



1997 ASSEMBLY BILL 556

October 17, 1997 - Introduced by Representatives BAUMGART and BLACK. Referred to Committee on Small Business and Economic Development.

1 **AN ACT to amend** 84.30 (2) (d) (intro.) and 84.30 (3) (e) of the statutes; **relating**
2 **to:** the erection of outdoor advertising signs in areas recently zoned for
3 commercial or industrial activity.

Analysis by the Legislative Reference Bureau

With specific exceptions, current law prohibits the erection of any outdoor advertising sign that is visible from the main-traveled way of any interstate or federal-aid highway. One exception allows the erection of approved outdoor advertising signs in business areas, including areas that are zoned for business, industrial or commercial activities and are located within 660 feet of an interstate or federal-aid highway.

This bill prohibits the erection of an outdoor advertising sign in a business area that is first zoned for commercial or industrial activity after this act takes effect unless one or more buildings, in which commercial or industrial activity is regularly conducted, are located within the business area.

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

4 **SECTION 1.** 84.30 (2) (d) (intro.) of the statutes is amended to read:
5 84.30 (2) (d) (intro.) "Commercial or industrial activities" for purposes of
6 unzoned industrial and commercial areas, and for purposes of sub. (3) (e), mean those

ASSEMBLY BILL 556**SECTION 1**

1 activities generally recognized as commercial or industrial by local zoning
2 authorities in this state, except that none of the following activities shall be
3 considered commercial or industrial:

4 **SECTION 2.** 84.30 (3) (e) of the statutes is amended to read:

5 84.30 (3) (e) Signs to be erected in business areas subsequent to March 18,
6 1972, which when erected will comply with sub. (4). No sign may be erected under
7 this paragraph in any business area that is first zoned after the first day of the first
8 month beginning after the effective date of this paragraph [revisor inserts date],
9 for business, industrial or commercial activities unless one or more permanent
10 buildings, in which commercial or industrial activities are regularly conducted, are
11 located in that business area.

12 (END)