



Tony Evers

OFFICE OF THE GOVERNOR

March 27, 2026

To The Honorable Members of the Senate:

I am vetoing Senate Bill 525 in its entirety.

This bill modifies the statute addressing the removal of vegetation obstructing outdoor advertising signs by making permanent vegetation clearance permits that were issued by the Wisconsin Department of Transportation on or after May 19, 2012. This effectively enables those sign owners to remove vegetation in the sign's viewing window without additional approval or supervision by the DOT. The bill also allows the clear cutting of vegetation within 500 feet of a sign if the sign's viewing window is obstructed, including in the highway right-of-way and median. The bill increases the fee the DOT charges for removal of trees with a diameter of greater than two inches from \$200 to \$300 but limits it to trees that are already part of a living snow fence, rather than all trees. The bill requires these funds generated from tree cutting to be spent to plant additional living snow fences.

I am vetoing this bill in its entirety because I object to the Wisconsin State Legislature taking a sweeping approach to vegetation management as it relates to outdoor advertising signs, including enabling individuals to potentially violate this very bill.

Maintaining proper visibility of outdoor signs is a complex process that requires the balancing of disparate goals ranging from highway safety, the control of invasive species, highway beautification, and maintaining property rights. Senate Bill 525 is too broad in its treatment of vegetation permits and does not contemplate resolutions to permits made permanent and non-compliant under the bill, which potentially risks millions of dollars in federal highway funding.

Respectfully submitted,

A handwritten signature in black ink that reads "Tony Evers".

Tony Evers
Governor