



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer		2-2-40
CHAPTER 2	Signing	
SECTION 2	Regulatory Signs	
SUBJECT 40	Seatbelt Signs	

A. Purpose

The intent of this guideline is to limit the usage of these signs to specific spot locations, since these signs are not essential to the guidance or warning of traffic. Due to previous cutbacks in resources and funding, these signs had previously been declared non-essential.

Over the years seatbelt signs have been installed to reinforce to motorists the importance of fastening safety belts and to remind motorists that there are penalties for people not fastening safety belts. These signs were placed at various locations on state highways and in rest areas, waysides, and weigh stations. It is typically expected that many motorists now know the importance of buckling up by means of media advertisements and safety campaigns. However, it is still beneficial to place these signs in specific spot locations to serve as a gentle reminder to the motoring public.

B. Definitions

Freeways are defined as divided arterial highway facilities that have full controlled access, by means of grade separation at interchanges only.

Expressways are defined as divided arterial highway facilities that have partial control of access and generally with grade separations at major intersections.

Conventional Highways are defined as either divided or undivided roadway facilities that have no control of access with grade separations at intersections. These highways can be two lane or multilane facilities.

C. Policy

1. Seatbelt signs *should* be installed at major entry points into the state. Major entry points are defined as locations on freeways and expressways, but not on conventional highways.
2. Seatbelt signs *should* be located on all freeways, expressways, and

conventional highways leaving the outskirts of Class I, II, and III Cities as defined by the latest edition of the Wisconsin Blue Book. For contiguous cities in metropolitan areas, the signs *should* be located after the last city that is on the following list. For reference, listed below are the Class I, II, III cities from the 2013-2014 Wisconsin Blue Book:

Class 1

Milwaukee

Class II

Appleton	Oshkosh	Janesville
Eau Claire	Racine	Kenosha
Fond du Lac	Sheboygan	La Crosse
Green Bay	Waukesha	Madison
	Wausau	

Class III

Baraboo	Wausau
Beaver Dam	West Allis
Beloit	Middleton
Brookfield	Muskego
Chippewa Falls	Neenah
Cudahy	New Berlin
De Pere	Oak Creek
Fort Atkinson	Oconomowoc
Franklin	Pewaukee
Glendale	River Falls
Greenfield	Stevens Point
Hartford	Sun Prairie
Kaukauna	Superior
Manitowoc	Two Rivers
Marinette	Watertown
Marshfield	West Bend
	Wisconsin Rapids

3. Seatbelt signs *may* be placed in rest areas, travel information centers, and weigh stations.
4. Seatbelt signs that have been installed elsewhere on state highways (which includes waysides and locations between cities) will be allowed to remain in place until the end of their useful life, when they *should* be removed and not replaced. Useful life ends when the sign message no longer meets legibility or condition standards. Seatbelt signs *may* be removed prior to the end of the signs useful life when opportunities arise such as knockdown or damage, when other work is occurring nearby, or projects make removal practical.