



## Main Avenue interchange closing soon

### WHEN *and* WHERE

#### BUSINESS-ONLY MEETING

**MONDAY,  
AUGUST 13, 2012**

**7:30 - 9 a.m.**

Open house format with presentation at 7:45 a.m.

US 41 Brown County Project Office

1940 W. Mason St.  
Green Bay



## CONSTRUCTION UPDATE MEETING MAIN AVENUE (COUNTY G) INTERCHANGE

The Wisconsin Department of Transportation (WisDOT) invites you to attend a construction update meeting for the Main Avenue interchange.

This meeting will update you on:

- Construction schedule for the full closure of the Main Avenue interchange
- Alternate route options when the Main Avenue interchange is closed
- Business signing opportunities to help connect customers with your business during construction

WisDOT's business sign application provides guidelines for sign design, placement and mounting. **Completed applications must be returned to Tom Schmidt at 1940 West Mason Street, Green Bay, WI 54303 or email [tschmidt@kapur-assoc.com](mailto:tschmidt@kapur-assoc.com).**

For your convenience, a copy of the application is included with this meeting invitation. Electronic copies are also available on the US 41 Project website at: [www.us41wisconsin.gov/resources/business-resources](http://www.us41wisconsin.gov/resources/business-resources)

To facilitate uninterrupted customer travel to your business, we ask that you please submit completed business sign applications as soon as possible for review and approval. Space to place signs is limited, and you are requested to coordinate your signage with neighboring businesses to minimize the number of structures required to accommodate multiple businesses.

### CONTACTS

If you are unable to attend the meeting and would like more information about the project, please contact one of the following staff members:

**Kim Rudat**  
Regional Communication Manager  
(920) 492-5743  
[Kim.Rudat@dot.wi.gov](mailto:Kim.Rudat@dot.wi.gov)

**Kurt Peters**  
US 41 Construction Project Manager  
(920) 492-2213  
[Kurt.Peters@dot.wi.gov](mailto:Kurt.Peters@dot.wi.gov)

 Project Hotline:  
**(920) 492-4120**

 Find us on facebook at:  
**WisconsinUS41**

 Find us online at:  
**[www.US41wisconsin.gov](http://www.US41wisconsin.gov)**

 Find us on twitter at:  
**WisconsinUS41**



**APPLICATION FOR PERMIT TO INSTALL TEMPORARY BUSINESS SIGN(S)  
ON HIGHWAY RIGHT-OF-WAY DURING IMPROVEMENT PROJECT**

|  |   |
|--|---|
| <b>APPLICANT:</b>  |   |
| <b>ADDRESS OF BUSINESS / ACTIVITY:</b>   |   |
| <b>PHONE:</b>  |   |
| <b>TYPE OF BUSINESS ACTIVITY:</b>  |   |
| <b>SIGN LOCATION(S): (number of and placement to be coordinated with Project Leader)</b>   |   |
| On what Highway?   | At or approaching intersection with what highway? |
| 1) On:   | At:   |
| 2) On:   | At:   |
| 3) On:   | At:   |
| 4) On:   | At:   |
| 5) On:   | At:   |
| 6) On:   | At:   |
| Remarks:   |   |
| Two drawings MUST be attached. One drawing must show the proposed sign design(s) and dimensions and the other must show the proposed sign location(s). |   |

I apply for permission to install and maintain temporary directional signs at the locations listed and in conformance with the guidelines attached to this application. I agree to comply with these guidelines and will remove all signs upon completion of the project, or when directed by the Project Leader. I understand that signs may be removed without notice if they do not comply with the attached guidelines, do not match the attached drawings or do not comply with any additional conditions stated on or attached to the permit.

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

Approved by: \_\_\_\_\_  
Project Leader

\_\_\_\_\_  
Maintaining authority (if sign location is not on STH)

Project ID: \_\_\_\_\_

## **GUIDELINES FOR INSTALLATION OF TEMPORARY BUSINESS GUIDANCE SIGNS ON IMPROVEMENT PROJECTS**

WisDOT may allow the placement of temporary directional signs in the highway right-of-way at locations approved by the Project Leader. Privately erected signs require an approved permit (see attached permit form) and will not be allowed on the mainline of freeways or expressways. Signs with generic messages not containing individual business names (e.g. Access to Downtown) should be given consideration. Typical locations for generic message signs may include endpoints of the construction project or detour and sideroads approaching this project.

### **Application submission**

Submit the completed application for a permit to install temporary business sign(s) during improvement projects to the US 41 Project Office located at 1940 West Mason Street, Green Bay, WI 54303. You may also contact the project office at (920) 492-2222 and you will be directed to the appropriate Project Leader.

**The following guidelines apply to privately erected signs along conventional highways (non-freeway / non-expressway) or along off-ramps near the project.**

1. The signs will not obstruct the view of, interfere with, or be attached to 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 gravel shoulder to edge of sign, or at least 2 feet back from curb to edge of sign. Signs shall be placed as near the right-of-way line as possible and shall not be placed in the median of divided highways.
2. Where neighboring businesses are affected, every effort shall be made to identify these businesses on common signs. In the interest of legibility and not creating undue distraction to drivers, it may be necessary to identify businesses by their general location, e.g. "Main Street Businesses", "Downtown Businesses", or "City Business District", rather than by individual business names. Use the phrase "Access To" instead of "Open To" on signs to clarify that although access is provided to businesses, the roadway is still closed to through traffic. Signs for an individual business may not be greater than 3' high by 3' wide. If multiple businesses are combined on a single sign, that sign may not be greater than 4' high by 8' wide.
3. If access to the business(s) will be through the closed portion of the highway under construction, one directional sign at the beginning of the detour, from each direction, will be allowed. Additional "trailblazers" may be necessary to guide traffic along the closed portion of the road, as approved by the Project Leader.
4. If access to the business(s) will be via a road connecting the detour route to the closed portion of the highway, one sign will be allowed in each direction on the detour at the point where a motorist must leave the detour. Additional "trailblazers" may be necessary to guide traffic along the local road system after leaving the detour route. These signs must be approved by the Project Leader and the local road's maintaining authority.
5. For uniformity and readability, the lettering should be black block style letters on a white background and shall conform to the following size requirements: 4" high for posted speeds less

than 45 mph, 6" high for posted speeds 45 mph or greater. Business logos may be used as an alternative to word messages, but maximum allowable logo size is 4 square feet.

6. Sign supports shall be of FHWA approved breakaway materials, i.e., 4" x 4" wood posts, or smaller, as appropriate to the size and weight of the sign. It is the responsibility of the sign installer to contact Diggers' Hotline at 1-800-242-8511 prior to installation. When it is not possible to mount the signs on post supports, use portable mounts approved by the Project Leader. Business signs shall not be placed on any devices that are part of the official traffic control for the project.

**The following guidelines apply along freeway / expressway mainline:**

1. No privately erected signs will be allowed on mainline freeways / expressways.

**General Coordination & Permit Conditions for Privately Erected Signs.**

The Project Leader will coordinate the design and placement of signs with the owner, and will grant approval. All approved signs, their design and locations, will be documented on the permit form attached to these guidelines. A copy of the permit shall be delivered to the Project Leader, and the maintaining authority in the case of local roads. The approved signs will be erected and removed at the expense of the applicant.

If non-complying signs or signs with potential to cause safety problems are located on a project, the Project Leader will notify the business identified on the sign. Such signs not removed or corrected immediately will be removed by the Department or its representatives and the cost billed to the sign owner.

All temporary signs must be removed by the applicant within 48 hours following restoration of normal traffic patterns. Such signs not removed after 48 hours will be removed by the Department and its representatives and the cost billed to the sign owner.

Example of sign permit drawings:

