

COUNTY CLERK

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COUNTY CLERK

Rules, Regulations, and Ordinances Pertaining to Political Yard Sign Placement

Counties, cities, villages, and townships may have their own rules regulating the placement of signs. It is best to check with them before placing your signs (*12.04 Stat.*). Contact each municipal clerk where you wish to place campaign signs to verify if it has ordinances that governs political sign placement, size, etc. (outside of an election period). If so, follow the municipal codes. Otherwise, signs can be placed on private property with the owner's permission.

However, signs placed within view of a federally funded highway are regulated by the Department of Transportation (*84.30 Stat.*); and therefore, they cannot be put up earlier than 45 days before the primary election and must be removed no later than 7 days after the general election.

State law provides:

Signs cannot exceed 32 square feet in surface area

Signs cannot contain flashing lights or moving parts or in any other way fail to conform with S. 84.30(4)(b), Wis. Stats.

* Signs cannot be erected adjacent to an interstate highway or freeway or in a location where it constitutes a traffic hazard.

* Renters of residential property may exercise the same right as the owners to place a sign upon the property in any area of the property occupied exclusively by the renter. (The terms of a lease or other agreement under which residential property is occupied shall control in determining whether exclusively a renter occupies property.) (*State Statute 12.04(5)(a)*)

* On Election Day signs cannot be placed within 100 feet of an entrance to a building containing a polling place. (This includes a car with a bumper sticker or a car-top carrier with a campaign message on it. An exception is made only for the period of time the occupant of the car is inside voting.)

* Signs cannot be placed on roadways or driveways

* Signs cannot be placed on public property - this includes the terrace between the sidewalk and the street, or on or in any public buildings

* Signs cannot obstruct a window, door, fire escape, ventilation shaft, or other area, which is required by an applicable building code to remain unobstructed

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