

# Temporary Signage Guide

## When to Use Temporary Business Signage

Temporary signs can help customers navigate a construction zone to find your business. Below you will learn how to apply for temporary business signs through WisDOT. Please note that WisDOT's temporary signage policy applies only to work in the state highway system, and **business owners are responsible for the cost**. Temporary signage in local streets projects would be managed by the local governing body and may differ from state policy.

When might you need temporary business signage? If your business is located within or adjacent to a construction zone, or nearby construction will alter a main route to your business, you may want to make temporary signage as part of your plan to keep in touch with customers. Other items to consider include:

- Traffic detours
- Changes to driveway access
- Duration of construction
- Peak business season
- Signage versus other outreach options (social media, word of mouth, etc)





This guide will help you understand how and when to coordinate temporary business signage with WisDOT and the construction team.

## Before Construction

- **Coordinate sign location(s) with the project engineer**
  - ▶ About two months before construction, coordinate with the Project Engineer to determine sign location(s).
  - ▶ Consider working with other nearby businesses to apply for temporary business signing. Multiple businesses can put their name and logo on the same sign. Or, ask about a general message sign "Access to Main Street Businesses." This sign is typically furnished by WisDOT.
    - » If the project includes a detour, additional temporary business signage may be useful along the route.

## DESIGN GUIDELINES:

		<b>A</b> 4" Lettering	<b>A</b> 6" Lettering	<b>LOGO</b>
Individual Business Sign 3' x 3' maximum size	Multiple Businesses Sign 4' x 8' maximum size	For roads 45 MPH Speed Limit or Less	For roads 45 MPH Speed Limit or More	Logos cannot exceed 4 sq. feet on your sign

## Key points to discuss

- ▶ How will customers access my business during construction? Consider signs at beginning points of construction or side streets that customers might use.
- ▶ Will construction disrupt customer parking?

## Design your sign!

### • Fill out the application

- ▶ Include an illustration with dimensions and a map for placement.
- ▶ Work with the project team to establish a point of contact.
  - » Once you are approved, purchase the signs to be ready for construction!

- ▶ Work with the project team on any question you may have.
- ▶ Check in with the team prior to placement.
- ▶ Rely on the project team's expertise on visibility and safety.
- ▶ **After construction, all signs must be removed within 48 hours.**
- ▶ Check in with the project team prior to removal.
- ▶ Let customers know that access is back to normal!

