

State of Wisconsin



2005 Assembly Bill 20

Date of enactment: **March 14, 2006**

Date of publication*: **March 28, 2006**

2005 WISCONSIN ACT 136

AN ACT to renumber 86.195 (1) (a); to amend 86.195 (1) (d) 1., 86.195 (3) (intro.) and 86.195 (4) (b); and to create 86.195 (1) (am), 86.195 (2) (b) 4. and 86.195 (3) (e) of the statutes; **relating to:** displaying attractions on highway specific information signs.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 86.195 (1) (a) of the statutes is renumbered 86.195 (1) (ar).

SECTION 2. 86.195 (1) (am) of the statutes is created to read:

86.195 (1) (am) "Business" includes an attraction, whether public or private, described in sub. (3) (e).

SECTION 3. 86.195 (1) (d) 1. of the statutes is amended to read:

86.195 (1) (d) 1. One or more of the words "GAS", "FOOD", "LODGING"—and, "CAMPING",—or "ATTRACTION";

SECTION 4. 86.195 (2) (b) 4. of the statutes is created to read:

86.195 (2) (b) 4. Nothing in this section prohibits a person requesting installation of a business sign under sub. (3) (e) from advertising or displaying information on any sign under s. 84.30, subject to any limitation on such signs under s. 84.30.

SECTION 5. 86.195 (3) (intro.) of the statutes is amended to read:

86.195 (3) **MOTORIST SERVICES.** (intro.) Specific information signs may only include business signs for the

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

SECTION 6. 86.195 (3) (e) of the statutes is created to read:

86.195 (3) (e) "ATTRACTION" shall have all of the following:

1. A primary purpose of providing amusement, historical, cultural, or leisure activities to the public.
2. Regional significance.
3. Adequate parking accommodations.

SECTION 7. 86.195 (4) (b) of the statutes is amended to read:

86.195 (4) (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: "ATTRACTION", "CAMPING", "LODGING", "FOOD" and "GAS".

SECTION 8. Effective date.

(1) This act takes effect on the first day of the 7th month beginning after publication.

* Section 991.11, WISCONSIN STATUTES 2003-04 : Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].