

Resolution No. _____

A resolution prepared by *Citizens for a Scenic Wisconsin*, whereby seeking support from our State Legislatures to create stricter rules and regulations regarding off-premise signs

Whereas, there is an increasing number of large off-premise signs in the Wisconsin landscape, at approaches to Wisconsin cities and towns and in our communities; and

Whereas, it is apparent that at the rate of approximately 400 new signs a year, many of them taller than ever, there will be signs with commercial messages almost everywhere we go and we will see them whether we want to or not; and

Whereas, these signs, often referred to as billboards, are detracting from the scenic character of our state and from the enjoyment of our surroundings; and

Whereas, they reduce the attractiveness of Wisconsin to tourists and to the businesses that could relocate in Wisconsin;

Now, therefore be it resolved that the City/Town/Village of _____, in view of the above, and recognizing this as a statewide issue that individual communities cannot effectively control, we support statewide legislation that would stop the construction of any new billboards and that would provide funding for the gradual purchase and removal of billboards starting with those in the most scenic areas; and

Be it further resolved, that while we see no need for off-premise signs that advertise products and services that can be more appropriately advertised in other media such as newspapers, radio and TV, we recognize the value of signs that provide information of value to a traveler such as directions to gas stations, restaurants and hotels, and thus we support increasing the use of logo signs before exits on freeways and advocate expansion of the system of tasteful tourist-oriented directional signs.

Adopted by the City/Village/Town of _____ this ____ day of _____, 200__.

By _____ title _____

I _____, Clerk of the City/Village/Town of _____ do hereby certify that the foregoing resolution was adopted by the City/Village/Town of _____ Common Council/Board at a meeting on _____, 200__.

_____ clerk