

Dedicated to preserving and enhancing the scenic character of Wisconsin's communities and countryside

*Charles Weeth, Executive Director*

# Citizens for a Scenic Wisconsin, Inc

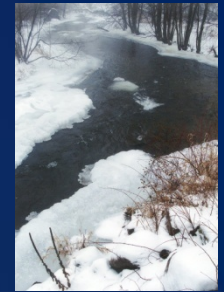
122 17<sup>th</sup> St S

La Crosse, WI 54601

(608)784-3212 FAX (608)782-2822

[www.scenicwisconsin.org](http://www.scenicwisconsin.org)

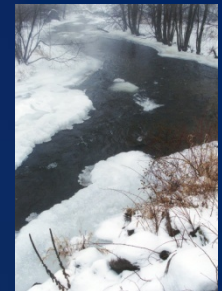
[charley@scenicwisconsin.org](mailto:charley@scenicwisconsin.org)



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# Billboards and assessments





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## Billboards and assessments

1911 - Wisconsin Highway Commission

1947 - Wisconsin §84.103 Silent Cross Memorial

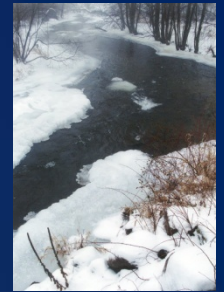
1958 - Federal "Bonus Act"

1959 - Wisconsin §84.30 REGULATION OF OUTDOOR ADVERTISING

1965 - Federal Highway Beautification Act

1972 - Wisconsin §84.30 REGULATION OF OUTDOOR ADVERTISING

Trans 201 CONTROL OF OUTDOOR ADVERTISING ALONG AND  
VISIBLE FROM HIGHWAYS ON THE INTERSTATE AND  
FEDERAL-AID PRIMARY SYSTEMS

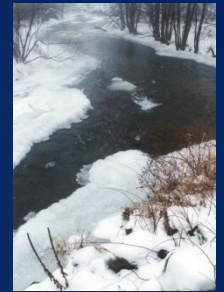


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## Billboards and assessments

§84.30 and Trans 201 Definitions:

- ❖ Crime Stoppers sign
- ❖ Directional sign
- ❖ Nonconforming sign
- ❖ Official sign
- ❖ Off-premises sign or Off-property sign (aka Billboard)
- ❖ On-premises sign or On-property sign
- ❖ Service club and religious notices



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## Billboards and assessments

CSW estimates there are some 15-18,000 billboards across the State, including:

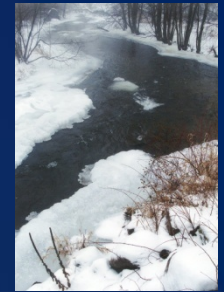
4-5,000 conforming billboards (most erected since 1972)

8-10,000 non-conforming billboards (about 50-60% erected since 1972)

1,500-2,500 illegal billboards (billboards erected w/o a permit)

1,500-2,500 abandoned or discontinued billboards (mostly along 2 lane highways, roads and streets)

WisDOT regulates *only* about 1/3 of the billboards in the State!



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## Billboards and assessments

# What IS a billboard?

# BEL-AIRE MOTEL



*Country Charm*

DIRECT DIAL PHONES & CABLE TELEVISION

**1 MILE**



**MT. OLYMPUS**  
**WATER & THEME PARK**  
Wisconsin Dells

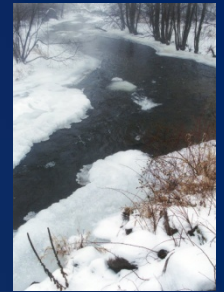
JUN 13 2008

get frost smitten



MARTINI & ROSSI

HOMES



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## Billboards and assessments

# Is this a billboard?

TOURS - TASTING

**WOLLERSHEIM  
WINERY**

7 MILES AHEAD  
TO 188 SOUTH

YEAR  
ROUND

11/05/2009

**DELLS  
BOAT  
TOURS**

**EXIT 87**

**WISCONSIN DELLS**

VACATIONLAND  
14495

MAY 8 2007

MAPLE GROVE



RESTAURANT

TENNIS COURTS

BANQUET FACILITIES

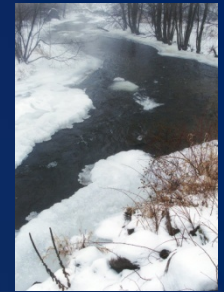
18 HOLE GOLF COURSE

1/2 M. E. TO CITY. B

1961

1961

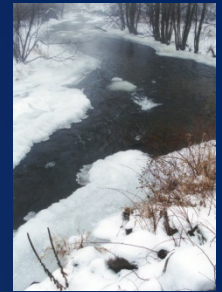




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## Billboards and assessments

# What is the value of a billboard?



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## Billboards and assessments

Determine the classification of the sign:

- ❖ On property sign
- ❖ Off property sign (billboard)
- ❖ Directional sign



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## Billboards and assessments

Determine if the billboard or directional sign generates income:

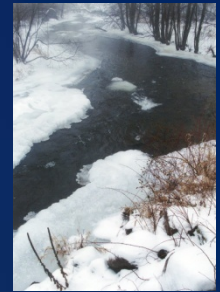
- ❖ Many billboards are rented
- ❖ Some directional signs are rented

COLLINS

# Defensive Driving, (at 30,000 Feet)

800-257-1212 • [www.afreserve.com](http://www.afreserve.com)





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# Billboards and assessments

## MARQUETTE INTERCHANGE

The cost just to **\*move\*** 3 of the billboards was as follows:

"Petite Point" - (ID 1060-05-20 Parcel 24)	\$397,300.00
"Rose Realty" - (ID 1060-05-20 Parcel 26)	\$ 95,600.00
"Allied Glove ( " " " " " 27)	\$619,394.21

---

**Total** **\$1,112,294.21**



2 HOUR  
PARKING  
8 AM - 6 PM

**M**  
Municipal  
4 6 14  
15 56 57  
1000  
1000



**INJURED?**



**Bye,  
Goff & Rohde, Ltd.**  
Personal Injury Trial Lawyers

[www.ByeGoff.com](http://www.ByeGoff.com)

**800-607-3030**



**WE CAN HELP YOU!**



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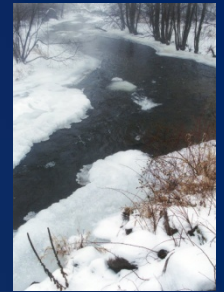
# Billboards and assessments

## OUR POSITION

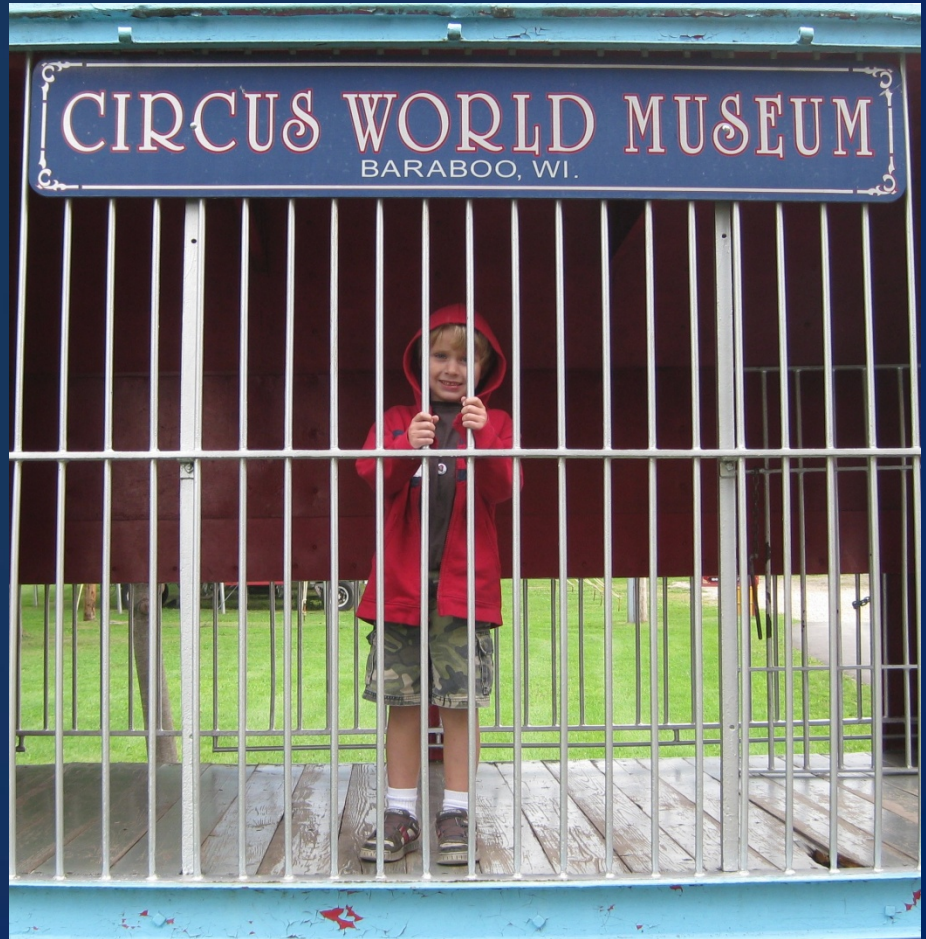
Equity and fairness:

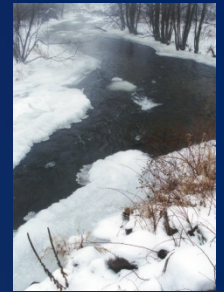
If a billboard is worth X when “taken” for highway construction, then that should be the value for assessments

If a billboard is assessed at Y, then that should be the value when “taken” for highway construction



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