



Walworth County, Wisconsin

News Release

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Signs in Highway Rights-of-Way

As a reminder to the public, signs along highways and roadways can pose potential hazards to the public. Improperly placed signs can obstruct a motorist's view, distract a driver's attention, endanger the safety of a person placing a sign, and present obstacles to crews who maintain (mow) roadways. In addition, in the event of a vehicle crash, signs in the roadways can potentially compound any injuries a driver may incur. Wisconsin Statutes prohibit all signs, except official traffic signs, from being placed within a right-of-way. As a general rule, a highway right-of-way in rural areas extends beyond both shoulders and ditches, and any adjoining fence line.

When placing signs please keep in mind the following guidelines. Official signposts, street name marker posts and most utility poles are all within highway rights-of-way. Signs are not permitted to be placed within highway medians. Prohibited signs include, but are not limited to, advertising, realty, political, rummage sale and directional signs.

When removing prohibited signs highway crews make a reasonable attempt to preserve the signs and provide the opportunity for the public to claim them. If you need to claim a sign that has been removed, or have questions about whether a sign is permitted, please contact the Walworth County Public Works department at 262-741-3114. Please remember to keep signs outside of the highway rights-of-way.

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