

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Outdoor Advertising Municipal Signs (DTSD86)**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Outdoor Advertising Municipal Signs (DTSD86), 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=DTSD86&uri=https://wisconsindot.gov/Pages/doing-bus/real-estate/outdoor-adv/municipal-welcome-signs.aspx&division=DTSD&tags=84.3&tags=86.19>

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](https://wisconsindot.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

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



## State of Wisconsin Department of Transportation

# Municipal welcome 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



Photo courtesy of Julie Raasch

A municipal welcome sign is an official sign installed and maintained by a municipality that informs motorists of a municipality's territorial boundary. Municipal welcome signs are not outdoor advertising signs or traffic control devices. A municipality may be a town, village, city or county. It does not include an unincorporated community.

## Location

- On the state highway right of way
  - As close to the right of way line as possible
  - Out of the clear zone
- May not be placed on Interstate right of way

## Size

- No limitations


## Content

- May include logos, graphics and/or taglines (slogans)
- May not contain:
  - Commercial messages, business names or sponsorships
  - Other official or service club signs
  - Electronic message boards
  - Static message boards
  - Auxiliary placards
  - Memorials


## Fabrication, installation, maintenance, and relocation

- Paid for by the municipality (applicant)

## Relevant law and policy

- Wis. Stat. [s. 84.30\(2\)\(hm\)](#).
- Wis. Stat. [s. 86.19\(1n\)](#).
-  [Highway Maintenance Manual 09-20-30](#)

## Application

-  [Form DT1812](#), *Application/permit to work on highway right of way*
  - Include detailed drawing of the proposed sign along with location diagram
  - Additional information for work on highway right of way permits, see [webpage](#)
- Application Fee: **None**

## Questions regarding specific municipal welcome sign installations

- Contact the appropriate WisDOT  [transportation region office](#)

## Other Requirements

- Application must be filled-out and signed by an elected official or authorized employee of the municipality
- Municipality must be self-insured or carry sufficient insurance for the sign
- Only one municipal welcome sign is allowed per each state highway direction that crosses a municipal boundary - even if the highway crosses a boundary more than once
- The municipal welcome sign\* must:
  - Be installed to inform motorists of the territorial boundary of the municipality
  - Be located within the territorial boundary of the municipality
  - Be located entirely on state highway right of way (includes overhang)
  - Be installed and maintained by a municipality
  - Not constitute a safety hazard (i.e., located out of the clear zone)
  - Not obstruct, conflict or interfere with official traffic control signs and devices
  - Not obstruct or interfere with the vision of motorists navigating any intersection, which includes all driveways

\* Including any applicable landscaping

## Questions regarding WisDOT policy or this webpage

### **Bob Fasick**

Wisconsin DOT

Bureau of Highway Maintenance

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