

1983 Senate Bill 655

Date of enactment: May 10, 1984
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1983 Wisconsin Act 463

AN ACT *to repeal* 84.30 (3) (c) 4; and *to amend* 84.30 (3) (c) 5 and 84.30 (5) (bm) of the statutes, *relating to* outdoor advertising signs for activities conducted on the property on which the signs are located near interstate highway intersections.

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

SECTION 1. 84.30 (3) (c) 4 of the statutes is repealed.

SECTION 2. 84.30 (3) (c) 5 of the statutes is amended to read:

84.30 (3) (c) 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 3. 84.30 (5) (bm) of the statutes is amended to read:

84.30 (5) (bm) Signs lawfully ~~in existence on April 10, 1976~~ erected, but which do not conform to the requirements of sub. (3) (c), are declared nonconforming but are not subject to removal, except as otherwise provided in this paragraph. To allow such signs to exist, to perform customary maintenance thereon or to change the advertising message thereof, does not constitute a violation of sub. (3), but to enlarge, replace or relocate such signs, or to erect additional signs ~~after April 10, 1976~~, shall constitute a violation subjecting the sign to removal without compensation, unless upon completion of such work all signs upon the property conform to the requirements of sub. (3).