

2005 ASSEMBLY BILL 20

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

Analysis by the Legislative Reference Bureau

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

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

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

7 86.195 (1) (am) “Business” includes an attraction, whether public or private,
8 described in sub. (3) (e).

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

10 86.195 (1) (d) 1. One or more of the words “GAS”, “FOOD”, “LODGING” ~~and,~~
11 “CAMPING”, or “ATTRACTION”;

ASSEMBLY BILL 20**SECTION 4**

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

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

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

7 86.195 (3) MOTORIST SERVICES. (intro.) Specific information signs may only
8 include business signs for the following categories of motorist services: “GAS”,
9 “FOOD”, “LODGING” and, “CAMPING”, and “ATTRACTION”. To qualify for
10 display on a specific information sign a business must meet the following standards
11 for the respective category of motorist service:

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

13 86.195 (3) (e) “ATTRACTION” shall have all of the following:

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

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

19 86.195 (4) (b) The relative location of successive specific information signs near
20 a particular intersection shall be in the following order, as seen by the traveling
21 public: “ATTRACTION”, “CAMPING”, “LODGING”, “FOOD” and “GAS”.

22 **SECTION 8. Effective date.**

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

25

(END)