

PUBLIC HEARING ON ATV/UTVS

**AUGUST 27, 2025, AT 6:00 P.M.
ALL STAR LANES**



AGENDA

- Welcome & Introductions
- E-Newsletter Sign Up
- Presentation
- Public Comment
 - Limit 2 Minutes Per Person
- Adjournment

E-NEWSLETTER – PLEASE SIGN UP ON WEBSITE

- Cost effective, and easy way for the Town to provide you with periodic updates.
 - Specific to your neighborhood
 - Whole Town of Shelby
- Direct notification of changes, events, or updates
 - Construction
 - Closings
 - Upcoming Events
- Paper Newsletters & Announcements Available at Town Hall

OTHER OPTIONS

townofshelbywi.gov

OR

[Facebook.com/townofshelby](https://www.facebook.com/townofshelby)

PUBLIC HEARING EXPECTATIONS

- Informational Presentation
 - Provide All the Information We Have
- Hearing from the Public
 - The Board and Staff are here to listen to your concerns and questions, not to dialogue back and forth about this issue
 - No decision will be made by the Town Board at this Public Hearing

PROCESS FOR NEW ATV/UTV ROUTES

- New ATV/UTV routes may be requested/applied for by a Municipality or by any organized and established ATV/UTV club located in La Crosse County.
 - *Applications are available from the La Crosse County Highway Department.*
- The application for a new ATV/UTV route requires the Town to provide an opportunity for residents to make public comments regarding any proposed route(s).
- Public comments are required to be shared with La Crosse County as part of the application for a new ATV/UTV route.

PREVIOUS DISCUSSIONS AT TOWN BOARD MEETINGS...

- Feb. 20, 2024: La Crosse County Proposed Updated ATV/UTV Routes. No routes in Shelby, but the Town Board reviewed as routes got closer to Town.
- May 7, 2024: Residents on County K requested the Town consider an ATV/UTV route in the area to connect to Vernon County trails. No action taken.

PREVIOUS DISCUSSIONS CONT...

- Jun. 3, 2025: Another request from County Road K area to consider ATV/UTV routes in Shelby to connect residents to nearby recreation and businesses. Town Board directed staff to get more information.
- Jul. 15, 2025: Staff provided information on the process for establishing ATV/UTV routes in Shelby. A representative from Coulee Cruisers expressed their support for routes in Shelby. The Town Board set a date for the Public Hearing.

ATVs and UTVs



- Smaller
- Single Riders
- 900 pounds or less.



- Larger
- Multiple Passengers
- 3,000 pounds or less

WHAT IS NOT A UTV?

Golf Cart | Dune Bug



TOWN AUTHORITY & STATE LAW

- The Town has limited authority to be more restrictive with conditions of ATV/UTV use if routes are established in Shelby.
- Wis. Stat. Chapter 23.33 governs ATV/UTVs.
- There are no ATV/UTVs allowed in Town Parks or on Town Trails with exceptions for maintenance and emergency services (TOS Ord. 4.01).

LA CROSSE COUNTY ORDINANCE

- La Crosse County Ordinance 7.08 governs use of ATV/UTVs on routes established in the County.
- No person shall operate any all-terrain vehicle on lands owned by the County except where the use is authorized by posted notice or County permit.
- No current routes in Town of Shelby.

SUMMARY OF PUBLIC COMMENTS RECEIVED IN WRITING

- Total Responses: 17 (as of 8/26/2025)
 - 3: In Favor
 - 4: In Favor with Conditions
 - 10: Not In Favor
- Top Concerns
 - Noise
 - Speed
 - Intoxicated Operators
 - General Safety
 - Age Restriction
 - Licensing & Registration

MAP OF COMMENTS RECEIVED IN WRITING



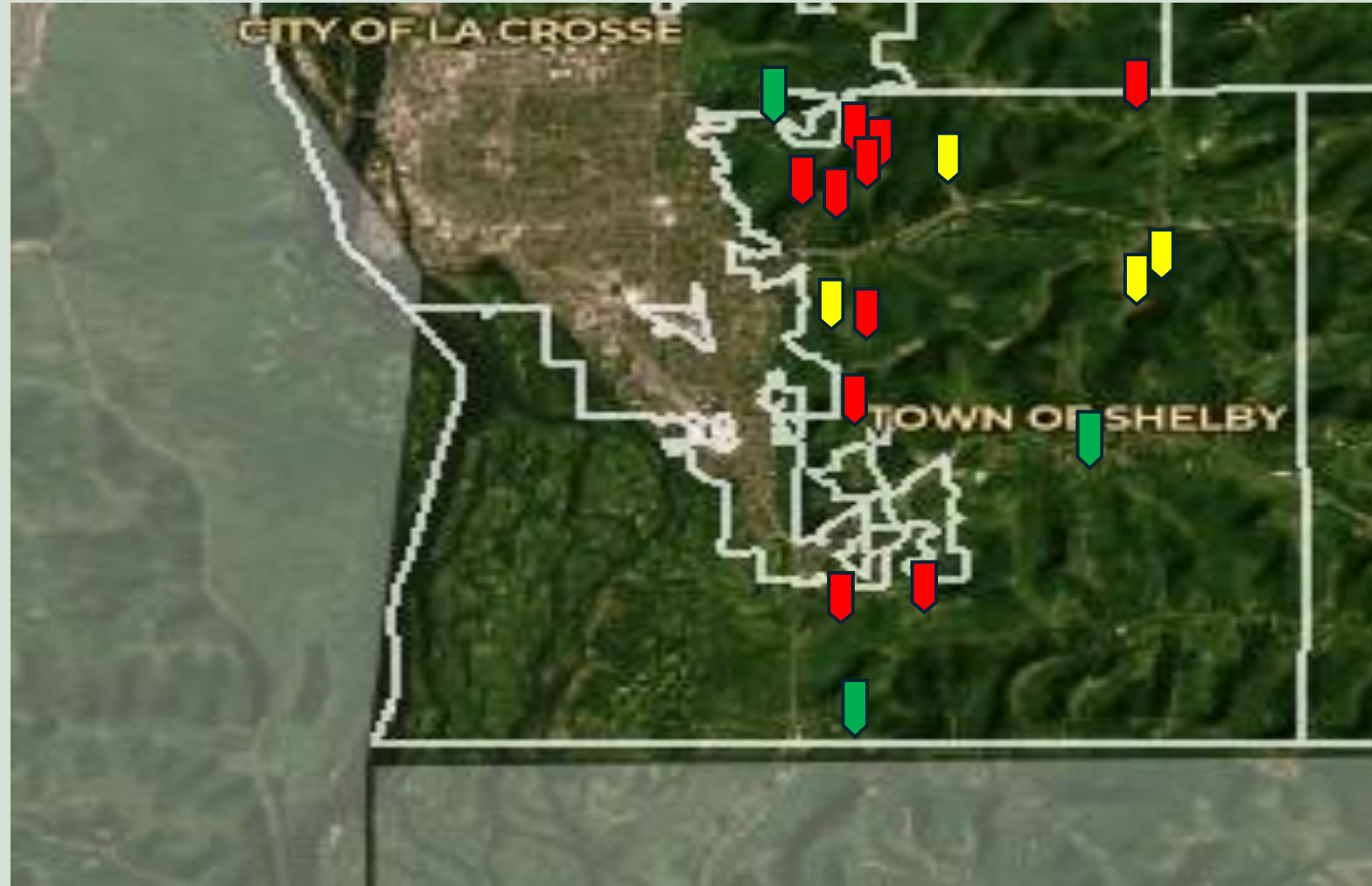
Not In
Favor



In Favor w/
Conditions



In Favor



ATV/UTV FAQs & INFORMATION

WHO CAN DRIVE AN ATV? – DNR

- Operators must be at least **12** years old to operate on **public** lands, roads, or private property with permission.
- Anyone between the ages of 12–15 can operate on road routes if accompanied by a parent or approved adult.
- Anyone born after January 1, 1988, is required to complete a safety certification course to operate an ATV (*required by State Law to carry proof of valid safety certificate).

WHO CAN DRIVE A UTV? – DNR

- Operators must be at least **16** years old to operate on **public** lands, roads, or private property with permission.
- No person under the age of 16 is allowed to operate a UTV even with adult supervision.
- Anyone born after January 1, 1988, is required to complete a safety certification course to operate an UTV (*required by State Law to carry proof of valid safety certificate).

CAN THE TOWN REQUIRE A DRIVER'S LICENSE?

- The State of Wisconsin does not require a driver's license.
- Wis. Stat. Chapter 23.33 (11). Any county, town, city, or village may enact an ordinance that is in strict conformity with this section and rules promulgated by the department under this section if the ordinance encompasses all aspects encompassed by this section, except as provided in subds. [2.](#), [3.](#), and [4.](#) and s. [349.11 \(11\)](#).

CAN THE TOWN REQUIRE INSURANCE?

- The State of Wisconsin does not require insurance.
- Wis. Stat. Chapter 23.33 (11). Any county, town, city, or village may enact an ordinance that is in strict conformity with this section and rules promulgated by the department under this section if the ordinance encompasses all aspects encompassed by this section, except as provided in subds. [2.](#), [3.](#), and [4.](#) and s. [349.11 \(11\)](#).

CAN THE TOWN REQUIRE HELMETS?

- Yes. ...BUT

Wisconsin State Law already requires riders under age 18 to wear a DOT-approved helmet.

Riders over age 18 are recommended to, but cannot be required to wear helmets.

CAN THE TOWN REQUIRE ATV/UTVs TO BE REGISTERED?

- Yes. ...AND
Wisconsin State Law already does.

All ATV/UTVs must be registered with the
Wisconsin DNR and display proof of registration.

CAN THE TOWN LIMIT ATV/UTV NOISE?

- Yes. ...AND
Wisconsin State Law already does.

All ATV/UTVs must have a muffler to stop excessive noise and cannot be louder than 96 decibels.
(EX: lawnmower)

CAN THE TOWN LIMIT ATV/UTV SPEEDS?

- Yes.

2021 Act 164 clarified that local governments do have the authority to post a lower speed limit for ATV/UTV traffic if desired.

- This authority can be applied to all roads open as ATV/UTV routes, or to only those roads where a lesser speed limit is desired.

CAN THE TOWN LIMIT DRIVING HOURS?

- Yes. ...AND

- County Ordinance 7.08 already does.

All ATV/UTVs must only operate between 5:00 a.m. and 10:00 p.m. on designated County routes.

CAN SOMEONE GET A DUI/OWI?

- Yes, if the person's BAC is over .08% they can get an OWI (aka DUI).

OWI(s) while operating an ATV/UTV count separately from OWI(s) while operating a car or truck.

WHO CAN ENFORCE THIS?

Any Law Enforcement Officer authorized to enforce the laws of the State of Wisconsin can enforce this with limitations.

EX: Lower Speed Limits for ATV/UTVs v. Reckless Driving

REMINDER OF EXPECTATIONS

- We can only answer very basic questions.
- Questions that require legal expertise will not be answered tonight.
- We're HERE to HEAR from YOU. No dialogue or decisions will be made tonight

WHEN WOULD THE BOARD TAKE ACTION?

The Town Board will take the public comments into consideration and will discuss this further at an upcoming Board Meeting which may lead to action.

PUBLIC COMMENT – LIMIT 2 MINS EA.

AS STATED EARLIER, the Town must provide all comments to La Crosse County if/when this moves forward.

Please state the following before you make you comment:

- Name
- Address

A 2-Minute Timer will begin after you state your address.

THANK YOU FOR BEING HERE!

**NEXT BOARD MEETING:
TUESDAY, SEPTEMBER 16, 2025, at 5:00 p.m.**

