

## Chapter Hy 10

### ERECTION OF SIGNS ON PUBLIC HIGHWAYS

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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 and 10.05.

(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.

**History:** 1-2-56; am. (1), Register, June, 1959, No. 42, eff. 7-1-59.

**Hy 10.05 Warning signs for underground transmission lines.** (1) Subject to the conditions set forth in this chapter and in compliance with the provisions of section 86.16, Wis. Stat., the state highway commission may grant permits to public utility companies and cooperatives to erect on highway right of way signs giving notice of the presence of underground conduit, cables or pipe for the transmission of electric power, communications or liquid or gaseous fuels.

(2) When warning signs are permitted in accordance with this chapter, they shall be placed on highway right of way within 2 feet of the fence or right of way line in such a manner that the face of the sign roughly parallels the highway centerline and shall be so adjusted as to height that they will in no way impair vision at intersections, curves, railroad crossings or private entrances. Signs may be erected at the following prescribed locations:

(a) On one or both sides of a public highway or railroad right of way which the underground transmission line crosses.

(b) On one or both sides of a stream wider than 50 feet. In the case of navigable streams or channels, additional signs may be per-

mitted in the stream at such locations approved by the authority having control of navigation.

(c) On one side of a small stream or drainage ditch.

(d) At such intermediate points that signs will be located at intervals of approximately one-half mile.

(e) At such other points as may be specifically authorized upon a determination that such additional signs are necessary to reduce the likelihood of damage to the transmission lines.

(3) The signs shall be rectangular in shape and not larger than 24" x 18" when mounted horizontally or not larger than 12" x 18" when mounted vertically. Roof-type aerial markers shall not exceed 24" x 18" measured on the plane connecting the 4 lower corners of the marker with a maximum vertical dimension of 8". Adequate contrasting color combinations for signs may be selected at the discretion of the utility, except that the following two-color combinations are specifically prohibited.

(a) Black on Federal yellow.

(b) White on red (except where specifically required by other legal authority).

The signs shall not be reflectorized.

(4) In addition to the warning message, the signs may include an arrow or arrows indicating the general direction taken by the transmission line. The arrow signs may also be separate from the warning sign, in which case they shall be not greater than 4" x 12" in size. The warning signs may carry the name, address, and telephone number of the company owning the transmission line, provided that such lettering shall not exceed one inch in vertical height. The word "Danger" shall generally be avoided unless specifically required by statute or other legal authority. No advertising will be permitted except that the signs may carry the company symbol provided that such symbol is restricted in size to a minimum of one inch and a maximum of 20 per cent of the vertical height of the sign. Such restrictions shall apply to both horizontal and vertical dimensions of the symbol.

(5) All signs and their supports shall be erected, maintained, and replaced as necessary by the company owning them. They shall be moved by the company at its own expense upon request from the authority maintaining the highway.

(6) In accepting permission to erect signs of the type provided for in this chapter, the company (or cooperative) agrees that such permission in no way constitutes assumption by the highway maintaining authority of any liability for any damage to the transmission line resulting from work performed by or for said highway authority.

(7) The regulations of this chapter shall not be retroactive but shall apply to all sign installations made subsequent to the date of adoption of this chapter, and shall also apply to any replacement of existing signs made after said date.

(8) Special cases where application of this general policy is deemed impractical, inadequate or unreasonable shall be subject to special study and individual decision by the commission as to disposition.

**History:** Cr. Register, June, 1959, No. 42, eff. 7-1-59.