



2005 ASSEMBLY BILL 20

January 20, 2005 – Introduced by Representatives AINSWORTH, HUNDERTMARK, BALLWEG, GIELOW, HAHN, JESKEWITZ, KERKMAN, KRAWCZYK, F. LASEE, LEMAHIEU, LOTHIAN, MCCORMICK, MURSAU, MUSSER, OTT, PETROWSKI, PETTIS, STEINBRINK, STONE, TOWNSEND, VOS and VRAKAS, cosponsored by Senators ZIEN, GROTHMAN, KEDZIE, A. LASEE, LASSA and OLSEN. Referred to Committee on Transportation.

1 **AN ACT to renumber** 86.195 (1) (a); **to amend** 86.195 (1) (d) 1., 86.195 (3) (intro.)
2 and 86.195 (4) (b); and **to create** 86.195 (1) (am), 86.195 (2) (b) 4. and 86.195
3 (3) (e) of the statutes; **relating to:** displaying attractions on highway specific
4 information signs.

Analysis by the Legislative Reference Bureau

Current law allows 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 gas, food, lodging, or camping to motorists. DOT also may, with restrictions, erect and maintain tourist-oriented directional signs to provide identification of and directional information for tourist-related businesses, services, or activities that derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the businesses, services, or activities are located.

This bill allows specific information signs to display the word “attraction,” along with “gas,” “food,” “lodging,” and “camping,” and allows a sign mounted on the specific information sign to identify the attraction. An attraction under the bill must have a primary purpose of providing amusement, historical, cultural, or leisure activities to the public, regional significance, and adequate parking. The bill does

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not affect the ability of a person who displays an attraction on a specific information sign to also advertise the attraction on an outdoor advertising sign.

For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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

1 **SECTION 1.** 86.195 (1) (a) of the statutes is renumbered 86.195 (1) (ar).

2 **SECTION 2.** 86.195 (1) (am) of the statutes is created to read:

3 86.195 (1) (am) “Business” includes an attraction, whether public or private,
4 described in sub. (3) (e).

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

6 86.195 (1) (d) 1. One or more of the words “GAS”, “FOOD”, “LODGING” ~~and,~~
7 “CAMPING”, or “ATTRACTION”;

8 **SECTION 4.** 86.195 (2) (b) 4. of the statutes is created to read:

9 86.195 (2) (b) 4. Nothing in this section prohibits a person requesting
10 installation of a business sign under sub. (3) (e) from advertising on any sign under
11 s. 84.30, subject to any limitation on such signs under s. 84.30.

12 **SECTION 5.** 86.195 (3) (intro.) of the statutes is amended to read:

13 86.195 (3) MOTORIST SERVICES. (intro.) Specific information signs may only
14 include business signs for the following categories of motorist services: “GAS”,
15 “FOOD”, “LODGING” ~~and,~~ “CAMPING”, and “ATTRACTION”. To qualify for
16 display on a specific information sign a business must meet the following standards
17 for the respective category of motorist service:

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

19 86.195 (3) (e) “ATTRACTION” shall have all of the following:

