



## 1995 SENATE BILL 211

May 18, 1995 - Introduced by Senator BRESKE, by request of Florence County.  
Referred to Committee on Transportation, Agriculture and Local Affairs.

1     **AN ACT to repeal** 84.30 (3) (c) 5.; **to amend** 84.30 (3) (c) (intro.); and **to repeal**  
2             **and recreate** 84.30 (3) (c) 1. to 3. of the statutes; **relating to:** restrictions on  
3             on-property signs.

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### *Analysis by the Legislative Reference Bureau*

Under current law, outdoor advertising signs which are located along interstates and certain other highways and which advertise activities conducted on the property on which the signs are located (on-property signs) are subject to certain restrictions as to size, number and location.

This bill prohibits the erection of on-property signs at locations that constitute traffic hazards and eliminates specific restrictions applying solely to on-property signs located outside the incorporated area of a city or village. The bill specifies that permits are not required to be issued by the department of transportation for on-property signs.

For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

4             **SECTION 1.** 84.30 (3) (c) (intro.) of the statutes is amended to read:  
5             84.30 (3) (c) (intro.) Signs advertising activities conducted on the property on  
6             which they are located if such on-property signs comply with applicable federal law  
7             and the June 1961 agreement between the department and the federal highway  
8             administrator relative to control of advertising adjacent to interstate highways.

1 ~~Additionally, any such sign located outside the incorporated area of a city or village~~  
2 ~~shall comply with the following criteria~~ No on-property sign may be erected in a  
3 location where it constitutes a traffic hazard. If the department issues permits for  
4 outdoor advertising signs, the department is not required to issue permits for  
5 on-property signs that conform to the requirements of this paragraph. On-property  
6 signs may be illuminated, subject to the following restrictions:

7 **SECTION 2.** 84.30 (3) (c) 1. to 3. of the statutes are repealed and recreated to  
8 read:

9 84.30 (3) (c) 1. Signs which contain, include or are illuminated by any flashing,  
10 intermittent or moving light or lights are prohibited, except electronic signs  
11 permitted by rule of the department.

12 2. Signs which are not effectively shielded as to prevent beams or rays of light  
13 from being directed at any portion of the traveled ways of the interstate or  
14 federal-aid primary highway and which are of such intensity or brilliance as to cause  
15 glare or to impair the vision of the driver of any motor vehicle, or which otherwise  
16 interfere with any driver's operation of a motor vehicle, are prohibited.

17 3. No sign may be so illuminated that it interferes with the effectiveness of or  
18 obscures an official traffic sign, device or signal.

19 **SECTION 3.** 84.30 (3) (c) 5. of the statutes is repealed.

20 (END)