

Temporary Business Signs for the East Washington Avenue / STH 30 Construction

The City of Madison and WisDOT will allow temporary signage by businesses. Temporary signage is used to direct patrons around and through the construction area.

There are three types of temporary business signs that can be installed to assist customers in finding your place of business.



Driveway Sign – These are allowed on East Washington Avenue or on side streets at your driveway. They help to tell motorists where to turn as the construction can make it difficult for motorists to find the driveway. These are used when a driveway is maintained on East Washington Avenue or a side street and construction is on the side of the street that your business is on. The business provides and installs this sign.

Alternate Business Access Signs - The contractor will install alternate business access signs and businesses may attach their sign below the Alternate Business Sign. These signs state “Alternate Business Access” and have an arrow on them. They are placed in advance of intersections to inform motorists where to turn. These are the only signs permitted on East Washington Avenue, Aberg Avenue and STH 30 other than the Driveway Sign. The business provides the sign and the sign is installed by the project’s contractor below the sign with the words “Alternate Business Access” on it.



Directional Signs – These signs are used on streets other than East Washington Avenue, Aberg Avenue and STH 30 and are used where the Alternate Business Sign above is not an available option. They are used to direct the motorist using a side street toward your business. The business

provides and installs these signs.

If you wish to place any of the above temporary signs, please fill out the permit for a temporary sign, available in pdf format. No fee is charged for the temporary signs. It is important that you obtain the permit prior to ordering the signs.

Completed forms should be faxed to the East Washington Avenue Field office. Prior to construction starting, the field office may not be operational and forms may be faxed attention Kim Ballweg at Ayres Associates (608) 443-1250. Field Staff will coordinate with the City of Madison and WisDOT for approval. Please refer to the web page at www.eastwashington.org for information on the status of the field office.

If you have any questions or are unsure about how to fill out the form, please call Kim Ballweg at (608) 443-1200.

Approved signs will have a sticker placed on the sign to identify that sign as being approved. All signs must be removed by the expiration date shown on the sticker. Signs placed without an approved application or signs which are up beyond the expiration date will be removed.

Driveway Sign – Permit Required

- Description – A sign placed at your driveway to help distinguish where to turn.
- Maximum Size of sign – 48” x 48”
- Background Sign Color – White
- Letter size – 4 inch minimum
Letter Color – Black
- Logo Allowed – Yes
- Mounting Options – Sandwich Board Style Desired – two sheets of plywood with a hinge at the top and a chain at the bottom.
- Placement – Must be behind traffic control drums.
- Other Information – Signs must be on one side only for right turns. (Signs on both sides encourages illegal and dangerous left turns into the driveway)

Alternate Business Access Signs – Permit Required

- Description – As part of the project, "Alternative Business Access" (ABA) Signs will be placed along the project. The intent of these signs is to promote traffic to use the signalized intersections to find alternative access to the businesses. Businesses are provided an opportunity to place a sign below this ABA sign to

help customers to your businesses. The signs will be placed for East Washington Avenue traffic in advance of signalized intersections. These signs must be very uniform in size and appearance.

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

Directional Signs – Permit Required

- Description – A sign placed on a side street (not permitted on East Washington Avenue) to direct customers to your business. They will generally contain your business name and an arrow pointing toward your business.
- Maximum Size of sign – 48” x 48”
- Background Sign Color – White
- Letter size – 4 inch minimum
Letter Color – Black
- Logo Allowed – Yes
- 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.
- Placement – Placement should be in the terrace, not conflicting with existing traffic control. The location must be approved by the Project Engineer.

General Criteria

- 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).
- 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.
- 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.
- The signs will be erected and removed at the expense of the applicant.
- Signs not removed within 48 hours of notification to do so will be removed and the cost billed to the permittee.