

1989 Senate Bill 506

Date of enactment: **April 23, 1990**

Date of publication\*: **May 7, 1990**

# 1989 WISCONSIN ACT 315

**AN ACT** to repeal 86.195 (2) (b) 2 and 86.196 (2) (e); to amend 86.195 (2) (a), 86.195 (2) (b) 1, 86.195 (5) (a), 86.195 (5) (b) and 86.196 (3) and (4); and to create 86.195 (2) (ag), 86.195 (5) (a) 3, 86.196 (1) (c) and 86.196 (5) of the statutes, relating to: tourist-oriented directional highway signs and specific information highway signs.

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

**SECTION 1.** 86.195 (2) (a) of the statutes is amended to read:

86.195 (2) (a) ~~Upon the request of any person~~ Except as provided in par. (ag), the department may authorize the erection and maintenance of a specific information sign upon the request of any person within the right-of-way of a federal-aid primary highway or within the right-of-way of a federal-aid secondary highway under the jurisdiction of the department, except that no specific information sign may be erected within any city or village unless the specific information sign is erected in compliance with rules promulgated by the department for such signs in a city or village.

**SECTION 2.** 86.195 (2) (ag) of the statutes is created to read:

86.195 (2) (ag) On and after the effective date of this paragraph .... [revisor inserts date], the department may not authorize the erection of a specific information sign under par. (a) unless the highway is one of the following highways under the jurisdiction of the department:

1. I 43 from I 90 at Beloit to USH 41 at Green Bay.
2. I 90 from the state line in Rock county to the state line in La Crosse county.
3. I 94 from the state line in Kenosha county to the state line in St. Croix county.
4. STH 11 from STH 81 west of Monroe to I 43 at Delevan.
5. STH 11 from I 43 at Elkhorn to STH 32 at Racine.

6. STH 13 from STH 97 at Marshfield to STH 182 at Park Falls.

7. STH 16 from STH 67 at Oconomowoc to I 94 at Waukesha.

8. STH 21 from I 94 north of Tomah to USH 41 at Oshkosh.

9. STH 23 from STH 44 at Ripon to I 43 at Sheboygan.

10. STH 26 from I 90 at Janesville to USH 41 south of Oshkosh.

11. STH 29 from USH 41 at Green Bay to I 94 west of Elk Mound.

12. STH 33 from USH 41 at Allenton to STH 32 at Port Washington.

13. STH 36 from STH 50 at Springfield to STH 100 at Milwaukee.

14. STH 50 from STH 120 at Lake Geneva to STH 32 at Kenosha.

15. STH 53 from I 94 at Eau Claire to I 535 at Superior.

16. STH 57 from I 43 at Green Bay to Sturgeon Bay.

17. USH 2 from USH 53 east of Superior to the state line in Iron county.

18. USH 8 from the state line in Polk county to USH 53 west of Cameron.

19. USH 8 from USH 51 southeast of Bradley to STH 47 at Monico.

20. USH 10 from STH 13 south of Marshfield to STH 42 at Manitowoc.

21. USH 12 from the state line in Walworth county to STH 11 at Elkhorn.

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22. USH 12 from I 90 east of Madison to I 90 north of Wisconsin Dells.

23. USH 18 from STH 35 at Prairie du Chien to USH 151 east of Dodgeville.

24. USH 41 from STH 181 at Milwaukee to the state line in Marinette county.

25. USH 45 from USH 41 at Richfield to STH 28 at Kewaskum.

26. USH 45 from USH 41 at Appleton to USH 8 at Monico.

27. USH 51 from STH 78 north of Portage to USH 2 at Hurley.

28. USH 63 from I 94 south of Baldwin to USH 2 west of Ashland.

29. USH 64 from the state line in St. Croix county to USH 63 east of New Richmond.

30. USH 78 from I 90 south of Portage to USH 51 north of Portage.

31. USH 141 from I 43 at Green Bay to the state line in Marinette county.

32. USH 151 from STH 11 south of Dickeyville to USH 41 at Fond du Lac.

**SECTION 3.** 86.195 (2) (b) 1. of the statutes is amended to read:

86.195 (2) (b) 1. ~~Subject to the restriction in subd. 2, upon~~ Upon the request of any person, the department may authorize the installation and maintenance of a business sign on an existing specific information sign.

**SECTION 4.** 86.195 (2) (b) 2. of the statutes is repealed.

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

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

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

**SECTION 6.** 86.195 (5) (a) 3. of the statutes is created to read:

86.195 (5) (a) 3. If no business in the category of motorist service is available within the 3-mile limit, the limit in subd. 1 may, on or after the effective date of this subdivision .... [revisor inserts date], be extended to a maximum distance of not more than 5 miles from the highway.

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**SECTION 7.** 86.195 (5) (b) of the statutes is amended to read:

86.195 (5) (b) *Number of signs permitted.* No more than one specific information sign for each category of motorist service may be erected along an approach to an interchange or intersection. ~~The No~~ specific information sign for “GAS” may contain ~~no~~ more than 6 business signs. ~~The specific information sign for “FOOD”, “LODGING” or “CAMPING” may contain no more than 4 business signs.~~

**SECTION 8.** 86.196 (1) (c) of the statutes is created to read:

86.196 (1) (c) “Urban areas” means the areas located within the urban area boundaries contained in the January 1, 1989, document prepared by the department in cooperation with the federal highway administration and entitled “Urban Federal Aid Systems”.

**SECTION 9.** 86.196 (2) (e) of the statutes, as created by 1989 Wisconsin Act 98, is repealed.

**SECTION 10.** 86.196 (3) and (4) of the statutes, as affected by 1989 Wisconsin Act 98, are amended to read:

86.196 (3) Upon the request of any person, a local authority that has adopted an ordinance permitting the erection of tourist-oriented directional signs may authorize their erection within the right-of-way of any highway under the jurisdiction of the local authority ~~except a freeway~~, except that ~~no tourist-oriented directional signs may be erected only outside of urban areas and not within the right-of-way of a freeway or the right-of-way of any highway designated in s. 86.195 (2) (ag) for specific information signs.~~ No tourist-oriented directional sign may be erected unless it is erected in compliance with rules promulgated by the department for such signs.

(4) The department may contract for the erection, installation and maintenance of tourist-oriented directional signs within the right-of-way of any highway under the jurisdiction of the department ~~except a freeway~~, except that ~~no tourist-oriented directional signs may be erected only outside of urban areas and not within the right-of-way of a freeway or the right-of-way of any highway designated in s. 86.195 (2) (ag) for specific information signs.~~ No tourist-oriented directional sign may be erected unless it is erected in compliance with rules promulgated by the department for such signs.

**SECTION 11.** 86.196 (5) of the statutes is created to read:

86.196 (5) A tourist-related business, service or activity may not be located more than 5 miles from the highway on which the tourist-oriented directional sign for that business, service or activity is erected.