

(2) All distances under section Hy 19.03 (1) (2) (3) (4) shall be measured along the centerline of the highway between two vertical planes which are normal or perpendicular to and intersect the centerline of the highway, and which pass through the termini of the measured distance.

(3) Specified distances under section Hy 19.03 (1) (3) (4) shall be measured either to the nearest point of widening for an exit lane or to the farthest end of taper of an acceleration lane, whichever is applicable.

(4) All references to 12-mile distances in these rules and in section 84.30, Wis. Stats., shall mean air miles.

**History:** Cr. Register, April, 1960, No. 52, eff. 5-1-60.

**Hy 19.05 Annual permits.** Within the zone of regulation prescribed by section 84.30 (3), Wis. Stats., and of the class defined by paragraphs (b), (c), (d), and (e) of said section, no sign may be erected or maintained unless it is covered by an annual permit issued by the commission under authority of section 84.30 (5), Wis. Stats. In issuing and regulating such permits:

(1) Application shall be made as directed upon forms provided by the commission. Such forms may be secured at the commission's offices.

(2) Annual permits will expire March 31 each year.

(3) The annual permit fee for all or any part of the permit year is initially established to be \$1 for signs up to 50 square feet, \$2 for signs up to and including 300 square feet, and over 300 square feet, \$1 additional for each 200 square feet or fraction thereof. Cost of permits, both renewal and new, shall be established by order of the commission for each succeeding permit year on the basis of an estimated cost of administering the permit procedure in the previous calendar year.

(4) Except as provided in sub-section (9) following, a permit for an eligible sign location shall be issued to the first applicant to submit to the commission's main office at Madison a proper and satisfactory application as determined by the commission. All applications received during the commission's normal office hours during the same day shall be construed as having been received simultaneously. In the case of a tie between applicants and upon notification thereof by the commission they shall determine by lot which shall receive the permit.

(5) Issuance of permit and assignment of location are grants of only those rights of control assigned by the statutes to the commission. Sign owners will make their own arrangements with landowners and tenants. Proof of such arrangement will be required.

(6) Permits and assignment of location are transferable by the permittee upon notice in writing to the commission.

(7) Fees will not be prorated for a partial year and if a permit is issued, fees paid are not refundable.

(8) Erroneously located signs will be treated as nonconforming signs under section 84.30 (7), Wis. Stats.

(9) Holder of a permit who has complied with the applicable statutes and these rules shall have right of renewal for the following year provided that his application is filed before the old permit expires.

(10) The commission may enter private lands to carry out the provisions of section 84.30, Wis. Stats., and to administer these rules.

(11) Applications on file for permits not yet issued shall be void after 3 years from the date they were received by the commission.

(12) A permit issued under these rules does not relieve the permittee from the duty to comply with all local rules, regulations, and ordinances pertaining to signs and sign structures.

(13) Upon failure of the applicant or permittee to comply with these rules and the requirements of section 84.30, Wis. Stats., the commission after giving an opportunity to be heard may revoke or refuse to issue or renew any permit.

(14) Change in the size, shape, position, or copy of a permitted sign or replacement with a new sign shall be reported to the commission at Madison for approval at least 10 days before the change is to be made. Approved changes will not require a new permit. Payment of an additional fee will be required only for a change involving increase in size.

**History:** Cr. Register, April, 1960, No. 52, eff. 5-1-60.

**Hy 19.06 Exempted areas.** The areas exempted by section 84.30 (6), Wis. Stats., are those areas within the corporate limits of cities or villages, as such limits existed on September 21, 1959, which are zoned for industrial or commercial use.

**History:** Cr. Register, August, 1960, No. 56, eff. 9-1-60.

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