

Chapter Hy 10

ERECTION OF SIGNS ON PUBLIC HIGHWAYS

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*Hy 10.04 Warning signs*  
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Hy 10.01 Authority for regulations. (1) Pursuant to authority contained in section 86.19 (2), Wis. Stats., the commission prescribes the following regulations with respect to the erection of signs on public highways.

(2) The regulations contained herein supersede the regulations prescribed by the commission on December 1, 1941, published on December 5, 1941, and effective 30 days thereafter appearing on page 234 of the 1950 edition of the Red Book.

Hy 10.02 Authority for the erection of signs. (1) The commission 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 commission with respect to the state trunk highway system, and local authorities with respect to highways under their jurisdiction, may permit any department of the federal or state government to erect such signs as the commission or local authorities shall deem necessary for public information to inform and warn the public of federal or state laws and lawful regulations by any such department, and also such signs as the commission or local authorities shall deem necessary for the guidance, information, warning, and regulation of traffic.

Hy 10.03 Guidance signs for resorts, hotels, county 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 Commission subject to the conditions contained in this section.

(2) Only where such institution or business is located removed from the state trunk highway system may such guidance signs be erected.

(3) Such guidance signs may be erected at only two intersections of the state 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 or persons having an advertising sign in the immediate vicinity of the intersection where such approved guidance signs have been erected shall be permitted to erect guidance signs on the public highway under these regulations.

(6) All guidance signs erected on any public highway shall be of a type and design approved by the commission. No flashing, illuminated, or reflecting signs or installation shall be permitted.

(7) No guidance sign may be erected upon state trunk highway right of way at an intersection with the state trunk highway system until the location and manner of erection of the sign have the written approval of the commission. No guidance sign may be erected on the right of way of a county and town highway until the location and manner of erection of the sign have the written approval of the local authorities having jurisdiction over the said highway.

(8) All guidance signs and their supports shall be maintained in good condition. Signs or installations not satisfactorily maintained shall be removed by the officers in charge of the maintenance of the highway.

Hy 10.04 Prohibited signs and signals. (1) No person shall erect, cause to be erected, or permit to be erected any advertising, warning, route, guide, information, or regulatory sign or signal within the limits of any street or highway except as authorized in sections Hy 10.02 and 10.03.

(2) No person shall place or maintain nor shall any public authority permit upon any highway any traffic control device bearing thereon any commercial advertising. (See section 85.14, Wis. Stats.)

(3) No local authority shall place or maintain any stop sign or traffic control signal which stops or regulates the movement of traffic on or entering the state trunk highway system or the urban extensions of the marked routes thereof, designated by the statutes as connecting streets, without the approval of the commission.

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Cr 10.05 Reg June 1959  
eff. 3-1-59