


CHAPTER 10 - APPENDICES

Note: This document is available in printable (fillable) format from "Appendix" link; and, is viewable only in "Figure" below.

APPENDIX B: Sample (5r) letter; Notice of Proposed Realignment of Sign

Real Estate Program Manual Chapter Ten: Outdoor Advertising Signs / Appendix B



~ ~ Use current WisDOT Letterhead ~ ~

Notice Date

To: Town administrator or other appropriate authority
Complete mailing address

From: WisDOT Rep
Title
Return mailing address

Subject: Realignment of billboard OASIS (Unassigned #)
Located on the property of _____ at _____, WI _____
WisDOT highway project ID _____; parcel # _____

NOTICE OF PROPOSED REALIGNMENT OF SIGN
(Response required within 60 Days from date listed on this notice)

Pursuant to the provisions of Wis. Stat. § 84.30(5r), a courtesy copy of which is attached for reference, the Wisconsin Department of Transportation (WisDOT) proposes to realign a billboard located on the above-described lands. The realignment of the billboard will be on the same real estate site. The sign conforms to state law, but the department understands that the sign is a nonconforming structure under local ordinances. Under § 84.30(5r), realignment of the sign will not affect its nonconforming status under your jurisdiction's local ordinances.

You may petition the department to acquire the sign rather than realign it. If you petition the department to acquire the sign, it will do so at the time it acquires the land needed for the highway project involved. A petitioning local government, however, is responsible for any cost of acquiring the sign above and beyond the cost to WisDOT of realigning the sign.

We estimate WisDOT's cost to realign the sign to be: \$_____ to \$_____.

Because a decision to realign or acquire the sign must be made before the real estate involved is appraised and acquired by WisDOT, it is essential that we receive a prompt response from you regarding this matter. If you have questions or concerns, you may contact me at (xxx) xxx-xxxx; email _____@dot.wi.gov. Please respond to this notice within 60 days so that the department may proceed with its real estate acquisition in a timely fashion.

Please inform WisDOT of your intentions by simply indicating your jurisdiction's preference below. Check the appropriate box; sign and print name/title as authorized; then, return copy of signed notice to my address as listed.

The local government entity to which this notice is addressed is not interested in acquiring the above-described sign.

The local government entity to which this notice is addressed hereby petitions the Wisconsin Department of Transportation to acquire the sign and any real property interest of the sign owner.

Authorized by (signature) Print name and title _____
Date signed

IMPORTANT: FAILURE TO RESPOND WITHIN 60 DAYS OF THIS NOTICE WILL BE TREATED AS AN EXPRESSION OF NON-INTEREST IN ACQUIRING THE SIGN.

Enclosure: Extra courtesy copy

Rev. 10/2016

Figure 2 - Notice of Proposed Realignment of Sign

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APPENDIX C: Definitions specific or pertinent to REPM/Chapter 10

DEFINITIONS SPECIFIC OR PERTINENT TO REPM/CHAPTER 10

Adjacent area - An area that is adjacent to and within 660 feet of the nearest edge of the right of way of any interstate or primary highway or the Great River Road, which 660 feet distance, shall be measured horizontally along a line normal or perpendicular to the centerline of the highway.

Business area - Business area means different things along interstate and non-interstate highways. Along non-interstate highways, "business area" means land within 660 feet of the right of way that is:

- Zoned for business, industrial or commercial activities under the authority of the laws of this state; or
- Not zoned, but constitutes an unzoned commercial or industrial area as defined in Wis. Stat. [§84.30\(2\)\(k\)](#).

Along the interstate system, "business area" generally means lands that are within 660 feet of the interstate right of way that are currently zoned commercial or industrial AND that are within the September 1, 1959, boundaries of an incorporated municipality. Lands in commercial or industrial districts that were annexed by a municipality after 1959 do not qualify as "business areas." Wis. Stat. [§84.30\(2\)\(b\)](#). Date of annexation can be found from annexation records at Secretary of State, see <http://www.sos.state.wi.us/record.htm>.

Gross/Net advertising revenue - Net Advertising Revenue is usually reported as an annual dollar amount and calculated by determining the gross advertising revenue from sales of advertising on a billboard at a location and then making adjustments as follows. From the gross advertising revenue figure, the following are subtracted: ad agency fees and production costs, such as printing, vinyl production, and ad production. That net amount is then reduced for expected ad vacancy to arrive at Net Advertising Revenue for the sign.

Off-premises sign - "Off-premises" or "off-property sign" means a sign that is not an on-premises sign. ([Trans 201\(8\)](#))

On-premises sign - "On-premises" or "on-property sign," for purposes of Wis. Stat. [§84.30](#) and Chapter [Trans 201](#), means a sign at a business location advertising a business that is conducted on the property and that is located in the immediate vicinity of the business. "Immediate vicinity" in this definition means the sign is within the area bounded by the buildings, driveways and parking areas in which the activity is conducted or within 50 feet of that area. "Immediate vicinity" does not include any area across a street or road from the area where the business is conducted or any area developed for erecting a sign. Local laws may define the term differently so it is possible for a sign to be considered on-premise under a local ordinance and off-premise under state law. ([Trans 201\(9\)](#))

Market/Sign site ratio - This is the ratio of the real estate rent paid to the package owner for the total off-premise sign package divided by the net advertising revenue for the sign.

Unit rule - Sometimes called the "undivided fee rule," is a method for valuing property in eminent domain proceedings where the property being acquired is subject to multiple ownership interests. Compensation is determined based on the fair market value of the property as a whole, as if there were only one owner. Once the property's fair market value is determined, then that value is apportioned among all of those who hold an interest in the property. The division of the value of the fee into separate interests cannot exceed the amount of compensation to be paid by the condemning authority.

Figure 3 – REPM/Chapter 10 Definitions

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APPENDIX D: Sign Inventory Maintenance Notification (RE2242)

Real Estate Program Manual Chapter Ten: Outdoor Advertising Signs / Appendix D

SIGN INVENTORY MAINTENANCE NOTIFICATION Wisconsin Department of Transportation
RE2242 10/2016

When a sign structure other than an on-premise sign has been affected by a highway improvement project, the regional WisDOT Real Estate (RE) specialist must provide the following information to the regional WisDOT sign coordinator. The sign coordinator must update the OASIS database, including entry of the documents provided into the database of records and images related to the sign.

OASIS number: _____

Real Estate project no.: _____

Parcel number and right acquired (fee, PLE, other): _____

Parcel owner's name: _____

Parcel acquisition date: _____

Sign acquisition date (attach award or conveyance or enter N/A if not acquired): _____

Parcel owner after acquisition: _____

This sign structure has been or will be:

Realigned on same parcel (moved back); if so, by whom and when? _____

Relocated to different parcel/location; if so, by whom and when? _____

Removed, if so, by whom and when? _____

Explain (who took action and when was it taken?): _____

Special agreements or commitments were made with the sign owner; if yes, explain.

No; Yes; if "yes," explain: _____

Attached are copies of:

Award or conveyance Plat sheet showing where sign existed Sign picture

Additional comments:

Format updates and WisDOT form number added 10/2016

Figure 4 - Sign Inventory Maintenance Notification (RE2242)

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APPENDIX E: Worksheet for determining ratio of outdoor advertising sign repair costs to replacement costs (RE2240)

Real Estate Program Manual		Chapter Ten: Outdoor Advertising Signs / Appendix E				
WORKSHEET FOR DETERMINING RATIO OF OUTDOOR ADVERTISING SIGN REPAIR COSTS TO REPLACEMENT COSTS* Under s. Trans. 201.10 (2) (e) or (f), Wis. Adm. Code						
Wisconsin Department of Transportation RE2240 10/2016						
A. Sign Element	B. Materials (describe, including: dimensions, length, width, thickness)	C. Cost per unit	D. Quantity in entire sign	E. Entire sign cost (cost per unit x quantity in entire sign)	F. Quantity used in repair	G. Repair cost (cost per unit x quantity used in repair)
Advertising message		\$				\$
Apron		\$				\$
Border		\$				\$
Fasteners		\$				\$
Footings		\$				\$
Lighting		\$				\$
Poles		\$				\$
Sign face		\$				\$
Stringers		\$				\$
Other costs		\$				\$
Other electrical		\$				\$
Other elements (specify)		\$				\$
Labor	Employee name	Hourly salary	Estimated hours needed to build new sign	Salary x hours needed to build new sign	Hours needed to repair sign, incl. salvaging materials, site preparation, clearing debris, constructing	Salary x hours needed to repair sign
		\$		\$		\$
		\$		\$		\$
Travel		\$		\$		\$
Note: If labor and travel costs for repairs are less than estimated costs for erecting new sign, include explanation:				Sum of costs Column E \$		Sum of costs Column G \$
Ratio of repair costs to replacement costs (sum of Column G divided (÷) by sum of Column E [G / E]) =						%

* This worksheet complies with *In the Matter of Collins Outdoor Advertising Sign (Old Towne Inn Sign)*, Case No. 98-H-1099 and 98-H-1100 (DOHA October 18, 1999), available at <http://dha.state.wi.us/static/Decisions/DOT/1995-1999/98-H-1099.pdf>.

Notwithstanding the result of this worksheet, a sign may not be enlarged and must remain substantially the same as it was on March 18, 1972 (or on the date sign became subject to outdoor advertising control, whichever is later). Trans 201.10 (2) (e), Wis. Adm. Code.

Wisconsin Department of Transportation
Rev. 05/2001; format updates 02/2014; WisDOT form number added 10/2016

Figure 5 - Worksheet for determining ratio of outdoor advertising sign repair costs to replacement costs (RE2240)

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For convenience, WisDOT's outdoor advertising sign-related documents and forms are linked below and can be download directly in a print-ready (fillable format); each is also available as a link from the official [REPM/Forms](#) page.

- APPENDIX A:** Flowchart for Acquiring or Relocating Off-Premise Signs. Chart is best viewed when printed using 11x17 paper; and, can be resized down to 11x15 (legal size paper).
- APPENDIX B:** Sample (5r) letter; Notice of Proposed Realignment of Sign
- APPENDIX C:** Definitions specific or pertinent to REPM/Chapter 10
- APPENDIX D:** Sign Inventory Maintenance Notification (RE2242)
- APPENDIX E:** Worksheet for determining ratio of outdoor advertising sign repair costs to replacement costs (RE2240)