

1989 Senate Bill 151

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1989 WISCONSIN ACT 98

AN ACT to amend 86.195 (3) (a) 1 and (b) 2; and to create 86.196 of the statutes, relating to: tourist-oriented directional highway signs and specific information highway signs and granting rule-making authority.

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

SECTION 1. 86.195 (3) (a) 1. and (b) 2. of the statutes are amended to read:

86.195 (3) (a) 1. Vehicle services including fuel, oil, tire repair and water;

(b) 2. Regular operation at least 5 days a week for a total of at least 40 hours a week, opening for service no later than 10 a.m. and remaining open until at least 7 p.m.;

SECTION 2. 86.196 of the statutes is created to read:

86.196 Tourist-oriented directional signs. (1) In this section:

(a) "Tourist-oriented directional sign" means a sign providing identification of and directional information for tourist-related businesses, services or activities.

(b) "Tourist-related business, service or activity" means a business, service or activity the major portion of whose income or visitors is derived during the normal business season from motorists not residing in the immediate area where the business, service or activity is located.

(2) The department shall establish by rule standards for tourist-oriented directional signs. The rule shall conform to federal standards for tourist-oriented directional signs adopted under 23 USC 131 (q) and with the manual of uniform traffic control devices adopted by the department under s. 84.02 (4) (e). The rule shall include all of the following:

(a) Criteria for eligibility for signing.

(b) Criteria for limiting or excluding businesses, services and activities that maintain signs that do not conform to requirements under s. 84.30.

(c) Provisions for fees to cover costs of sign manufacture, erection and maintenance to be collected through a permit system.

(d) Provisions specifying sign design and composition.

(e) Provisions specifying maximum distances to eligible businesses, services and activities.

(f) Criteria for determining when to permit advance signing.

(g) Criteria for determining when to permit signing for facilities that are not located on a crossroad of a highway upon which tourist-oriented directional signs are permitted.

(h) Criteria for signing at at-grade intersections of expressways.

(i) Provisions specifying conditions under which the time of operation of a business, service or activity is shown.

(j) Provisions for covering or removing signs during off seasons for businesses, services and activities operated on a seasonal basis.

(k) Provisions specifying the maximum number of signs permitted per intersection.

(L) Provisions for limiting the number of signs and for establishing information centers when the number of eligible sign applicants exceeds the maximum number of tourist-oriented directional signs permitted.

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(m) Provisions to integrate specific information signs erected under s. 86.195 with tourist-oriented directional signs erected under this section.

(3) Upon the request of any person, a local authority that has adopted an ordinance permitting the erection of tourist-oriented directional signs may authorize their erection within the right-of-way of any highway under the jurisdiction of the local authority except a freeway, except that no tourist-oriented directional sign may be

erected unless it is erected in compliance with rules promulgated by the department for such signs.

(4) The department may contract for the erection, installation and maintenance of tourist-oriented directional signs within the right-of-way of any highway under the jurisdiction of the department except a freeway, except that no tourist-oriented directional sign may be erected unless it is erected in compliance with rules promulgated by the department for such signs.
