

ADAMS COUNTY INFORMATIONAL SIGN ERECTION REGULATIONS

Trans 200.02 Authority for the erection of signs. Extracted from Chapter Trans 200, Wisconsin Administrative Code

1. The Department of Transportation or its authorized representatives in the case of the marked routes of State trunk highways, and local authorities with respect to highways under their exclusive jurisdiction, may place and maintain such traffic signs and signals as they deem necessary to warn, guide, inform, and regulate traffic, and also such signs and signals as are expressly permitted or required by the statutes or by these regulations, subject, however, to such limitations and restrictions as are contained in the statutes and these regulations.
2. The Department of Transportation with respect to the state trunk highway system, and local authorities with respect to highways under their jurisdiction, may erect or permit any department of the federal, state or local government to erect such standard signs as the department of transportation or local authorities deem necessary to inform and warn the public of federal or state laws, local ordinances and lawful regulations by any such department.

Adams County Informational Guidance Signs for businesses, government institutions, etc.

1. Any person or persons conducting a summer or winter resort, hotel, or any place of public entertainment or instruction, or any place of religious worship, or persons having charge of any county institution or of any scientific experiment for the furtherance of agriculture or other science or art may be permitted to erect guidance signs of a type approved by the Highway Department subject to the conditions contained in this section.
2. No guidance sign may be permitted on freeways, including the national system of interstate highways.
3. Such guidance signs may be erected at only three intersections of the county trunk highway system with county highways or town roads, and at such intersections of county or town highways as are deemed necessary by the local authorities having jurisdiction over those highways.
4. One sign of an approved size and shape may be erected at the entrance to any of the enumerated institutions or businesses.
5. No person may be permitted to erect or maintain a guidance sign on a highway if that person has any advertising in the vicinity of the intersection where the

guidance sign is proposed to be erected or has a business sign under 200.06 on the same highway.

6. All guidance signs erected on any public highway shall be of a type and design approved by the Highway Department. No flashing, illuminated, or reflecting signs or installation shall be permitted.
7. No guidance sign may be erected upon County trunk highway right of way at an intersection with the County trunk highway system until the location and manner of erection of the have the written approval of the Highway Department.
8. All guidance signs and their supports shall be maintained in good condition by the Highway Department.

Trans 200.03 Guidance Signs / APPROVED

Hotel		Cruise
Motel		Train (Only for Entertainment)
Resort	(For Rent < 30 days)	Golf Course
Cottages	(For Rent < 30 days)	Athletic Facility
Cabins	(For Rent < 30 days)	Shooting Range
Condominiums	(Only if part of a resort)	Ski Trail
Campground		Nature Trail
R.V. Park		Churches
Museum		Schools
Zoo		Agricultural Experiment
Horseback Riding		Religious Camps
Play		Youth Camps
Theater		Recycling Station
Transfer Station		Marina
Outdoor Play or Theater		Exhibitions
Amusements		Supper Clubs & Restaurants

NOT APPROVED

Government Offices	Realtors
Post Offices	Builders – Contractors
Lumber Dealers	Material Suppliers
Park	Painters
Cemetery	Home Improvements
Tourist Bureau	Landscapers
Plumbers	Tree Service
Electricians	Nurseries
Auto Dealers	Bait Shop
Auto Body Repair	Restaurant
Residences	

Hardware Store
General Retailer
Home Furnishings
Beauty Shops
Storage Units
Tavern, Bar, Pub, Tap
Liquor Stores
Private Clubs
Mobile Home Sales
Mobile Home Parks
Health Clubs
Kennels
Taxidermist
Clinics

Repair Shop
Non-Rental Cabins / Cottages
Lakes or Landings
Apartments
Agricultural Farms
Tree Farms
Cranberry Marshes
Strawberry Patches
Animal Ranches
Artists
Antiques
Crafts
Grocery
Hospitals

Prohibited signs and signals.

1. No person may erect, cause to be erected, permit to be erected or maintain any advertising, warning, route, guide, information, or regulatory sign or signal within the limits of any highway except as authorized in this policy or the applicable County Ordinances or State Statutes.
2. No person may place or maintain nor may any public authority permit upon any highway any official traffic control device bearing thereon any commercial advertising.

ADDITIONAL CONSIDERATIONS

1. Must be open to the Public
2. Lodging requires three or more units and less than thirty day rental period
3. "Trailblazing" across other highways is not allowed
4. Advertising signs in the vicinity would be within 1,000 feet of the entrance
5. Signs shall be 8 inches tall, and 6 feet long, which provides for 6 inch upper case letters and 4 inch lower case letters.
6. Signing is not allowed if there is at least ten seconds of sight distance in which to view the activity, facility or other type of signing at the entrance.
7. Businesses must have valid licenses to receive or to maintain a permit
8. Name changes will require cancelling the old and issuance of a new permit.

9. Additional sign features such as vacancy, hours of operation and products offered are not allowed on the sign or on an attached plaque or board
10. Signs permitted must be maintained so that they are legible
11. Signs installations shall be limited to a maximum of eight signs per side.
12. There can be a maximum of two sign assemblies per intersection approach direction.
13. Each business/institution is limited to four signs countywide.

Adopted by the Adams County Public Works Committee this 13th day of September 2007.

Larry Babcock, Chair

Dean Morgan, Vice Chair

Dave Renner, Secretary

Florence Johnson

Robert Dixon