



**WISCONSIN LEGISLATIVE COUNCIL
AMENDMENT MEMO**

2009 Senate Bill 457	Senate Amendment 1
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2009 Senate Bill 457 prohibits, with exceptions, a business entity from placing, or causing to be placed, within a highway right-of-way any sign that advertises or promotes: (1) a business identified on the sign; or (2) a business *whose telephone number appears* on the sign. If a sign has been placed in violation of this prohibition and the business identified on the sign or *whose telephone number appears* on the sign *had the sign made*, there is a rebuttable presumption that this business caused the sign to be placed in violation of this prohibition.

Senate Amendment 1 to the bill adds “*or Internet web site*” to what may not appear on a sign prohibited under the bill. Thus, the bill, as amended, would prohibit, with exceptions, a business entity from placing, or causing to be placed, within a highway right-of-way any sign that advertises or promotes: (1) a business identified on the sign; or (2) a business whose telephone number *or Internet web site appears* on the sign. In addition, if a sign has been placed in violation of this prohibition and the business identified on the sign or whose telephone number *or Internet web site appears* on the sign *had the sign made*, there is a rebuttable presumption that this business caused the sign to be placed in violation of this prohibition.

Legislative History

At an executive session on February 11, 2010, the Senate Committee on Transportation, Tourism, Forestry and Natural Resources voted to adopt Senate Amendment 1 to the bill on a vote of Ayes, 7; Noes, 0. The committee then voted to recommend passage of the bill as amended on a vote of Ayes, 5; Noes, 2.

DLS:jal