



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2017 Wisconsin Act 37
[2017 Assembly Bill 170]

**Advertising on Bus Shelters on
State Trunk Highways**

Current law prohibits placing advertising signs within a highway right-of-way unless an exception applies. 2017 Wisconsin Act 37 creates an additional exception to this general prohibition. The Act provides that the Department of Transportation (DOT) must allow any sign to be placed on a bus shelter on a state trunk highway provided the sign does not impair the highway or impede vehicular traffic on the highway and any applicable federal regulations are followed. Under the Act, “bus shelter” is defined as a shelter or bench located at a transit stop for use by passengers of public transportation systems owned or operated by governmental units or public authorities that was placed in accordance with s. 86.07 (2), Stats., applicable rules promulgated by DOT, and any applicable federal regulations.

Effective date: August 4, 2017

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This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.wisconsin.gov>.