

1999 ASSEMBLY BILL 482

September 28, 1999 - Introduced by Representatives SERATTI, AINSWORTH, BRANDEMUEHL, GUNDERSON, HANDRICK, HASENOHRL, HUNDERTMARK, KAUFERT, KELSO, KREIBICH, F. LASEE, MUSSER, OLSEN, PETROWSKI, PETTIS, RYBA, STONE and VRAKAS, cosponsored by Senator BRESKE. Referred to Committee on Transportation.

1 **AN ACT to amend** 86.195 (3) (b) 2. and 86.195 (8) of the statutes; **relating to:**
2 specific information signs advertising seasonal food service.

Analysis by the Legislative Reference Bureau

The federal Highway Beautification Act limits the placement of signs visible from federal-aid highways. In furtherance of that act, this state restricts the display of specific information signs notifying motorists of available motorist services (gas, food, lodging or camping) unless the services are located within a specific limited distance off the highway and provide at least a minimum level of services. Currently, no sign that is visible from an interstate highway, state trunk highway or U.S. highway may advertise a motorist service offering "FOOD" unless the service has regular operation at least five days a week and opens for service no later than 10 a.m. and remains open until at least 7 p.m. Any sign for a "LODGING" or "CAMPING" motorist service that is operated on a seasonal basis must be removed or covered during off seasons.

This bill shortens the minimum time that a "FOOD" service must be open by requiring that the service be open for business no later than 11 a.m. instead of by 10 a.m. The bill also allows motorist services offering "FOOD" on a seasonal basis to be advertised on specific information signs visible from a highway, if the service is open at least 32 continuous weeks per year. The bill requires the sign for that service to be covered during the off-season.

