

2007 DRAFTING REQUEST

Bill

Received: **02/27/2007**

Received By: **agary**

Wanted: **As time permits**

Identical to LRB:

For: **Jeffrey Plale (608) 266-7505**

By/Representing: **Jennifer Oechsner (aide)**

This file may be shown to any legislator: **NO**

Drafter: **agary**

May Contact:

Addl. Drafters:

Subject: **Transportation - highways**

Extra Copies: **BAB**

Submit via email: **YES**

Requester's email: **Sen.Plale@legis.wisconsin.gov**

Carbon copy (CC:) to: **aaron.gary@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Highway signs for lakefront attractions in Milwaukee

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?				_____			State
/P1	agary 03/14/2007	lkunkel 03/15/2007	jfrantze 03/15/2007	_____	lparisi 03/15/2007		State
/P2	agary 03/21/2007	lkunkel 03/26/2007	rschluet 03/26/2007	_____	lparisi 03/26/2007		State
/1	agary 08/23/2007	kfollett 08/23/2007	nnatzke 08/23/2007	_____	mbarman 08/23/2007	sbasford 08/24/2007	

Vers. Drafted Reviewed Typed Proofed Submitted Jacketed Required

FE Sent For:

*at
intro*

<END>

2007 DRAFTING REQUEST

Bill

Received: **02/27/2007**

Received By: **agary**

Wanted: **As time permits**

Identical to LRB:

For: **Jeffrey Plale (608) 266-7505**

By/Representing: **Jennifer Oechsner (aide)**

This file may be shown to any legislator: **NO**

Drafter: **agary**

May Contact:

Addl. Drafters:

Subject: **Transportation - highways**

Extra Copies: **BAB**

Submit via email: **YES**

Requester's email: **Sen.Plale@legis.wisconsin.gov**

Carbon copy (CC:) to: **aaron.gary@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Highway signs for lakefront attractions in Milwaukee

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							State
/P1	agary 03/14/2007	lkunkel 03/15/2007	jfrantze 03/15/2007		lparisi 03/15/2007		State
/P2	agary 03/21/2007	lkunkel 03/26/2007	rschluet 03/26/2007		lparisi 03/26/2007		State
/1	agary 08/23/2007	kfollett 08/23/2007	nmatzke 08/23/2007		mbarman 08/23/2007		

Per ARG for Senate

email only

Vers. Drafted Reviewed Typed Proofed Submitted Jacketed Required

FE Sent For:

<END>

2007 DRAFTING REQUEST

Bill

Received: **02/27/2007**

Received By: **agary**

Wanted: **As time permits**

Identical to LRB:

For: **Jeffrey Plale (608) 266-7505**

By/Representing: **Jennifer Oechsner (aide)**

This file may be shown to any legislator: **NO**

Drafter: **agary**

May Contact:

Addl. Drafters:

Subject: **Transportation - highways**

Extra Copies: **BAB**

Submit via email: **YES**

Requester's email: **Sen.Plale@legis.wisconsin.gov**

Carbon copy (CC:) to: **aaron.gary@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Highway signs for lakefront attractions in Milwaukee

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							State
/P1	agary 03/14/2007	lkunkel 03/15/2007	jfrantze 03/15/2007		lparisi 03/15/2007		State
/P2	agary 03/21/2007	lkunkel 03/26/2007	rschluet 03/26/2007		lparisi 03/26/2007		

FE Sent For:

1/1 kf
8/23
nwn
8/23
nwn
8/23

PA's:
Please
jacket
"1"
-The. ABC

2007 DRAFTING REQUEST

Bill

Received: 02/27/2007

Received By: agary

Wanted: As time permits

Identical to LRB:

For: Jeffrey Plale (608) 266-7505

By/Representing: Jennifer Oechsner (aide)

This file may be shown to any legislator: NO

Drafter: agary

May Contact:

Addl. Drafters:

Subject: **Transportation - highways**

Extra Copies: **BAB**

Submit via email: YES

Requester's email: **Sen.Plale@legis.wisconsin.gov**

Carbon copy (CC:) to: **aaron.gary@legis.wisconsin.gov**

Pre Topic:

No specific pre topic given

Topic:

Highway signs for lakefront attractions in Milwaukee

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							State
/P1	agary 03/14/2007	lkunkel 03/15/2007	jfrantze 03/15/2007		lparisi 03/15/2007		

FE Sent For:

plmk 3/26

agary
3267

<END>

2007 DRAFTING REQUEST

Bill

Received: 02/27/2007

Received By: agary

Wanted: As time permits

Identical to LRB:

For: Jeffrey Plale (608) 266-7505

By/Representing: Jennifer Oechsner (aide)

This file may be shown to any legislator: NO

Drafter: agary

May Contact:

Addl. Drafters:

Subject: Transportation - highways

Extra Copies: BAB

Submit via email: YES

Requester's email: Sen.Plale@legis.wisconsin.gov

Carbon copy (CC:) to: aaron.gary@legis.wisconsin.gov

Pre Topic:

No specific pre topic given

Topic:

Highway signs for lakefront attractions in Milwaukee

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	agary	pl lmk 8/15		<i>[Signature]</i> 8/15			State

FE Sent For:

<END>

Gary, Aaron

From: Basford, Sarah
Sent: Wednesday, August 22, 2007 4:31 PM
To: Gary, Aaron
Subject: FW: Bill jacketing request

I just realized this is still a P draft. Could you re draft it to a /1 to be jacketed? Thanks.

Sarah Basford

Program Assistant
Legislative Reference Bureau
1 East Main, Suite 200
(608) 266-3561
sarah.basford@legis.wisconsin.gov

From: Oechsner, Jennifer
Sent: Wednesday, August 22, 2007 3:57 PM
To: LRB.Legal
Subject: Bill jacketing request

This email is a written request for a bill jacket for LRB-2095.

Jennifer Oechsner
Office of Senator Jeff Plale
State Capitol 313 South
District Office: 414.744.1444
Madison Office: 608.266.7505

2/27

Jenrok -

6-7505

Sen. Plele →

signage to attractions

Downtown Lake Front -
Milwaukee

sending e-mail

Gary, Aaron

From: Oechsner, Jennifer
Sent: Friday, March 09, 2007 11:02 AM
To: Gary, Aaron
Subject: RE: legislation

Hi Aaron,

Yes, there is more information. I just wasn't sure what to expect once you had it. Signs will be posted on 94, 43 & 794. I am still waiting for exact locations so that I will know how many we will be asking for in legislation.

Thanks,

Jennifer

From: Gary, Aaron
Sent: Friday, March 09, 2007 10:46 AM
To: Oechsner, Jennifer
Subject: RE: legislation

Hi Jennifer,

I can't speak for the whole agency, but for me turnaround time on drafts varies greatly - depending on a variety of factors, it can be as little as a couple days to six months or more. For this specific draft, it shouldn't be long - a week or so once I have the info. I haven't started working on it yet because I thought more info. was coming (per the 1st line of the e-mail at the bottom). Did you have more information for me? I can draft it if I just know on which highway to place each sign - exact location isn't necessary unless you want to provide it.

Aaron

Aaron R. Gary
Legislative Attorney
Legislative Reference Bureau
608.261.6926 (voice)
608.264.6948 (fax)
aaron.gary@legis.state.wi.us

From: Oechsner, Jennifer
Sent: Friday, March 09, 2007 9:46 AM
To: Gary, Aaron
Subject: RE: legislation

Aaron,

What is the average turnaround time for an LRB request? This is my first attempt.

Thanks for your time,

Jennifer Oechsner
Office of Senator Jeff Plale

From: Gary, Aaron
Sent: Tuesday, February 27, 2007 4:10 PM
To: Oechsner, Jennifer
Subject: RE: legislation

Hi Jennifer,

I have entered this request as LRB-2095.

Aaron

Aaron R. Gary
Legislative Attorney
Legislative Reference Bureau
608.261.6926 (voice)
608.264.6948 (fax)
aaron.gary@legis.state.wi.us

From: Oechsner, Jennifer
Sent: Tuesday, February 27, 2007 2:34 PM
To: Gary, Aaron
Subject: legislation

Aaron,

Here is what I have. I will have to get back to you with specific locations of signs.

<The Department of Transportation is instructed to work with the Milwaukee Art Museum to place different directional signs along interstate highways leading to Milwaukee's downtown lakefront.

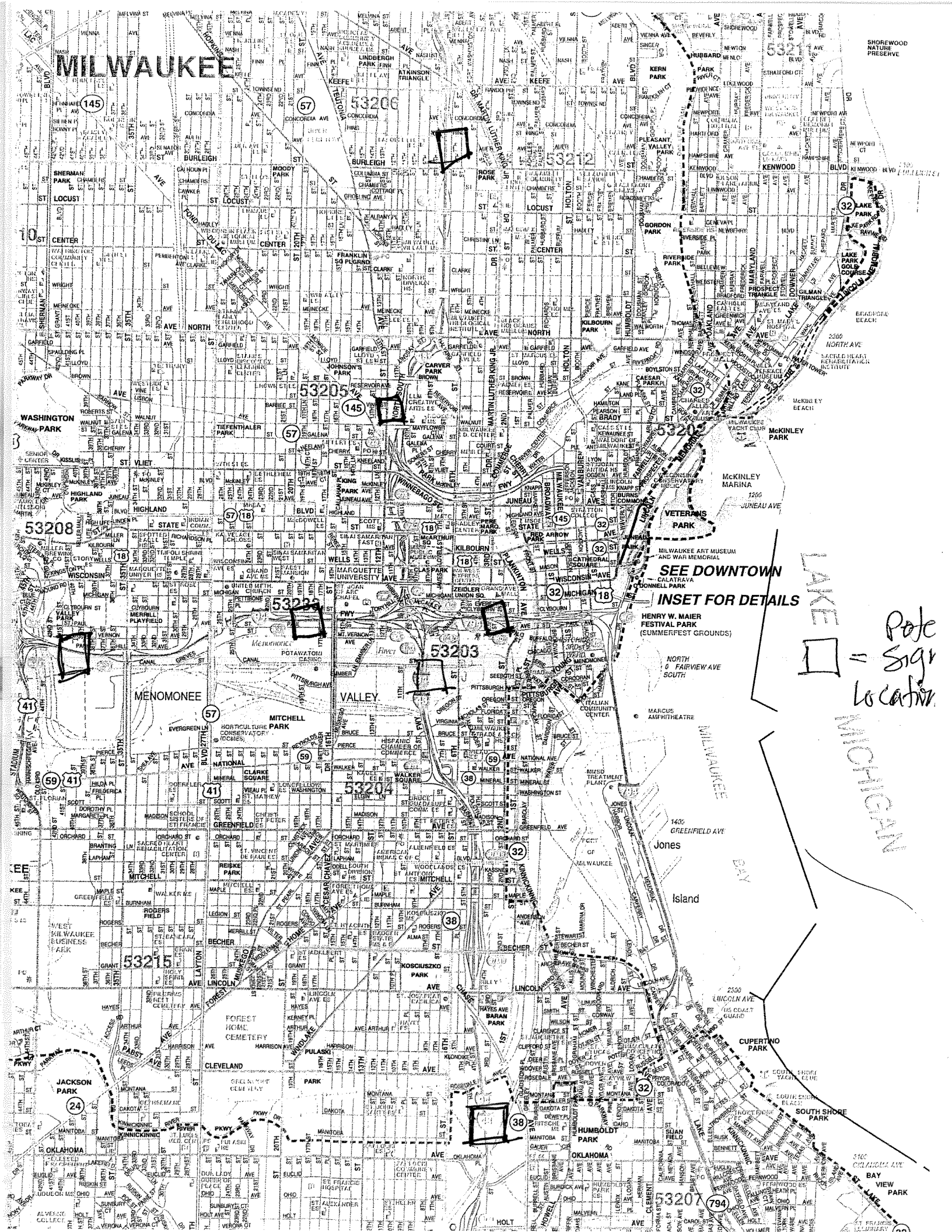
These signs should carry the Calatrava logo adopted by the City of Milwaukee as its cultural icon and the word "lakefront". At the off ramps leading to surface streets and the lakefront, the department should work with the museum to place directional signs that include the names and logos of the major lakefront attractions, including the Milwaukee Art Museum, Betty Brinn Children's Museum, Discovery World/Pier Wisconsin, Summerfest, Lakeshore State Park, War Memorial Center and McKinley Marina.>

Let me know if you have nay questions.

Thanks,

Jennifer Oechsner
Office of Senator Jeff Plale

MILWAUKEE



SEE DOWNTOWN
INSET FOR DETAILS

Lake Michigan
□ = Pole Sign Location

HENRY W. MAIER
FESTIVAL PARK
(SUMMERFEST GROUNDS)

MILWAUKEE ART MUSEUM
& WAR MEMORIAL
GALATRAVA
MCKINLEY PARK

MILWAUKEE ART MUSEUM
& WAR MEMORIAL
GALATRAVA
MCKINLEY PARK

MILWAUKEE ART MUSEUM
& WAR MEMORIAL
GALATRAVA
MCKINLEY PARK

MILWAUKEE ART MUSEUM
& WAR MEMORIAL
GALATRAVA
MCKINLEY PARK

500m

mk

in 3/14

B-Note

PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION

Genla

- 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 21 tourist-oriented directional signs related to downtown lakefront attractions in the city of Milwaukee. ✓ Seven of these signs must display the word "lakefront" and a logo adopted by the city of Milwaukee and must be placed at certain locations along one side of specified highways approaching the downtown lakefront of the city of Milwaukee. ✓ The remaining 14 signs, one on each side of the highway displaying the name and logo of seven lakefront attractions, must be erected along the highway under DOT's jurisdiction closest to the lakefront attraction displayed on the sign, at or near the exit ramp providing the most convenient access to the attraction. ✓

✓ 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:

1 **SECTION 1. Nonstatutory provisions.**

2 (1) TOURIST-ORIENTED DIRECTIONAL SIGNS FOR LAKEFRONT ATTRACTIONS IN THE CITY
3 OF MILWAUKEE. ✓ (a) Notwithstanding the eligibility criteria established under section
4 86.196 of the statutes, the department of transportation, after consultation with the
5 Milwaukee Art Museum and upon application and payment of fees ordinarily
6 required for the erection of tourist-oriented directional signs, shall erect signs
7 meeting the specifications under section 86.196 of the statutes, and rules
8 promulgated under that section, that display the word “lakefront” and the Calatrava
9 logo adopted by the city of Milwaukee as its cultural icon. ✓ The department shall erect
10 one sign, viewable from the lanes for traveling in the direction of the downtown
11 lakefront of the city of Milwaukee, at each of the following locations:

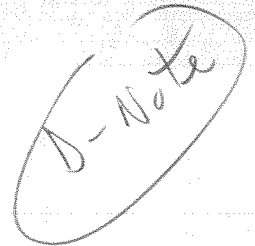
- 12 a. Along I 794 near North Plankinton Avenue. ✓
13 b. Along I 94 near North 19th Street. ✓
14 c. Along I 94 between USH 41 and North 35th Street. ✓
15 d. Along I 43 near West Canal Street. ✓
16 e. Along I 43 near West Harrison Avenue. ✓
17 f. Along STH 57 near STH 145. ✓
18 g. Along I 43 near West Burleigh Street. ✓

19 (b) Notwithstanding the eligibility criteria established under section 86.196 of
20 the statutes, the department of transportation, after consultation with the
21 Milwaukee Art Museum and upon application and payment of fees ordinarily

1 required for the erection of tourist-oriented directional signs, shall erect signs in the
2 city of Milwaukee meeting the specifications under section 86.196 of the statutes,
3 and rules promulgated under that section, for the Milwaukee Art Museum, the Betty
4 Brinn Children's Museum, Discovery World/Pier Wisconsin, Summerfest, Lakeshore
5 State Park, the War Memorial Center, and the McKinley Marina. Each sign shall
6 display the name and logo of the lakefront attraction to which the sign provides
7 directional information. After consultation with the Milwaukee Art Museum
8 regarding sign placement, the department shall erect two signs, one for each
9 direction of travel, for each of these lakefront attractions along the highway under
10 the department's jurisdiction closest to the lakefront attraction displayed on the
11 sign, at or near the exit ramp providing the most convenient access to the attraction. ✓

12

(END)

A handwritten note in a circle, reading "D-Note".

DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-2095/P1dn

ARG:.....

mk

(date)

ATTN: Jennifer Oechsner

Please review the attached draft carefully to ensure that it is consistent with your intent. ✓ Based upon the limited drafting instructions and difficulty I had in reading the map provided, I am uncertain whether the attached draft accurately reflects your intent. ✓ I also wonder, if in fact you intended that a sign be erected on STH 57 in Milwaukee, whether that portion of STH 57 would be under DOT's jurisdiction for purposes of signage. ✓

I have drafted these provisions as nonstatutory provisions, which is common for bills requiring DOT to do things like erect signs. ✓ Nonstatutory provisions are typically used for matters that have a limited duration. ✓ Technically, the bill requires DOT to erect the specified signs within the current biennium but would allow DOT to remove the signs at some point in the future. ✓ As a practical matter, it is unlikely that DOT would remove the signs once the biennium expires, but DOT might decline to conduct any maintenance of the signs. ✓ If you prefer, I can place these provisions in a statutory unit in ch. 86 and require maintenance of the signs as well. ✓

Because this bill requires the erection of signs in the right-of-way of federal-aid highways, I recommend that DOT review the bill to advise whether the erection of such signs would affect the amount of federal highway funds or federal incentive payments received by the state. ✓

Please let me know if you would like any changes made to the attached draft or if you have any questions. If the attached draft meets with your approval, let me know and I will convert it to an introducible "/1" draft. ✓

Aaron R. Gary
Legislative Attorney
Phone: (608) 261-6926
E-mail: aaron.gary@legis.wisconsin.gov

DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-2095/P1dn
ARG:lmk:jf

March 15, 2007

ATTN: Jennifer Oechsner

Please review the attached draft carefully to ensure that it is consistent with your intent. Based upon the limited drafting instructions and difficulty I had in reading the map provided, I am uncertain whether the attached draft accurately reflects your intent. I also wonder, if in fact you intended that a sign be erected on STH 57 in Milwaukee, whether that portion of STH 57 would be under DOT's jurisdiction for purposes of signage.

I have drafted these provisions as nonstatutory provisions, which is common for bills requiring DOT to do things like erect signs. Nonstatutory provisions are typically used for matters that have a limited duration. Technically, the bill requires DOT to erect the specified signs within the current biennium but would allow DOT to remove the signs at some point in the future. As a practical matter, it is unlikely that DOT would remove the signs once the biennium expires, but DOT might decline to conduct any maintenance of the signs. If you prefer, I can place these provisions in a statutory unit in ch. 86 and require maintenance of the signs as well.

Because this bill requires the erection of signs in the right-of-way of federal-aid highways, I recommend that DOT review the bill to advise whether the erection of such signs would affect the amount of federal highway funds or federal incentive payments received by the state.

Please let me know if you would like any changes made to the attached draft or if you have any questions. If the attached draft meets with your approval, let me know and I will convert it to an introducible "/1" draft.

Aaron R. Gary
Legislative Attorney
Phone: (608) 261-6926
E-mail: aaron.gary@legis.wisconsin.gov

Gary, Aaron

From: Oechsner, Jennifer
Sent: Tuesday, March 20, 2007 11:57 AM
To: Gary, Aaron
Subject: Sign legislation

Aaron,

Thank you for the quick turnaround time on the LRB request. Unfortunately, some of the details need changes. I apologize if the map was difficult to read and therefore not as helpful as I hoped. Rather than having specific locations listed we feel it might be better to only list the highways should exact locations change in the future.

-2 signs I94
-4 signs I43/I94
-2 signs I794

4 of the signs that are further out will have lakefront icon with the word "lakefront". 4 signs at appropriate exits will list each following location, each with a unique icon.

- Milwaukee Art Museum,
- Betty Brinn Children's Museum,
- Discovery World/Pier Wisconsin,
- Summerfest, Lakeshore State Park,
- War Memorial Center
- McKinley Marina.

I hope this gives you a better picture of what we are trying to accomplish with this legislation.

Feel free to call with any questions. I will be in our madison office (266-7505) today and Thursday and our milwaukee office tomorrow and Friday (414-744-1444).

Thank you for your time,

Jennifer Oechsner
Office of Senator Jeff Plale

07-2095



State of Wisconsin
2007 - 2008 LEGISLATURE

(SOON)

LRB-2095/1 P2
ARG:lmk/jf
in 3/21
keep Rmk

PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION

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

a total of eight

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 ~~14~~ tourist-oriented directional signs related to downtown lakefront attractions in the city of Milwaukee. ~~Seven~~ of these signs must display the word "lakefront" and a logo adopted by the city of Milwaukee and must be placed at certain locations along one side of specified highways approaching the downtown lakefront of the city of Milwaukee. The remaining ~~14~~ signs, one on each side of the highway displaying the name and logo of ~~seven~~ lakefront attractions, must be erected along the highway under DOT's jurisdiction closest to the lakefront attraction displayed on the sign, at or near the exit ramp providing the most convenient access to the attraction.

Four

four

certain

and the

✓

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:

SECTION 1. Nonstatutory provisions.

(1) TOURIST-ORIENTED DIRECTIONAL SIGNS FOR LAKEFRONT ATTRACTIONS IN THE CITY OF MILWAUKEE. (a) Notwithstanding the eligibility criteria established under section 86.196 of the statutes, the department of transportation, after consultation with the Milwaukee Art Museum and upon application and payment of fees ordinarily required for the erection of tourist-oriented directional signs, shall erect signs meeting the specifications under section 86.196 of the statutes, and rules promulgated under that section, ~~that~~ display the word "lakefront" and the Calatrava logo adopted by the city of Milwaukee as its cultural icon. The department shall erect

a total of eight signs

one sign, viewable from the lanes for traveling in the direction of the downtown lakefront of the city of Milwaukee, at each of the following locations:

- a. Along I 794 near North Plankinton Avenue.
- b. Along I 94 near North 19th Street.
- c. Along I 94 between USH 41 and North 35th Street.
- d. Along I 43 near West Canal Street.
- e. Along I 43 near West Harrison Avenue.
- f. Along STH 57 near STH 145.
- g. Along I 43 near West Burleigh Street.

(b) Notwithstanding the eligibility criteria established under section 86.196 of the statutes, the department of transportation, after consultation with the Milwaukee Art Museum and upon application and payment of fees ordinarily

insert 2-8

insert 2-9

1 required for the erection of tourist-oriented directional signs, shall erect signs in the
2 city of Milwaukee meeting the specifications under section 86.196 of the statutes,
3 and rules promulgated under that section, for the Milwaukee Art Museum, the Betty
4 Brinn Children's Museum, Discovery World-Pier Wisconsin, Summerfest,
5 Lakeshore State Park, the War Memorial Center, and the McKinley Marina. Each
6 sign shall display the name and logo of the lakefront attraction to which the sign
7 provides directional information. After consultation with the Milwaukee Art
8 Museum regarding sign placement, the department shall erect two signs, one for
9 each direction of travel, for each of these lakefront attractions along the highway
10 under the department's jurisdiction closest to the lakefront attraction displayed on
11 the sign, at or near the exit ramp providing the most convenient access to the
12 attraction.

13 (END)

2007-2008 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRB-2095/P2ins
ARG:.....

INSERT 2-8:

~~SP1~~ (no P) on I 94, I 794, and I 43/94 in the city of Milwaukee. Each sign shall be located along the highway on one side only, viewable from the lanes for traveling in the direction of the downtown lakefront of the city of Milwaukee. Two signs shall be located along I 94, two signs shall be located along I 794, and four signs shall be located along I 43/94. The four signs that are located farthest from the downtown lakefront of the city of Milwaukee shall

INSERT 2-9:

(no P) The remaining four signs shall each display the name and logo of all of the following lakefront attractions and shall be located at or near appropriate exit ramps in proximity to these lakefront attractions:

- (a) The Milwaukee Art Museum.
- (b) The Betty Brinn Children's Museum.
- (c) Discovery World-Pier Wisconsin.
- (d) Summerfest-Lakeshore State Park.
- (e) The War Memorial Center.
- (f) McKinley Marina.



TODAY

LRB-2095/22 1

ARG:lmk:rs

in
8/23

Stapp MR

PRELIMINARY DRAFT - NOT READY FOR INTRODUCTION

No changes

Regen

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.

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)