

1975 Senate Bill 345

Date published: April 9, 1976

CHAPTER 196, Laws of 1975

AN ACT to amend 84.30 (3) (c) of the statutes, relating to standards for outdoor advertising.

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

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

84.30 (3) (c) Signs advertising activities conducted on the property on which they are located if such signs comply with ~~rules of the highway commission.~~ applicable federal law and the June 1961 agreement between the highway commission and the federal highway administrator relative to control of advertising adjacent to interstate highways. Additionally, any such sign located outside the incorporated area of a city or village shall comply with the following criteria:

1. An activity may be permitted one sign exposure visible and designed to be read from each direction of travel on the interstate or primary highway.
2. In addition to any sign permitted under subd. 1, an activity may be permitted one sign exposure located on or within 50 feet of the building in which the advertised

activity is primarily conducted or managed. For purposes of this subdivision, all signs located on and within the profile of the building in which the advertised activity is primarily conducted or managed shall be considered as one sign exposure.

2m. In addition to any sign permitted under subds. 1 and 2, an activity may be permitted any number of signs not designed to be read from the interstate or primary highway and not exceeding 75 square feet in aggregate area, whose purpose is to direct or control traffic which has already entered the property on which the advertised activity is conducted.

3. No sign exposure permitted under subd. 1 may exceed 500 square feet in area. No sign exposure permitted under subd. 2 may exceed 200 square feet in area.

4. No sign more than 50 feet from the advertised activity may be located adjacent to or within 500 feet of an interchange, intersection at grade, or safety rest area of an interstate highway or freeway on the federal-aid primary system. The 500 feet shall be measured along the interstate or freeway from the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way.

5. Distance from the advertised activity shall be measured from the building in which the advertised activity is primarily conducted or managed. If there is no building, measurements shall be made from the parking area for the activity. The area of a sign shall be measured by the smallest square, rectangle, triangle, circle or combination thereof which encompasses the entire sign, including border and trim but excluding supports. The profile of a building is bounded by the outer edges of its structure as they appear to an observer positioned in the area to which the sign is directed.

SECTION 2. Nonconforming signs. Signs lawfully in existence on the effective date of this act, but which do not conform to the requirements of section 84.30 (3) (c) of the statutes, as affected by this act, are declared nonconforming but are not subject to removal, except as otherwise provided in this section. To allow such signs to exist, to perform customary maintenance thereon or to change the advertising message thereof, does not constitute a violation of section 84.30 (3) of the statutes, but to enlarge, replace or relocate such signs, or to erect additional signs after the effective date of this act shall constitute a violation subjecting the sign to removal without compensation, unless upon completion of such work all signs upon such property conform to the requirements of such section as affected by this act.
