



2007 SENATE BILL 279

1 **AN ACT** *to amend* 86.195 (2) (b) 1. and 86.195 (5) (a); and *to create* 86.195 (4)
2 (c) and 86.195 (5) (a) 4. of the statutes; **relating to:** attractions displayed on
3 highway specific information signs.

Analysis by the Legislative Reference Bureau

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

4 **SECTION 1.** 86.195 (2) (b) 1. of the statutes is amended to read:
5 86.195 (2) (b) 1. ~~Upon~~ Subject to sub. (4) (c), upon the request of any person,
6 the department may authorize the installation and maintenance of a business sign
7 on an existing specific information sign.
8 **SECTION 2.** 86.195 (4) (c) of the statutes is created to read:
9 86.195 (4) (c) No business sign under sub. (3) (e) may be erected or maintained
10 on a highway for a business that is more directly reached by any other highway on

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1 which specific information signs are authorized under sub. (2). No more than one
2 business sign under sub. (3) (e) may be erected or maintained on a highway, for each
3 direction of travel, for the same business.

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

5 86.195 (5) (a) *Distance to services.* 1. Except as provided in subds. 2. ~~and 3.~~ to
6 4., a motorist service may not be located more than 3 miles from the federal-aid
7 primary or secondary highway on which the specific information sign for the motorist
8 service is erected.

9 2. Except as provided in ~~subd.~~ subds. 3. and 4., if no business in the category
10 of motorist service is available within the 3-mile limit, the limit in subd. 1. may be
11 extended in 3-mile increments to a maximum distance of 15 miles from the
12 federal-aid primary or secondary highway until a business in the category of
13 motorist service is reached.

14 3. ~~If~~ Except as provided in subd. 4., if no business in the category of motorist
15 service is available within the 3-mile limit, the limit in subd. 1. may, on or after May
16 8, 1990, be extended to a maximum distance of not more than 5 miles from the
17 highway.

18 **SECTION 4.** 86.195 (5) (a) 4. of the statutes is created to read:

19 86.195 (5) (a) 4. A business in the category of motorist service specified in sub.
20 (3) (e) may not be located more than 30 miles from the federal-aid primary or
21 secondary highway on which the specific information sign for the motorist service is
22 erected.

23 **(END)**