2005 SENATE BILL 548

AN ACT *to amend* 84.30 (4) (b) 1.; and *to create* 84.30 (4) (bm) of the statutes;

relating to: multiple or variable messages on off-premises outdoor advertising

signs along interstate and federal-aid primary highways and granting

rule-making authority.

Analysis by the Legislative Reference Bureau

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

- **SECTION 1.** 84.30 (4) (b) 1. of the statutes is amended to read:
- 6 84.30 (4) (b) 1. Signs which contain, include, or are illuminated by any flashing,
- 7 intermittent, or moving light or lights are prohibited, except <u>those specified in par.</u>
- 8 (bm) and those giving public service information such as time, date, temperature,
- 9 weather, or similar information.

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SECTION 2. 84.30 (4) (bm) of the statutes is created to read:

SENATE BILL 548

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| 84.30 (4) (bm) Signs may contain multiple or variable messages, including |
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| messages on louvers that are rotated and messages formed solely by use of lights or |
| other electronic or digital displays, that may be changed by any electronic process, |
| subject to all of the following restrictions: |

- 1. Each change of message shall be accomplished in one second or less.
- 2. Each message shall remain in a fixed position for at least 6 seconds.
- 3. The use of traveling messages or segmented messages is prohibited.
- 4. The department, by rule, may prohibit or establish restrictions on the illumination of messages to a degree of brightness that is greater than necessary for adequate visibility.

11 (END)