**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)](https://docs.legis.wisconsin.gov/document/statutes/84.30%282%29%28k%29).

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)](https://docs.legis.wisconsin.gov/document/statutes/84.30%282%29%28b%29). Date of annexation can be found from annexation records at Secretary of State, see [http://www.sos.state.wi.us/record.htm.](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)](https://docs.legis.wisconsin.gov/document/administrativecode/Trans%20201.08))

**On-premises sign -** "On-premises" or "on-property sign," for purposes of Wis. Stat. §[84.30](https://docs.legis.wisconsin.gov/document/statutes/84.30) and Chapter [Trans 201](https://docs.legis.wisconsin.gov/code/admin_code/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)](https://docs.legis.wisconsin.gov/document/administrativecode/Trans%20201.09))

**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.