

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Outdoor Advertising On-Property Signs (DTSD83)

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Outdoor Advertising On-Property Signs (DTSD83), 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=DTSD83&uri=https://wisconsindot.gov/Pages/doing-bus/real-estate/outdoor-adv/on-property-signs.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 wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

dotdtsdguidancedocs@dot.wi.gov



State of Wisconsin Department of Transportation

On-property 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



On-property (or on-premises) signs advertise for a business

that is conducted on the property. The sign may be on the structure of a building, or free-standing. If the sign is free-standing, it must be located on the same premises on which the activity is conducted.

Provided the following requirements are met, WisDOT does not require a permit for on-property signs located on state-controlled routes. However, if your sign does not meet the below requirements, then you must apply for an off-property sign permit and all off-property permit requirements apply.

Location requirements

- The sign must:
 - Be located within the immediate vicinity of the business activities conducted on the property. Immediate vicinity is defined as:
 - The area bounded by the buildings, driveways and parking areas, OR
 - Within 50 feet of those areas
 - Not be located across a street or road from where the business is conducted
 - Not be located on a narrow strip
- Additionally, the sign must:
 - Be located entirely on the business property (includes overhang and landscaping)
 - Be outside of any setbacks (includes overhang and landscaping)
 - Not encroach onto the highway right of way
 - Not constitute a safety hazard (i.e., does not impede adequate traffic vision lines for all roads and all access points that serve this business)

Content requirements

- The sign must advertise only activities conducted on the property on which the sign is located. This includes:
 - Name of establishment

- Principal products or services offered on the premises
- No off-property advertising is allowed

On-property sign laws

- [Wisconsin Statute s. 84.30\(3\)\(c\)](#)
- [Wisconsin Administrative Code ss. Trans 201.02\(9\), and 201.19](#)
- [Code of Federal Regulations Part 750 \(23 C.F.R. 750\)](#)
- [FHWA History and Overview of the Federal Advertising Control Program, On-property signs](#)

Note on local authorities: 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. Where state and local regulations differ, the more restrictive requirements govern.