

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Outdoor Advertising Official Signs (DTSD85)**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on Outdoor Advertising Official Signs (DTSD85), 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=DTSD85&uri=https://wisconsin.gov/Pages/doing-business/real-estate/outdoor-adv/official-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 [wisconsin.gov](https://wisconsin.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

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



## State of Wisconsin Department of Transportation

# Official 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



Official signs are erected and maintained by public officers or public agencies that display general noncommercial destination information. Traditional zoning restrictions do not apply to this category of sign and no application or annual fee is charged.

### Location

- Private property (off highway right-of-way) on controlled routes

### Size

- 150 square feet maximum area;
- 20 feet maximum height or length

### Content

- Must be erected for the purpose of carrying out an official duty or responsibility.
- Cannot contain any commercial message or business name.

### Fabrication, installation and maintenance

- Paid for by Applicant

### Relevant law, code, manual

- [s. 84.30\(3\)\(a\) Wis. Stats.](#)
- [s. Trans 201.05 Wis. Adm. Code](#)
- [📄 Highway Maintenance Manual 09-05-01](#)

### Application

- [📄 Outdoor sign installation application and permit \(DT1680\)](#)
- [📄 Official signs checklist \(DT1684\)](#)
- Application Fee: **None**

### Contact

- [WisDOT Region Outdoor Advertising Signing Contact](#)

## Requirements

- Must be erected and maintained by a public officer or agency
- Must be located within the territorial or zoning jurisdiction of the public officer or agency
- Must be erected for the purpose of carrying out an official duty or responsibility
- Cannot contain any commercial message or business name
- 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)
  - Cannot obscure or otherwise interfere with official traffic control devices
  - Cannot obstruct or otherwise interfere with the vision of a driver approaching an intersection

For more information

Contact the [WisDOT Region Outdoor Advertising Signing Contact](#).