



2007 SENATE BILL 255

August 27, 2007 – Introduced by Senator PLALE, cosponsored by Representative RICHARDS. Referred to Committee on Transportation, Tourism and Insurance.

1 **AN ACT relating to:** directional highway signs for lakefront attractions in the
2 city of Milwaukee.

Analysis by the Legislative Reference Bureau

Under current law, the Department of Transportation (DOT) erects tourist-oriented directional signs to assist motorists traveling along highways. Tourist-oriented directional signs provide identification of and directional information for tourist-related businesses, services, or activities, which derive the majority of their income or visitors during the normal business season from motorists not residing in the immediate area where the business, service, or activity is located.

This bill requires DOT, after consultation with the Milwaukee Art Museum and upon receiving an application and applicable fees, to erect a total of eight tourist-oriented directional signs related to downtown lakefront attractions in the city of Milwaukee. Four of these signs must display the word “lakefront” and a logo adopted by the city of Milwaukee and the remaining four signs must display the name and logo of certain lakefront attractions.

For further information see the *state* 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:

3 **SECTION 1. Nonstatutory provisions.**

