



State of Wisconsin  
2009 – 2010 LEGISLATURE

LRBs0221/1  
JK:bjk&nwn:md

**ASSEMBLY SUBSTITUTE AMENDMENT 1,  
TO 2009 ASSEMBLY BILL 215**

January 4, 2010 – Offered by Representative SOLETSKI.

1     **AN ACT** *to renumber and amend* 70.34; and *to create* 70.34 (2) of the statutes;  
2           **relating to:** determining the value of billboards for personal property tax  
3           purposes.

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

4           **SECTION 1.** 70.34 of the statutes is renumbered 70.34 (1) and amended to read:  
5           70.34 (1) All Subject to sub. (2), all articles of personal property shall, as far  
6           as practicable, be valued by the assessor upon actual view at their true cash value;  
7           and after arriving at the total valuation of all articles of personal property which the  
8           assessor shall be able to discover as belonging to any person, if the assessor has  
9           reason to believe that such person has other personal property or any other thing of  
10          value liable to taxation, the assessor shall add to such aggregate valuation of  
11          personal property an amount which, in the assessor's judgment, will render such  
12          aggregate valuation a just and equitable valuation of all the personal property liable

1 to taxation belonging to such person. In carrying out the duties imposed on the  
2 assessor by this section, the assessor shall act in the manner specified in the  
3 Wisconsin property assessment manual provided under s. 73.03 (2a).

4 **SECTION 2.** 70.34 (2) of the statutes is created to read:

5 70.34 (2) The assessor shall determine the value of an outdoor off-premises  
6 advertising sign by subtracting depreciation from the cost of reproducing the sign,  
7 consistent with the cost approach specified in the Wisconsin property assessment  
8 manual provided under s. 73.03 (2a). The value determined under this subsection  
9 shall not include the value of any permits issued, leasehold interests, or other  
10 intangibles with regard to the outdoor off-premises advertising sign. No outdoor  
11 off-premises advertising sign; or permit, leasehold interest, or other intangible  
12 related to such sign; may be assessed as real property. In this subsection,  
13 “off-premises advertising sign” means a sign that does not advertise the business or  
14 activity that occurs on the site where the sign is located.

15 **SECTION 3. Initial applicability.**

16 (1) This act first applies to the property tax assessments as of January 1, 2009.

17 (END)