

## 2003 SENATE BILL 165

May 14, 2003 – Introduced by Senators RISSER and CARPENTER, cosponsored by Representatives BOYLE, BERCEAU, BLACK and GIELOW. Referred to Committee on Transportation and Information Infrastructure.

1     **AN ACT** *to amend* 84.30 (3) (e) of the statutes; **relating to:** prohibiting the  
2           erection of new off-premises outdoor advertising signs.

---

### ***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.

This bill prohibits the erection of new off-premises outdoor advertising signs (commonly referred to as billboards), but allows existing billboards to be maintained and to vary their advertising and informative displays. This prohibition does not affect provisions of current law relating to on-property signs (outdoor advertising signs that advertise activities conducted on the property on which the signs are located).

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:***

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

