



**APPLICATION FOR PERMIT  
TO INSTALL TEMPORARY  
BUSINESS SIGN ON STREET  
RIGHT-OF-WAY DURING  
A STREET CONSTRUCTION  
PROJECT**

<b>Project No.</b>	<b>5992-06-40</b>
<b>Permit No.</b>	
<b>Project Name</b>	<b>East Washington Ave / STH 30</b>

\*A SEPARATE PERMIT IS REQUIRED FOR EACH SIGN

Applicant Name:	
Business Name:	
Address:	
Phone:	FAX:
E-mail	
Type of Business / Activity:	
Sign Location:	
Remarks:	

Please provide a sample drawing of sign:

Sign Type: (Check One)

- Driveway Sign ( Max 48" X 48" )
- Alternate Business Access Sign ( 8" X 36" )
- Directional Sign ( Max 48" X 48" )

By signing this application for permit, I agree to install and maintain a temporary business sign at the location listed above and in conformance with the guidelines attached to this application. I agree to comply with these guidelines and will remove all signs within 48 hours of completion of the project, or when directed by the project engineer. The sign shall become the property of the City if not removed by the expiration of the permit.

Date Applicant Signed \_\_\_\_\_

Date Approved: \_\_\_\_\_

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Approved By (City of Madison)

Permit Expires as of the:  End of Phase \_\_\_\_\_  
 Project Completion

Permit expires as indicated above but under no circumstances is this permit valid after \_\_\_\_\_

## GUIDELINES FOR INSTALLATION OF TEMPORARY BUSINESS SIGNS ON STREET AND HIGHWAY RIGHT OF WAY

Whenever a traffic generator (normally a commercial business) is affected by an improvement project, the City of Madison and WisDOT may allow the placement of temporary directional signs in the street or highway right-of-way at locations approved and documented by the Project Manager. The following guidelines will apply:

### **Driveway Sign Criteria**

1. Maximum Size of sign – 48” x 48”
2. Background Sign Color – White
3. Letter size – 4 inch minimum
4. Letter Color – Black
5. Logo Allowed – Yes
6. Mounting Options – Sandwich Board Style Desired – two sheets of plywood with a hinge at the top and a chain at the bottom.
7. Placement – Must be behind traffic control drums.
8. Other Information – Signs must be on one side only for right turns unless left turns are permitted into the driveway in which case the lettering may be visible from both directions.

### **Alternate Business Access Signs Criteria (Not Available on all construction projects)**

1. Maximum Size of sign – 8” X 36”
2. Background Sign Color – White
3. Letter size – 4 inch block style
4. Letter Color – Black
5. Logo Allowed – Yes
6. Mounting Options – N/A, Sign will be mounted by the project below the standard Alternate Business Access Sign also installed by the project.
7. Placement – Signs locations are generally in advance of signalized intersections.
8. Other Information – The purpose of the sign is to inform customers of the most direct route to your business.

### **Directional Signs Criteria**

1. Maximum Size of sign – 48” x 48”
2. Background Sign Color – White
3. Letter size – 4 inch minimum
4. Letter Color – Black
5. Logo Allowed – Yes
6. Mounting Options – On Wisconsin DOT Type I barricade supplied by the business or Sandwich Board Style – two sheets of plywood with a hinge at the top and a chain at the bottom.
7. Placement – Placement should be in the terrace, not conflicting with existing traffic control. The location must be approved by the Project Engineer.

### **General Criteria**

1. The signs will not obstruct the view of, or interfere with 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 shoulder to edge of sign, or at least 2 feet from back of curb to edge of sign (per MUTCD 2A.19).
2. For uniformity and readability, the lettering shall be black block style letters, minimum 4” high, on a white background. Red, orange, fluorescent lime green or other colors will not be allowed.
3. The Field Staff will coordinate the design and placement of the signs with the owner, and will grant or deny approval. All approved signs, their design and locations, will be documented on the permit form.
4. The signs will be erected and removed at the expense of the applicant.
5. Signs not removed within 48 hours of notification to do so will be removed and the cost billed to the permittee.