



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2005 Wisconsin Act 136
[2005 Assembly Bill 20]

**Displaying Attractions on Highway
Specific Information Signs**

Current law allows the Department of Transportation (DOT) to erect and maintain certain informational signs to assist motorists traveling along state highways. DOT may, with restrictions, authorize the erection and maintenance, on designated state highways, of specific information signs, which notify motorists that certain businesses located near a highway are available to provide gas, food, lodging, or camping to motorists. DOT also may, with restrictions, erect and maintain tourist-oriented directional signs to provide identification of and directional information for tourist-related businesses, services, or activities that derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the businesses, services, or activities are located. [s. 86.195, Stats.]

2005 Wisconsin Act 136 allows specific information signs to display the word “**attraction**,” along with “gas,” “food,” “lodging,” and “camping,” and allows a sign mounted on the specific information sign to identify the attraction. An attraction must have: (1) a primary purpose of providing amusement, historical, cultural, or leisure activities to the public; (2) regional significance; and (3) adequate parking accommodations. The Act specifies that it does not affect the ability of a person who displays an attraction on a specific information sign to also advertise or display information on the attraction on an outdoor advertising sign.

Effective Date: The Act takes effect on October 1, 2006 (the first day of the seventh month after publication).

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This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.state.wi.us/>.