

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Outdoor Advertising Homepage (DTSD82)**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Outdoor Advertising Homepage (DTSD82), WI STAT Ch. 84, a proposed guidance document.

### **PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION**

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department's

website: <https://trust.dot.state.wi.us/act369/?id=DTSD82&uri=https://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/default.aspx&division=DTSD&tags=84.3&tags=Trans201>

2. Mailing written comments to:

Division of Transportation System Development  
Wisconsin Department of Transportation  
4822 Madison Yards Way  
PO Box 7965  
Madison, WI 53707-7965

### **WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT**

The final version of this guidance document will be posted at [wisconsin.gov](https://wisconsin.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

[dotdtsdguidancedocs@dot.wi.gov](mailto:dotdtsdguidancedocs@dot.wi.gov)



## State of Wisconsin Department of Transportation

# Outdoor advertising signs

Highway maintenance

Outdoor advertising  
signs

On-property signs

Off-property signs

Official signs

Municipal welcome  
signs

Service club and religious  
notices

Directional and  
informational signs

Specific information  
signs

Tourist oriented  
directional signs

White arrow boards

Community wayfinding  
signs

Supplemental  
generator signs

Outdoor advertising  
directional signs

Improperly placed signs

Outdoor advertising  
signing contacts

Traffic signing contacts

## Overview



The Wisconsin Department of Transportation's primary responsibility is

to develop, maintain, and operate a state trunk highway system designed to move traffic from one destination to another in a safe, efficient, and expeditious manner. Regulating signs, both on and off highway right-of-way, is an important part of this responsibility.

WisDOT's responsibility for the safety of the traveling public doesn't simply begin and end with the paved roadway. In accordance with the Highway Beautification Act of



1965, along with other state and federal laws, WisDOT is required to

regulate outdoor advertising signs in private land, located adjacent to the interstate, federal-aid primary highways, National Highway System, and MAP-21 routes as a condition of receiving its full share of federal funds. These laws seek to balance the interests of providing travelers with information and promoting commerce, while maintaining public safety and preserving the scenic and natural beauty of Wisconsin.

Outdoor advertising includes, and is not limited to the following off-property signs:

- Billboards
- Directional signs
- Official signs
- Service club and religious notices

Most local authorities (counties and municipalities) also have regulations or ordinances regarding signage in their jurisdiction. It is the sign owner's responsibility to follow local laws. 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. Where state and local regulations differ, the more restrictive requirements govern.

## On-property signs

On-property (or on-premises) signs advertise for a business that is conducted on the property. These signs are allowed and do not require a state permit so long as certain requirements are met. Visit the [On-property signs](#) webpage for more information.

## Outdoor advertising laws

- [Wisconsin Statute 84.30](#)
- [Wisconsin Statute 84.305](#)
- [Wisconsin Administrative Code Trans 201](#)
- [Code of Federal Regulations Part 750 \(23 C.F.R. 750\)](#)
- [FHWA History and Overview of the Federal Advertising Control Program](#)

## For more information

Contact the [WisDOT Region Outdoor Advertising Signing Contact](#).