

Off-Premise Signage Along State Highways

THE CITIZENS OF NORTHWEST WISCONSIN REQUEST

The State of Wisconsin develops special considerations / accommodations for off-premise signage along State Highways in rural counties with low populations.

BACKGROUND

Currently off-premise signs along State Highways must be placed on parcels that are zoned commercial and these parcels can't be rezoned to accommodate the placement of an off-premise sign. In many rural counties agricultural and forestry practices maximized the area outside of the highway right-of-way, and the corresponding zoning designation reflected this. Our forefathers did not anticipate the need to zone properties along State Highways as commercial to meet the signage needs of our growing populations. As our counties have increased in population, businesses have appeared to meet the needs of our growing populations; many businesses are located on properties not adjacent to State Highways. Unfortunately, businesses not located adjacent to State Highways are not provided with the same opportunity to draw attention to themselves as those adjacent to the same State Highway, and are at a competitive disadvantage. By allowing for off-premise signage along State Highways in additional zoning districts you will help to protect the rural character of small town Wisconsin while leveling the playing field for those businesses located close to but not on a State Highway.

CONTACT INFORMATION

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