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1997 SENATE BILL 55

February 5, 1997 – Introduced by Senators Breske, Cowles, Drzewiecki and A. Lasee, cosponsored by Representatives Gard, Ryba, Seratti and Powers. Referred to Committee on Labor, Transportation and Financial Institutions.

AN ACT to repeal 84.30 (3) (c) 5.; to amend 84.30 (3) (c) (intro.); and to repeal

and recreate 84.30 (3) (c) 1. to 3. of the statutes; relating to: restrictions on

on-property signs.

Analysis by the Legislative Reference Bureau

Under current law, outdoor advertising signs which are located along interstates and certain other highways and which advertise activities conducted on the property on which the signs are located (on–property signs) are subject to certain restrictions as to size, number and location.

This bill prohibits the erection of on-property signs at locations that constitute traffic hazards and eliminates specific restrictions applying solely to on-property signs located outside the incorporated area of a city or village. The bill specifies that permits are not required to be issued by the department of transportation for on-property signs.

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

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

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

SENATE BILL 55

84.30 (3) (c) (intro.) Signs advertising activities conducted on the property on
which they are located if such $\underline{\text{on-property}}$ signs comply with applicable federal law
and the June 1961 agreement between the department 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 No on-property sign may be erected in a
location where it constitutes a traffic hazard. If the department issues permits for
outdoor advertising signs, the department is not required to issue permits for
on-property signs that conform to the requirements of this paragraph. On-property
signs may be illuminated, subject to the following restrictions:

- **Section 2.** 84.30 (3) (c) 1. to 3. of the statutes are repealed and recreated to read:
- 84.30 (3) (c) 1. Signs which contain, include or are illuminated by any flashing, intermittent or moving light or lights are prohibited, except electronic signs permitted by rule of the department.
- 2. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled ways of the interstate or federal-aid primary highway and which are of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle, are prohibited.
- 3. No sign may be so illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device or signal.
 - **SECTION 3.** 84.30 (3) (c) 5. of the statutes is repealed.