



State of Wisconsin
2017 - 2018 LEGISLATURE

LRB-0927/2
ZDW:amn

2017 ASSEMBLY BILL 716

December 5, 2017 - Introduced by Representatives E. BROOKS, BOWEN, HORLACHER, JACQUE, KULP, MURSAU, SPIROS, STEFFEN, SUBECK, TRANEL, TUSLER and WICHGERS, cosponsored by Senator MARKLEIN. Referred to Committee on Transportation.

1 **AN ACT** *to amend* 84.30 (3) (a) and 86.19 (1); and *to create* 84.30 (2) (hm) and
2 86.19 (1n) of the statutes; **relating to:** municipal welcome signs in the highway
3 right-of-way.

Analysis by the Legislative Reference Bureau

This bill authorizes a municipality to erect and maintain within the right-of-way of any highway within the boundaries of the municipality a municipal welcome sign. Under the bill, "municipal welcome sign" means an official sign erected and maintained by a municipality that the municipality determines is necessary to inform motorists of the territorial boundaries of the municipality. The bill provides that municipal welcome signs may not be erected within the right-of-way of an interstate highway and are not subject to the Wisconsin manual on traffic control devices adopted by the Department of Transportation.

Under current law, no sign may be placed within the limits of any street or highway except as necessary for the guidance or warning of traffic, the safeguard of children at play, or to indicate the presence of a neighborhood watch program.

Under current law, subject to exceptions, no sign visible from any interstate or federal-aid highway may be erected or maintained. This prohibition does not apply to directional and other official signs. The bill provides that this prohibition does not apply to municipal welcome signs.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

ASSEMBLY BILL 716**SECTION 1**

1 **SECTION 1.** 84.30 (2) (hm) of the statutes is created to read:

2 84.30 (2) (hm) “Municipal welcome sign” means an official sign erected and
3 maintained by a municipality that the municipality determines is necessary to
4 inform motorists of the territorial boundaries of the municipality.

5 **SECTION 2.** 84.30 (3) (a) of the statutes is amended to read:

6 84.30 (3) (a) Directional and other official signs, including, but not limited to,
7 municipal welcome signs and signs pertaining to natural wonders, scenic and
8 historical attractions, which are required or authorized by law, and which comply
9 with rules which shall be promulgated by the department relative to their lighting,
10 size, number, spacing and such other requirements as are appropriate to implement
11 this section, but such rules shall not be inconsistent with, nor more restrictive than,
12 such national standards as may be promulgated from time to time by the secretary
13 of transportation of the United States under 23 USC 131 (c).

14 **SECTION 3.** 86.19 (1) of the statutes is amended to read:

15 86.19 (1) Except as provided in sub. (1m) or (1n) or s. 84.01 (30) (g), no sign shall
16 be placed within the limits of any street or highway except such as are necessary for
17 the guidance or warning of traffic or as provided by ss. 60.23 (17m) and 66.0429. The
18 authorities charged with the maintenance of streets or highways shall cause the
19 removal therefrom and the disposal of all other signs.

20 **SECTION 4.** 86.19 (1n) of the statutes is created to read:

21 86.19 (1n) Notwithstanding sub. (1), a municipality may erect and maintain
22 within the right-of-way of any highway within the boundaries of the municipality
23 a municipal welcome sign, as defined in s. 84.30 (2) (hm). No sign under this
24 subsection may be placed within the right-of-way of a highway designated as part
25 of the national system of interstate and defense highways. A sign placed under this

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1 subsection is not a traffic control device and is not subject to the provisions of the
2 Wisconsin manual on traffic control devices adopted by the department under s.
3 84.02 (4) (e).

4 (END)