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## WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

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**2009 Senate Bill 47**

**Senate  
Amendment 1**

*Memo published:* February 23, 2010

*Contact:* Don Salm, Senior Staff Attorney (266-8540)

*2009 Senate Bill 47* 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