

1999 SENATE BILL 39

February 16, 1999 - Introduced by Senator BAUMGART, cosponsored by Representatives MORRIS-TATUM and LA FAVE. Referred to Committee on Insurance, Tourism, Transportation and Corrections.

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 that are located along interstates and certain other highways and that 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:

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1 84.30 (5) (e) The department shall immediately remove, without
2 compensation, any sign that violates sub. (5m).

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

4 **84.30 (5m) PROHIBITED CONTENT.** No person may advertise any intoxicating
5 liquor, as defined in s. 125.02 (8), on any sign unless the sign does not exceed 20
6 square feet in area and is attached to or within a building in which the advertised
7 intoxicating liquor is sold. No place of business may display, in a manner visible from
8 the highway at any one time, more than one sign advertising any one brand of
9 intoxicating liquor.

10 **SECTION 3. Effective date.**

11 (1) This act takes effect on the first day of the 4th month beginning after
12 publication.

13 **(END)**