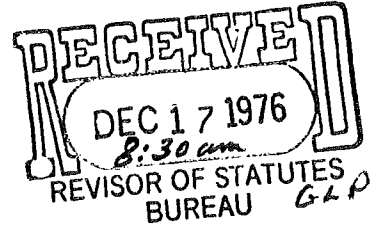


Hy 19

CERTIFICATE

STATE OF WISCONSIN  
DEPARTMENT OF TRANSPORTATION  
DIVISION OF HIGHWAYS




TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Vice-Chairman of the Highway Commission, and custodian of the official records of said commission do hereby certify that the annexed rule establishing a priority system for the removal of outdoor advertising signs, was duly approved and adopted by this commission on December 16, 1976.

I further certify that said copy has been compared by me with the original on file in this commission and that the same is a true copy thereof, and of the whole of such original.

I further certify that the rule has been approved by the Senate Committee on Commerce and the Assembly Committee on Tourism, as required by Section 13.565 (2) of the statutes.

IN TESTIMONY WHEREOF, I have set my hand at the Hill Farms State Office Building in the City of Madison, this 16<sup>th</sup> day of December A.D. 1976.

  
\_\_\_\_\_  
Joseph Sweda, Vice-Chairman  
Highway Commission

ORDER OF THE HIGHWAY COMMISSION  
ADOPTING RULES

Pursuant to authority vested in the Highway Commission by section 84.30 (14), Wis. Stats., the Highway Commission hereby adopts rules as follows:

Section Hy 19.25 of the Wis. Adm. Code, is adopted to read:

19.25 (1) DEFINITIONS. In this section: (a) "Non-tourist oriented directional advertising sign" means any sign which is not covered by the definition in par. (b) or (c).

(b) "Tourist oriented directional advertising sign" means any sign giving directional information related to any of the following types of businesses or activities:

1. Places of public lodging.
2. Places where food is served to the public on a regular basis.
3. Places where automotive fuel, or emergency automotive repair services are regularly available to the public.
4. Educational institutions.
5. Places of religious worship.
6. Public or private recreation areas, including campgrounds, wildlife and waterfowl refuges,

and nature trails.

7. Plays, concerts and fairs.
8. Antique and gift shops.
9. Agricultural products in a natural state, including vegetables and fruit.

(c) "Signs advertising products" means signs advertising only products.

(2) PRIORITIES. (a) Nonconforming signs shall be removed or relocated in the order listed below:

1. First, signs advertising products of general availability in commercial channels.
2. Second, nontourist oriented directional advertising signs.
3. Last, tourist oriented directional advertising signs.

(b) The priority system shall be implemented on a district by district basis. The commission shall coordinate the priority system program to accomplish an equitable statewide progression from one priority category to the next; provided that signs in par. (a) 3 may not be removed or relocated until all the signs in pars. (a) 1 and 2 are removed or relocated.

(3) SPECIAL CASES. Notwithstanding the general provisions in sub. (2): (a) The priority system applies only to nonconforming signs. Top priority shall continue to be given to the removal of illegal and abandoned signs.

(b) Signs may be acquired regardless of priority category in hardship and other cases where acquisition of the signs is voluntarily negotiated between the sign owner and the commission.

(c) The priority system does not apply to sign removals necessitated by a highway improvement project.

(d) The priority system does not apply to signs removed in accordance with a scenic easement or preservation project. (e) If the removal or relocation of a sign is delayed because of a pending lawsuit or contested case under chapter 227, Wis. Stats., that sign shall not be considered in determining whether the removal or relocation of signs in a priority category has been completed.

(4) REPORTS. (a) The Commission shall make reports to the Assembly Committee on Tourism and the Senate Committee on Commerce at the completion of each priority category and before progressing from one priority category to the next, as provided in sub. (2) (b).

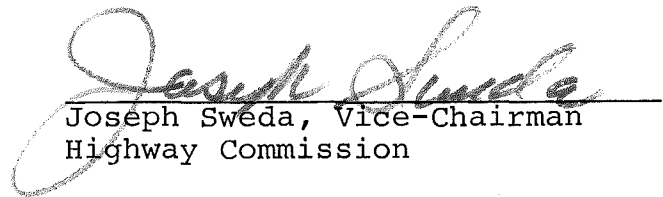
(b) The Commission shall make reports to the Assembly Committee on Tourism and the Senate Committee on Commerce on June 1 and November 1 of each year until all signs have been removed under Section 84.30, Wis. Stats.

(5) GENERAL PROVISIONS. The advertising message on signs may be changed so as to move a sign from one priority category to another; however, once an acquisition order for a sign project is approved by the commission, signs covered by the order will be removed regardless of changes made in

the advertising message after the acquisition order is approved.

The rule contained herein shall take effect on the first day of the month following its publication.

Dated this 16<sup>th</sup> day of December, 1976.

  
Joseph Sweda, Vice-Chairman  
Highway Commission