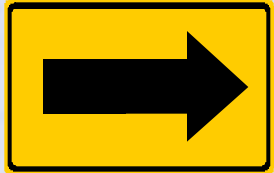


Permanent Signing

(Signing Opportunities that are available)



Wisconsin Tribal Transportation Conference

November 4, 2015



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Two Separate, Distinct Groups of Signs

- Signs on right of way (governed by engineering standards)
 - Official Traffic Signs
 - Provides essential traffic and travel information for motorists
- Signs off right of way, on private land (governed by sign control laws)
 - Off premise Signs
 - Provides format for advertising
 - On premise Signs
 - Advertises products or services occurring on same land as the sign



Official Traffic Signs

- Why regulate usage?
 1. To provide for safe, efficient traffic flow
 2. To limit sign clutter, which negatively impacts motorist perception/reaction
 - a. more older drivers
 - b. crashes caused by too many signs
 3. To decrease maintenance costs
 4. To contribute to a more aesthetic roadway appearance by having fewer signs







23 CFR 655.603 adopts the MUTCD as the national standard for all traffic control devices installed on any street, highway, or bikeway open to public travel.

When a state . . . manual or supplement is required, they shall be in substantial conformance with the national MUTCD.



Section 15-104 of the “Uniform Vehicle Code”

“(a)The [State Highway Agency] shall adopt a manual and specification for a uniform system of traffic control devices consistent with the provisions of this code for use upon highways within this State. Such uniform system shall correlate with and so far as possible conform to the system set forth in the most recent edition of MUTCD”



“(b) The Manual adopted pursuant to subsection (a) shall have the force and effect of law.”



Wisconsin Statutes Section 84.02(4)(e)

“The Department shall adopt a manual establishing a uniform system of traffic control devices for use upon the highways of this state. The system shall be consistent with and, so far as practicable, conform to current nationally recognized standards for traffic control devices.”

Official Traffic Signs



Traffic control devices, also known as
Traffic signs

- By law all units of government in Wisconsin must conform to:
 - 2009 Manual on Uniform Traffic Control Devices (MUTCD)
 - Wisconsin Supplement to the Manual on Uniform Traffic Control Devices (WMUTCD).
- Consistent use important for safety and driver understanding



Function of Official Traffic Signs

- Shall be used to regulate, warn or guide traffic (MUTCD Page I-1)
- Advertising or messages not related to traffic control shall not be used (MUTCD Section 1A.01 and Wisconsin Statute 86.191)
- Highway authority obligated to remove all others (Wisconsin Statute 86.19)



Traffic Signs Include

“...any traffic control device intended to communicate specific information to road users through a word or symbol...”

MUTCD

Traffic control signals, pavement markings, delineators and channelization devices are addressed separately in the MUTCD.

Categories of Traffic Signs

- Regulatory Signs give notice of Traffic Laws or Regulations
- Regulatory Signs include (Stop, Speed Limits, Do Not Enter, Wrong Way, One-Way, No Parking Signs, etc.)



Categories of Traffic Signs

- Warning Signs give notice of a situation that may not be readily apparent.
- Warning Signs include (Stop Ahead, No Passing Zone, Curve, Turn, Advisory Speed Limit, Pedestrian Crossing Signs, etc.)



Categories of Traffic Signs

Specific Information Signs (SIS)

- Blue logo signs
- Only on routes specifically designated by the legislature as SIS routes
- Inform motorists of services ahead (GAS, FOOD, LODGING, CAMPING and ATTRACTIONS)
- Qualifying criteria for each respective category
- Revision to TGM Policy 2-4-50



Categories of Traffic Signs

Specific Information Signs (SIS)

- Program governed by Wisconsin State Statute 86.195 and Administrative Rule TRANS 200.06
- Managed for WisDOT by Wisconsin Logos, LLC, McFarland
- Application process- Requestors are encouraged to directly contact Joel McLean at Wisconsin Logos at (844) 496-9163 or jmclean@interstatelogos.com



Categories of Traffic Signs



- Tourist Oriented Directional Signs/TODS
 - Blue logo signs
 - Only on non-SIS routes
 - Only outside urban areas
 - \leq five miles between sign and business
 - Same services as SIS (GAS, FOOD, LODGING, CAMPING and ATTRACTIONS).
 - Managed by counties for WisDOT

Categories of Traffic Signs

Guidance Arrowboards Arrow-shaped; white, with black lettering

- 6' wide and < 8" high
- In rural areas
- Simple in design but effective in directing motorists
- Managed by WisDOT Region offices
- Limited eligibility



Categories of Traffic Signs

- Guide Signs show route designations, destinations, directions, distances, services, points of interest and other geographical, recreational, or cultural information.
- Guide Signs include (Informational Guide Signs, Destination/Distance, State Park, Rest Area, Wayside, Population, Route Markers, Milepost, Historical Marker, Stream/River Signs, etc.



Destination Signs



Categories of Traffic Signs

- Traffic Generator Signs (Part of the Guide Sign Category)
 - Green or brown signs on major roads
 - Guide travelers through areas of heavy traffic near popular attractions
 - Examples: Lambeau Field, Miller Park, some casinos, Museums, Colleges





Traffic Generator Signs

- Qualifying Criteria
 - Spacing of Signs on Roadway
 - Distance from Interchange or Intersection
 - Minimum Annual Attendance Criteria
 - 2001 AASHTO Guidelines Followed
 - Requestor shall pay all costs for installation of sign and long term maintenance costs
 - Requests are handled by the WisDOT Region Office and Central Office.



Traffic Signing Challenges

- Aging Driver Issue
- Minimum Sign Retro-reflectivity Requirements
- Increased Public Pressure for additional signing
- Dealing with increased maintenance backlog / decreased maintenance dollars

Traffic Signing Challenges

- “The use of warning signs should be kept to a minimum as the unnecessary use of warning signs tends to breed disrespect for all signs.”
- “Word message warning signs other than those specified in this manual may be developed and installed”



TRAFFIC GUIDELINES MANUAL

WisDOT State Highway Policy

Maintained by WisDOT Traffic Standing
Committees



How to Get Involved?

- Review Comments for Proposed MUTCD Rulemaking (Next version of MUTCD tentatively planned for 2017).
- Comments on development of Wisconsin MUTCD Supplement.
- Bring Issues forward to Signing Standing Committee (contacts on next slide).
- Creation of State Committee to address Tribal sign concerns.



On Right-of Way Sign Contacts

Matt Rauch (Central Office) 608-246-5305

Region Traffic Signing Contacts

Iver Peterson 608-785-9060 Madison

Tom Heydel 262-548-6763 Waukesha

Mike Frewerd 920-492-5653 Green Bay

George Nicolaus 715-421-8006 WI Rapids

Iver Peterson 608-785-9060 La Crosse

Matt Reddy 715-839-1650 Eau Claire

George Nicolaus 715-421-8006 Rhinelander

Matt Reddy 715-839-1650 Superior

Off Right-of-Way Advertising Signs

On premise and off property advertising signs

- Separate set of rules applies to these signs (size, lighting and spacing requirements)
- Zoning rules- must be commercial, industrial or business. Unzoned areas, sign must be within 800 feet of an existing business.
- Permit required from WisDOT





Off Right-of Way Sign Contacts

On premise / off property advertising signs

Sarah Simonson (Central Office) 608-261-6066

Region Outdoor Advertising Sign Coordinators

Denny Dreier 608-246-7906 Madison

Tom Strickler 262-548-5890 Waukesha

Roy J. Tilleman 920-492-5650 Green Bay

Anthony Culbert 715-421-8082 WI Rapids

Debikay Johnson 608-785-9031 La Crosse

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Questions

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Summary

Thank You!