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.