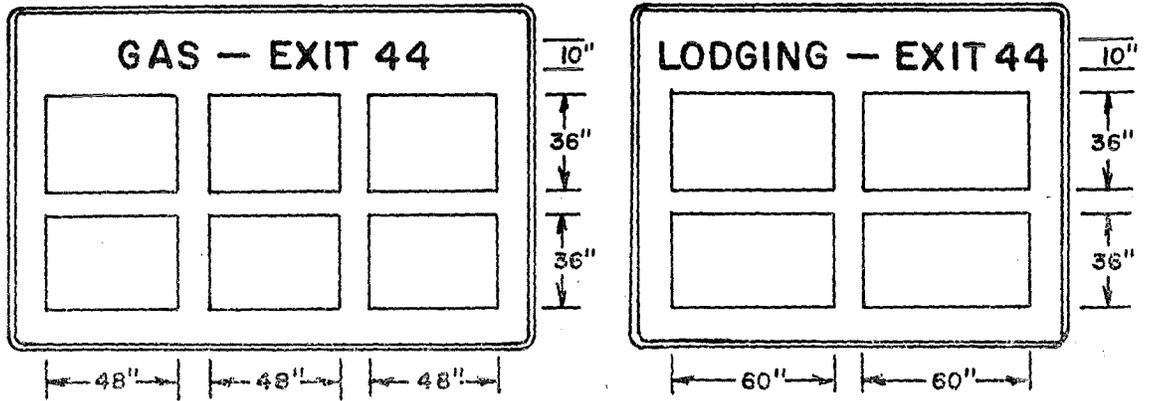


TYPICAL SIGNING FOR SINGLE EXIT INTERCHANGES  
FIGURE TRANS 200.06-2

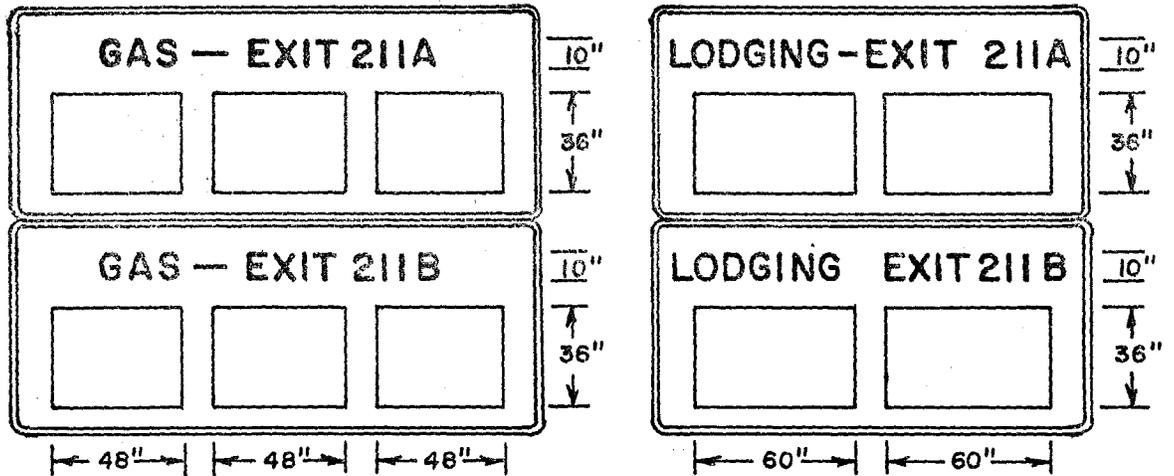


TYPICAL SIGNING FOR DOUBLE EXIT INTERCHANGES

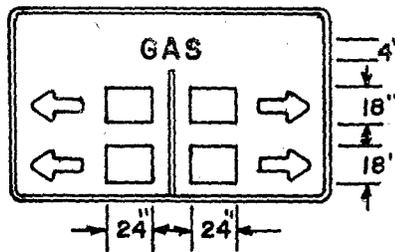
FIGURE TRANS 200.06-3



SINGLE EXIT INTERCHANGE



DOUBLE EXIT INTERCHANGE



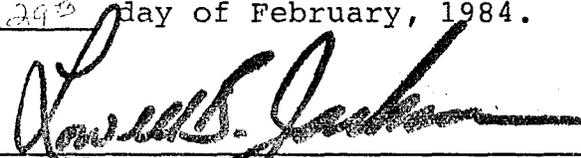
INTERSECTION

(End of Rule Text)

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The rules, amendments and repeals contained in this order shall take effect on the first day of the month following its publication in the Wisconsin Administrative Register as provided in s. 227.026(1)(intro.), Stats.

Dated at Madison, Wisconsin, this  
29<sup>th</sup> day of February, 1984.



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Lowell B. Jackson, P.E.  
Secretary  
Wisconsin Department of  
Transportation