

2001 DRAFTING REQUEST

Bill

Received: 10/11/2000

Received By: fasttn

Wanted: Soon

Identical to LRB:

For: Jim Baumgart (608) 266-2056

By/Representing: Pat

This file may be shown to any legislator: NO

Drafter: agary

May Contact:

Addl. Drafters:

Subject: **Transportation - highways**

Extra Copies: **TNF, PJH - 1**

Submit via email: NO

Requester's email:

Pre Topic:

No specific pre topic given

Topic:

Billboard elimination grant program

Instructions:

Redraft 1999 SB-18 (see attached)

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	fasttn 05/01/2001	wjackson 05/02/2001		_____			S&L
/P1			pgreensl 05/03/2001	_____	lrb_docadmin 05/03/2001		S&L
/1	fasttn	wjackson	jfrantze	_____	lrb_docadmin	lrb_docadmin	

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	05/03/2001	05/07/2001	05/08/2001	_____	05/08/2001	05/08/2001	

FE Sent For:

<END>

→ At Intro
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| /?           | fasttn<br>05/01/2001 | wjackson<br>05/02/2001 |                        | _____          |                            |                 | S&L             |
| /P1          |                      |                        | pgreensl<br>05/03/2001 | _____          | lrb_docadmin<br>05/03/2001 |                 | S&L             |
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| /P1          |                      | 1 wj 5/7               | pgreensl<br>05/03/2001 |                | lrb_docadmin<br>05/03/2001 |                 |                 |

*Handwritten signatures and dates:*  
JG 5/7      JG 5/8

FE Sent For:

**<END>**

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|--------------|----------------|-----------------|--------------|----------------|------------------|-----------------|-----------------|
| 1/?          | fasttn         | 1/11 WJ 5/2     | 5/2<br>pg    | 5/2<br>pg 1    | KF               |                 |                 |

FE Sent For:

<END>



Greeting:

Thank you for expressing interest in the Specific Information Sign (SIS) Program. The (SIS) program has proven to be a valuable advertising tool for many Wisconsin businesses. This program has also become a reliable source of information for the traveler throughout the country. If you are interested in advertising on this program, please complete and return the enclosed, **Specific Information Sign Rental Contract, Application(s) for Permits and Qualifications Guidelines** to Derse-WHBS.

When filling out the Specific Information Sign Rental Contract, you may choose **12, 24 or 36** months contract lengths. Also write on the contract if this is a new business and the approximate opening date. **Return all forms (listed above), and a check in the amount of three (3) times the monthly rental rate.** This check is used as a prepayment and will be applied to the last three months of the contract term. The contract will be activated when your business panels have been installed.

The reduced rental rates are **\$40.00 per month** (*\$1.32 per day*) for Freeway, Expressway or Interstate signs, **\$15.00 per month** (*\$.49 per day*) for ramp signs and **\$20.00 per month** (*\$.66 per day*) for conventional highways. You will be invoiced in advance on a quarterly basis after the installation of your business panels.

Please see the enclosed **Business Panel Order Form** for specifications on business panels and pricing. Advertisers may provide their own panels. Or as a service Derse-WHBS will produce the panels for you. Advertisers who supply their own business panels must do so in accordance with State specifications listed on the Business Panel Order Form. If you wish to have Derse-WHBS produce the business panels, enclose a check for a **50% deposit** with your panel order. Also include clear and unfolded or E-mailed **camera-ready artwork** for production of your panels. If you wish assistance in developing artwork, please contact our office.

If you have any questions on the Specific Information Sign Program, or require additional assistance, please feel free to contact us. We hope that your business will soon receive the benefits gained by advertising on the Specific Information Sign Program.

Sincerely  
Derse-WHBS

Enclosure  
Rev. 10/99



## WISCONSIN'S SPECIFIC INFORMATION SIGN PROGRAM

In 1986 Wisconsin joined several other states in electing to use the Specific Information Sign (SIS) Program established by the Federal Highway Administration. This program was designed to replace generic blue and white signs directing travelers to "Gas", "Food", "Lodging" and "Camping" services. The SIS Program provides more information to the traveler by providing signs with logo panels of specific businesses found at a given exit. The SIS structures carry up to six business panels per service category. These signs are located on approximately 3,000 miles of State trunk system and vary according to road size. Milwaukee County is excluded from this program. The physical size of a sign structure and business panel is determined by the type of road. Interstate signs are larger than conventional highway and exit ramp signs.

The SIS Program is self funded. No state or federal funds support this program. Businesses participating in this program pay a rental fee for advertising space which in turn covers the costs of this program. To participate in the SIS Program, businesses offering **gas, food, lodging or camping** services must meet certain qualification requirements for the duration of the contract. For example, some of these requirements are: businesses offering gas service must be open seven days per week, food service must be open five days per week and open no later than 10:00 a.m. and remain open until at least 7:00 p.m. Businesses must be located off the highway, thus requiring directional information from these signs. The detailed requirements for the qualifications can be found on the **Qualification Guideline** included in this packet.

Applications are accepted on a 'first come, first served' basis. If more applicants apply than there is space available, the applicant is placed on a waiting list until space becomes available.

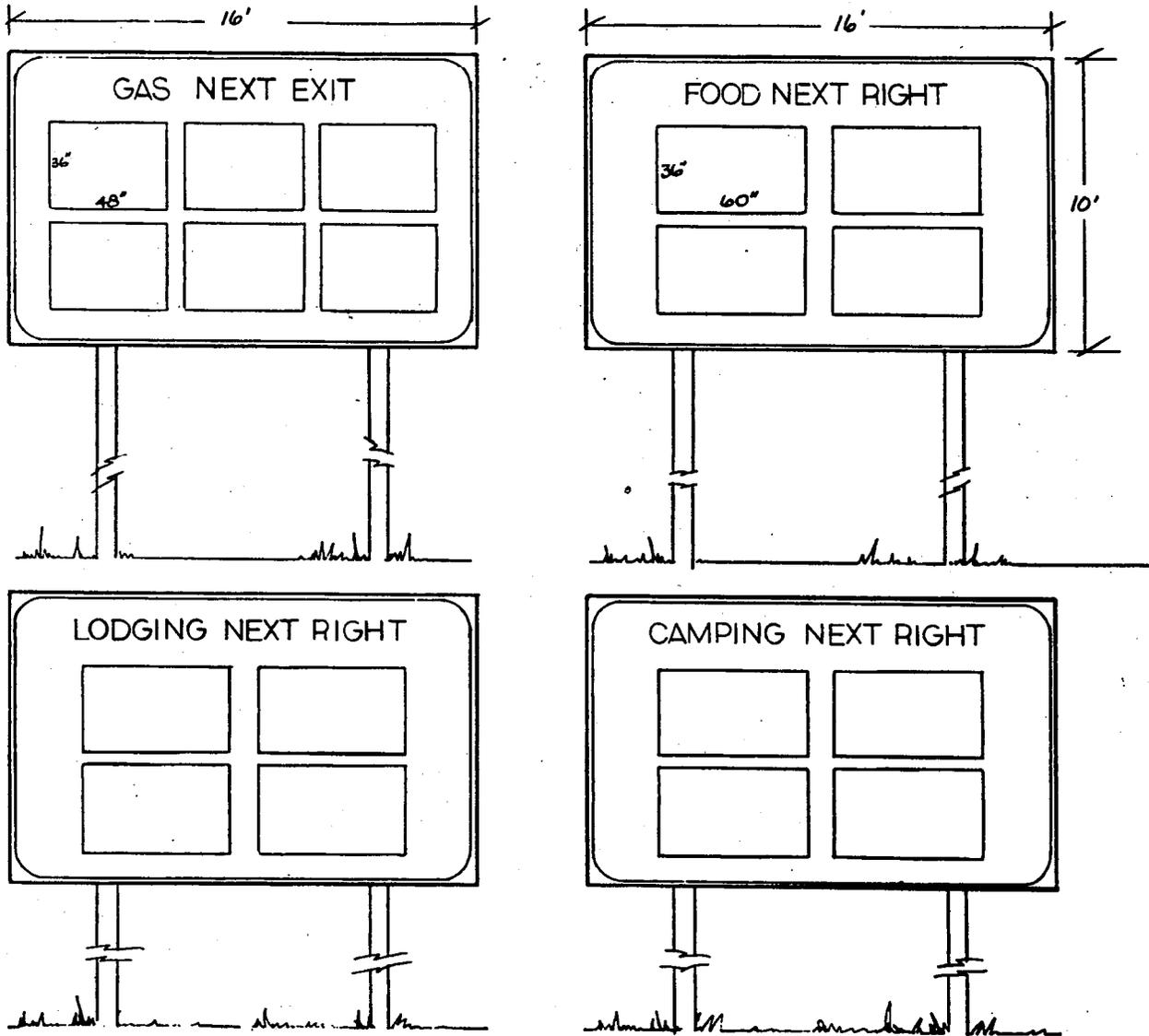
The SIS Program is offered through Derse WHBS on behalf of the State of Wisconsin Department of Transportation. As the State contractor for this program, Derse WHBS is responsible for marketing, selling, installation, maintenance and operations. For more information on this program, please contact.

**DERSE WHBS**  
1234 N. 62nd Street  
Milwaukee, Wisconsin 53213-2996  
  
1-800-345-5772 (within Wisconsin)  
(414)257-2000 Fax (414)257-4121

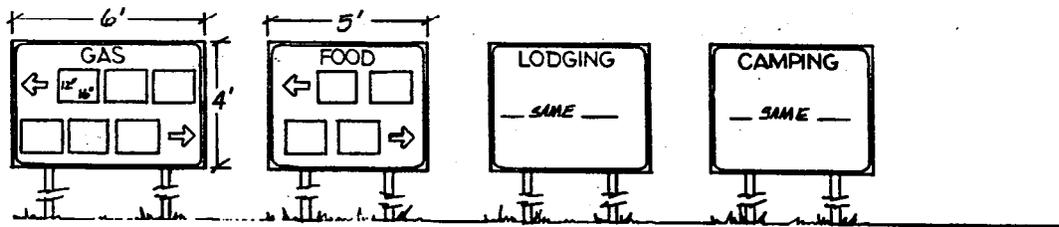
Revised 9/94

Wisconsin Highway Business Signs  
1234 N. 62nd Street • Milwaukee, WI 53213-2996 • (414) 257-2000  
1-800-345-5772 Fax (414) 257-4121

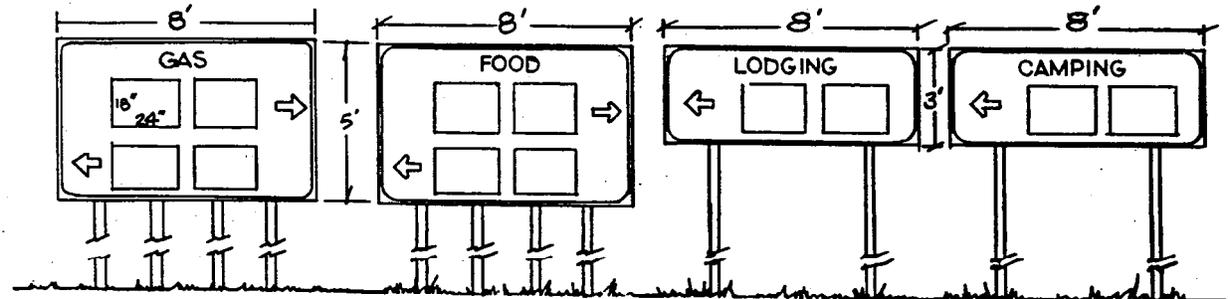
INTERSTATE FREEWAY EXPRESSWAY MAINLINE SPECIFIC INFORMATION SIGNS



RAMP SIGNS FOR SINGLE EXIT INTERCHANGE



CONVENTIONAL HWY SPECIFIC INFORMATION SIGNS



\*NOTE: ALL S.I.S. SIGNS SHOWN HAVE NOMINAL DIMENSIONS.



## BUSINESS PANEL ORDER FORM

All materials must meet the State of Wisconsin specifications. All business panels are to be fabricated utilizing a *minimum* of 0.040 (*0.063 is recommended*) aluminum 5052-H38 alloy, covered with 3M *high intensity* grade reflective sheeting, and silk screened using 3M transparent inks and clear coated after screening. Standard 3M silk screened colors are: black, red, green, orange, blue, brown, yellow, lemon yellow, violet and magenta. *It is recommended by 3M to utilize the standard colors to prolong the longevity of the panel. Special color mixing may weaken the inks resulting in premature fading when exposed to weather elements.* It is the advertisers responsibility to replace faded and damaged panels.

Business panels may include the name of the business or logo. Any business not having a brand, symbol or trademark to display may have their business name silk screened on high intensity 3M reflective sheeting. Due to the size restrictions for business panels, it is recommended for best readability, that seven or fewer letters per line be used. Over seven letters and intricate designs will reduce the size of the lettering, making the panel difficult to read at highway speeds. *Additional information other than the business name or logo is not permitted, with the exception of "24 hours" and "diesel."* Advertisers have 2 options for providing business panels:

**OPTION 1:** Businesses may supply their own business panels. All panels *must* meet Wisconsin specifications. *Please contact Derse WHBS for details.* Note: All artwork is subject to approval, by Derse WHBS on behalf of the Wisconsin Department of Transportation prior to production.

I will furnish \_\_\_\_\_ (qty) of business panels which meet Wisconsin specifications. *My panels will be shipped to:*

A. Derse WHBS (address below) by: \_\_\_\_\_ (date)

B. The advertising business location: \_\_\_\_\_ (date)

Contact name: \_\_\_\_\_ Telephone number: \_\_\_\_\_

**OPTION 2:** Businesses may request Derse WHBS to produce business panels. Please see reverse side of form for pricing and quantity details. Derse WHBS utilizes 0.063 aluminum for panels. All business brands, symbols or trademarks will require camera ready artwork. Color separated, camera ready artwork is recommended when multicolored logos are requested. Please contact Derse WHBS for specific details.

I would like Derse WHBS to produce my business panels. I have enclosed artwork, sample or sketch, and the specific colors of what I would like on my panel.

Contact name: \_\_\_\_\_ Daytime telephone number: \_\_\_\_\_

## BUSINESS PANEL PRICE GUIDE

| SIZE                      | COLOR | QTY<br>1  | QTY<br>2  | QTY<br>3 TO 5 | QTY<br>6 TO 10 | OLD<br>SET-UP<br>FEE * | NEW<br>SET -UP<br>FEE * |
|---------------------------|-------|-----------|-----------|---------------|----------------|------------------------|-------------------------|
| 36" x 60"<br>Mainline     | 1     | \$ 287.00 | \$ 248.00 | \$ 237.00     | \$ 226.00      | \$ 237.00              | \$ 190.00               |
|                           | 2     | \$ 359.00 | \$ 293.00 | \$ 281.00     | \$ 249.00      | \$ 241.00              | \$ 193.00               |
|                           | 3     | \$ 437.00 | \$ 338.00 | \$ 306.00     | \$ 273.00      | \$ 246.00              | \$ 197.00               |
|                           | 4     | \$ 514.00 | \$ 383.00 | \$ 339.00     | \$ 296.00      | \$ 250.00              | \$ 201.00               |
|                           | 5     | \$ 592.00 | \$ 428.00 | \$ 373.00     | \$ 319.00      | \$ 255.00              | \$ 204.00               |
| 36" x 48"<br>Mainline Gas | 1     | \$ 244.00 | \$ 213.00 | \$ 203.00     | \$ 193.00      | \$ 221.00              | \$ 177.00               |
|                           | 2     | \$ 318.00 | \$ 256.00 | \$ 235.00     | \$ 215.00      | \$ 225.00              | \$ 180.00               |
|                           | 3     | \$ 391.00 | \$ 298.00 | \$ 267.00     | \$ 236.00      | \$ 230.00              | \$ 184.00               |
|                           | 4     | \$ 471.00 | \$ 340.00 | \$ 299.00     | \$ 258.00      | \$ 234.00              | \$ 188.00               |
| 18" x 24"<br>Conventional | 1     | \$ 95.00  | \$ 76.00  | \$ 69.00      | \$ 63.00       | \$ 179.00              | \$ 144.00               |
|                           | 2     | \$ 139.00 | \$ 101.00 | \$ 89.00      | \$ 76.00       | \$ 184.00              | \$ 147.00               |
|                           | 3     | \$ 184.00 | \$ 127.00 | \$ 108.00     | \$ 89.00       | \$ 188.00              | \$ 150.00               |
|                           | 4     | \$ 229.00 | \$ 153.00 | \$ 128.00     | \$ 103.00      | \$ 193.00              | \$ 154.00               |
| 12" x 16"<br>Ramp         | 1     | \$ 72.00  | \$ 53.00  | \$ 47.00      | \$ 41.00       | \$ 172.00              | \$ 138.00               |
|                           | 2     | \$ 115.00 | \$ 77.00  | \$ 65.00      | \$ 52.00       | \$ 176.00              | \$ 142.00               |
|                           | 3     | \$ 158.00 | \$ 101.00 | \$ 82.00      | \$ 64.00       | \$ 181.00              | \$ 145.00               |
|                           | 4     | \$ 201.00 | \$ 126.00 | \$ 100.00     | \$ 75.00       | \$ 185.00              | \$ 149.00               |
|                           | 5     | \$ 244.00 | \$ 150.00 | \$ 118.00     | \$ 86.00       | \$ 190.00              | \$ 152.00               |

Pricing subject to change without notice

\* There will be a set up fee for all new artwork that have not previously been produced.  
 Prices are based on the use of standard 3M colors: Black, Red, Green, Orange, Blue, Brown  
 Yellow, Violet and Magenta. Custom mixes will be charged on a time and material basis.

### BUSINESS PANEL PRICING WORKSHEET

|                        | NUMBER<br>OF<br>COLORS | NUMBER<br>OF<br>PANELS | PRICE<br>EACH | SET UP<br>FEE | TOTAL |
|------------------------|------------------------|------------------------|---------------|---------------|-------|
| 36" x 60' Mainline     |                        |                        |               |               |       |
| 36" x 48' Gas Mainline |                        |                        |               |               |       |
| 18' x 24" Conventional |                        |                        |               |               |       |
| 12" x 16" Ramp         |                        |                        |               |               |       |

Sub Total \_\_\_\_\_

5% State Sales Tax \_\_\_\_\_

.5% County Sales Tax (where applicable) \_\_\_\_\_

Net Total \_\_\_\_\_

The customer will be sent a separate invoice when production is complete.

1234 North 62<sup>nd</sup> Street  
Milwaukee, WI 53213-2996  
414-257-2000  
414-257-1253 (Fax)

## CREDIT APPLICATION

Business Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: \_\_\_\_\_ ( ) Proprietorship ( ) Partnership ( ) Corporation  
State of Incorporation: \_\_\_\_\_ Years in Business: \_\_\_\_\_ Dun & Bradstreet Number: \_\_\_\_\_  
Owner or Principal: \_\_\_\_\_ Title: \_\_\_\_\_  
Owner or Principal: \_\_\_\_\_ Title: \_\_\_\_\_

### PRINCIPAL BANK REFERENCE

Name: \_\_\_\_\_ Bank Officer: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: \_\_\_\_\_ Account Number(s): \_\_\_\_\_

### TRADE REFERENCES

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: \_\_\_\_\_ Contact: \_\_\_\_\_  
Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: \_\_\_\_\_ Contact: \_\_\_\_\_  
Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: \_\_\_\_\_ Contact: \_\_\_\_\_

Financial Statements Enclosed: ( ) Yes ( ) No Tax Resale I.D. No. Information Enclosed: ( ) Yes ( ) No

The undersigned certifies that the above information is correct and authorizes Derse Exhibits to obtain any written or oral credit information/reports from the above suppliers, banks, or any credit reporting agencies in order to evaluate the credit-worthiness of this application. Banks are hereby authorized to release any and all information which will assist Derse Exhibits in this investigation and any claim or liability, regarding information released to Derse Exhibits, is hereby waived.

The undersigned further agrees that in the event this request for credit is approved, all invoices will be paid within Derse Exhibit's stated terms of Net 30 Days, (N/30). Deposit invoices are due upon receipt.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Office Use Only: Approved: ( ) Yes ( ) No Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_

By: \_\_\_\_\_ Notified: \_\_\_\_\_



**DERSE**  
W H B S

**QUALIFICATION GUIDELINES**

These guidelines are written as an overview list to help determine if a business is qualified to advertise on the Specific Information Sign Program. To qualify a business must be in operation or have broken ground with a scheduled opening date for a new facility. It must also comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities. To qualify the business must be within the maximum distance of (5) five miles from the ramp terminus to the business entrance. If the response is no to any of the guidelines under the type of service offered, then the business does not qualify for the program.

**CHECK ( X ) boxes below.**

- |                          |                          |                                                                                                                                                                                                 |
|--------------------------|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YES                      | NO                       | GUIDELINES:                                                                                                                                                                                     |
|                          |                          | <b>1. Gas Services shall include:</b>                                                                                                                                                           |
| <input type="checkbox"/> | <input type="checkbox"/> | a. Vehicle service including fuel, oil, and water.                                                                                                                                              |
| <input type="checkbox"/> | <input type="checkbox"/> | b. Restroom facilities and drinking water.                                                                                                                                                      |
| <input type="checkbox"/> | <input type="checkbox"/> | c. Continuous operation at least 16 hours per day, 7 days per week for freeway and expressway and continuous operation of at least 12 hours per day, 7 days per week for conventional highways. |
| <input type="checkbox"/> | <input type="checkbox"/> | d. Telephone.                                                                                                                                                                                   |
|                          |                          | <b>2. Food Services shall include:</b>                                                                                                                                                          |
| <input type="checkbox"/> | <input type="checkbox"/> | a. Licensing or approval where required.                                                                                                                                                        |
| <input type="checkbox"/> | <input type="checkbox"/> | b. Continuous operation, 5 days a week, and open no later than 10:00 a.m. to 7:00 p.m.                                                                                                          |
| <input type="checkbox"/> | <input type="checkbox"/> | c. Adequate seating (indoor seating for a minimum of 20 people).                                                                                                                                |
| <input type="checkbox"/> | <input type="checkbox"/> | d. 50% of the gross receipts are for meals, food, food products and beverage sales.                                                                                                             |
| <input type="checkbox"/> | <input type="checkbox"/> | e. Telephone.                                                                                                                                                                                   |
|                          |                          | <b>3. Lodging Services shall include:</b>                                                                                                                                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | a. Licensing or approval where required                                                                                                                                                         |
| <input type="checkbox"/> | <input type="checkbox"/> | b. Adequate sleeping accommodations.                                                                                                                                                            |
| <input type="checkbox"/> | <input type="checkbox"/> | c. Telephone.                                                                                                                                                                                   |
|                          |                          | <b>4. Camping Services shall include:</b>                                                                                                                                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | a. Licensing or approval where required.                                                                                                                                                        |
| <input type="checkbox"/> | <input type="checkbox"/> | b. Adequate parking.                                                                                                                                                                            |
| <input type="checkbox"/> | <input type="checkbox"/> | c. Modern sanitary facilities with drinking water.                                                                                                                                              |

Signature:

Date:

Name:

Title:

Business name

Address

City, State, Zip  
Rev. 7/97

( )  
Telephone

Wisconsin Highway Business Signs  
1234 N. 62nd Street • Milwaukee, WI 53213-2996 • (414) 257-2000  
1-800-345-5772 Fax (414) 257-4121

Customer No.: \_\_\_\_\_

Date Received: \_\_\_\_\_

Contract No.: \_\_\_\_\_

Completion Date: \_\_\_\_\_

Expiration Date: \_\_\_\_\_



Wisconsin Highway Business Signs  
1234 N. 62nd Street  
Milwaukee, WI 53213-2996  
(414) 257-2000 1-800-562-2300  
WI 1-800-345-5772  
Fax (414) 257-1145

**DERSE**  
W H B S

SPECIFIC INFORMATION SIGN RENTAL CONTRACT

Contract for rental of advertising space on Specific Information Signs for the following business, located at:

\_\_\_\_\_  
Name  
\_\_\_\_\_  
Address  
\_\_\_\_\_  
City/State/Zip

Derse WHBS is hereby authorized and instructed to install and maintain business panels as described below in accordance with conditions specified on the back hereof, for a period of \_\_\_\_\_ \*months, commencing on or about \_\_\_\_\_.

\*Contracts must be taken in twelve month, twenty four month or a maximum of thirty six month increments. Minimum contract term is twelve months.

| Exit Number | Location and Description (Highway Intersection) | Traffic Direction | Business Panel Size | Net Price Per Month |
|-------------|-------------------------------------------------|-------------------|---------------------|---------------------|
|             |                                                 |                   |                     |                     |
|             |                                                 |                   |                     |                     |
|             |                                                 |                   |                     |                     |
|             |                                                 |                   |                     |                     |
|             |                                                 |                   |                     |                     |

TOTAL \$ \_\_\_\_\_

The Lessee agrees to maintain the business under the required guidelines for the Specific Information Sign Program. Failure to comply with the guidelines may result in removal of business panels at Lessee's expense. Lessee agrees to provide a 30 day cancellation notice. Lessee is responsible to

13. ACCEPTANCE OF CONTRACT. This contract shall become binding upon execution by a duly authorized officer of WHBS. WHBS may take reasonable time to check credit and retains the right not to accept this contract. However, if this contract is not accepted within thirty days after signing by Lessee and receipt of 3 times total of monthly billing, Lessee may give written notice of termination to WHBS. If WHBS has executed contract prior to acceptance by Lessee, such execution shall be deemed null and void by WHBS without notice if not accepted and delivered to WHBS within fifteen (15) days after execution by WHBS.

14. CONTRACT RENEWAL. The Lessee shall be extended the right of first refusal to renew this rental contract on the terms and conditions set by WHBS. Lessee shall be notified of renewal terms and conditions prior to the expiration date of this contract. Lessee shall have fifteen (15) days from the date of written notification to give WHBS a letter of intent to renew and an additional fifteen (15) days to sign and return to WHBS a contract prepared by WHBS. If WHBS does not receive a signed contract at its specified terms and conditions within thirty (30) days of notification of the expiration date of the contract, WHBS, at its option, may with no expiration or renewal notice to the existing Lessee, open list such space for rental to other Lessee(s). In the event that during the term of this contract Lessee was in default of payment, Lessee shall, without notice, forfeit this right of first refusal.

GENERAL CONDITIONS

1. COMMENCEMENT OF CONTRACT. The commencement date for service is the average date or the actual date of completion of installation of all display(s) covered by this contract.

2. CLARIFICATION OF CONTRACT. (a) The terms "WHBS" and "Lessee" when used herein shall be taken to mean either singular or plural, masculine or feminine as the case may be, and the provisions of this contract shall bind the parties mutually and their heirs, executors, administrators, legal representatives, successors and assigns. The agent, officer or employee of the Lessee who has executed this contract shall, on behalf of the Lessee, hereby represent that he has been duly authorized to make this contract on behalf of the Lessee and to so legally bind the Lessee to this contract. (b) Whenever "WHBS" is used in this contract it shall refer to Wisconsin Highway Business Signs, A Division of The Dorse Company. (c) Lessee is defined as the Specific Business at the location listed on the face of this contract and may or may not be the same as the name or business receiving the invoices. (d) "Business Sign" means a separately attached sign mounted on a rectangular Specific Information Sign panel to show the brand, symbol, logo, trademark, or name, or combination of these for the Lessee's motorist service available on a crossroad at or near an interchange or intersection. "Ramp Sign" means a sign along the exit ramp. (e) "Specific Information Sign (SIS) panel" means a blue and white rectangular metal sign panel consisting of the words Gas, Food, Lodging or Camping, and directional information on which a Business Sign(s) is mounted.

3. ART DESIGN AND COPY PAINTING: (a) Lessee hereby agrees to indemnify and hold WHBS harmless for any loss liability or expense sustained or incurred by WHBS on account of the reproduction or publication of any text or pictorial material under this Agreement. (b) WHBS reserves the right to reject any copy, pictorial or otherwise, which WHBS, in its sole opinion, feels is offensive to the moral standards of the company; or which is false, misleading or deceptive; or which induces a violation of existing laws; or which has a tendency to induce or may result in the creation of new laws or regulations designed to restrict Outdoor Advertising or the Outdoor Advertising Industry; or which in any way reflects on the character, integrity or standing of any individual, firm or corporation; provided, nothing contained in this sub-paragraph 3(b) shall be deemed to place any duty or obligation on WHBS or in any way modify or limit the scope of sub-paragraph 3(a) above. (c) All designs are to be faithfully reproduced and the displays maintained in good condition. WHBS will furnish art at current prices. (d) Designs and/or sketches are to be submitted to WHBS along with this Agreement. In the event Lessee requests any physical changes on said sign, which involves labor and materials to be furnished by WHBS, an additional charge will be made by WHBS to Lessee at a price mutually agreed upon by both parties before such time to change.

4. BUSINESS SIGNS FURNISHED. If WHBS is to furnish Business Signs for this contract, Lessee will be charged a one-time fee for manufacturing such Business Signs. The Business Sign may consist of the business name, trademark or symbol providing it does not resemble any traffic sign, symbol or device. The business' trademark, name, symbol, logo or combination of these must be consistent on all Business Signs for that business. The Lessee's Business Sign may be constructed by Lessee at Lessee's cost in accordance with the specifications described on the Business Sign Copy Guide attached hereto and made a part hereof.

5. MAINTENANCE AND REPAIRS. WHBS will inspect the sign panel at reasonable intervals. WHBS shall be responsible for regular cleaning of the sign and shall clean the sign as required. Lessee shall promptly notify WHBS of any damage to or disrepair of the sign panel and WHBS shall promptly notify Lessee of any damage to or disrepair of the Lessee's Business Sign. Upon notice from WHBS that repairs to a Business Sign are necessary, Lessee shall contract with WHBS, or WHBS's agent, to perform the required repairs and reinstallation. Except as hereinafter provided, there shall not be any abatement of the rent payable during any period in which the sign panel shall be damaged, so long as WHBS shall act with reasonable promptness to have said sign panel repaired. WHBS shall not be responsible for delays in making repairs due to strikes, casualty, commercial delays or other causes beyond WHBS's reasonable control. In the event the sign panel shall be destroyed or so substantially damaged that, in the opinion of WHBS, it would not be economically feasible to repair or rebuild said sign panel, taking into consideration the remaining period of the lease and other factors involved in WHBS's sole opinion, then WHBS shall have the option to terminate the lease and may remove said sign and Lessee shall have no obligation for the payment of rentals from the date on which said casualty occurred. This shall not operate to release the Lessee from liability if said sign panel was destroyed or damaged by reason of the acts or neglect of the Lessee, its employees or agents.

6. POSSESSION. Specific Information Signs and Business Signs become the property of the State of Wisconsin upon installation. Lessee shall have no right to the possession of the Business Sign and shall have the right only to have its Business Sign displayed as provided herein. Lessee shall not repair, alter, or take possession of the sign panel.

7. UNCONTROLLABLE DELAYS AND INTERRUPTIONS TO SERVICE. (a) WHBS shall not be liable for loss or damage on account of delay(s) due to inclement weather, fire or other casualty loss, strikes, governmental laws, rules or regulations, acts of Providence, or any other reason. WHBS shall have the option to either issue necessary credit(s) or to extend the contract beyond its normal termination date to make up for the display time that was interrupted. (b) In the event any or all of the locations are lost for any reason whatsoever, that portion or all of the contract shall terminate. Should the present visibility of any or all locations covered by this contract become so impaired as to permanently destroy the advertising value by reason of any obstruction, the Lessee may delete such location from this contract. In either case, the Lessee shall be given credit, pro rata, for the deleted location and he shall have no further rights against WHBS.

8. FAILURE TO MAKE PAYMENTS. Lessee agrees that failure to make payment of any monthly payment, according to the terms herein specified, shall constitute a breach of this contract, and thereupon, at the option of WHBS, the entire remaining unpaid monthly charges for the balance of this contract become due and payable. Such amount shall be considered liquidated damages sustained by WHBS for the breach of the contract by Lessee. In the event that the account is placed in the hands of an attorney for collection after default, Lessee shall reimburse WHBS for all costs of collection and/or enforcement (including, without limitation, reasonable attorney fees and expenses) incurred in enforcing the obligation of Lessee. WHBS reserves the right to open list any Business Sign space for which Lessee and/or its Agent is in default as to payments and to resell such Business Sign space(s) to another Advertiser without notice to the delinquent Lessee. In this event, the Lessee shall be liable to WHBS and pay upon demand on amount equal to the net monthly charges due for the balance of the contract. Failure on the part of WHBS to seek remedy of any default on the part of the Lessee shall not constitute acceptance of modification of this contract and WHBS reserves the right to take any action to seek a remedy to such breach anytime during this contract or after its termination. Any account that becomes past due shall be assessed a service charge at the rate of one and one-half (1½) percent per month on the unpaid past due balance if not prohibited by law, otherwise at the highest lawful contract rate.

9. RATE ADJUSTMENT. WHBS reserves the right to adjust upward the monthly rate on this contract in accord with its standard pricing policies as approved by State of Wisconsin Department of Transportation. However, the Lessee shall have the option to elect not to pay any increase. In this event, WHBS shall have the option to open list for rental the Business Sign space covered in this contract and upon installing new Business Signs, terminate all or part of this contract as it pertains to each display.

10. CANCELLATION PROVISIONS. Any Lessee cancellation clause outlined therein shall be a mutual clause which permits WHBS to cancel this contract under the same conditions by giving similar written notice.

11. ENTIRE AGREEMENT. This contract contains all of the agreements of the parties thereto, and there are no representations, agreements, or conditions other than those expressly included herein. Any inconsistency between the printed terms of this agreement and any added special provisions shall be resolved in favor of the special provision.

12. SEVERABILITY. This contract is to be governed by and construed according to the laws of the State of Wisconsin. Any provision of this lease which is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining

APPLICATION FOR PERMIT  
SIGN ERECTION WITHIN PUBLIC HIGHWAY  
S 86.195 WIS. STATS.CH.TRANS 200 WIS. ADMIN. CODE

Sign No. \_\_\_\_\_

Mail To:

Derse WHBS  
1234 N 62nd Street  
Milwaukee, WI 53213-2996

INSTRUCTIONS:

1. Submit a separate application for each sign proposed.
2. Wisc. Dept. of Transportation will have final approval.

Business Name for which Sign is requested \_\_\_\_\_

Area Code - Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

Zip Code \_\_\_\_\_

Business Type for which Sign is requested (Check One)

GAS  FOOD  LODGING  CAMPING

NOTE: If business includes more than one of these services, a separate application must be submitted for each motorist service for which a sign is desired.

Period of Business Operation:

Open All Year

Seasonal Operation

From:

Month

Day

To:

Month

Day

PROPOSED SIGN LOCATION

Highway Intersection \_\_\_\_\_

Town Of \_\_\_\_\_

County Of \_\_\_\_\_

Traffic direction at proposed sign site:

\_\_\_\_\_ bound on Highway \_\_\_\_\_

Exit Number \_\_\_\_\_

Sign Number \_\_\_\_\_

\* Ramp sign required

Ramp sign not required

\* Ramp signs are required if business is not visible from the end of the exit ramp.

SIGN CONFLICTS

A business is not permitted signing within the highway if it is currently using another type of signing.

YES

NO

1. A guidance sign under Ch. Trans 200 or Ch. Hy 10, Wis Administrative Code?

Does your business currently use the above mention type of signing along the same highway as the proposed sign.

CERTIFICATION

I, the applicant, certify that the statements contained in this permit application are true and correct, that the business identified is conducted in conformity to all laws applicable to nondiscrimination, and that discrimination is not exercised in regard to race, religion, color, sex, sexual orientation, national origin; that I have read and understand the conditions and restrictions stated in the Wisconsin Statutes and Wisconsin Administrative Code stated above, and that I accept these conditions. I understand that this permit is revocable, and that it is also subject to renewal. I understand that I must renew the permit prior to the expiration of my Specific Information Sign Rental Contract.

\_\_\_\_\_  
(Title of Applicant or Authorized Agent)

X

\_\_\_\_\_  
(Signature of Applicant or Authorized Agent)

\_\_\_\_\_  
Date

Subject to present and continuing compliance by the applicant with all requirements of S86.195, Wisconsin Statutes and Chapter Trans 200, Wisconsin Administrative Code, a permit is hereby granted for the Business Sign described. This permit will expire on the same date as the Specific Information Sign Rental Contract.

\_\_\_\_\_  
Date Erected

X

\_\_\_\_\_  
(Derse WHBS, Contractor for the State)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Expires

\_\_\_\_\_  
APPROVED FOR WISCONSIN  
DEPARTMENT OF TRANSPORTATION

X

\_\_\_\_\_  
(State Maintenance Engineer for Highways)

\_\_\_\_\_  
Date

**APPLICATION FOR PERMIT  
SIGN ERECTION WITHIN PUBLIC HIGHWAY**  
S 86.195 WIS. STATS.CH.TRANS 200 WIS. ADMIN. CODE

Sign No. \_\_\_\_\_  
Mail To:  
Derse WHBS  
1234 N 62nd Street  
Milwaukee, WI 53213-2996

**INSTRUCTIONS:**

1. Submit a separate application for each sign proposed.
2. Wisc. Dept. of Transportation will have final approval.

Business Name for which Sign is requested \_\_\_\_\_ Area Code - Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

Business Type for which Sign is requested (Check One) NOTE: If business includes more than one of these services, a separate application must be submitted for each motorist service for which a sign is desired.

GAS  FOOD  LODGING  CAMPING

Period of Business Operation:

Open All Year  Seasonal Operation From: \_\_\_\_\_ Month \_\_\_\_\_ Day \_\_\_\_\_ To: \_\_\_\_\_ Month \_\_\_\_\_ Day \_\_\_\_\_

**PROPOSED SIGN LOCATION**

Highway Intersection \_\_\_\_\_ Town Of \_\_\_\_\_ County Of \_\_\_\_\_ Traffic direction at proposed sign site: \_\_\_\_\_  
bound on Highway \_\_\_\_\_

Exit Number \_\_\_\_\_ Sign Number \_\_\_\_\_ \* Ramp sign required  Ramp sign not required

\* Ramp signs are required if business is not visible from the end of the exit ramp.

**SIGN CONFLICTS**

A business is not permitted signing within the highway if it is currently using another type of signing.

YES NO 1. A guidance sign under Ch. Trans 200 or Ch. Hy 10, Wis Administrative Code?  
  Does your business currently use the above mention type of signing along the same highway as the proposed sign.

**CERTIFICATION**

I, the applicant, certify that the statements contained in this permit application are true and correct, that the business identified is conducted in conformity to all laws applicable to nondiscrimination, and that discrimination is not exercised in regard to race, religion, color, sex, sexual orientation, national origin; that I have read and understand the conditions and restrictions stated in the Wisconsin Statutes and Wisconsin Administrative Code stated above, and that I accept these conditions. I understand that this permit is revocable, and that it is also subject to renewal. I understand that I must renew the permit prior to the expiration of my Specific Information Sign Rental Contract.

\_\_\_\_\_  
(Title of Applicant or Authorized Agent) X \_\_\_\_\_  
(Signature of Applicant or Authorized Agent) Date

Subject to present and continuing compliance by the applicant with all requirements of S86.195, Wisconsin Statutes and Chapter Trans 200, Wisconsin Administrative Code, a permit is hereby granted for the Business Sign described. This permit will expire on the same date as the Specific Information Sign Rental Contract.

\_\_\_\_\_  
Date Erected X \_\_\_\_\_  
(Derse WHBS, Contractor for the State) Date

Expires \_\_\_\_\_

APPROVED FOR WISCONSIN DEPARTMENT OF TRANSPORTATION X \_\_\_\_\_  
(State Maintenance Engineer for Highways) Date

## **TODS Program**

The Wisconsin Legislature approved a new highway signing program called TODS, or Tourist Oriented Directional Signs. As directed by the legislature, the WISDOT developed guidelines following a series of public meetings around the state. The TODS signs are reflective blue with reflective white letters. The signs can be erected on most State Highways and U.S. Highways at their intersections with County Trunk Highways or Town Roads. TODS signs provide motorists with directional information for tourist-related businesses, services, or activities. The following businesses qualify for TODS signs under the five categories:

1. Gas - Open at least 12 hours per day, 7 days per week, with restrooms, drinking water and a telephone available to the public.
2. Food - Open 5 days per week, open at least between 10 a.m. and 7 p.m., with at least 50% of gross receipts from food and non-alcoholic beverages.
3. Lodging - Hotels, Motels, Resorts, Boarding Houses, or Bed & Breakfast establishments. Must have parking accommodations.
4. Camping - Campgrounds with restrooms, drinking water, and public telephone.
5. Tourist Attractions - Open at least 8 hours per day, 5 days per week for at least 3 consecutive months, with public restrooms and drinking water, and be of significant interest to the traveling public as determined by the TODS Advisory Council appointed by the Department. (Examples - Antique Shops, Amusement Parks, Bail Shops, Etc.)

In addition to the above criteria, there are many other rules. Some of these include:

1. The business must be tourist related. Tourist-related businesses are businesses whose major portion of income or visitors is derived from motorists not residing in the immediate area where the business is located.
2. The business must be within five miles of the State or U.S. Highway.
3. The business does not have direct access to the State or U.S. Highway.
4. TODS signs are prohibited in some urban areas. (Urban areas designated by Federal Highway Administration's Urban Federal Aid System)
5. TODS signs are prohibited on "SIS" highways. SIS stands for Specific Information Sign. Most freeways and expressways are SIS highways.
6. Businesses with illegal outdoor advertising signs cannot have a TODS sign.
7. The business, service or activity shall be conducted in an appropriate area or building appropriately designed for the purpose and shall be open to the public.
8. The business, service or activity may not be conducted in a building principally used as a residence unless there is a convenient. Separate and well-marked entrance leading to the business, service or activity.
9. The business, service or activity shall be maintained in a manor consistent with standards generally accepted for that type of business, service or activity.

## **TODS SIGN COSTS**

The TODS Program is designed to be self funded. In other words, no state or federal funds will support this program because all of the administration, sign manufacturing, and sign installation costs will be paid by the applicants.

1. Administration fee-- \$100.00 / sign
2. Sign Manufacturing Cost -- \$100.00 / sign
3. Installation Fee -- \$250.00 / sign
4. Total (estimated) -- \$450.00 / sign

The sign life is estimated to be 10 years. The administration fee is for a five year period (\$20.00 per year) After 5 years you will have to pay an another \$100.00 administration fee. That comes out to a total of \$550.00 over a ten year period. That works out to be \$55.00 / year or about *one dollar* per week for each sign.

For more information refer to Wisconsin State Statutes 86.196 and Wis. Administrative Code Trans 200.08

## **THE SPECIFIC INFORMATION SIGN (SIS) PROGRAM**

The SIS "Logo" Program is designed to direct motorists to services located within 5 miles from Interstate highways, Freeways, Expressways and Conventional highways designated by the legislature as of May 8, 1990 as Specific Information Sign highways. The program is designed to be self funded without state or federal support. Specific information signs may only include the following categories of motorist services and meet the following standards for the respective category.

1. GAS - shall have vehicle services including fuel, oil and water. Provide restroom facilities and drinking water. Be in continuous operation of at least 16 hours a day, 7 days per week for freeways and expressways. Be in continuous operation of at least 12 hours a day, 7 days a week for other highways, provided automotive fuel is available under the emergency fuel allocation program and provide a public telephone.
2. FOOD - shall have licensing or approval where required. Regular operation at least 5 days a week, opening for service no later than 10 a.m. and remaining open until at least 7 p.m. Also 50 % of the gross receipts are from meal, food, food product and beverage sales and a public telephone.
3. LODGING - shall have licensing or approval where required. Adequate sleeping accommodations, and public telephone
4. CAMPING - shall have licensing or approval where required. Adequate parking accommodations, and modern sanitary facilities and drinking water.

## **SIS SIGN COSTS**

Fees for the display of business panels on SIS structures:

1. MAINLINE PANELS \$40.00 per sign, per month

2. RAMP PANELS

\$15.00 per sign, per month

3. CONVENTIONAL HIGHWAY PANELS

\$20.00 per sign, per month

**BUSINESS PANEL PRICE GUIDE**

| SIZE                      | COLOR | QTY 1    | QTY 3-5  | SET UP FEE |
|---------------------------|-------|----------|----------|------------|
| 36" x 80"<br>Mainline     | 1     | \$287.00 | \$237.00 | \$190.00   |
|                           | 2     | \$359.00 | \$281.00 | \$193.00   |
|                           | 3     | \$437.00 | \$306.00 | \$197.00   |
|                           | 4     | 514.00   | \$339.00 | \$201.00   |
|                           | 5     | 592.00   | \$373.00 | \$204.00   |
| 36" x 48"<br>Mainline Gas | 1     | \$244.00 | \$203.00 | \$177.00   |
|                           | 2     | \$318.00 | \$235.00 | \$180.00   |
|                           | 3     | \$391.00 | \$267.00 | \$184.00   |
|                           | 4     | \$471.00 | \$299.00 | \$188.00   |
| 18" x 24"<br>Conventional | 1     | \$95.00  | \$69.00  | \$144.00   |
|                           | 2     | \$139.00 | \$76.00  | \$147.00   |
|                           | 3     | \$184.00 | \$89.00  | \$150.00   |
|                           | 4     | \$229.00 | \$103.00 | \$154.00   |
| 12" x 16"<br>Ramp         | 1     | \$72.00  | \$47.00  | \$138.00   |
|                           | 2     | \$115.00 | \$65.00  | \$142.00   |
|                           | 3     | \$158.00 | \$82.00  | \$145.00   |
|                           | 4     | \$201.00 | \$100.00 | \$149.00   |
|                           | 5     | \$244.00 | \$118.00 | \$152.00   |

There will be set up fee for all new artwork that have not been previously been produced  
Prices are based on the use of standard 3M colors: Black, Red, Green, Orange, Blue,  
Brown, Yellow, and Magenta. Custom mixes will be charged on a time and material  
basis.

For more information on program requirements refer to Wisconsin State Statutes 86.195  
and Wis. Administrative Code Trans 200.06

# APPLICATION / PERMIT

## Tourist Oriented Directional Sign

S. 86.196 Wis. Stats.; Ch. Trans. 200.08 Wis. Admin. Code  
 WT1003 93

Make Check Payable To: \_\_\_\_\_

Mail To:

**INSTRUCTIONS:**

1. Complete both sides of the form. PLEASE PRINT CLEARLY.
2. Submit a check for \$100 per sign. (This is an administration fee.) Make the check payable to the county in which the proposed sign(s) is(are) located.
3. Staple the check to the upper left corner of this application.
4. This check will be returned if the application is rejected.

Business/Service/Activity NAME for which TODS Sign is requested

---

Street Address City Zip Code

Business/Service/Activity category for which TODS Sign is requested (Check ONE):

GAS     
  FOOD     
  LODGING     
  CAMPING     
  TOURIST ATTRACTION

Period of Business/Service/Activity Function:

OPEN ALL YEAR     
  SEASONAL OPERATION: From: \_\_\_\_\_ Month / Day To: \_\_\_\_\_ Month / Day Each Year

Hours of Operation:

|     | OPEN |    | CLOSE |    |
|-----|------|----|-------|----|
| MON | .    | AM | .     | AM |
| TUE | .    | AM | .     | AM |
| WED | .    | AM | .     | AM |
| THU | .    | AM | .     | AM |
| FRI | .    | AM | .     | AM |
| SAT | .    | AM | .     | AM |
| SUN | .    | AM | .     | AM |

Services available at the facility:

Restrooms       Parking  
 Drinking Water       Public Telephone

Annual Attendance: \_\_\_\_\_ visitors  
 (An annual attendance number is required for "TOURIST ATTRACTIONS" only.)

Special Rule for FOOD category:

If you are applying for a TODS sign under the FOOD category, are at least 50% of your gross annual receipts for food and nonalcoholic beverages?  YES  NO

Sign Conflicts:

- YES NO
1. Do you have a "White Arrow Board" sign (Ch. Trans 200.03, Wis. Admin. Code) at the intersection of the proposed TODS signage?
2. Do you have an outdoor advertising sign which is not in accordance with S. 84.30 Wis. Stats. or Ch. Trans. 201 Wis. Admin. Code?

Number of Signs:

This application is for...

- one TODS sign.  
 (Administration fee is \$100)
- two TODS signs.  
 (Administration fee is \$200)

Proposed Sign Wording:

Fill in the name and the distance from the intersection to the business/service/activity for each TODS Sign requested. Limit the name to one character or space per box.

|  |   |
|--|---|
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|  | → |

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|  | → |
|  | → |

|   |  |
|---|--|
| ← |  |
| ← |  |

Proposed Sign Location:

INSTRUCTIONS:

1. Label the intersecting roads.
2. Place an arrow in the circle pointing to the North.
3. Place an X in one or two of the boxes ( ) corresponding to the proposed sign location(s).  
(TODS signs are only permitted on State Highways or U.S. Highways. They must direct motorists to businesses which are located on County Highways or Town Roads.)
4. Place an O at the approximate location of your business.
5. Write in the name of the county in the lower left corner.
6. (Optional) Write in any additional details or comments that would be helpful in determining the proposed sign location.

The diagram shows a four-way road intersection. At the top, a box labeled 'Road Name' is positioned above a vertical road. At the bottom, a box labeled 'Road Name' is positioned below a vertical road. On the left, a box labeled 'Road Name' is positioned to the left of a horizontal road. On the right, a box labeled 'Road Name' is positioned to the right of a horizontal road. A dashed line runs horizontally across the intersection. In the bottom left corner, there is a box labeled 'County'. In the bottom center, there is a box labeled 'Road Name'. To the right of the intersection, there is a circle with the text 'NORTH ARROW' below it. Several small rectangular boxes are placed at various points along the roads, intended for marking sign locations.

CERTIFICATION

I the applicant, certify that the statements contained on this application/permit are true and correct, and that the business identified is conducted in conformity to all laws applicable to nondiscrimination, and that discrimination is not exercised in regard to race, religion, color, sex, sexual orientation, or national origin. I understand that in addition to the attached administration fee, I am responsible for the manufacturing and installation costs for the proposed sign(s). I understand that this permit is revocable, and that it is subject to renewal every five years. I further understand that if my business is a seasonal business, that a "CLOSED" plaque will be placed on my sign when my business is closed for the season.

(Name of Applicant)

(Signature of Applicant)

(Date)

(Telephone Number)

DO NOT WRITE BELOW THIS LINE

APPROVAL

Subject to present and continuing compliance by the applicant with all requirements of S. 86.196, Wisconsin Statutes and Chapter Trans 200.08, Wisconsin Administrative Code, a permit is granted for the TODS sign described. This permit expires on the five year anniversary date of the installation of the TODS sign panel.

APPROVED FOR WISCONSIN DEPARTMENT OF TRANSPORTATION

(State Traffic Engineer or Authorized Agent)

(Date)

SIGN SIZE

- RURAL (72")
- URBAN (48")

PERMIT NUMBER

County Number

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|--|--|--|--|--|--|

INSTALLATION DATE

Month Day Year

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|--|--|--|--|--|--|

**Fast, Timothy**

---

**From:** Fast, Timothy  
**Sent:** Tuesday, April 17, 2001 4:26 PM  
**To:** Henderson, Patrick  
**Subject:** Billboard elimination draft

Pat,

I have been working on the above-mentioned draft. I'll give you a call Thursday. I have a couple of questions. I will be out tomorrow for medical appointments.

Thanks for your patience. Don't lose faith.

Peace, Tim

Timothy Fast, Senior Legislative Attorney  
Wisconsin Legislative Reference Bureau  
P.O. Box 2037  
Madison, WI 53701-2037  
(608) 266-9739

---

4/30/01 meeting with Pat Henderson

1. \$200 of annual permit fee under s. 84.30 (10m) to go to grant program - 11/1/03 eff. date
2. can't increase height of billboards permitted to stay under s. 84.30 (3m)
3. if billboard eliminated, expedite review if eligible for a SIS or TODs

TNF

2001

Date (time) needed

Thurs. 5/3 AM

D-NOTE

LRB - 07161 P1

BILL

TNF: Wlj:

Use the appropriate components and routines developed for bills.

AN ACT... [generate catalog] to repeal...; to renumber...; to consolidate and renumber...; to renumber and amend...; to consolidate, renumber and amend...; to amend...; to repeal and recreate...; and to create... of the statutes; relating to:

[NOTE: See section 4.02 (2) (br), Drafting Manual, for specific order of standard phrases.]

Analysis by the Legislative Reference Bureau

If titles are needed in the analysis, in the component bar:

- For the main heading, execute: create -> anal: -> title: -> head
For the subheading, execute: create -> anal: -> title: -> sub
For the sub-subheading, execute: create -> anal: -> title: -> sub-sub

For the analysis text, in the component bar:

- For the text paragraph, execute: create -> anal: -> text

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

SECTION #.

# 1999 SENATE BILL 18

January 27, 1999 - Introduced by Senators BAUMGART and RISSER, cosponsored by Representatives BOYLE and BLACK. Referred to Committee on Insurance, Tourism, Transportation and Corrections.

and, if DOT has promulgated a rule requiring payment of an annual permit fee, the person has paid the annual permit fee <sup>for the sign</sup>

1 ~~AN ACT to amend 59.70 (22), 60.23 (29), 84.30 (2) (j), 84.30 (3) (e) and 84.30 (10)~~  
 2 ~~(a), and to create 28.395 (1) (ij), 25.40 (1) (a) 18, 84.30 (2) (am), 84.30 (3m) and~~  
 3 ~~84.305 of the statutes, relating to~~ the billboard elimination grant program,  
 4 prohibiting the erection of new billboards, granting rule-making authority, and  
 5 making an appropriation. <sup>except that the height of any existing billboard may not be increased</sup>

a license

### Analysis by the Legislative Reference Bureau

Under current law, no person may erect or maintain an outdoor advertising sign visible from the main-traveled way of an interstate or federal-aid highway unless he or she possesses ~~an annual permit~~ issued by the department of transportation (DOT) ~~and~~ the sign complies with applicable regulations. DOT may remove signs that are improperly placed or that do not conform to applicable requirements but, for each sign removed, must pay just compensation to the owner of the sign and to the owner of the land on which the sign is located.

This bill prohibits the erection of new billboards, but allows existing billboards to be maintained and to vary their advertising and informative displays.

The bill also creates a billboard elimination grant program, administered by DOT, to provide grants of financial assistance to cities, villages, towns, and counties to acquire and eliminate billboards. The bill ~~increases the annual license fee for an outdoor advertising sign by \$50 to \$200~~ to fund the grants. <sup>insert</sup> (A)

provides that, if an annual permit fee is collected, the fee must be at least \$200 and this amount is used

**SENATE BILL 18**

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

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

annual permit

*From the general fund,*

*that are credited to this appropriation*

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SECTION 1. 20.395 (1) (ij) of the statutes is created to read:

20.395 (1) (ij) *Billboard elimination grant program, state funds.* All moneys received from ~~the fees collected~~ under s. 84.30 ~~(10.15) (10.15) (10.15) (10.15)~~ for the billboard elimination grant program under s. 84.305. (10m),

*purpose of the*

SECTION 2. 25.40 (1) (a) ~~18.2~~ of the statutes is created to read:

25.40 (1) (a) ~~18.2~~ <sup>21.</sup> Moneys received under s. 84.30 ~~(10.15) (10.15)~~ that are deposited in the general fund and credited to the appropriation under s. 20.395 (1) (ij) (10m)

SECTION 3. 59.70 (22) of the statutes is amended to read:

59.70 (22) BILLBOARD REGULATION. The board may regulate, by ordinance, the maintenance and construction of billboards and other similar structures on premises abutting on highways maintained by the county so as to promote the safety of public travel thereon. Such ordinances shall not apply within cities, villages and towns which have enacted ordinances regulating the same subject matter.

SECTION 4. 60.23 (29) of the statutes is amended to read:

60.23 (29) BILLBOARD REGULATION. Enact and enforce an ordinance, and provide a forfeiture for a violation of the ordinance, that regulates the maintenance and construction of billboards and other similar structures on premises abutting on highways in the town that are maintained by the town or by the county in which the town is located so as to promote the safety of public travel on the highways.

SECTION 5. 84.30 (2) (am) of the statutes is created to read:

SENATE BILL 18

1 84.30 (2) (am) "Billboard" means any structure, whether freestanding or  
2 supported, that is designed or used for the principal purpose of having advertising  
3 or informative content displayed upon it.

4 SECTION 6. 84.30 (2) (j) of the statutes is amended to read:

5 84.30 (2) (j) "Sign" means any outdoor advertising sign, display, device, notice,  
6 figure, painting, drawing, message, placard, poster, billboard, or other thing, which  
7 is designed, intended, or used to advertise or inform, any part of the advertising or  
8 informative contents of which is visible from any place on the main-traveled way of  
9 any portion of an interstate highway or primary highway.

10 SECTION 7. 84.30 (3) (e) of the statutes is amended to read:

11 84.30 (3) (e) Signs, other than billboards, to be erected in business areas  
12 subsequent to March 18, 1972, which when erected will comply with sub. (4).

13 SECTION 8. 84.30 (3m) of the statutes is created to read:

14 84.30 (3m) ERECTION OF BILLBOARDS PROHIBITED. No billboard that is visible  
15 from the main-traveled way of any interstate highway or primary highway may be  
16 erected after the effective date of this subsection .... [revisor inserts date]. This  
17 subsection does not prohibit the maintenance of a billboard, or the varying of the  
18 advertising or informative contents of a billboard, that ~~is~~ lawfully erected ~~on~~ the  
19 effective date of this subsection .... [revisor inserts date] before

20 SECTION 9. 84.30 (10) (a) of the statutes is amended to read:

21 84.30 (10) (a) ~~On or after January 1, 1972, no~~ No person shall engage or  
22 continue to engage in the business of outdoor advertising in areas subject to this  
23 section without first obtaining a license therefor from the department. The fee for  
24 the issuance of a license or for the renewal thereof shall be ~~\$250~~ is \$300 payable in  
25 advance. Fifty dollars from each fee collected under this paragraph shall be deposited

↑ except that the height of any such billboard may not be increased after the effective date of this subsection.... [revisor inserts date]

SENATE BILL 18

Insert 4-3 ✓

SECTION 9

1 ~~in the general fund and credited to the appropriation account under s. 20.395 (1) (j)~~  
 2 ~~Each license shall remain in force until the next succeeding December 31 and may~~  
 3 ~~be renewed annually~~

4 SECTION 10. 84.305 of the statutes is created to read:

5 **84.305 Billboard elimination grant program.** (1) In this section, "political  
 6 subdivision" means a city, village, town or county.

7 (2) The department shall administer the billboard elimination grant program  
 8 to award grants of assistance to political subdivisions to acquire and eliminate  
 9 billboards. Grants under this section shall be paid from the appropriation under s.  
 10 20.395 (1) (j). The department shall prescribe by rule the procedure and criteria for  
 11 selecting grant recipients under this section. The criteria shall consider the physical  
 12 condition, age and proximity to a highway of the billboard that the political  
 13 subdivision proposes to acquire and eliminate. Grants under this section shall be  
 14 awarded annually from applications submitted on or before February 1 of each year.  
 15 If the amounts available for awards under this section are insufficient to award  
 16 grants to all qualified applicants, the department shall give priority in awarding  
 17 grants under this section in the following year to political subdivisions that applied  
 18 for but, because of insufficient funds, did not receive a grant under this section  
 19 during the previous year.

20 <sup>A.R. (A)</sup> SECTION 11. Initial applicability.

21 <sup>A.R. (A)</sup> (2) ~~(1)~~ The treatment of section 84.30 <sup>(10) (a)</sup> ~~(10) (a)~~ of the statutes first applies to  
 22 applications for licenses submitted on the effective date of this subsection.  
 (10m)

Move after 5-3

Insert 4-19 ✓

SENATE BILL 18

(1)

1

~~122~~ The treatment of section 84.30 (3m) of the statutes first applies to billboards

2

for which a license is not issued under section 84.30 (10) of the statutes before the

3

effective date of this subsection.

4

(END)

Insert from 4-21

Insert 5-31

D-NOTE

Insert 4-3 (page 1 of 2)

Section #. 84.30 (10m)<sup>✓</sup> of the statutes is amended to read:

84.30 (10m) ANNUAL PERMIT FEE REQUIREMENT. The department may promulgate a rule requiring persons specified in the rule to pay annual permit fees for signs. If the department establishes an annual permit fee under this subsection, failure to pay the fee within 2 months after the date on which payment is due is evidence that the sign has been abandoned for the purposes of s. TRANS 201.10 (2) (f), Wis. Adm. Code.

History: 1971 c. 197; 1975 c. 196, 340, 418; 1977 c. 29 ss. 946, 1654 (1), (8) (a); 1977 c. 43, 273; 1977 c. 418 s. 924 (48); 1979 c. 90 s. 24; 1979 c. 154, 253; 1981 c. 347; 1983 a. 92, 189, 463; 1989 a. 56; 1991 a. 316; 1993 a. 16, 112, 357; 1997 a. 27; 1999 a. 9, 185.

No IT

The fee for the annual permit shall be not less than \$2000

From each annual permit fee collected under this subsection,

\$200 shall be deposited in the general fund and credited to

the appropriation under s. 20.395 (1)(ij)<sup>✓</sup>

Insert 4-3 (page 2 of 2)

Section #. 84.30 (17)<sup>↓</sup> of the statutes is amended to read:

84.30 (17) TRANSPORTATION FUND. ~~All~~ fees collected for the issuance of permits provided for under this section shall be paid into the transportation fund.

History: 1971 c. 197; 1975 c. 196, 340, 418; 1977 c. 29 ss. 946, 1654 (1), (8) (a); 1977 c. 43, 273; 1977 c. 418 s. 924 (48); 1979 c. 90 s. 24; 1979 c. 154, 253; 1981 c. 347; 1983 a. 92, 189, 463; 1989 a. 56; 1991 a. 316; 1993 a. 16, 112, 357; 1997 a. 27; 1999 a. 9, 185.

Except as provided in sub. (10m)<sup>↓</sup>, all  
z

(end of insert)

Insert 4-19

¶ (3) If the advertising or informative content of any billboard eliminated under sub. (2) is a motorist service, as defined in s. 86.195(1)(c), for purposes of a specific information sign under s. 86.195 or is a tourist-related business, service, or activity, as defined in s. 86.196(1) (b), for purposes of a tourist-oriented directional sign under s. 86.196, the department shall expedite review of any application of a person with respect to such advertising or informative content for a specific information sign or a tourist-oriented directional sign at a location reasonably close to the location of the billboard elimination under sub. (2). If space for a business sign is not available for an applicant under this subsection on a specific information sign under s. 86.195(5)(b), the department shall give priority to an applicant under this subsection over other applicants whenever space for the business sign is available on the specific information sign.

Nonstat File Sequence: **FFF**

LRB 0716 1 1

TNF : \_\_\_\_\_

**EFFECTIVE DATE**

1. In the component bar: For the action phrase, execute: ... **create** → **action:** → \*NS: → **effdate**  
For the text, execute: ..... **create** → **text:** → \*NS: → **effdateA**
2. Nonstatutory subunits are numbered automatically. Fill in the SECTION # or subsection # only if a "frozen" number is needed.

**SECTION #** \_\_\_\_\_ . **Effective date.**

( #1 ) ( ) ..... This act takes effect on .....

1. In the component bar: For the action phrase, execute: .. **create** → **action:** → \*NS: → **effdateE**  
For the text, execute: ..... **create** → **text:** → \*NS: → **effdate**
2. Nonstatutory subunits are numbered automatically. Fill in the SECTION # or subsection # only if a "frozen" number is needed.

**SECTION #** ~~AAAAA~~ . **Effective dates** [C]

January 1, 2002, or the first day of the first month beginning

..... This act takes effect on ~~the day~~ after publication, except as follows:

( #1 ) ~~AAA~~ ..... The treatment of sections ~~84.30 (10m) and (17)~~ of the statutes (takes effect on January 1, 2003 and SECTION 11(2) of this act

1. In the component bar: For the budget action phrase, execute:..**create** → **action:** → \*NS: → **94XX**  
For the text, execute: ..... **create** → **text:** → \*NS: → **effdate**
2. Nonstatutory subunits are numbered automatically. Fill in the SECTION # or subsection # only if a "frozen" number is needed. Below, for the budget, fill in the 9400 department code.

**SECTION 94** \_\_\_\_\_ . **Effective dates;** .....

( #1 ) ( ) ..... The treatment of sections ..... of the statutes takes effect on .....

Insert (A)

no new ¶

If a billboard is eliminated, and it meets the eligibility criteria for a specific information sign or a tourist-oriented directional sign, review of its application is expedited and, with respect to a specific information sign, the application is given priority over other applicants if all spaces for business signs on the specific information sign are currently being used.

DRAFTER'S NOTE  
FROM THE  
LEGISLATIVE REFERENCE BUREAU

0716/P1dn  
LRB-1685/1dn  
~~PER: wdj&jlg:hnh~~  
TNF: WJ

Tuesday, January 12, 1999

makes several changes to 1999 Senate Bill 180  
Please review this draft carefully to ensure  
it is consistent with your  
intent,

ATTN: Pat Henderson  
~~Senator Baerengart~~

This bill is identical to 1997 Assembly Bill 542.

See proposed s. 84.30(2)

The definition of billboard is modeled after Hawaii's definition [HRS 445-111 (2) (1996)]. Please check the proposed definition closely. ~~(See HRS 445-112 (1996) ~~which~~~~ also  
~~enclosed~~ Hawaii prohibits the erection or maintenance of all billboards and outdoor advertising devices, with specific exceptions that are narrower than Wisconsin's purposes permitted under s. 84.30, stats. See HRS 445-112 (1996) ~~which is enclosed~~. Please review Hawaii's exceptions closely to determine whether you want to allow the erection of billboards for similar specific purposes. Alaska, Maine and Vermont also prohibit the erection of billboards.

Please note that this draft prohibits only the erection of new billboards. Under the draft, billboards for which ~~Wis~~ DOT has already issued a license may be erected or maintained as provided under current law.

~~Also~~, note that under s. 20.395 (4) (ch), stats., ~~Wis~~ DOT currently has authority to receive private gifts, grants, donations, bequests, and devises and to expend such moneys for the purposes for which made and received. ~~Wis~~ DOT could use this existing appropriation to pay for billboard elimination from gifts to ~~Wis~~ DOT for that purpose.

Paul E. Nilsen TNF  
Legislative Attorney  
261-6926

Also, the draft has a delayed effective date of January 1, 2002, or the first day of the first month beginning after publication, whichever is later, except that the annual permit fee provisions take effect on January 1, 2003.

except that the height of the billboard may not be increased.

Finally,

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRB-0716/P1dn  
TNF:wlj:pg

May 3, 2001

ATTN: Pat Henderson

This bill makes several changes to 1999 Senate Bill 18. Please review this draft carefully to ensure it is consistent with your intent.

The definition of billboard is modeled after Hawaii's definition [HRS 445-111 (2) (1996)]. Please check the proposed definition closely. See proposed s. 84.30 (2) (am). Also see HRS 445-112 (1996). Hawaii prohibits the erection or maintenance of all billboards and outdoor advertising devices, with specific exceptions that are narrower than Wisconsin's purposes permitted under s. 84.30, stats. See HRS 445-112 (1996). Please review Hawaii's exceptions closely to determine whether you want to allow the erection of billboards for similar specific purposes. Alaska, Maine, and Vermont also prohibit the erection of billboards.

Please note that this draft prohibits only the erection of new billboards. Under the draft, billboards for which DOT has already issued a license may be erected or maintained as provided under current law, except that the height of the billboard may not be increased.

Also, the draft has a delayed effective date of January 1, 2002, or the first day of the first month beginning after publication, whichever is later, except that the annual permit fee provisions take effect on January 1, 2003.

Finally, note that under s. 20.395 (4) (ch), stats., DOT currently has authority to receive private gifts, grants, donations, bequests, and devises and to expend such moneys for the purposes for which made and received. DOT could use this existing appropriation to pay for billboard elimination from gifts to DOT for that purpose.

Timothy N. Fast  
Senior Legislative Attorney  
Phone: (608) 266-9739  
E-mail: tim.fast@legis.state.wi.us

5/3/01 tlc Pat Henderson  
1. change annual permit fee from permissive to mandatory  
2. all provisions to take effect on 1/1/02

TNF

WANTED SOON  
turned in 5/3/01

PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION

requiring the exercise of

REGEN

1 AN ACT *to amend* 59.70 (22), 60.23 (29), 84.30 (2) (j), 84.30 (3) (e), 84.30 (10m)  
 2 and 84.30 (17); and *to create* 20.395 (1) (ij), 25.40 (1) (a) 21., 84.30 (2) (am),  
 3 84.30 (3m) and 84.305 of the statutes; **relating to:** the billboard elimination  
 4 grant program, prohibiting the erection of new billboards, ~~granting~~  
 5 rule-making authority, and making an appropriation.

***Analysis by the Legislative Reference Bureau***

Under current law, no person may erect or maintain an outdoor advertising sign visible from the main-traveled way of an interstate or federal-aid highway unless he or she possesses a license issued by the department of transportation (DOT), the sign complies with applicable regulations, and, if DOT has promulgated a rule requiring payment of an annual permit fee for the sign, the person has paid the annual permit fee. DOT may remove signs that are improperly placed or that do not conform to applicable requirements but, for each sign removed, must pay just compensation to the owner of the sign and to the owner of the land on which the sign is located.

This bill prohibits the erection of new billboards but allows existing billboards to be maintained and to vary their advertising and informative displays, except that the height of any existing billboard may not be increased.

The bill also creates a billboard elimination grant program, administered by DOT, to provide grants of financial assistance to cities, villages, towns, and counties to acquire and eliminate billboards. The bill provides that, ~~if an annual permit fee~~

requires DOT to promulgate a rule requiring payment of an annual permit fee for the sign and

is collected, the fee must be at least \$200, of which \$200 from each fee ~~and this amount~~ is used to fund the grants. If a billboard is eliminated, and it meets the eligibility criteria for a specific information sign or a tourist-oriented directional sign, review of its application is expedited and, with respect to a specific information sign, the application is given priority over other applicants if all spaces for business signs on the specific information sign are currently being used.

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

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

1           SECTION 1. 20.395 (1) (ij) of the statutes is created to read:

2           20.395 (1) (ij) *Billboard elimination grant program, state funds.* From the  
3 general fund, all moneys received from annual permit fees that are credited to this  
4 appropriation under s. 84.30 (10m), for the purpose of the billboard elimination grant  
5 program under s. 84.305.

6           SECTION 2. 25.40 (1) (a) 21. of the statutes is created to read:

7           25.40 (1) (a) 21. Moneys received under s. 84.30 (10m) that are deposited in the  
8 general fund and credited to the appropriation under s. 20.395 (1) (ij).

9           SECTION 3. 59.70 (22) of the statutes is amended to read:

10          59.70 (22) BILLBOARD REGULATION. The board may regulate, by ordinance, the  
11 maintenance and construction of billboards and other similar structures on premises  
12 abutting on highways maintained by the county so as to promote the safety of public  
13 travel thereon. Such ordinances shall not apply within cities, villages, and towns  
14 which have enacted ordinances regulating the same subject matter.

15          SECTION 4. 60.23 (29) of the statutes is amended to read:

16          60.23 (29) BILLBOARD REGULATION. Enact and enforce an ordinance, and provide  
17 a forfeiture for a violation of the ordinance, that regulates the maintenance and  
18 construction of billboards and other similar structures on premises abutting on

1 highways in the town that are maintained by the town or by the county in which the  
2 town is located so as to promote the safety of public travel on the highways.

3 **SECTION 5.** 84.30 (2) (am) of the statutes is created to read:

4 84.30 (2) (am) “Billboard” means any structure, whether freestanding or  
5 supported, that is designed or used for the principal purpose of having advertising  
6 or informative content displayed upon it.

7 **SECTION 6.** 84.30 (2) (j) of the statutes is amended to read:

8 84.30 (2) (j) “Sign” means any outdoor advertising sign, display, device, notice,  
9 figure, painting, drawing, message, placard, poster, billboard, or other thing, which  
10 is designed, intended, or used to advertise or inform, any part of the advertising or  
11 informative contents of which is visible from any place on the main-traveled way of  
12 any portion of an interstate highway or primary highway.

13 **SECTION 7.** 84.30 (3) (e) of the statutes is amended to read:

14 84.30 (3) (e) Signs, other than billboards, to be erected in business areas  
15 subsequent to March 18, 1972, which when erected will comply with sub. (4).

16 **SECTION 8.** 84.30 (3m) of the statutes is created to read:

17 84.30 (3m) **ERECTION OF BILLBOARDS PROHIBITED.** No billboard that is visible  
18 from the main-traveled way of any interstate highway or primary highway may be  
19 erected on or after the effective date of this subsection .... [revisor inserts date]. This  
20 subsection does not prohibit the maintenance of a billboard, or the varying of the  
21 advertising or informative contents of a billboard, that was lawfully erected before  
22 the effective date of this subsection .... [revisor inserts date], except that the height  
23 of any such billboard may not be increased after the effective date of this subsection  
24 .... [revisor inserts date].

25 **SECTION 9.** 84.30 (10m) of the statutes is amended to read:

shall

1           84.30 (10m) ANNUAL PERMIT FEE REQUIREMENT. The department ~~may~~  
 2 promulgate a rule requiring persons specified in the rule to pay annual permit fees  
 3 for signs. The fee for the annual permit shall be not less than \$200. From each  
 4 annual permit fee collected under this subsection, \$200 shall be deposited in the  
 5 general fund and credited to the appropriation under s. 20.395 (1) (ij). ~~If the~~  
 6 ~~department establishes an annual permit fee under this subsection, failure to pay~~  
 7 ~~the fee~~ within 2 months after the date on which payment is due is evidence that the  
 8 sign has been abandoned for the purposes of s. TRANS 201.10 (2) (f), Wis. Adm. Code.

9           SECTION 10. 84.30 (17) of the statutes is amended to read:

Failure to pay an  
annual permit fee

10           84.30 (17) TRANSPORTATION FUND. ~~All~~ Except as provided in sub. (10m), all fees under  
 11 collected for the issuance of permits provided for under this section shall be paid into this  
 12 the transportation fund. subsection

13           SECTION 11. 84.305 of the statutes is created to read:

14           **84.305 Billboard elimination grant program.** (1) In this section, "political  
 15 subdivision" means a city, village, town, or county.

16           (2) The department shall administer the billboard elimination grant program  
 17 to award grants of assistance to political subdivisions to acquire and eliminate  
 18 billboards. Grants under this section shall be paid from the appropriation under s.  
 19 20.395 (1) (ij). The department shall prescribe by rule the procedure and criteria for  
 20 selecting grant recipients under this section. The criteria shall consider the physical  
 21 condition, age, and proximity to a highway of the billboard that the political  
 22 subdivision proposes to acquire and eliminate. Grants under this section shall be  
 23 awarded annually from applications submitted on or before February 1 of each year.

24           If the amounts available for awards under this section are insufficient to award  
 25 grants to all qualified applicants, the department shall give priority in awarding

, beginning in 2003,

1 grants under this section in the following year to political subdivisions that applied  
2 for but, because of insufficient funds, did not receive a grant under this section  
3 during the previous year.

4 (3) If the advertising or informative content of any billboard eliminated under  
5 sub. (2) is a motorist service, as defined in s. 86.195 (1) (c), for purposes of a specific  
6 information sign under s. 86.195 or is a tourist-related business, service, or activity,  
7 as defined in s. 86.196 (1) (b), for purposes of a tourist-oriented directional sign under  
8 s. 86.196, the department shall expedite review of any application of a person with  
9 respect to such advertising or informative content for a specific information sign or  
10 a tourist-oriented directional sign at a location reasonably close to the location of the  
11 billboard elimination under sub. (2). If space for a business sign is not available for  
12 an applicant under this subsection on a specific information sign under s. 86.195 (5)  
13 (b), the department shall give priority to an applicant under this subsection over  
14 other applicants whenever space for the business sign is available on the specific  
15 information sign.

16 **SECTION 12. Initial applicability.**

17 (1) The treatment of section 84.30 (3m) of the statutes first applies to billboards  
18 for which a license is not issued under section 84.30 (10) of the statutes before the  
19 effective date of this subsection.

20 (2) The treatment of section 84.30 (10m) of the statutes first applies to  
21 applications for licenses submitted on the effective date of this subsection.

22 **SECTION 13. Effective dates.** This act takes effect on January 1, 2002, or the  
23 first day of the first month beginning after publication, ~~except as follows.~~

LPS:  
Please  
change  
component  
to EFF DATE.

WMM

⊙

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~~(1) The treatment of section 84-30 (10m) and (17) of the statutes and SECTION  
12 (2) of this act take effect on January 1, 2003.~~

(END)

D-NOTE

LRB-0716/1dn

TNF; Wlj:

DRAFTER'S NOTE

ATTN: Pat Henderson

This bill makes the following changes to LRB-0716/PI:

¶ 1. The amendment of s. 84.30(10m) requires DOT to promulgate a rule establishing an annual permit fee. Currently, DOT may (but is not required to) establish an annual permit fee.

This bill

¶ 2. <sup>1.04</sup>Eliminates the delayed effective date of January 1, 2003, for the annual permit fee provisions. <sup>All provisions of the bill take effect on January 1, 2002.</sup>

It

3. <sup>1.08</sup>Specifies that grants are first awarded under the billboard elimination grant program beginning in 2003, since applications must be submitted on or before February 1 of each year, and

TNF

the bill takes effect on January 1, 2002. See proposed s. 84.305(2)!

**DRAFTER'S NOTE**  
**FROM THE**  
**LEGISLATIVE REFERENCE BUREAU**

LRB-0716/1dn  
TNF:wlj:jf

May 7, 2001

ATTN: Pat Henderson

This bill makes the following changes to LRB-0716/P1:

1. The amendment of s. 84.30 (10m) requires DOT to promulgate a rule establishing an annual permit fee. Currently, DOT may (but is not required to) establish an annual permit fee.
2. This bill eliminates the delayed effective date of January 1, 2003, for the annual permit fee provisions. All provisions of the bill take effect on January 1, 2002.
3. It specifies that grants are first awarded under the billboard elimination grant program beginning in 2003, since applications must be submitted on or before February 1 of each year, and the bill takes effect on January 1, 2002. See proposed s. 84.305 (2).

Timothy N. Fast  
Senior Legislative Attorney  
Phone: (608) 266-9739  
E-mail: [tim.fast@legis.state.wi.us](mailto:tim.fast@legis.state.wi.us)



# State of Wisconsin

## LEGISLATIVE REFERENCE BUREAU

100 NORTH HAMILTON STREET  
5TH FLOOR  
MADISON, WI 53701-2037

STEPHEN R. MILLER  
CHIEF

LEGAL SECTION: (608) 266-3561  
LEGAL FAX: (608) 264-6948

May 8, 2001

### MEMORANDUM

To: Senator Baumgart

From: Aaron R. Gary, Attorney

Re: LRB-0716/1 Billboard elimination grant program

The attached draft was prepared at your request. Please review it carefully to ensure that it is accurate and satisfies your intent. If it does and you would like it jacketed for introduction, please indicate below for which house you would like the draft jacketed and return this memorandum to our office. If you have any questions about jacketing, please call our program assistants at 266-3561. Please allow one day for jacketing.

\_\_\_ JACKET FOR ASSEMBLY  JACKET FOR SENATE

If you have any questions concerning the attached draft, or would like to have it redrafted, please contact me at (608) 261-6926 or at the address indicated at the top of this memorandum.

If the last paragraph of the analysis states that a fiscal estimate will be prepared, the LRB will request that it be prepared after the draft is introduced. You may obtain a fiscal estimate on the attached draft before it is introduced by calling our program assistants at 266-3561. Please note that if you have previously requested that a fiscal estimate be prepared on an earlier version of this draft, you will need to call our program assistants in order to obtain a fiscal estimate on this version before it is introduced.

Please call our program assistants at 266-3561 if you have any questions regarding this memorandum.