



# Tony Evers

OFFICE OF THE GOVERNOR

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April 8, 2026

To the Honorable Members of the Assembly:

I am vetoing Assembly Bill 502 in its entirety.

This bill modifies the rules associated with calculating the value of a billboard or sign for the purposes of condemnation and removal and the repositioning of nonconforming billboards or signs that are affected by state or federally funded highway or roadway construction projects. The bill prohibits the use of the “unit rule” (which determines the fair market value of property held by multiple owners as if only one person owned the property) when calculating the value of a condemned billboard or sign removed or relocated during a highway or roadway construction project. Additionally, the bill creates a process to establish the value of billboards or signs that takes into account the value of the sign and its related lease, the loss in value to other signs, and the loss of the right to erect and maintain the sign. Further, the bill requires counties, cities, villages, and towns to use the processes established in the bill for all highway projects for which the Wisconsin Department of Transportation has allocated state or federal funds.

I am vetoing this bill in its entirety because I object to the bill’s increase in costs to the Department of Transportation, including higher reappraisal and acquisition costs, as well as indeterminate project delays without providing the department adequate funding to address these increased costs. Even more concerning is the possibility that the bill would cause Wisconsin to violate regulations administered by the Federal Highway Administration that could result in Wisconsin losing as much as \$60 million in federal highway aid.

Additionally, I object to the Legislature requiring counties, cities, villages, and towns to use a costly process to reposition a billboard or sign and to calculate the value of a condemned billboard or sign, which could include calculating the value of lost advertising and lease revenue. I also object to the Legislature expanding this process to apply to all highway projects, which would include all projects in which discretionary state or federal funds are used for bridge, culvert, or highway improvements. Furthermore, this bill creates scenarios where local governments could be operating under multiple legal frameworks (including situations where the “unit rule” could be applied or where other agreements are in place) when establishing the value of takings during infrastructure improvement projects, creating winners and losers based on the type of funding and types of property involved in the project. The new requirement could increase costs and complexity beyond the ability of local governments to absorb, and could act as a disincentive for applicants to successful state discretionary grant programs like the Agricultural Road Improvement Program and Local Road Improvement Program. For these reasons, I must veto this bill.

Respectfully submitted,

Tony Evers  
Governor