AN ACT to renumber and amend 86.191 (6) (a); and to create 86.191 (6) (a) 2. and 86.191 (6) (d) 6. of the statutes; relating to: advertising on bus shelters located on state trunk highways.

Analysis by the Legislative Reference Bureau

Under this bill, advertising signs may be placed on bus shelters located on state trunk highways. Current law prohibits placing advertising signs within a highway right-of-way, subject to certain exceptions. This bill creates another exception for signs placed on bus shelters located on state trunk highways, subject to limitations.

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

SECTION 1. 86.191 (6) (a) of the statutes is renumbered 86.191 (6) (a) (intro.) and amended to read:

86.191 (6) (a) (intro.) In this subsection, “business entity”:

1. “Business entity” has the meaning given in s. 13.62 (5), but does not include any real estate broker or salesperson licensed under ch. 452 or any other individual selling real estate or personal property owned by the individual.
SECTION 2. 86.191 (6) (a) 2. of the statutes is created to read:

86.191 (6) (a) 2. “Bus shelter” means a shelter or bench located at a transit stop for use by passengers of public transportation systems owned or operated by governmental units or public authorities and that was placed in accordance with s. 86.07 (2), applicable rules promulgated by the department of transportation, and any applicable federal regulations.

SECTION 3. 86.191 (6) (d) 6. of the statutes is created to read:

86.191 (6) (d) 6. Subject to any applicable federal regulation, any sign placed upon a bus shelter located on a state trunk highway, if the sign does not impair the highway or impede vehicular traffic on the highway.

(END)