



**WISCONSIN STATE LEGISLATURE ...  
PUBLIC HEARING - COMMITTEE RECORDS**

**2005-06**

(session year)

**Senate**

(Assembly, Senate or Joint)

**Committee on Natural Resources and  
Transportation...**

**COMMITTEE NOTICES ...**

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

**INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL**

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)  
(**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**ajr** = Assembly Joint Resolution)  
(**sb** = Senate Bill)                              (**sr** = Senate Resolution)                              (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

## Senate

### Record of Committee Proceedings

#### **Committee on Natural Resources and Transportation**

##### **Senate Bill 332**

Relating to: authorizing specific information signs on certain portions of USH 12.

By Senators Robson and Kedzie; cosponsored by Representatives Towns, Lothian and Nass.

September 14, 2005 Referred to Committee on Natural Resources and Transportation.

October 20, 2005 **PUBLIC HEARING HELD**

Present: (5) Senators Kedzie, Stepp, Kapanke, Wirsch and  
Breske.

Absent: (0) None.

##### Appearances For

- Kelley Flurry — Senator Judy Robson's Office
- Debra Williamson — Whitewater Chamber of Commerce

##### Appearances Against

- None.

##### Appearances for Information Only

- None.

##### Registrations For

- Neal Kedzie — Senator, 11th Senate District
- Debi Towns — Representative, 43rd Assembly District
- David Vieth — Wisconsin Department of Transportation

##### Registrations Against

- Janet Swandby — Outdoor Advertising Association of Wisconsin

November 3, 2005 **EXECUTIVE SESSION HELD**

Present: (5) Senators Kedzie, Stepp, Kapanke, Wirsch and  
Breske.

Absent: (0) None.

Moved by Senator Kapanke, seconded by Senator Wirsch that  
**Senate Bill 332** be recommended for passage.

Ayes: (5) Senators Kedzie, Stepp, Kapanke, Wirch and  
Breske.

Noes: (0) None.

PASSAGE RECOMMENDED, Ayes 5, Noes 0

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Matt Phillips  
Committee Clerk

Vote Record

Committee on Natural Resources and Transportation

Date: November 3, 2005

Bill Number: Senate Bill 332

Moved by: Kapanke      Seconded by: Wirch

Motion: Passage

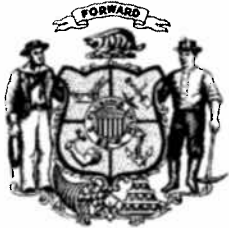
<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
Senator Neal Kedzie, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Cathy Stepp	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Dan Kapanke	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Robert Wirch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Roger Breske	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals:	<u>5</u>	<u>0</u>	<u>    </u>	<u>    </u>

Motion Carried

Motion Failed



# WISCONSIN STATE LEGISLATURE





# Judith B. Robson

Wisconsin State Senator

September 14, 2004

Senator Neal Kedzie, Chair  
Senate Committee on Natural Resources and Transportation  
State Capitol, Room 313 South

Dear Senator Kedzie:

Thank you for agreeing to co-author Senate Bill 332, which authorizes specific information signs to be placed on the Highway 12 Bypass at Whitewater.

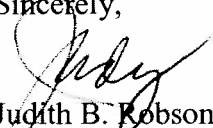
I drafted Senate Bill 332 after a meeting of about 35 business owners and city officials in Whitewater who are very concerned about the drop in traffic to the city's two business districts since the bypass opened on August 4. The Culver's manager said transactions were down 10-18 percent from a year ago; the McDonald's manager said business was down 30 percent; and the Super 8 owner said business is down 50 percent. There was a consensus that Specific Information Signs would draw traffic back into Whitewater.

As you know, Specific Information Signs are the blue signs displaying logos for restaurants, gas stations, hotels, and campgrounds. Businesses must purchase a logo and then pay a monthly rental fee. A private company markets, installs, and maintains the signs. My bill authorizes such signs to be erected on Highway 12 between County P and Tri-County Road.

When looking at Highway 12 in Walworth County, the Department of Transportation discovered that an existing Specific Information Sign located on Highway 12 near Highway 67 north of Elkhorn is not authorized by statute. This bill corrects that oversight, and designates Highway 12 from State Highway 11 to State Highway 67 north of Elkhorn for Specific Information Signs.

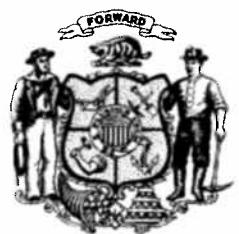
The Whitewater people are eager to come to the Capitol to testify in support of the bill. Because this is an urgent situation economically for them, I respectfully request that you schedule Senate Bill 332 for a public hearing as soon as possible. Thank you for your attention to this request.

Sincerely,

  
Judith B. Robson  
State Senator  
15<sup>th</sup> Senate District



# WISCONSIN STATE LEGISLATURE





# DEBI TOWNS

STATE REPRESENTATIVE  
43<sup>RD</sup> ASSEMBLY DISTRICT

## Testimony Given by Representative Towns on AB 664 (companion bill to SB 332) at Assembly Transportation Hearing held on October 6<sup>th</sup>

Thank you, Mr. Chair, and members of the committee for hearing this request. Assembly Bill 664 actually does two things:

**Its primary purpose** is to name a newly opened stretch of US Hwy 12 in Walworth Cty in Chapter 86 as being an eligible stretch of highway for Specific Information Signs – these are the blue signs that you see placed within the right of way of federal-aid primary and secondary highways. These signs generally have up to 6 square icons of either gas, food or lodging businesses that are available at the indicated intersection or exit.

Currently under Chap 86, a significant portion of US Hwy 12 is allowed to post Specific Information Signs, beginning at the Illinois state line and extending north beyond the City of Elkhorn.

I am asking that you approve this request to add the newly constructed US Hwy 12 bypass around the City of Whitewater that opened in August of this year. Private signage is not allowed on this stretch of bypass highway, and currently it is not possible for travelers to know that there are local services available in Whitewater by turning off of the bypass. Local business owners have raised considerable concern about the lack of signage on the roadway and the drop in business they have experienced because of it.

This legislation authorizes the special signage to be placed between County Hwy P, where the new bypass begins, and Tri-County Road, where the new bypass ends. Obviously, the legal description for this stretch of highway could not have been included in the original law of 1990 because the bypass did not exist.

**The second thing** that this bill does is correct a descriptive error in Chap 86. When we were working with the Dept of Transportation on adding the new stretch of Hwy 12, it was discovered that the description of the stretch of Hwy 12 that currently exists in statute did not accurately describe where the Specific Information Signs are currently placed. This bill changes that point of destination to make it accurate – in ss 86.195(2)(ag)21 the north point is stated as STH 11 and it should be STH 67.

My understanding from the fiscal estimate is that any cost to the state will be insignificant. The State is reimbursed by the businesses that are displayed on the signs.

In summary, basically this is a modernization of a highway provision statute and, I very much appreciate your timely consideration of this request.

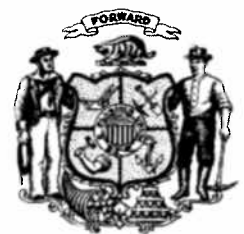
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**43<sup>rd</sup> Assembly District:**  
7930 North Eagle Road • Janesville, WI 53548





# WISCONSIN STATE LEGISLATURE



**Chairman's Notes: Senate Committee on  
Natural Resources and Transportation  
Public Hearing – October 20, 2005**

- Welcome to today's hearing of the Senate Committee on Natural Resources and Transportation. Today we are having a public hearing on a number of Transportation related bills. We will also be entering into executive session to vote on a number of Natural Resources bills that the Committee has previously held a public hearing on.
- Committee Clerk will take Attendance. The roll will be left open for members who have yet to arrive.
- I would like to remind individuals wishing to testify to fill out a hearing slip and give it to the member of the Sergeant's Staff.
- Also, because of the number of bills before the committee today, I would encourage everyone to limit their comments to 5 minutes or less. For those that have written testimony, I would encourage you to summarize instead of reading it verbatim.
- It is my intent to take up the items in the order listed on the hearing notice, and will take up Companion bills at the same time.

## **Seante Bill 332 (Robson/Towns)**

Relating to: authorizing specific information signs on certain portions of USH 12.

Summary: This bill extends the authorization for Specific Information Signs (Gas, Food, Lodging) on USH 12 beyond STH 11 to STH 67 north of Elkhorn. In addition, the bill authorizes the erection and maintenance of specific information signs on USH 12 from CTH "P" in Walworth County to Tri County Road in Rock County (Whitewater Bypass).

Fiscal Effect: A fiscal estimate prepared by the Department of Transportation indicates that 15 signs would need to be erected to comply with passage of this law. Each sign would have up to 6 panels, and the Department receives a \$40 per panel permit fee annually from the contractor. The costs to construct the signs is paid for by the contractor.

### Questions:

- To business community: It is my understanding that your local governments prohibit the construction of new billboards along this route. Would you still be interested in participating in this program if you had the opportunity to advertise on a billboard instead?
- For DOT: I understand that there is at least 1 SIS sign that is located North of Elkhorn, outside of the current statutory boundary – how did this sign get constructed if the law says it can't be there, and now that it is up, if this legislation doesn't pass, will the Department leave the sign there or have it removed?

**Senate Bill 282**

**Relating to: special distinguishing registration plates associated with the Wisconsin Women's Health Foundation and making an appropriation.**

- MOTION TO ADOPT SENATE AMENDMENT 1 1271 \$ 8000 from rev. of plates to DMV for startup
- SECOND
- DISCUSSION
- ✓ ROLE CALL
  
- MOTION TO ADOPT SENATE AMENDMENT 2 1272 Funds from sales into new appropriation DFRS for the foundation
- SECOND
- DISCUSSION
- ✓ ROLE CALL
  
- MOTION FOR PASSAGE AS AMENDED
- SECOND
- DISCUSSION
- ✓ ROLE CALL

*DOT request*

**Senate Bill 332**

**Relating to: authorizing specific information signs on certain portions of USH 12.**

- MOTION FOR PASSAGE
- SECOND
- DISCUSSION
- ✓ ROLE CALL

**Assembly Bill 664 (companion to SB 332)**

**Relating to: authorizing specific information signs on certain portions of USH 12.**

- MOTION TO RECOMMEND CONCURRENCE
- SECOND
- DISCUSSION
- ROLE CALL

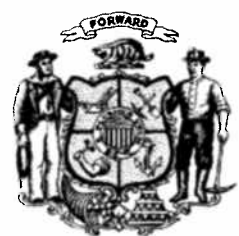
**Senate Bill 122**

**Relating to: the licensing of motor vehicle salvage dealers.**

- MOTION TO ADOPT SENATE AMENDMENT 1
- SECOND
- DISCUSSION
- ✓ ROLE CALL
  
- MOTION FOR PASSAGE AS AMENDED ✓
- SECOND
- DISCUSSION
- ✓ ROLE CALL



WISCONSIN STATE LEGISLATURE



**Testimony on Senate Bill 332 from Senator Judy Robson  
Given by Assistant Kelley Flury  
Senate Transportation Committee  
October 20, 2005  
Room 330 Southwest**

Good Afternoon, Chairman Kedzie and committee members.

Thank you for scheduling this bill for a public hearing.

I am a staff member for Senator Judy Robson. Due to a previous commitment in her district, Senator Robson could not be here today, so I am testifying on her behalf.

Senator Robson's district includes the City of Whitewater and the town of Whitewater.

This summer, a new bypass was built to route Highway 12 traffic around the city.

After the ribbon cutting August 4, Whitewater businesses noticed a significant drop in the number of customers coming in. Before the bypass, they got a good deal of business from people passing through town.

The business owners discussed a number of ways they can draw motorists back into the city. One of the ways is the Specific Information Signs.

Specific Information Signs are the white-on-blue signs with business logos for food, lodging and camping. Only highways that are designated in statute can have Specific Information Signs.

In order for a highway or portion of highway to be eligible for Specific Information Signs, the highway must be enumerated in statute.

Senate Bill 332 authorizes Specific Information Signs on the Highway 12 bypass.

It also designates a stretch of Highway 12 near Elkhorn which currently has Specific Information Signs, but does not have the statutory authorization.

Senator Robson would appreciate your support for this bill.

THANK YOU.

86.191 MISCELLANEOUS HIGHWAY PROVISIONS

obtained from the officials charged with the maintenance of such highways. The name of a newspaper on a newspaper tube or receptacle shall not be deemed to be any advertising, direction, guide, warning or other sign or marker within the meaning of this section.

(2) In case any person shall violate the provisions of this section, the authorities in charge of the maintenance of the highway upon which such violation occurs shall promptly remove such advertising, direction, guide, warning or other sign or marker.

(3) If any signs at present exist in the public right-of-way on any highway within 1,000 feet of the intersection of any 2 or more highways or streets beyond the limits of any incorporated city or village which are, in the opinion of the officials in charge of the maintenance of such highway, a menace to the safety of the public traveling along such highways, said officials shall notify the owners of such signs to remove the same, or to remove the danger producing features, and in case the owners do not do so, or in case the owners cannot be found with reasonable effort, the authorities in charge of said highway shall remove said signs from within the right-of-way.

(4) The triangles bounded by any 2 adjacent intersecting highways and a line drawn between the points on the center lines of said highways 1,000 feet from the intersection of their center lines, are declared prohibited ground for the erection of any danger producing advertising signs, when such intersection is beyond the corporate limits of any city or village. No advertising sign, design or insignia shall hereafter be erected within said triangles which will endanger the safety of the public traveling along any highways, and if there now exist in any such triangle any advertising signs, designs, or insignia endangering the safety of the public traveling along such highways, the authorities in charge of the maintenance of such highways shall take up the matter with the owner of the sign and with the owner of the land, and shall cause the same to be removed, or to be so altered as to remove the danger producing features. Within the same triangles the authorities in charge of maintaining any road shall require the property owner to minimize the obstruction to the view across the triangle insofar as is possible, and shall make such arrangements with the property owner as will make travel on the intersecting highways as safe as is reasonably possible.

(5) Any person who violates any of the provisions of this section shall be guilty of a misdemeanor and on conviction thereof shall be punished by a fine of not less than \$25 nor more than \$100 for each offense, or by imprisonment in the county jail for a period not exceeding 30 days, or by both such fine and imprisonment in the discretion of the court.

History: 1991 a. 316; 1993 a. 490.

Cross Reference: See also ss. Trans 200.02 and 200.04, Wis. adm. code.

86.192 Penalty for injuring guide board, markers, etc.

(1) No person may injure, deface or remove any sign, guide board, mile post, signal or marker erected by the state or by any municipality thereof for the warning, instruction or information of the public. The following warning shall be affixed to the front of each such sign, guide board, mile post, signal or marker: "WARNING: \$25 to \$100 fine or imprisonment for removing or tampering with this sign."

(1m) No person may possess any sign, guide board, mile post, signal or marker of the type erected by the state or by any municipality for the warning, instruction or information of the public, unless the person can demonstrate that he or she obtained it in a legal manner. Possession of such a sign, guide board, mile post, signal or marker creates a rebuttable presumption of illegal possession. In this subsection, "possession" means the presence of such a sign, guide board, mile post, signal or marker on premises owned or controlled by the person, including but not limited to a rented apartment, rented room or dormitory room. Persons who voluntarily notify a law enforcement agency of the presence on their premises of such a sign, guide board, mile post, signal or marker shall be exempt from prosecution under this subsection.

(2) Any person who violates this section shall be fined \$25 for the first violation, \$100 for a subsequent violation, or imprisoned not exceeding 30 days for the first violation, or 60 days for a subsequent violation, or both fined and imprisoned in the discretion of the court. The court may, in addition, order any such person either to restore or replace any such damaged sign, mile post, signal or marker, or to pay the cost thereof.

(3) On conviction of any person of a violation of this section, the person or persons who informed against and aided in the prosecution of such offense to conviction shall be paid by the court one-half of the amount of the fine paid into the court.

(4) Any person who violates this section is guilty of a Class H felony if the injury, defacement or removal causes the death of a person.

History: 1975 c. 169, 421; 1997 a. 283; 2001 a. 109.

**86.195 Specific information signs.** (1) DEFINITIONS. Unless defined differently in this section, the terms used in this section are defined in accordance with the manual of uniform traffic control devices adopted by the department under s. 84.02 (4) (e). In this section:

(a) "Business sign" means a separately attached sign mounted on the rectangular sign panel to show the brand, symbol, trademark, or name, or combination of these, for a motorist service available on a crossroad at or near an interchange or an intersection.

(c) "Motorist service" means a business which qualifies under sub. (3).

(d) "Specific information sign" means a rectangular sign panel which displays:

1. One or more of the words "GAS", "FOOD", "LODGING" and "CAMPING";
2. Directional information; and
3. One or more business signs.

(2) SIGNS AND FEES. (a) Except as provided in par. (ag), the department may authorize the erection and maintenance of a specific information sign upon the request of any person within the right-of-way of a federal-aid primary highway or within the right-of-way of a federal-aid secondary highway under the jurisdiction of the department, except that no specific information sign may be erected within any city, village or town unless the specific information sign is erected in compliance with rules promulgated by the department for such signs in a city, village or town.

(ag) On and after May 8, 1990, the department may not authorize the erection of a specific information sign under par. (a) unless the highway is one of the following highways under the jurisdiction of the department:

1. I 43 from I 90 at Beloit to USH 41 at Green Bay.
2. I 90 from the state line in Rock County to the state line in La Crosse County.
3. I 94 from the state line in Kenosha County to the state line in St. Croix County.
4. STH 11 from STH 81 west of Monroe to I 43 at Delavan.
5. STH 11 from I 43 at Elkhorn to STH 32 at Racine.
6. STH 13 from STH 97 at Marshfield to STH 182 at Park Falls.
7. STH 16 from STH 67 at Oconomowoc to I 94 at Waukesha.
8. STH 21 from I 94 north of Tomah to USH 41 at Oshkosh.
9. STH 23 from STH 44 at Ripon to I 43 at Sheboygan.
10. STH 26 from I 90 at Janesville to USH 41 south of Oshkosh.
11. STH 29 from USH 41 at Green Bay to I 94 west of Elk Mound.
12. STH 33 from USH 41 at Allenton to STH 32 at Port Washington.
13. STH 36 from STH 50 at Springfield to STH 100 at Milwaukee.

- 14. STH 50 from STH 120 at Lake Geneva to STH 32 at Kenosha.
  - 15. STH 53 from I 94 at Eau Claire to I 535 at Superior.
  - 16. STH 57 from I 43 at Green Bay to Sturgeon Bay.
  - 16m. STH 172 from I 43 southeast of Green Bay to USH 41 at Ashwaubenon.
  - 17. USH 2 from USH 53 east of Superior to the state line in Iron County.
  - 18. USH 8 from the state line in Polk County to USH 53 west of Cameron.
  - 19. USH 8 from USH 51 southeast of Bradley to STH 47 at Monico.
  - 20. USH 10 from STH 13 south of Marshfield to STH 42 at Manitowoc.
  - 21. USH 12 from the state line in Walworth County to STH 11 at Elkhorn. *add: to the junction of Hwy 67 north of Elkhorn*
  - 22. USH 12 from I 90 east of Madison to I 90 north of Wisconsin Dells.
  - 23. USH 18 from STH 35 at Prairie du Chien to USH 151 east of Dodgeville.
  - 24. USH 41 from STH 181 at Milwaukee to the state line in Marinette County.
  - 25. USH 45 from USH 41 at Richfield to STH 28 at Kewaskum.
  - 26. USH 45 from USH 41 at Appleton to USH 8 at Monico.
  - 27. USH 51 from STH 78 north of Portage to USH 2 at Hurley.
  - 28. USH 63 from I 94 south of Baldwin to USH 2 west of Ashland.
  - 29. USH 64 from the state line in St. Croix County to USH 63 east of New Richmond.
  - 30. USH 78 from I 90 south of Portage to USH 51 north of Portage.
  - 31. USH 141 from I 43 at Green Bay to the state line in Marinette County.
  - 32. USH 151 from STH 11 south of Dickeyville to USH 41 at Fond du Lac.
  - 33. STH 441 between the Roland Kampo Bridge and USH 41, designated as the tri-county expressway, in Calumet, Outagamie and Winnebago counties.
  - 34. USH 53 from I 90 at La Crosse to STH 35 north of Holmen.
  - 35. USH 14 from USH 12/18 at Madison to STH 138 at Oregon.
- (am) Notwithstanding par. (a), no specific information sign may be erected within any county having a population over 500,000.
- (b) 1. Upon the request of any person, the department may authorize the installation and maintenance of a business sign on an existing specific information sign.
3. The person requesting installation of a business sign shall provide, at his or her expense, a business sign which meets specifications established by the department.
- (c) A person who requests the erection or installation of a sign under par. (a) or (b) shall pay to the department an annual permit fee of \$40 to cover administrative costs and the cost of inspection of the signs erected or installed under this section. In addition, the person requesting a sign under par. (a) or (b) shall pay a fee for the manufacture, installation and maintenance of the specific information sign and the installation and maintenance of the business sign.
- (d) The department shall contract for the erection, installation and maintenance of signs under this section. The department may require the contractor to provide liability insurance for purposes of this section.
- (3) MOTORIST SERVICES. Specific information signs may only include business signs for the following categories of motorist ser-

vices: "GAS", "FOOD", "LODGING" and "CAMPING". To qualify for display on a specific information sign a business must meet the following standards for the respective category of motorist service:

- (a) "GAS" shall have:
  1. Vehicle services including fuel, oil and water;
  2. Restroom facilities and drinking water;
  3. Continuous operation of at least 16 hours a day, 7 days a week for freeways and expressways, and continuous operation of at least 12 hours a day, 7 days a week for other highways, provided automotive fuel is available under the energy fuel allocation program established under P.L. 93-159; and
  4. Public telephone.
- (b) "FOOD" shall have:
  1. Licensing or approval, where required;
  2. Regular operation at least 5 days a week, opening for service no later than 10 a.m. and remaining open until at least 7 p.m.;
  3. Fifty percent of the gross receipts of the business are from meal, food, food product and beverage sales taxable under s. 77.54 (20) (c); and
  4. Public telephone.
- (c) "LODGING" shall have:
  1. Licensing or approval, where required;
  2. Adequate sleeping accommodations; and
  3. Public telephone.
- (d) "CAMPING" shall have:
  1. Licensing or approval, where required;
  2. Adequate parking accommodations; and
  3. Modern sanitary facilities and drinking water.

(4) LOCATION. (a) Specific information signs shall be located so as to take advantage of natural terrain, to have the least impact on the scenic environment and to avoid visual conflict with other signs within the highway right-of-way.

(b) The relative location of successive specific information signs near a particular intersection shall be in the following order, as seen by the traveling public: "CAMPING", "LODGING", "FOOD" and "GAS".

(5) CRITERIA. (a) Distance to services. 1. Except as provided in subds. 2. and 3., a motorist service may not be located more than 3 miles from the federal-aid primary or secondary highway on which the specific information sign for the motorist service is erected.

2. Except as provided in subd. 3., if no business in the category of motorist service is available within the 3-mile limit, the limit in subd. 1. may be extended in 3-mile increments to a maximum distance of 15 miles from the federal-aid primary or secondary highway until a business in the category of motorist service is reached.

3. If no business in the category of motorist service is available within the 3-mile limit, the limit in subd. 1. may, on or after May 8, 1990, be extended to a maximum distance of not more than 5 miles from the highway.

(b) Number of signs permitted. No more than one specific information sign for each category of motorist service may be erected along an approach to an interchange or intersection. No specific information sign may contain more than 6 business signs.

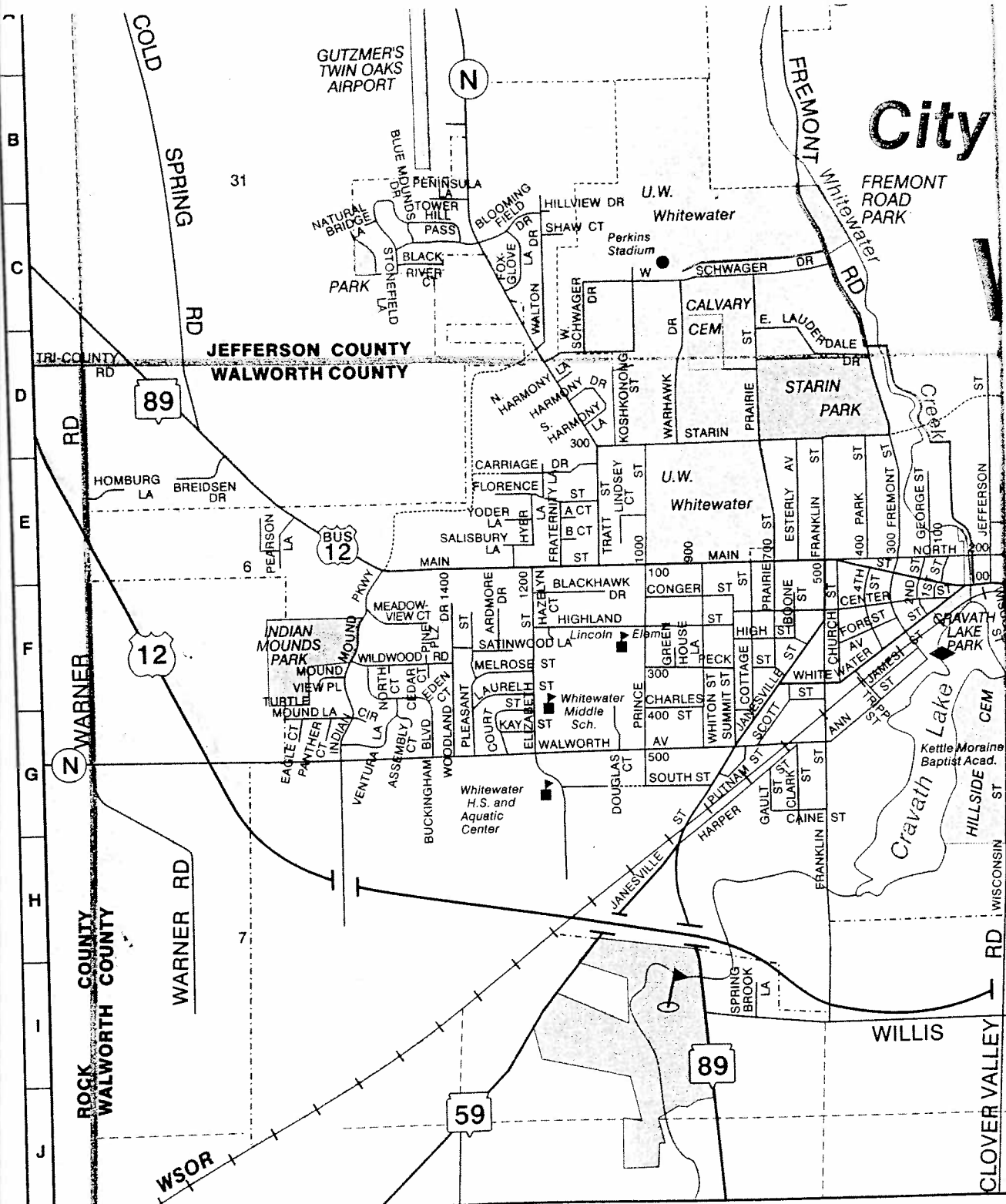
(c) Conformity with discrimination laws. Each business identified as a motorist service on a specific information sign shall, as a condition of eligibility for erection, installation and maintenance of a sign under this section, give written assurance to the department that the business conforms with all applicable laws concerning the provisions of public accommodations without regard to race, religion, color, sex or national origin.

(6) COMPOSITION. (a) Specific information signs and business signs shall have a blue reflectorized background with a white reflectorized border and white reflectorized legend. Sign panels may be illuminated.

*add:  
36.  
USH 12  
from  
STH P  
in  
Walworth  
County  
to  
Tri  
County  
Road  
in  
Rock  
County.*



# City



GUTZMER'S  
TWIN OAKS  
AIRPORT

31

N

FREMONT  
Whitewater  
RD

FREMONT  
ROAD  
PARK

JEFFERSON COUNTY  
WALWORTH COUNTY

89

BUS  
12

12

WARNER  
RD

ROCK COUNTY  
WALWORTH COUNTY

WARNER RD

7

59

89

WSOR

CLOVER VALLEY  
RD

WILLIS

NATURAL  
BRIDGE  
PARK

BLACK  
RIVER  
PARK

BLUE MOUNTAIN  
PENINSULA

TOWER  
HILL  
PASS

STONERFIELD  
LA

FOX  
GLOVE  
FIELD

WALTON  
LA DR

W. SCHWAGER  
DR

N. HARMONY  
LA

HARMONY  
DR

S. HARMONY  
LA

CARRIAGE  
DR

FLORENCE  
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YODER  
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SALISBURY  
LA

MAIN

MEADOW-  
VIEW CT

WILDWOOD  
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N. HARMONY  
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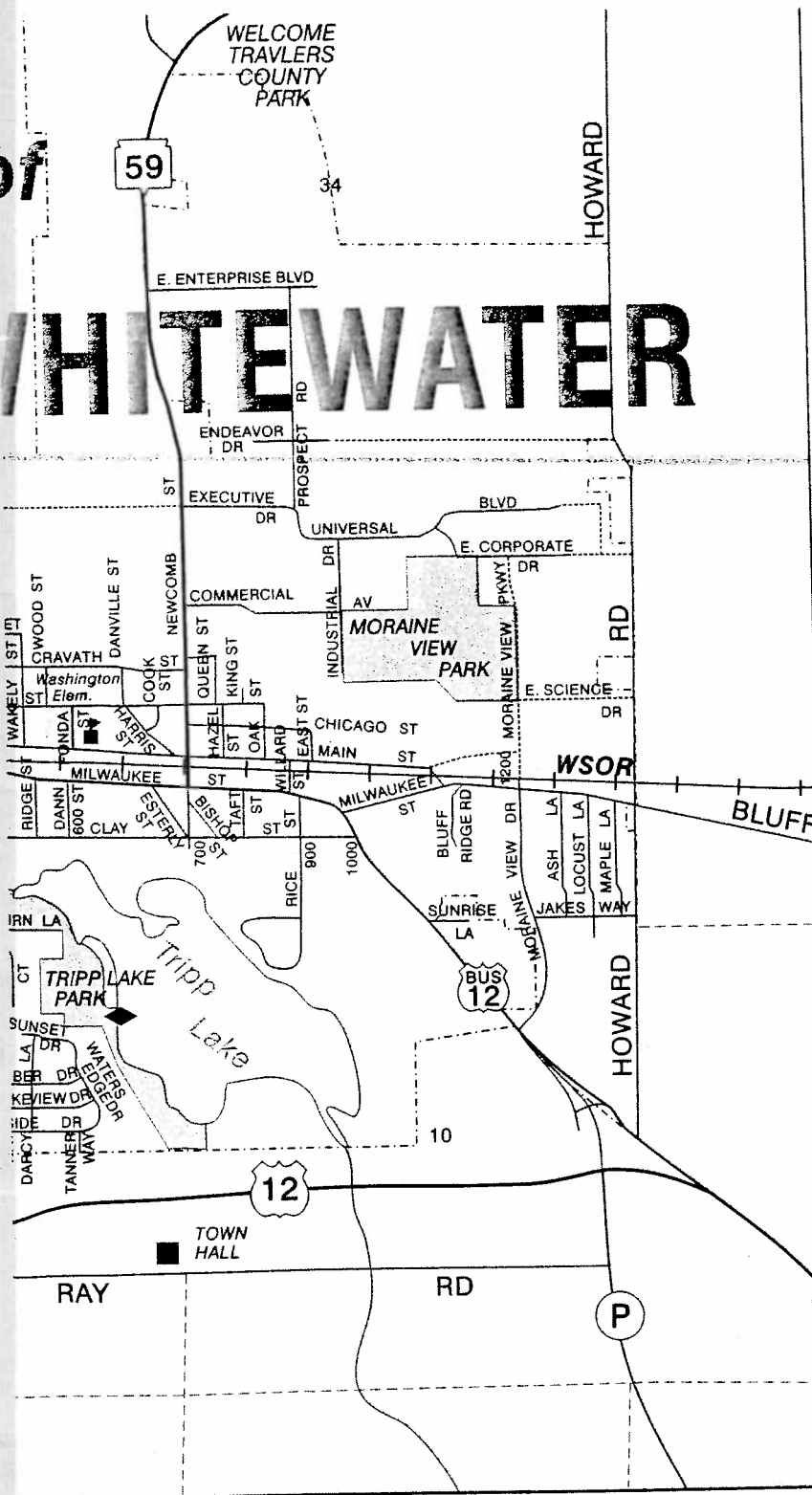
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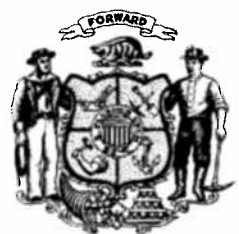
# WHITEWATER



2nd St	F-7	Koshkonong St	D-5
4th St	F-7	Kylee Way	H-8
A Ct	E-5	Lakeview Dr	H-8
Amber Dr	H-8	Lauderdale Dr	D-7
Ann St	G-7	Laurel St	F-4
Ardmore Dr	F-4	Lindsey Ct	E-5
Ash La	G-12	Locust La	G-12
Assembly Ct	G-3	Main St	E-4
B Ct	E-5	Main St	E-6
Bishop St	F-10	Main St	F-11
Black River Ct	C-4	Maple La	G-12
Blackhawk Dr	F-5	Meadowview Ct	F-3
Bloomington Dr	C-4	Melrose St	F-4
Blue Mounds Dr	B-3	Milwaukee St	F-9
Bluff Ridge Rd	F-11	Milwaukee St	F-11
Boone St	F-6	Moraine View Dr	G-12
Breidsen Dr	E-2	Moraine View Pkwy	E-12
Buckingham Blvd	G-4	Mound View Pl	F-3
Caine St	G-6	Natural Bridge La	C-3
Caine St	G-6	Newcomb St	E-9
Carriage Dr	E-4	North Ct	F-3
Cedar Ct	F-3	North St	E-8
Center St	F-7	Oak St	F-10
Charles St	G-5	Panther Ct	G-3
Cherry St	E-8	Park St	E-7
Chicago St	F-11	Parkside Dr	H-8
Church St	F-7	Pearson La	E-2
Clark St	G-6	Peck St	F-8
Clay St	F-9	Peninsula La	B-4
Clover Valley Rd	J-7	Pine Plaza	F-4
Coburn La	G-8	Pleasant St	G-4
Cold Spring Rd	A-1	Prairie St	D-6
Commercial Av	E-10	Prairie St	F-6
Conger St	F-5	Prince St	G-5
Cook St	E-9	Prospect Rd	D-10
Corporate Dr (E.)	D-12	Putnam St	G-6
Cottage St	F-8	Queen St	E-10
Court St	G-4	Rice St	G-10
Cravath St	E-9	Ridge St	F-9
Dann St	F-9	Salisbury La	E-4
Danville St	E-9	Satinwood La	F-4
Darcy La	H-8	Schwager Dr (W.)	C-5
Douglas Ct	G-5	Science Dr (E.)	E-12
Eagle Ct	G-2	Scott St	G-6
East St	F-10	Shaw Ct	C-5
Eden Ct	F-4	South St	G-5
Ehler Ct	G-8	Spring Brook La	I-6
Elizabeth St	G-4	Starin	D-6
Endeavor Dr	D-10	Stonfield La	C-3
Enterprise Blvd (E.)	C-10	Summit St	G-6
Esterly Av	E-6	Sunrise La	G-11
Esterly St	F-9	Sunset Dr	G-8
Executive Dr	D-10	Taft St	F-10
Florence St	E-4	Tanner Way	H-9
Fonda St	F-9	Tower Hill Pass	C-4
Forest Av	F-7	Traft St	E-5
Foxglove La	C-4	Tri-County Rd	D-1
Franklin St	H-7	Tripp St	G-7
Franklin St	E-7	Turtle Mound Cir	G-3
Fraternity La	E-5	Turtle Mound La	F-2
Fremont Rd	B-7	Universal Blvd	D-11
Fremont St	E-7	Ventura La	G-3
Gault St	G-6	Walton Dr	C-4
George St	E-7	Walworth Av	G-5
Green House La	F-5	Warhawk Dr	D-6
Green St	G-8	Warner Rd	G-1
Harmony Dr	D-5	Waters Edge Dr	H-9
Harmony La (N./S.)	D-5	Wavely St	F-8
Harper St	G-6	Whitewater St	F-7
Harriet St	E-8	Whiton St	G-6
Harrie St	F-9	Wildwood Rd	F-3
Hazel St	F-10	Willard St	F-10
Hazelyn Ct	F-4	Willis Ray Rd	I-7
High St	F-6	Wisconsin St	F-8
Highland St	F-5	Wisconsin St	H-8
Hillview Dr	C-5	Wood St	E-9
Homburg La	E-1	Woodland Dr	G-4
Howard Rd	H-12	Yoder La	E-4
Hyer La	E-4		
Indian Mound Pkwy	G-3		
Industrial Dr	E-11		
Jakes Way	G-12		
James St	F-7		
Janesville St	H-5		
Janesville St	G-6		
Jefferson St	E-8		
Kay St	G-4		



# WISCONSIN STATE LEGISLATURE





44 EAST MIFFLIN STREET, SUITE 101  
MADISON, WISCONSIN 53703  
608-286-0764

October 20, 2005

## MEMORANDUM

TO: Members of the Senate Committee on Natural Resources and Transportation

FROM: Janet R. Swandby, Executive Director

RE: **Opposition to SB Bill 332/AB 664 – SIS signs on Highway 12 Bypass**

The members of the Outdoor Advertising Association of Wisconsin appreciate the concern and outrage felt by the owners of businesses in downtown Whitewater. An unwanted bypass now routes traffic around the downtown and away from the City's commercial district. These businesses need signs to direct traffic to their gas stations, restaurants, and hotels. Indeed, tourism-related businesses like these are the bulk of the advertisers on outdoor advertising signs (or billboards) around the State.

Our members would like to make sure that Committee members are aware of the history of the current statute which limits the SIS program to certain highways. The list of 30-plus highways on which specific information (or blue-logo) signs are permitted was developed in negotiations among the Department of Transportation, the OAAW and the tourism industry back in 1990. Limits on the number of specific information signs was adopted because they directly compete with their privately-owned signs along the State's highways. At the time, the list was offered by the DOT as the routes planned to become four-lane highways in the next 20-30 years. In the spirit of compromise, OAAW agreed to allow SIS on these highways and was assured by the DOT that the list would not be expanded.

In the case of the Highway 12 bypass, privately-owned, taxpaying businesses could provide the same service as the SIS or blue-logo signs. Outdoor advertising signs or billboards could direct travelers off the bypass and to Whitewater's downtown commercial district, but the City of Whitewater and Walworth County both prohibit the construction of new billboards. Local municipalities have the authority to regulate signs in a way that balances aesthetic concerns with the needs of the business community. **Unfortunately, these municipalities appear to not fully appreciate the needs of their retail and service businesses. This billboard ban forces the businesses in Whitewater to request authorization for government-owned, specific information signs along the Highway 12 bypass.**

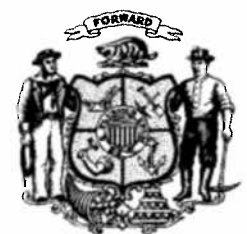
Keep in mind that the SIS program will only serve the needs of the gas stations, restaurants, and hotels. All of the other businesses in Whitewater will still be in need of signs to direct travelers to the downtown commercial district.

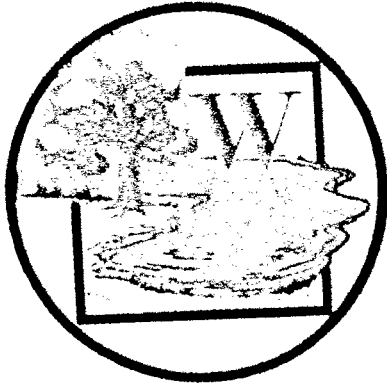
As long as a state-run program gives the appearance of addressing the signage needs of the business community, municipal leaders will not have to adopt sign ordinances which truly meet the needs of local business owners.

With regret, the OAAW opposes Assembly Bill 664 and Senate Bill 332.



# WISCONSIN STATE LEGISLATURE





## CITY OF WHITEWATER

Education - Industry - Agriculture

Office of City Manager

312 W. Whitewater Street

P.O. Box 178

Whitewater, Wisconsin 53190

<http://www.ci.whitewater.wi.us>

Telephone: (262) 473-0500 ext. 200

Fax: (262) 473-0509

October 20, 2005

State Senator Neal Kedzie, Chair  
State Senate Committee on Natural Resources and Transportation  
Room 313 South  
State Capitol  
Madison, WI 53708

Dear Senator Kedzie:

On behalf of the City of Whitewater, I wish to submit testimony in favor of Senate Bill 332 which the Senate Committee on Natural Resources and Transportation will be considering later today.

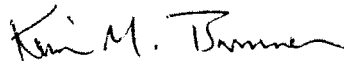
Since the STH 12 Whitewater Bypass opened on August 4<sup>th</sup> of this year, our local business community has suffered significant economic losses due to inadequate signage on this new highway to not only direct motorists to our community but also to our many food, lodging and fuel establishments. Frankly, this \$36 million state highway project has caused nothing but pain and consternation to our community because of this inadequate signage as well as its poor intersection designs. Allowing Specific Information Signs (SIS) will reduce the economic pain to some of our businesses that truly rely on STH 12 traffic for their economic livelihoods as well as assist motorists in navigating their way in and around our city.

The STH 12 Whitewater Bypass traverses through three counties as well as the three rural townships that surround the City of Whitewater. Only one intersection lies within the city's corporate limits (STH 12/STH 89) while the other three intersections that provide access into our City are located in these rural townships. The areas that approach all four intersections are outside the City limits. These townships currently do not allow any type of billboard or outdoor advertising.

Even if billboard or outdoor advertising was allowed by our neighboring townships, it would not an adequate amount of business signage opportunities that the SIS program would provide. There are approximately 40 food, lodging and fuel establishments in our community that could potentially benefit from this type of signage.

This is a classic case where specific information signs should be allowed. 35 other locations in the State are provided with specific statutory authority for these signs...STH12 around Whitewater should be the 36<sup>th</sup>. On behalf of the Whitewater Common Council, our citizens and business community, I urge your support of this important legislation. I thank our bipartisan legislative team of Sen. Judy Robson and Rep. Debi Towns as well as yourself for authoring this bill."

Sincerely,



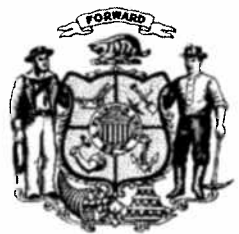
Kevin M. Brunner  
City Manager

cc- State Senator Judy Robson  
State Representative Deb Towns  
City Council Members





# WISCONSIN STATE LEGISLATURE



Whitewater Area Chamber of Commerce  
PO Box 34, Whitewater, WI 53190

no date

In re: Senate Bill ~~664~~ 332

Dear Committee Members:

My name is Deb Williamson and I am the Executive Director of the Whitewater Area Chamber of Commerce. Many of our members couldn't leave their businesses to be here today, so I will speak on their behalf.

Since the Highway 12 bypass opened on August 4, our members are reporting a significant decrease in business as compared to last year at this time. Some report as much as a 50% decrease in business. Our gas, food and lodging businesses depend on the drive-by traffic that once came through Whitewater on business Highway 12. Due to the bypass, this traffic is being directed around the city and due to lack of signage, the travelers not only can't find the city - they don't even see us.

The bypass goes through townships that currently do not allow for outdoor advertising and billboards. The businesses of Whitewater do not have the luxury of waiting to see if township, city and county governments will change their opinions on outdoor advertising. Many of the small businesses can't afford outdoor advertising. It is also my understanding that SIS will allow for 6 businesses per sign. We have four intersections - that would be 24 businesses that could be helped by these signs. There is no way we could get, or would even want, 24 billboards in that same amount of space along Highway 12.

If you talk to people in Whitewater you will hear story after story about how people that were traveling to Whitewater ended up in Fort Atkinson on the west or at Hwy. H and Elkhorn on the East before they realized that they had missed the city entirely. The businesses that depend on trucks to deliver their products to and from their buildings report that the truck drivers are - at best frustrated - at worst lost by the time they get to the business.

I have received numerous calls and emails at the chamber office asking for directions. One person that emailed indicated that they travel through Whitewater every weekend in the summer on their way to their summer home. They wanted to know how to get to their favorite restaurant, because they had missed finding it on three of their last visits. Another caller said that they will no longer shop in Whitewater because they feel that the bypass is unsafe and too confusing. They live between Elkhorn and Whitewater and will do their shopping in Elkhorn.

Although we are proud of our agriculture and our home town atmosphere, we are not a rural community. We are the home to the UW-Whitewater and the Irvin L. Young Auditorium which brings in internationally known entertainment. As the gateway to the Kettle Moraine, people from all over the country come to Whitewater to bike and hike our trails, to camp and to boat on the four lakes surrounding the area. A person traveling on the bypass can't see our unique shops, our great restaurants, our historic buildings, our artwork or our variety of special events. They will just pass us by.

As a result, the signage on the Highway 12 has become even more important. We support this bill to allow SIS on Highway 12 bypass and we ask you to do the same.

Thank you,



Deb Williamson  
Executive Director Whitewater Area Chamber of Commerce