

**SENATE BILL 548 (LRB -3915)**

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. (FE) 2006

02-22.	S.	Introduced by Senators <b>Stepp, Grothman, Plale, Leibham, Olsen</b> and <b>Reynolds</b> ; cosponsored by Representatives <b>Gottlieb, Ballweg, Friske, Jensen, LeMahieu, Mursau, Musser, Ott, Richards, Schneider, Sheridan</b> and <b>M. Williams</b> .	
02-02.	S.	Read first time and referred to committee on Natural Resources and Transportation .....	574
02-22.	S.	Fiscal estimate received.	
02-22.	S.	Public hearing held.	
02-23.	S.	Senator Breske added as a coauthor .....	621
03-01.	S.	Executive action taken.	
03-04.	S.	Report passage recommended by committee on Natural Resources and Transportation, Ayes 5, Noes 0 .....	688
03-04.	S.	Available for scheduling.	
03-06.	S.	Referred to joint committee on Finance by committee on Senate Organization, pursuant to Senate Rule 41 (1)(e), Ayes 5, Noes 0 .....	691
03-06.	S.	Withdrawn from joint committee on Finance and placed on the calendar of 3-7-2006 by committee on Senate Organization, pursuant to Senate Rule 41 (1)(e), Ayes 5, Noes 0 .....	691
03-07.	S.	Read a second time .....	700
03-07.	S.	Ordered to a third reading .....	700
03-07.	S.	Rules suspended .....	700
03-07.	S.	Read a third time and <b>passed</b> , Ayes 29, Noes 4 .....	700
03-07.	S.	Ordered immediately messaged .....	700
03-16.	A.	Received from Senate .....	976
03-16.	A.	Read first time and referred to committee on Transportation .....	976
03-23.	A.	Public hearing held.	
03-23.	A.	Executive action taken.	
04-07.	A.	Report concurrence recommended by committee on Transportation, Ayes 13, Noes 1 .....	1007
04-07.	A.	Referred to committee on Rules .....	1007
04-19.	A.	Placed on calendar 4-25-2006 by committee on Rules.	
04-25.	A.	Rules suspended to withdraw from calendar and take up .....	1038
04-25.	A.	Read a second time .....	1038
04-25.	A.	Ordered to a third reading .....	1038
04-25.	A.	Rules suspended .....	1038
04-25.	A.	Read a third time and <b>concurred in</b> , Ayes 74, Noes 18, Paired 2 .....	1038
04-25.	A.	Ordered immediately messaged .....	1039
04-26.	S.	Received from Assembly concurred in.	

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**2005  
ENROLLED BILL**

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**ADOPTED DOCUMENTS:**

Orig     Engr         SubAmdt     

05-3915/1

Amendments to above (if none, write "NONE"): None

Corrections - show date (if none, write "NONE"): None

Topic Rel

4-27-06                      JR Miller  
Date                                      Enrolling Drafter

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## 2005 SENATE BILL 548

February 2, 2006 - Introduced by Senators STEPP, GROTHMAN, PLALE, LEIBHAM, OLSEN and REYNOLDS, cosponsored by Representatives GOTTLIEB, BALLWEG, FRISKE, JENSEN, LEMAHIEU, MURSAU, MUSSER, OTT, RICHARDS, SCHNEIDER, SHERIDAN and M. WILLIAMS. Referred to Committee on Natural Resources and Transportation.

1 **AN ACT to amend** 84.30 (4) (b) 1.; and **to create** 84.30 (4) (bm) of the statutes;  
2 **relating to:** multiple or variable messages on off-premises outdoor advertising  
3 signs along interstate and federal-aid primary highways and granting  
4 rule-making authority.

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### *Analysis by the Legislative Reference Bureau*

The federal Highway Beautification Act requires states to restrict advertising along interstate and federal-aid primary highways, and current state law incorporates these requirements. Current law prohibits, with certain exceptions, the erection or maintenance of outdoor advertising signs within 660 feet of, or beyond 660 feet but visible (and erected for the purpose of being visible) from, the main-traveled way of an interstate or federal-aid primary highway. Exceptions to this prohibition include (with some restrictions):

1. Directional and other official signs.
2. Signs advertising activities conducted on the property on which the signs are located (on-premises signs).
3. Signs located beyond 660 feet of the highway in urban areas.
4. Signs located in "business areas," which generally are areas within 660 feet of the highway that are zoned for business, industrial, or commercial activities or are unzoned and used for commercial or industrial activities. These signs erected after March 18, 1972 (off-premises business area signs), must comply with certain size, lighting, and spacing requirements.

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Under current law, off-premises business area signs may not contain flashing, intermittent, or moving lights, except those signs giving public service information. On-premises signs may include electronic signs if permitted by rule by the Department of Transportation (DOT), but off-premises business area signs generally may not.

Under this bill, off-premises business area signs may contain multiple or variable messages, including messages on louvers that are rotated and messages formed solely by use of lights or other electronic or digital displays. These messages may be changed by any electronic process, but each change of message must be accomplished in one second or less and each message must remain in a fixed position for at least six seconds. Traveling messages and segmented messages are prohibited. In addition, by rule, DOT may prohibit or restrict the illumination of messages to a degree of brightness that is greater than necessary for adequate visibility.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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

1           **SECTION 1.** 84.30 (4) (b) 1. of the statutes is amended to read:

2           84.30 (4) (b) 1. Signs which contain, include, or are illuminated by any flashing,  
3 intermittent, or moving light or lights are prohibited, except those specified in par.  
4 (bm) and those giving public service information such as time, date, temperature,  
5 weather, or similar information.

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

7           84.30 (4) (bm) Signs may contain multiple or variable messages, including  
8 messages on louvers that are rotated and messages formed solely by use of lights or  
9 other electronic or digital displays, that may be changed by any electronic process,  
10 subject to all of the following restrictions:

- 11           1. Each change of message shall be accomplished in one second or less.
- 12           2. Each message shall remain in a fixed position for at least 6 seconds.
- 13           3. The use of traveling messages or segmented messages is prohibited.

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1           4. The department, by rule, may prohibit or establish restrictions on the  
2 illumination of messages to a degree of brightness that is greater than necessary for  
3 adequate visibility.

4   (END)