

☞ **09hr_SC-TTFNR_sb0457_pt01**



(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

Committee on ... Transportation, Tourism, Forestry, and Natural Resources (SC-TTFNR)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (**sr** = Senate Resolution) (**sfr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

Senate

Record of Committee Proceedings

Committee on Transportation, Tourism, Forestry, and Natural Resources

Senate Bill 457

Relating to: the placement of advertising signs in highway rights-of-way and providing a penalty.

By Senators Sullivan and Taylor; cosponsored by Representatives Pasch, Berceau, Parisi, Steinbrink and Turner.

January 12, 2010 Referred to Committee on Transportation, Tourism, Forestry, and Natural Resources.

February 4, 2010 **PUBLIC HEARING HELD**

Present: (6) Senators Holperin, Sullivan, Hansen, Leibham, Kedzie and Grothman.

Absent: (1) Senator Plale.

Appearances For

- Jim Sullivan — 5th Senate District

Appearances Against

- Tom Notbohm — WI DOT

Appearances for Information Only

- None.

Registrations For

- Janet Swandby, Madison — Outdoor Advertising Association of Wisconsin

Registrations Against

- None.

Registrations for Information Only

- None.

February 11, 2010 **EXECUTIVE SESSION HELD**

Present: (7) Senators Holperin, Sullivan, Plale, Hansen, Leibham, Kedzie and Grothman.

Absent: (0) None.

Moved by Senator Sullivan, seconded by Senator Hansen that **Senate Amendment 1** be recommended for adoption.

Ayes: (7) Senators Holperin, Sullivan, Plale, Hansen, Leibham, Kedzie and Grothman.

Noes: (0) None.

ADOPTION OF SENATE AMENDMENT 1 RECOMMENDED, Ayes 7, Noes 0

Moved by Senator Sullivan, seconded by Senator Holperin that **Senate Bill 457** be recommended for passage as amended.

Ayes: (5) Senators Holperin, Sullivan, Plale, Hansen and Kedzie.

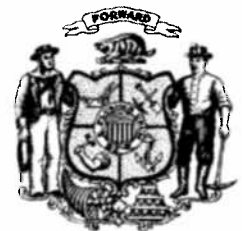
Noes: (2) Senators Leibham and Grothman.

PASSAGE AS AMENDED RECOMMENDED, Ayes 5, Noes 2

Elizabeth Novak
Committee Clerk



WISCONSIN STATE LEGISLATURE





Wisconsin State Senate

**Senate Committee on Transportation, Tourism, Forestry, and Natural Resources
Testimony of Senator Jim Sullivan, February 4, 2010**

Good morning and thank you Chairman Holperin for allowing me to speak on behalf of SB 457, relating to the placement of advertising signs in highway rights-of-way.

I am sure you have all seen those business signs that clutter highway medians advertising dating services, working from home schemes, or some other often questionable or illegitimate venture . The business entities that produce these signs litter our roadways, obfuscate our line of sight on highway rights-of-way, and circumvent legitimate means of advertising. These scofflaw signs are intentionally printed and used to impose a commercial message without regard to public safety and right-of-way. Additional means are necessary to stop the proliferation of these nuisance signs in our communities.

SB 457 creates real penalties for business entities that produce nuisance signs and place them in highway rights-of-way. Existing law prohibits an individual from placing a sign in the right-of-way. Law enforcement will almost never see this person. This legislation targets the business entities that have the sign produced and placed with clear intent to bypass legitimate means of advertising.

This legislation only targets illegitimate propaganda machines that litter our streets. Signs advertising a yard sale, garage sale, rummage sale, church or fair event, or any similar event are exempt from this bill. The goal of SB 457 is to eliminate fly-by-night scam artists, not to stop community members from advertising their yard sales.

Thank you for the opportunity to speak today regarding SB 457. I hope I have earned your support. I will be happy to answer any questions you may have.

