

**ASSEMBLY BILL 20 (LRB -0926)**

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. (FE)

**2005**

02-23. A. Introduced by Representatives **Ainsworth, Hundertmark, Ballweg, Gielow, Hahn, Jeskewitz, Kerkman, Krawczyk, F. Lasee, LeMahieu, Lothian, McCormick, Mursau, Musser, Ott, Petrowski, Pettis, Steinbrink, Stone, Townsend, Vos and Vrakas**; cosponsored by Senators **Zien, Grothman, Kedzie, A. Lasee, Lassa and Olsen.**

01-20. A. Read first time and referred to committee on Transportation ..... 37

02-04. A. Fiscal estimate received.

03-03. A. Public hearing held.

03-24. A. Executive action taken.

03-24. A. Assembly amendment 1 offered by committee on Transportation (**LRB a0300**) ..... 149

04-15. A. Report Assembly Amendment 1 adoption recommended by committee on Transportation, Ayes 14, Noes 0 ..... 192

04-15. A. Report passage as amended recommended by committee on Transportation, Ayes 14, Noes 0 ..... 192

04-15. A. Referred to joint committee on Finance ..... 192

09-21. A. Executive action taken.

09-26. A. Report Assembly Amendment 1 adoption recommended by joint committee on Finance, Ayes 16, Noes 0 ..... 482

09-26. A. Report passage as amended recommended by joint committee on Finance, Ayes 16, Noes 0 ..... 482

09-26. A. Referred to committee on Rules ..... 482

12-06. A. Placed on calendar 12-13-2005 by committee on Rules.

12-06. A. Made a special order of business at 9:01 A.M. on 12-13-2005 pursuant to Assembly Resolution 43 ..... 653

12-13. A. Read a second time ..... 666

12-13. A. Assembly amendment 1 **adopted** ..... 666

12-13. A. Ordered to a third reading ..... 666

12-13. A. Rules suspended ..... 666

12-13. A. Read a third time and **passed** ..... 666

12-13. A. Ordered immediately messaged ..... 666

12-15. S. Received from Assembly ..... 500

12-15. S. Read first time and referred to committee on Natural Resources and Transportation ..... 500

**2006**

01-11. S. Public hearing held.

02-01. S. Executive action taken.

02-01. S. Report concurrence recommended by committee on Natural Resources and Transportation, Ayes 5, Noes 0 ..... 572

02-01. S. Available for scheduling.

02-23. S. Placed on calendar 2-28-2006 by committee on Senate Organization.

02-28. S. Read a second time.

02-28. S. Ordered to a third reading.

02-28. S. Senator Wirch added as a cosponsor.

02-28. S. Rules suspended.

02-28. S. Read a third time and **concurred in**, Ayes 33, Noes 0.

02-28. S. Ordered immediately messaged.

02-28. A. Received from Senate concurred in.

27

**2005  
ENROLLED BILL**

05en A B-20

**ADOPTED DOCUMENTS:**

Orig     Engr         SubAmdt     

05-0926/1

Amendments to above (if none, write "NONE"): AA1 — 20300/1

Corrections - show date (if none, write "NONE"): None

Topic Rel

3-1-06                      JR Miller  
Date                                      Enrolling Drafter

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## 2005 ASSEMBLY BILL 20

January 20, 2005 – Introduced by Representatives AINSWORTH, HUNDERTMARK, BALLWEG, GIELOW, HAHN, JESKEWITZ, KERKMAN, KRAWCZYK, F. LASEE, LEMAHIEU, LOTHIAN, MCCORMICK, MURSAU, MUSSER, OTT, PETROWSKI, PETTIS, STEINBRINK, STONE, TOWNSEND, VOS and VRAKAS, cosponsored by Senators ZIEN, GROTHMAN, KEDZIE, A. LASEE, LASSA and OLSEN. Referred to Committee on Transportation.

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.

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### *Analysis by the Legislative Reference Bureau*

Current law allows the Department of Transportation (DOT) to erect and maintain certain informational signs to assist motorists traveling along state highways. DOT may, with restrictions, authorize the erection and maintenance, on designated state highways, of specific information signs, which notify motorists that certain businesses located near a highway are available to provide gas, food, lodging, or camping to motorists. DOT also may, with restrictions, erect and maintain tourist-oriented directional signs to provide identification of and directional information for tourist-related businesses, services, or activities that derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the businesses, services, or activities are located.

This bill allows specific information signs to display the word “attraction,” along with “gas,” “food,” “lodging,” and “camping,” and allows a sign mounted on the specific information sign to identify the attraction. An attraction under the bill must have a primary purpose of providing amusement, historical, cultural, or leisure activities to the public, regional significance, and adequate parking. The bill does

**ASSEMBLY BILL 20**

not affect the ability of a person who displays an attraction on a specific information sign to also advertise the attraction on an outdoor advertising sign.

For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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

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

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

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

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

6           86.195 (1) (d) 1. One or more of the words “GAS”, “FOOD”, “LODGING” and,  
7 “CAMPING”, or “ATTRACTION”;

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

9           86.195 (2) (b) 4. Nothing in this section prohibits a person requesting  
10 installation of a business sign under sub. (3) (e) from advertising on any sign under  
11 s. 84.30, subject to any limitation on such signs under s. 84.30.

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

13           86.195 (3) MOTORIST SERVICES. (intro.) Specific information signs may only  
14 include business signs for the following categories of motorist services: “GAS”,  
15 “FOOD”, “LODGING” and, “CAMPING”, and “ATTRACTION”. To qualify for  
16 display on a specific information sign a business must meet the following standards  
17 for the respective category of motorist service:

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

19           86.195 (3) (e) “ATTRACTION” shall have all of the following:



**ASSEMBLY AMENDMENT 1,  
TO 2005 ASSEMBLY BILL 20**

March 24, 2005 – Offered by COMMITTEE ON TRANSPORTATION.

1 At the locations indicated, amend the bill as follows:

2 **1.** Page 2, line 10: after “advertising” insert “or displaying information?”.

3 (END)

