



WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

2005 Assembly Bill 20

Assembly Amendment 1

Memo published: March 24, 2005

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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.

Assembly Bill 20 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 under the bill must have a primary purpose of providing amusement, historical, cultural, or leisure activities to the public, regional significance, and adequate parking. The bill does not affect the ability of a person who displays an attraction on a specific information sign to also advertise the attraction on an outdoor advertising sign.

ASSEMBLY AMENDMENT 1

- Adds clarification language to specify that the bill 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 under s. 84.30, Stats.

LEGISLATIVE HISTORY

On March 24, 2005, the Assembly Committee on Transportation recommended for introduction and adoption Assembly Amendment 1 by unanimous consent.

The Assembly Committee on Transportation recommended passage of the bill, as amended, by a vote of Ayes, 14; Noes, 0.

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