



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2007 Wisconsin Act 55
[2007 Senate Bill 279]

**Attractions Displayed on Highway
Specific Information Signs**

Current law permits 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 motorist services in the category of gas, food, lodging, camping, or *attraction*. An “attraction” must have: (1) a primary purpose of providing amusement, historical, cultural, or leisure activities to the public; and (2) regional significance.

A motorist service generally must be located *not more than three miles* from the highway on which the specific information sign for the motorist service is erected except that, after May 8, 1990, if no business in the category of motorist service is available within this three-mile distance, a motorist service may be located not more than *five miles* from the highway on which the sign is erected.

Under *Act 55*, a motorist service *that is an attraction* may be located *not more than 30 miles* from the highway on which the specific information sign for the motorist service is erected. The Act specifies that: (1) more than one sign, for each direction of travel, for the attraction may be displayed on a highway specific information sign; and (2) an attraction’s sign may be displayed only on the highway by which the attraction is most directly reached and on which specific information signs are authorized.

Effective Date: Act 55 took effect on March 19, 2008.

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This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.state.wi.us/>.