

# TEMPORARY BANNER INSTALLATION APPLICATION / PERMIT

Wisconsin Department of Transportation  
DT1876 2002 (Replaces ET717) s.86.19(2) Wis. Stats.

Submit application in duplicate to the Division of Transportation District Office, Wisconsin Department of Transportation. A single application may be made for each associated pair of banners.

Applicant – If applicant is not a municipality, indicate endorsement below by responsible municipal official.	
Contact Person Name	Area Code – Telephone Number
Mailing Address	
Wording on Banner	
Location(s) Highway Number	At
	And At
Date To Be Erected	Date To Be Removed

The undersigned applicant requests permission to install temporary banner(s) at the above location(s). It is understood and agreed that the applicant shall comply with the general and specific conditions stated below and/or attached.

The undersigned certifies that he/she is authorized to sign this application on behalf of the named applicant.

\_\_\_\_\_  
(Applicant or Authorized Representative) (Date) X (Municipal Endorsement) \_\_\_\_\_ (Title)

## CONDITIONS

1. A banner is defined as a flexible, horizontal sign extending with its rope or cable supports across an entire roadway.
2. The lettering shall be at least 4 inches in height and the minimum clearance to ground shall be 17 feet.
3. The banner shall not be made of rigid material, and shall have no horizontal stiffeners, except that it may be supported on an overpass.
4. Banners shall not be permitted over Interstate highways, freeways or expressways.
5. Banners shall be removed or replaced when legibility is impaired due to wear or fading.
6. Permitted maximum length of time for display is 30 days for events, and 90 days for community promotion.
7. No banner shall be installed using state-owned supports.
8. If new supports are installed to support the banner, the lateral offsets shall conform to the requirements in the Department's policy on permitted lighting, TGM 11-10-1. In this case the applicant should review the proposed installation with the District Traffic Engineer.
9. The applicant shall accept full responsibility for any damage claims resulting from any permitted banner.
10. Owners of banners which do not conform to the stated conditions are subject to penalty as provided in s.86.19(3) Wis. Stats.
11. Notwithstanding the preceding, no banner shall display commercial advertising or advertise specific commercial products, services or businesses. The inclusion of a brand name within the name of an event, such as "Brand X Bike Race" is permissible.
12. Other conditions:  No  Yes  On Reverse  Attached

## PERMIT

Approved for the Wisconsin Department of Transportation

Permit Number
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X  
\_\_\_\_\_  
(Department Representative) (Date)