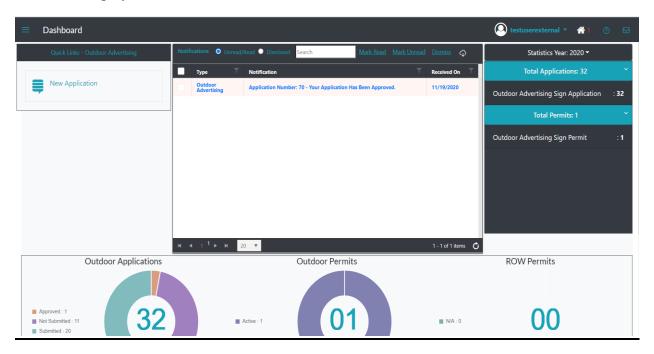
OUTDOOR ADVERTISING APPLICATION-NEW

<u>My Dashboard</u>: After logging in to the "Outdoor Advertising Control System" (OACS), the system will take you to the OACS Home page – the Dashboard page. Digital user notifications will all be displayed and/or accessible via the Dashboard.

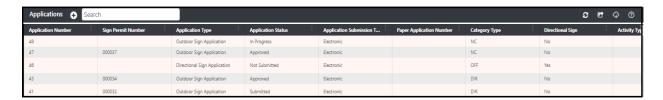


a) To submit an Outdoor Advertising Sign Application, start at Step 1. To submit a Directional Sign Application, go to b) on page 23.

Step 1: Click on the Burger Menu ■ →Outdoor Advertising→Applications



Step 2: The Outdoor Advertising Application summary grid will be presented to the user, containing all applications (current and historical).

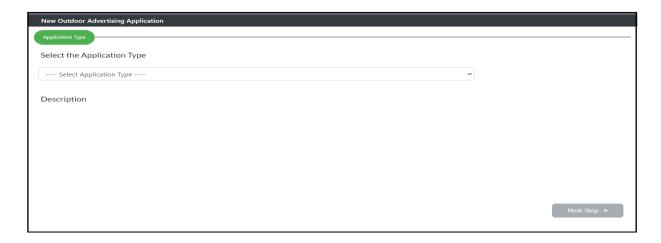


Step 3: Click on "+" icon to add new Outdoor Advertising Application.

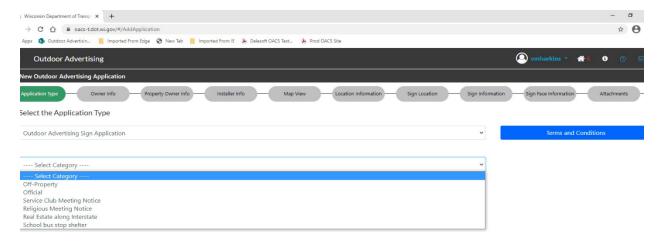


Step 4: User navigates to New Outdoor Advertising Application "Application Type" page.





- In **Select the Application Type** dropdown select "Outdoor Advertising Sign Application"
- In **Category** dropdown select the appropriate sign category.



Next Step »

- The Description will appear confirming the selected Application Type
- Terms and Conditions will appear based on the selected Application Type

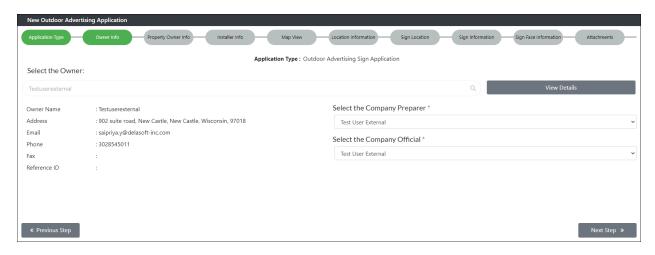




Step 5: Click on Next Step button. User will navigate to the "Owner Info" page.

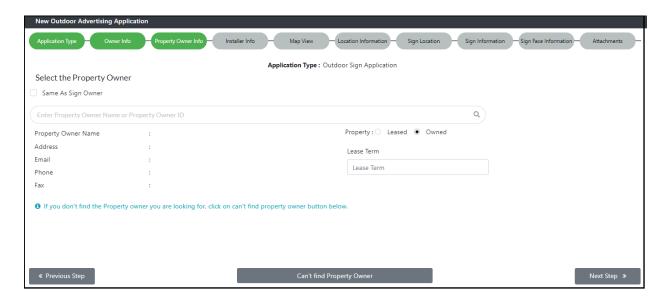
Owner Info Page:

- Owner information will be displayed. The company preparer and official for the account will display in the dropdown area of "Select the Company Preparer" and "Select the Company
- Official" dropdowns



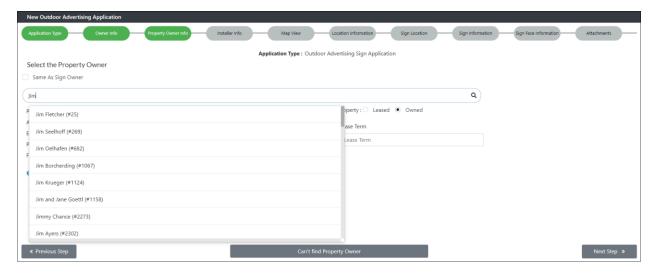
Step 6: Click on Next Step button. It will navigate to the "Property Owner Info" page.





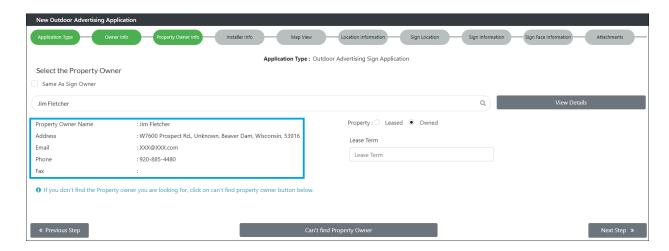
Property Owner Info Page:

- If property owner is same as Sign owner, mark the "Same as Sign Owner" Checkbox
- If property owner is not the same as the sign owner, enter a minimum 3 letters or digits of the property owner name or property owner ID in the search textbox. All active property owners related to the search criteria will be displayed

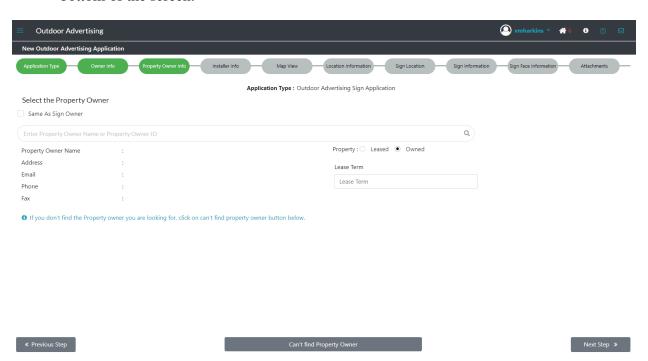


• Select the required property owner. Selected property owner details will appear behind the property owner search bar



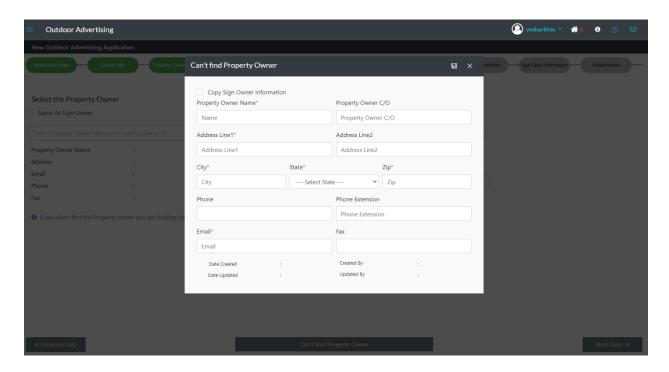


• If property owner cannot be found, click on the Can't Find Property Owner button at the bottom of the screen.



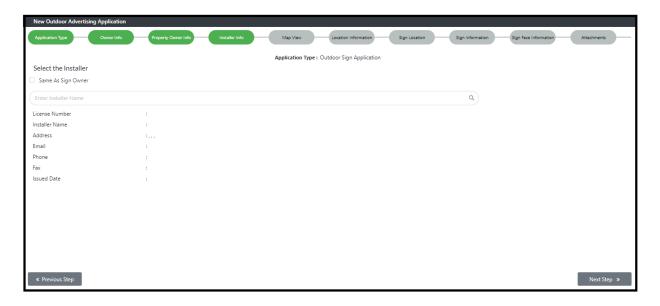
- If the property owner is the same as the sign owner, mark the check box "Copy Sign Owner Information". The fields will auto-populate. Click on the save icon. "Sign Owner Created Successfully" will show across the top of the info box. Click the X to close the window
- If the property owner is different than the sign owner, complete the mandatory (*) information fields. Complete the non-mandatory fields (if known). Click on save icon when complete. Sign Owner Created Successfully" will show across the top of the info box. Click the X to close the window





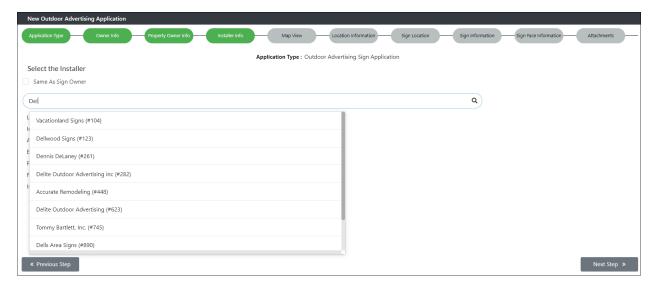
Step 7: Click on Next Step button. It will navigate to the "Installer Info" page.





Installer Info Page:

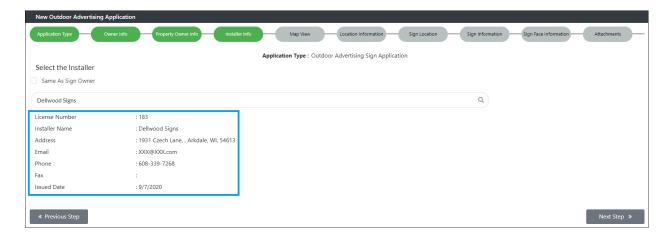
- If installer is same as Sign owner mark the "Same as Sign Owner" Checkbox
- If installer is not the same as the sign owner enter a minimum of 3 letters or digits of installer name or installer ID number in the search textbox. All active installers related to the search criteria will be displayed



• Select the required Installer. Selected installer details will appear behind the Installer search bar

Note: If your Installer doesn't appear in the search then they do not have an active Installer License and will be required to apply for one. See OACS External-Installer License Application help guide for instructions on how to apply.





Step 8: Click on **Next Step** button. User will navigate to "Map View" page where the sign location is set.

Map View Page:

The "Map View" page contains:

- "Address Search" Textbox
- Map Tools



Map Tools:

• \pm /-: Use the plus or minus to zoom in and zoom out on the Map



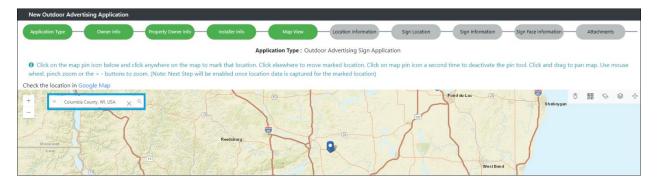
- Mark Location Tool: When you select "Mark Location Tool" and place the cursor on the map, it will display the pin location
- <u>Switch Base Map dropdown</u>: You can switch your view. There are five views to choose from: Topographic, Streets, Oceans, National Geographic and Imagery. The map can be



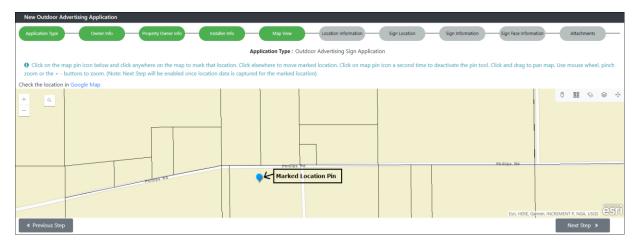
changed to Topographic/Streets/ Oceans/National Geographic/Imagery view using the "Switch Base Map" button. By default, the Streets Map is selected

- <u>Clear Map:</u> This is used to clear the pin placed on the map
- Layers: This is used to show the parcel layer on the map
- Measurement: This shows three values: Area, Distance and Location

Step 9: Click on the Search icon, enter the address in the "Search" textbox and click on the "Search" icon to display the address on the map.



• Click on the "+" icon to zoom in the map. Select the "Mark Location Tool" button with the mouse cursor and place it on the map to drop a pin on the location



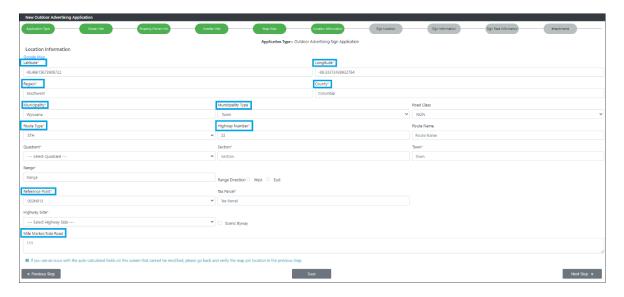
Step 10: Click on **Next Step** button. User will navigate to "Location Information" page.

Location Information page:

The following fields will automatically populate based on the location of the pin in the map: Latitude, Longitude, Region, County, Municipality, Municipality Type, Route Type, Highway Number, Reference Point, and Mile Marker/Side Road.

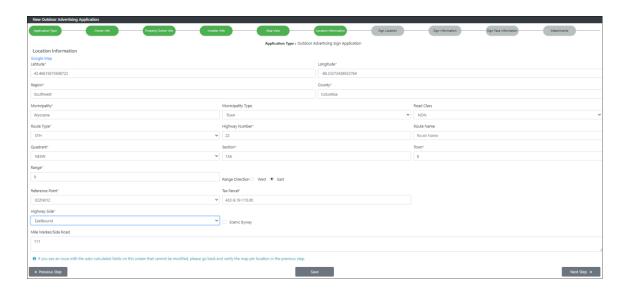
Note: Route Class and Route Name will sometimes auto-populate based on pin location.





Step 11:

- Enter additional mandatory fields in the "Location Information" section Quadrant, Section, Town, Range, Tax Parcel, Highway Side (mandatory fields are marked by an asterisk*)
- Enter Non- Mandatory fields in the "Location Information" Section (if known)



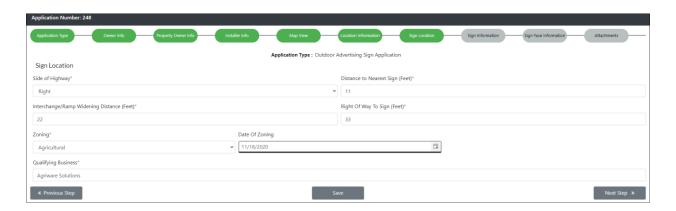
Step 12: Click on **Next Step** button. User will navigate to "Sign Location" page. "Application created successfully" will flash across the top of the page in green.





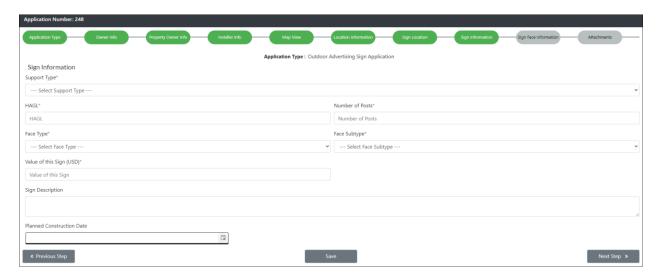
Step 13:

- Enter the mandatory (*) fields in the "Sign Location" section
- Enter the Non-mandatory fields in the "Sign Location" section (if known)



Step 14: Click on Next Step button to navigate to the "Sign Information" page.

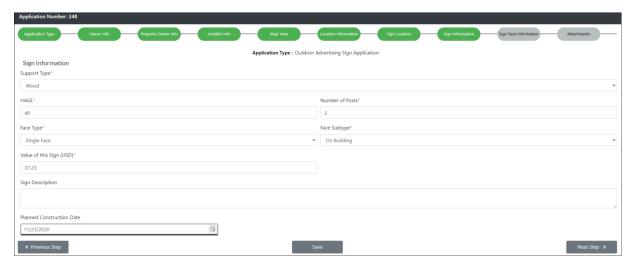




Step 15:

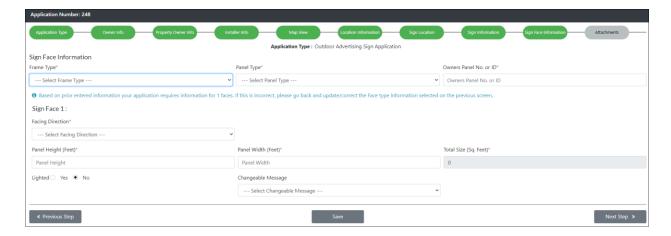
- Enter the mandatory (*) fields in the "Sign Information" section
- Enter the Non-mandatory fields in the "Sign Information" section (if known)

Note: HAGL stands for Height Above Ground Level

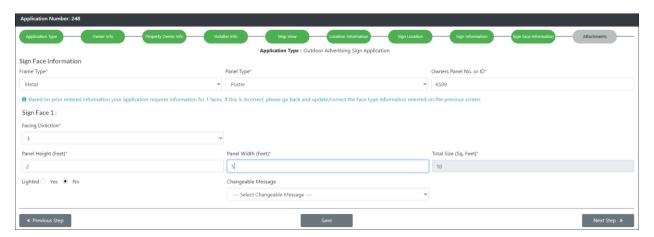


• Click on **Next Step** button. Application is updated and User navigates to "Sign Face Information" page





• Enter all the mandatory (*) Information (mandatory fields are marked by an asterisk*)

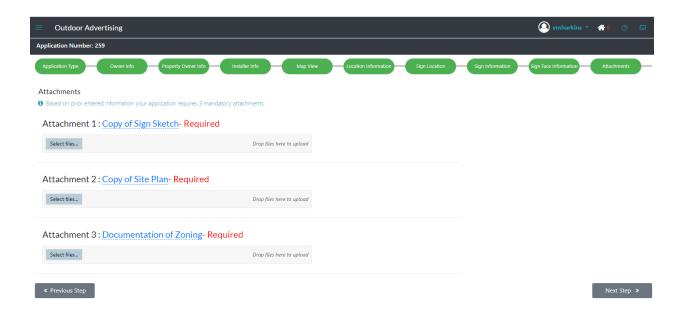


Step 16: Click on **Next Step** button. User navigates to "Attachments" page.

- Upload required attachments
- Click on Select Files button to upload the documents

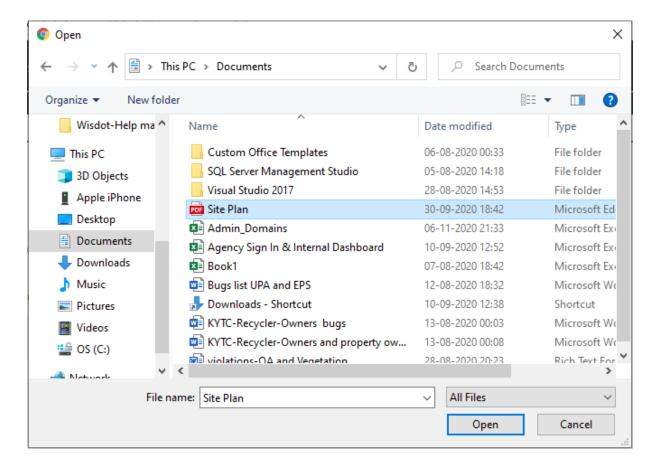
Note: If the required attachments are not ready to be uploaded you can come back to the saved application and add them any time before you submit the application for payment. Click on Next Step button to bypass the Attachment page.





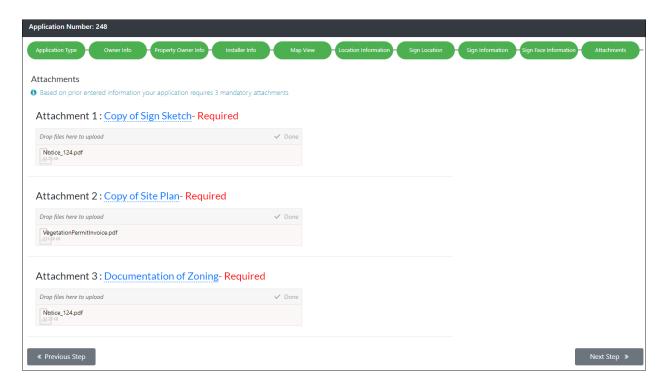
• A popup window displays with the files located on your computer



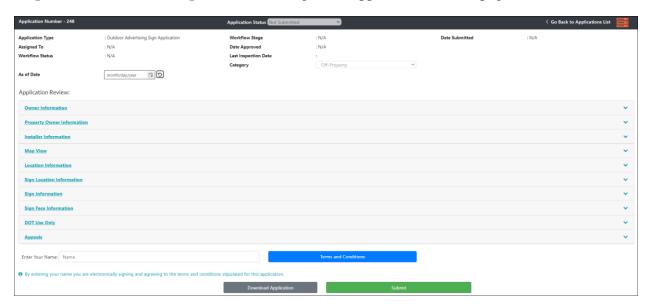


- Search for required file and select the pdf, docx, or a txt file(s) to be uploaded. The selected file(s) name will be displayed in the 'File Name' textbox in that window
- Click on Open and then click on the upload button in the OACS attachment page





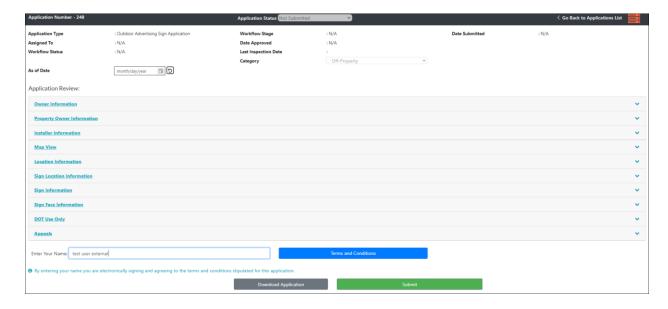
Step 17: Click on **Next Step**. User will navigate to Application Review page.



• Enter the name of the person submitting the application in "Enter Your Name" textbox

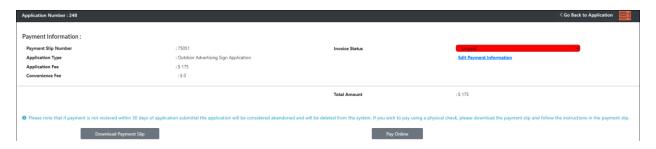
Step 18: Click on Submit button.



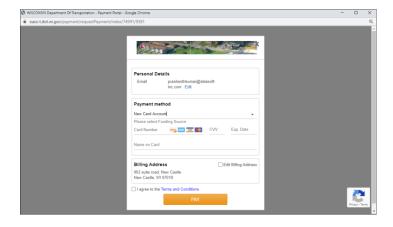


• Will navigate to "Payment Information" page

Step 19: Click on Pay Online button (bottom right of page).



Step 20: Will navigate to payment Portal page.



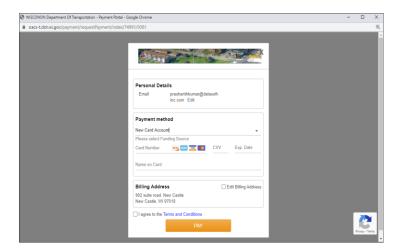
Step 21: Enter all required details and submit Payment.



- Email confirm the user email is correct or click 'Edit' to change it to your payment email address (where the receipt will be forwarded)
- In Payment Portal, there are 2 types of Payment methods:
 - 1) New Card Account (credit or debit card follow Step 15a)
 - 2) New Bank Account (ACH electronic funds transfer from bank Step 15b)

Step 21a: Credit/Debit card payments, please enter the following required details:

- The Funding Source should be defaulted to 'New Card Account'
- Enter valid credit card details 'Card Number', 'CVV', 'Exp Date', 'Name on Card'

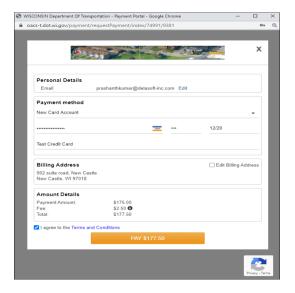


• Once the user enters their Credit/Debit card #, the system will add in a flat \$2.50 Service fee

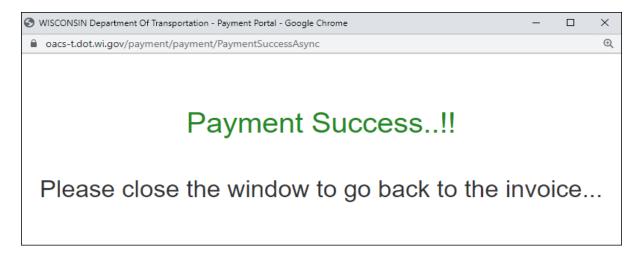
NOTE: A flat Service Fee of \$2.50 is applied for all credit and debit card transactions (no fee charged for ACH transactions)

- Confirm the 'Billing Address' details are correct or click the 'Edit Billing Address' checkbox (right side of page) and update with the correct billing address details
- User clicks on the 'I agree to the Terms and Conditions' check box when data entry is complete
- Click on the 'PAY' button

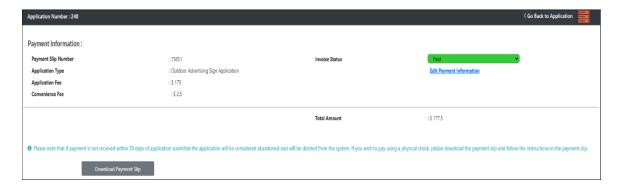




- Payment is processed and the 'Payment Success..!!' page is displayed
- User can close the window after review end of payment process



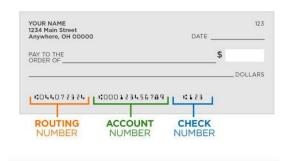
• The 'Application' Payment page displays Invoice Status as Paid



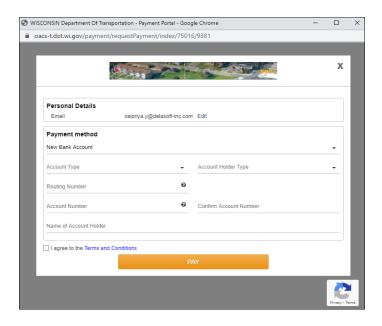


Step 21b: For ACH payments (electronic funds transfer from bank), please enter the following required details:

- User will need to select 'New Bank Account' from dropdown list
- Enter valid ACH details 'Account Type', 'Account Holder Type', 'Routing Number', 'Name of Account Holder'



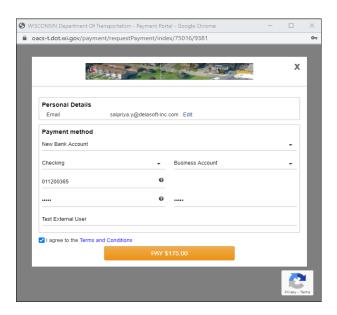
• **NOTE:** There is no fee charged for ACH transactions



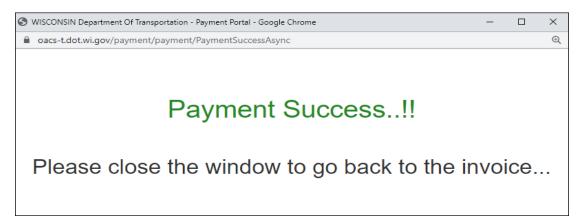
- Enter the remaining required ACH transaction details:
 - Confirm the 'Billing Address' details are correct or click the 'Edit Billing Address' checkbox (right side of page) and update with the correct billing address details
 - User clicks on the 'I agree to the Terms and Conditions' check box when data entry is complete



Click on the 'PAY' button

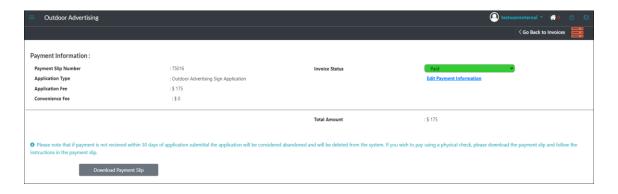


- Payment is processed and the 'Payment Success..!!' page is displayed
- User can close this window upon completion of payment



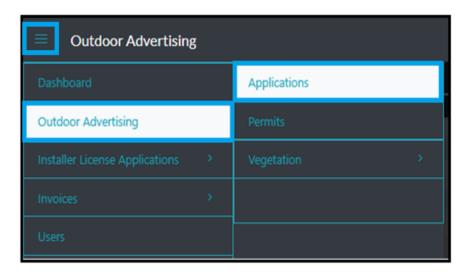
• The Application Payment page displays Invoice Status as Paid



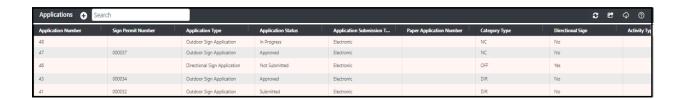


b) Steps for submitting a Directional Sign Permit Application

Step 1: Click on the Burger Menu ■ → Outdoor Advertising → Applications



Step 2: The Outdoor Advertising Application summary grid will be presented to the user, containing all applications (current and historical).

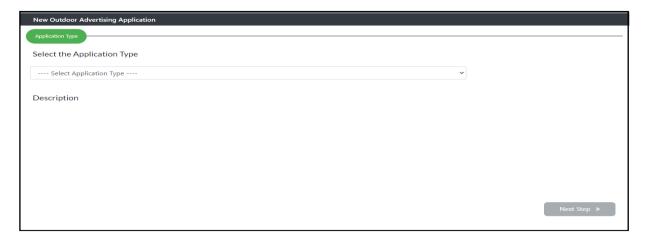




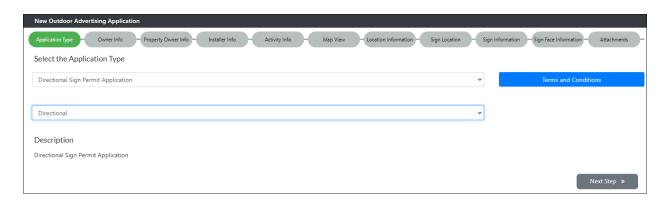
Step 3: Click on "+" icon to add new Outdoor Advertising Application.



Step 4: User navigates to New Outdoor Advertising Application "Application Type" page.



- In Select the Application Type dropdown, select "Directional Sign Permit Application"
- In Category dropdown select the appropriate sign category
- The Description will appear confirming the selected Application Type
- Terms and Conditions will appear based on the selected Application Type

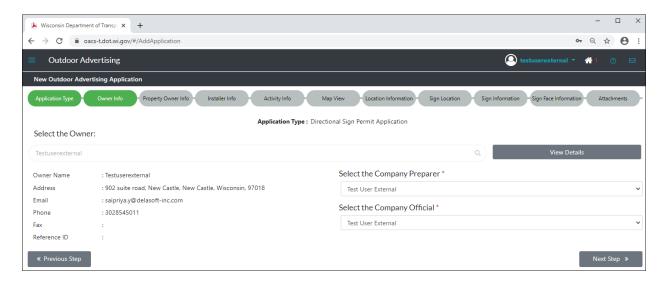


Step 5: Click on Next Step button. User will navigate to the "Owner Info" page.

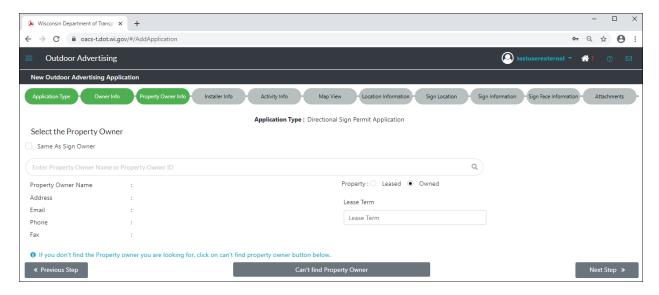
Owner Info Page:

• Owner information will be displayed. The company preparer and official for the account will display in the dropdown area of "Select the Company Preparer" and "Select the Company Official" dropdowns





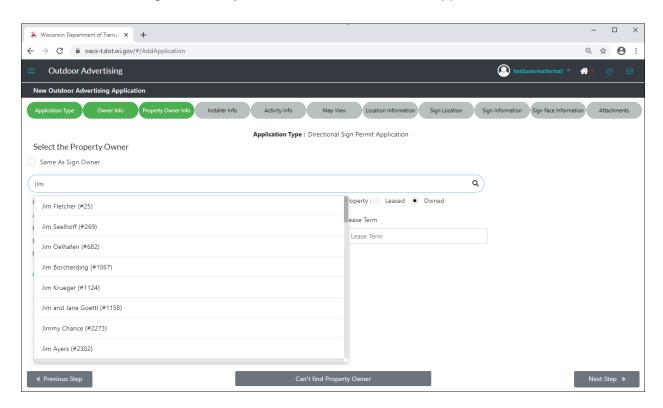
Step 6: Click on **Next Step** button. It will navigate to the "Property Owner Info" page.



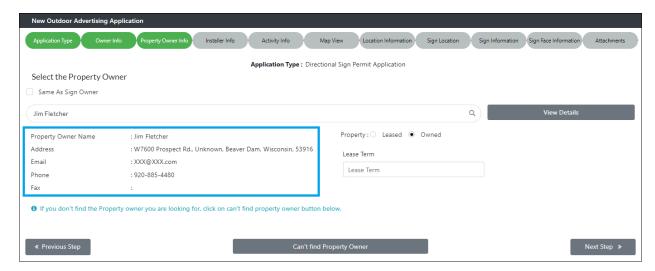
Property Owner Info page:

- If property owner is same as Sign owner, mark the "Same as Sign Owner" Checkbox
- If property owner is not the same as the sign owner, enter a minimum 3 letters or digits of the property owner name or property owner ID in the search textbox. All active property owners related to the search criteria will be displayed



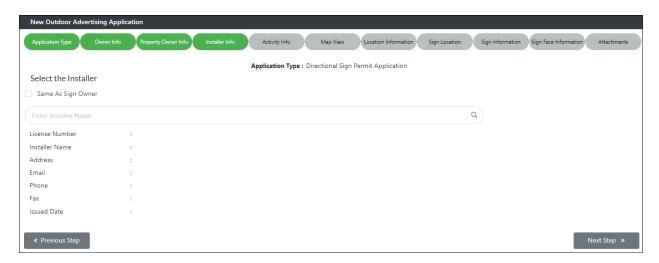


• Select the required property owner. Selected property owner details will appear behind the property owner search bar



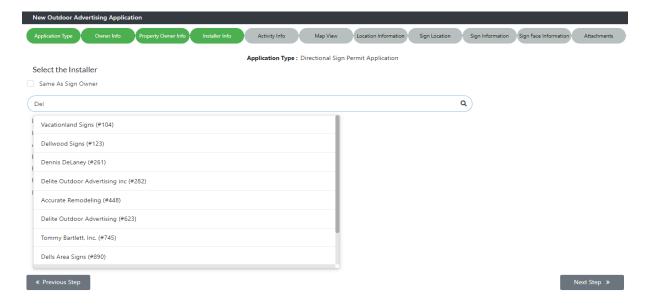


Step 7: Click on Next Step button. It will navigate to the "Installer Info" page.



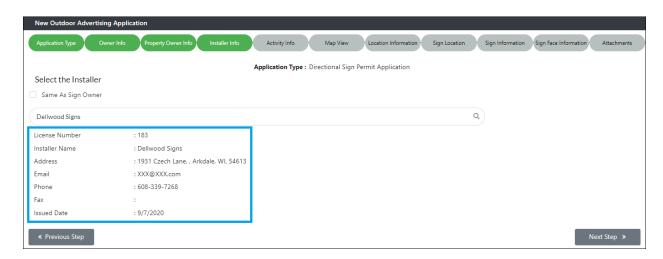
Installer Info page:

- If installer is same as Sign owner mark the "Same as Sign Owner" Checkbox
- If installer is not the same as the sign owner enter a minimum of 3 letters or digits of installer name or installer ID number in the search textbox. All the active installers related to the search criteria will be displayed

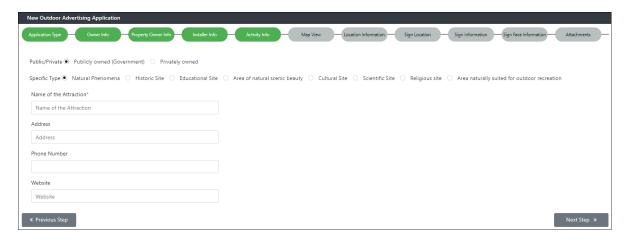


 Select the required Installer. Selected installer details will appear behind the Installer search bar





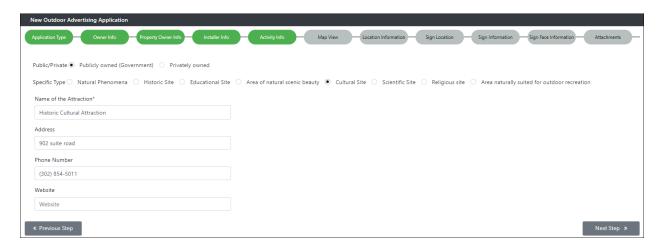
Step 8: Click on Next Step button. It will navigate to "Activity Info" page



Step 9:

- Enter the mandatory fields in the "Activity Info" page (mandatory fields are marked by an asterisk*)
- Enter the Non-mandatory fields in the "Activity Info" (If required)





Step 10: Click on **Next Step** button. It will navigate to "Map View" page where the User can set the location.

Map View page:

The "Map" page contains:

- "Address Search" Textbox
- Map Tools



Map Tools contains:

• <u>+/-</u>: Use the plus or minus to zoom in or zoom out on the Map

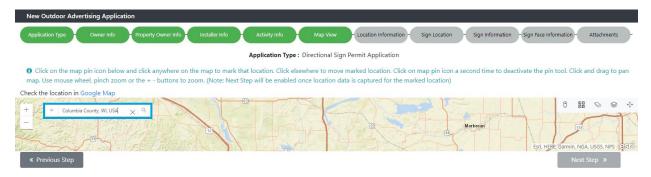


- Mark Location Tool: When you select "Mark Location Tool" and place the cursor on the map, it will display the pin location
- Switch Base Map dropdown: You can switch your view. There are five views to choose from: Topographic, Streets, Oceans, National Geographic and Imagery. The map can be changed to Topographic/Streets/ Oceans/National Geographic/Imagery view using the "Switch Base Map" button. By default, the Streets Map is selected
- Clear Map: This is used to clear the pin placed on the map

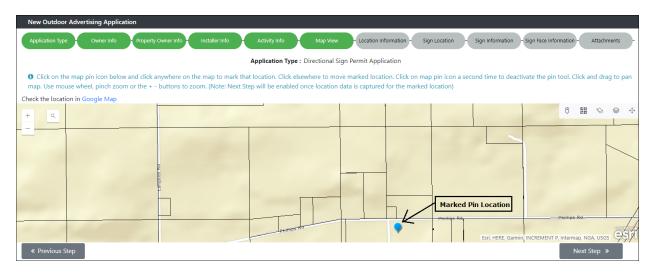


- Layers: This is used to show the parcel layer on the map
- Measurement: This shows three values: Area, Distance and Location

Step 11: Click on the Search icon, enter the address in the "Search" textbox and Click on the "Search" icon to display the address on the map.



• Click on the "+" icon to zoom in the map. Select the "Mark Location Tool" button with the mouse cursor and place it on the map to drop a pin on the location



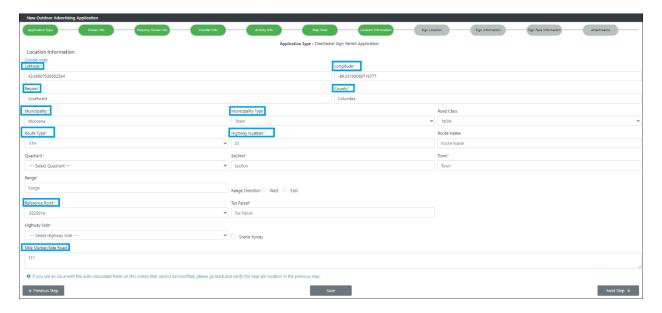
Step 12: Click on Next Step button. It will navigate to "Location Information" wizard page.

Location Information page:

The following fields will automatically populate based on the location of the pin in the map: Latitude, Longitude, Region, County, Municipality, Municipality Type, Route Type, Highway Number, Reference Point, and Mile Marker/Side Road.

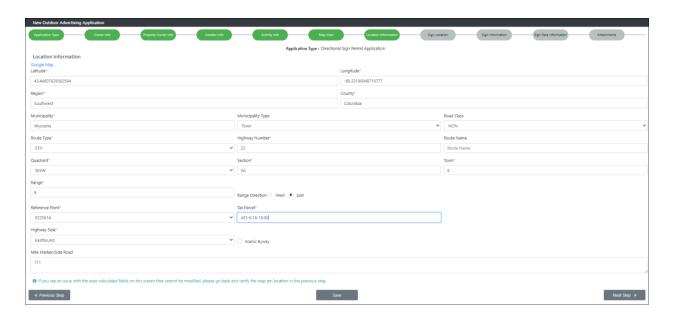
Note: Route Class and Route Name will sometimes auto-populate based on pin location.





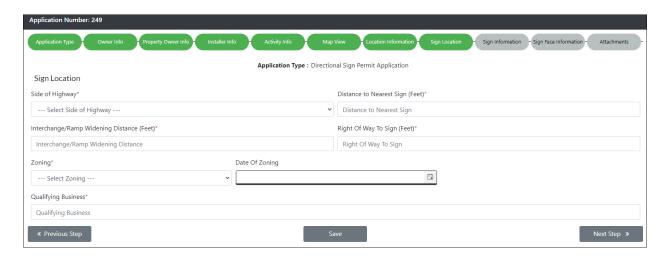
Step 13:

- Enter additional mandatory fields in the "Location Information" section Quadrant, Section, Town, Range, Tax Parcel, Highway Side (mandatory fields are marked by an asterisk*)
- Enter Non- Mandatory fields in the "Location Information" Section (if known)



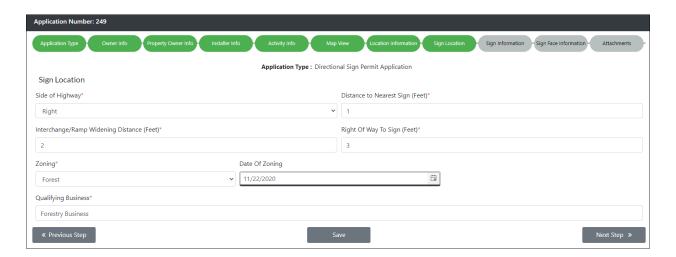
Step 14: Click on **Next Step** button. User will navigate to "Sign Location" page. "Application created successfully" will flash across the top of the page in green





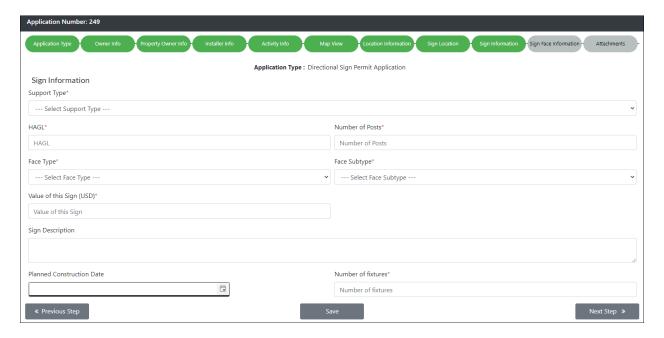
Step 15:

- Enter the mandatory (*) fields in the "Sign Location" section
- Enter the Non-mandatory fields in the "Sign Location" section (if known)



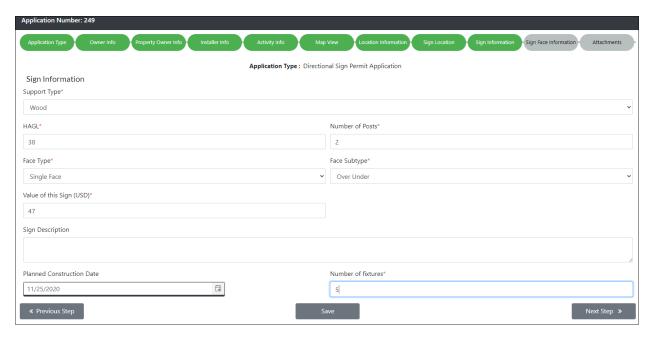
Step 16: Click on **Next Step** to navigate to the "Sign Information" page.





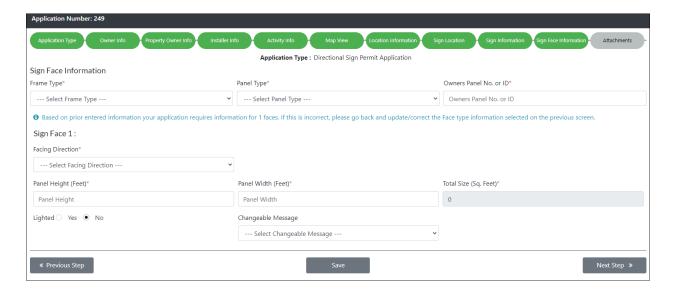
Step 17:

- Enter the mandatory (*) fields in the "Sign Information" section
- Enter the Non-mandatory fields in the "Sign Information" section (if known)

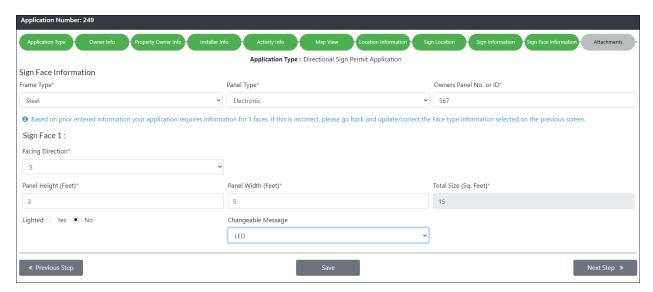


• Click on **Next Step** button. Application is updated and User navigates to "Sign Face Information" page





• Enter all the mandatory (*) Information (mandatory fields are marked by an asterisk*)

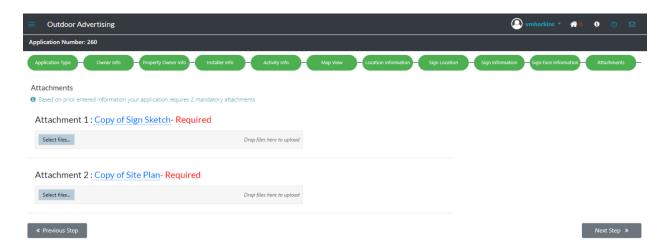


Step 18: Click on Next Step button. User navigates to "Attachments" page.

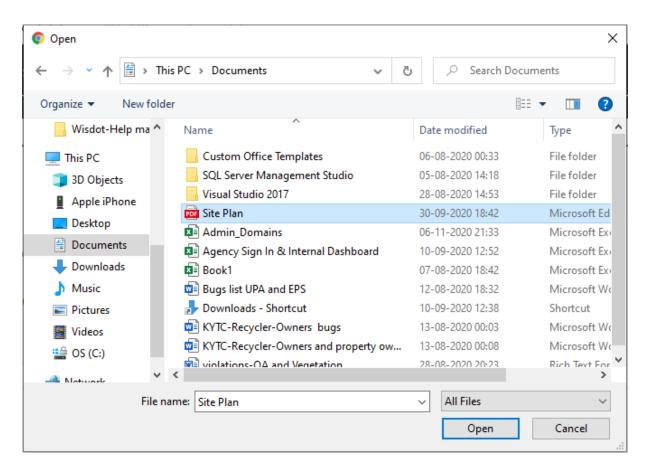
- Upload required attachments
- Click on Select Files button to upload the documents

Note: If the required attachments are not ready to be uploaded you can come back to the saved application and add them any time before you submit the application for payment. Click on Next Step button to bypass the Attachment page.



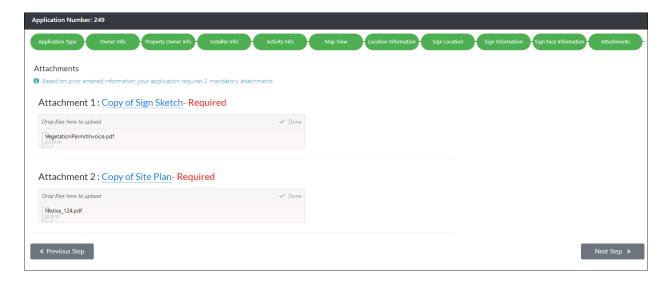


• A popup window displays with the files located on your computer

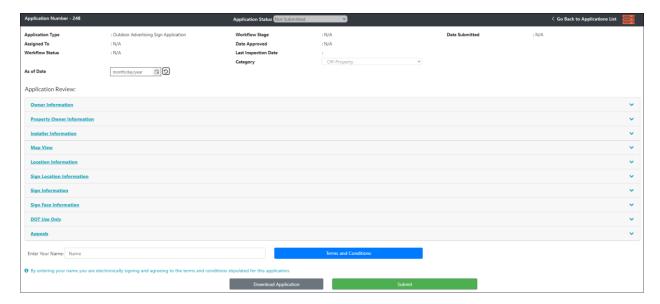


- Search for required file and select the pdf, docx, or a txt file(s) to be uploaded. The selected file(s) name will be displayed in the 'File Name' textbox in that window
- Click on Open and then click on the upload button in the OACS attachment page





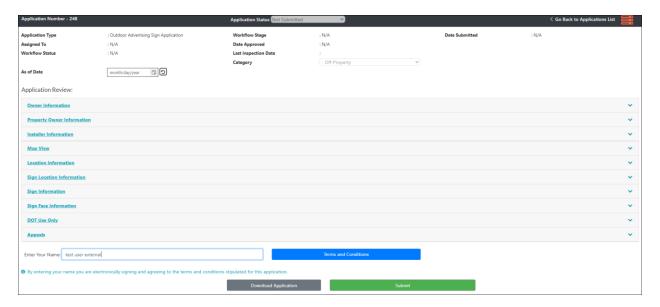
Step 19: Click on Next Step. User will navigate to Application Review page.



• Enter the name of the person submitting the application in "Enter Your Name" textbox

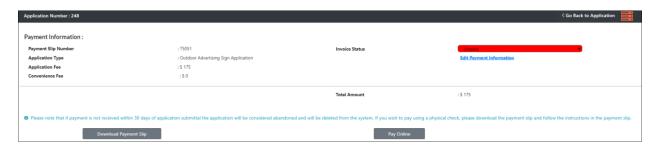


Step 20: Click on Submit button.



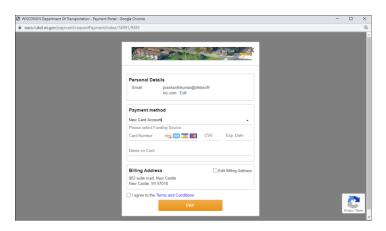
• Will navigate to "Payment Information" page

Step 21: Click on Pay Online button (bottom right of page).





Step 22: Will navigate to Payment Portal.

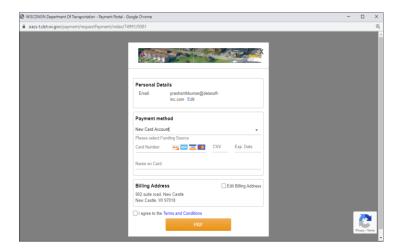


Step 23: Enter all required details and submit Payment.

- Email confirm the user email is correct or click 'Edit' to change it to your payment email address (where the receipt will be forwarded)
- In Payment Portal, there are 2 types of Payment methods:
 - 3) New Card Account (credit or debit card follow Step 15a)
 - 4) New Bank Account (ACH electronic funds transfer from bank Step 15b)

Step 23a: Credit/Debit card payments, please enter the following required details:

- The Funding Source should be defaulted to 'New Card Account'
- Enter valid credit card details 'Card Number', 'CVV', 'Exp Date', 'Name on Card'

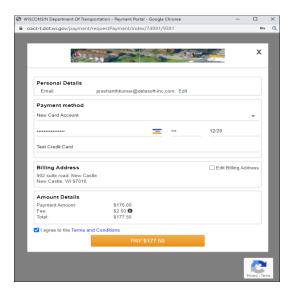


Once the user enters their Credit/Debit card #, the system will add in a flat \$2.50
 Service fee

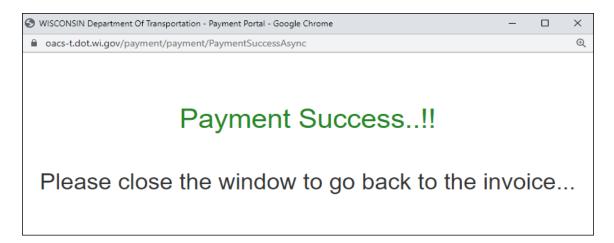


NOTE: A flat Service Fee of \$2.50 is applied for all credit and debit card transactions (no fee charged for ACH transactions)

- Confirm the 'Billing Address' details are correct or click the 'Edit Billing
 Address' checkbox (right side of page) and update with the correct billing address
 details
- User clicks on the 'I agree to the Terms and Conditions' check box when data entry is complete
- Click on the 'PAY' button

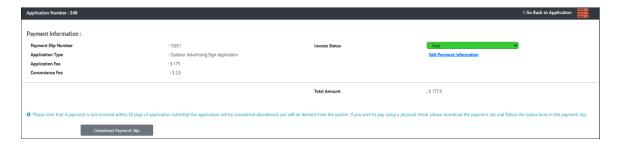


- Payment is processed and the 'Payment Success..!!' page is displayed
- User can close the window after review end of payment process



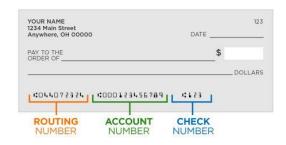
• The Application Payment page displays Invoice Status as Paid



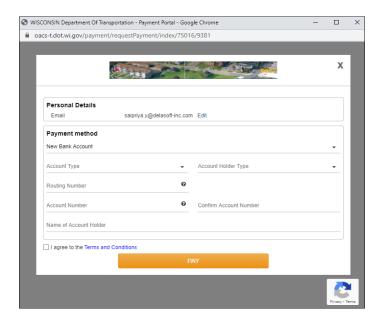


Step 23b: For ACH payments (electronic funds transfer from bank), please enter the following required details:

- User will need to select 'New Bank Account' from dropdown list
- Enter valid ACH details 'Account Type', 'Account Holder Type', 'Routing Number', 'Name of Account Holder'



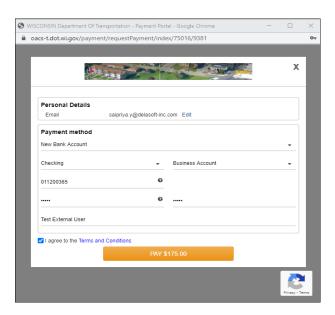
• . **NOTE:** There is no fee charged for ACH transactions



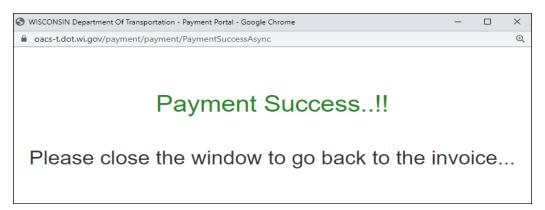
• Enter the remaining required ACH transaction details:



- Confirm the 'Billing Address' details are correct or click the 'Edit Billing Address' checkbox (right side of page) and update with the correct billing address details
- User clicks on the 'I agree to the Terms and Conditions' check box when data entry is complete
- o Click on the 'PAY' button

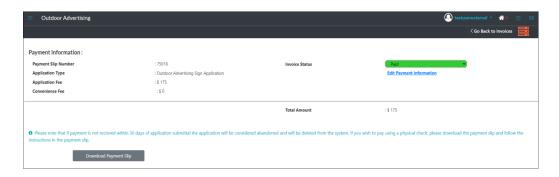


- Payment is processed and the 'Payment Success..!!' page is displayed
- User can close this window upon completion of payment



• The Application Payment page displays Invoice Status as Paid





If you have any questions or run into any issues with this process, please contact OACS Customer Support at OutdoorAdvertising@dot.wi.gov or call the Support Line at **608-266-8287**.

