



1997 ASSEMBLY BILL 383

May 22, 1997 - Introduced by Representatives BAUMGART and MORRIS-TATUM.
Referred to Committee on Small Business and Economic Development.

1 **AN ACT to create** 84.30 (5) (e) and 84.30 (5m) of the statutes; **relating to:** outdoor
2 advertising of intoxicating liquor.

Analysis by the Legislative Reference Bureau

Under current law, outdoor advertising signs which are located along interstates and certain other highways and which advertise activities conducted on the property on which the signs are located are subject to certain restrictions as to size, number and location. The department of transportation (DOT) is required to pay just compensation whenever DOT relocates or removes any lawful outdoor advertising sign.

This bill prohibits the advertising of intoxicating liquor on signs visible from interstates and certain other highways, unless the sign is not larger than 20 square feet in area, is attached to or within a building in which the advertised intoxicating liquor is sold and is the only sign attached to or within that building advertising that brand of intoxicating liquor. The bill authorizes DOT to remove, without compensation, any sign that violates these restrictions.

For further information see the *state* 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:

3 **SECTION 1.** 84.30 (5) (e) of the statutes is created to read:

