

2007 SENATE BILL 255

August 27, 2007 – Introduced by Senator PLALE, cosponsored by Representative RICHARDS. Referred to Committee on Transportation, Tourism and Insurance.

1 **AN ACT relating to:** directional highway signs for lakefront attractions in the
2 city of Milwaukee.

Analysis by the Legislative Reference Bureau

Under current law, the Department of Transportation (DOT) erects tourist-oriented directional signs to assist motorists traveling along highways. Tourist-oriented directional signs provide identification of and directional information for tourist-related businesses, services, or activities, which derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the business, service, or activity is located.

This bill requires DOT, after consultation with the Milwaukee Art Museum and upon receiving an application and applicable fees, to erect a total of eight tourist-oriented directional signs related to downtown lakefront attractions in the city of Milwaukee. Four of these signs must display the word “lakefront” and a logo adopted by the city of Milwaukee and the remaining four signs must display the name and logo of certain lakefront attractions.

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

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

3 **SECTION 1. Nonstatutory provisions.**

SENATE BILL 255**SECTION 1**

1 (1) TOURIST-ORIENTED DIRECTIONAL SIGNS FOR LAKEFRONT ATTRACTIONS IN THE CITY
2 OF MILWAUKEE. Notwithstanding the eligibility criteria established under section
3 86.196 of the statutes, the department of transportation, after consultation with the
4 Milwaukee Art Museum and upon application and payment of fees ordinarily
5 required for the erection of tourist-oriented directional signs, shall erect a total of
6 8 signs meeting the specifications under section 86.196 of the statutes, and rules
7 promulgated under that section, on I 94, I 794, and I 43/94 in the city of Milwaukee.
8 Each sign shall be located along the highway on one side only, viewable from the
9 lanes for traveling in the direction of the downtown lakefront of the city of
10 Milwaukee. Two signs shall be located along I 94, 2 signs shall be located along I 794,
11 and 4 signs shall be located along I 43/94. The 4 signs that are located farthest from
12 the downtown lakefront of the city of Milwaukee shall display the word “lakefront”
13 and the Calatrava logo adopted by the city of Milwaukee as its cultural icon. The
14 remaining 4 signs shall each display the name and logo of all of the following
15 lakefront attractions and shall be located at or near appropriate exit ramps in
16 proximity to these lakefront attractions:

- 17 (a) The Milwaukee Art Museum.
18 (b) The Betty Brinn Children’s Museum.
19 (c) Discovery World–Pier Wisconsin.
20 (d) Summerfest–Lakeshore State Park.
21 (e) The War Memorial Center.
22 (f) McKinley Marina.

23 (END)