



Senate Fiscal Agency
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BILL



ANALYSIS

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Senate Bill 176 (as reported without amendment)
Sponsor: Senator Tom Casperson
Committee: Transportation

CONTENT

The bill would amend Public Act 299 of 1996, which regulates tourist-oriented directional signs on rural roads, to create an exception to the requirement that a tourist-oriented activity is not visible from the rural road for which a tourist-oriented directional sign is sought. Under the bill, this would apply unless a sign for an eligible attraction was already in place in the vicinity for which the tourist-oriented directional sign was sought.

The Act required the Department of Transportation to implement a program for the placement of tourist-oriented directional signs and markers within the right-of-way of those portions of rural roads within State jurisdiction. The program must include, among other things, criteria for including on a sign the season and hours of an eligible attraction. The Department also must develop optional, standardized symbols for different types of activities associated with eligible attractions.

The Act defines "tourist-oriented activity" as a lawful cultural, historical, recreational, educational, or commercial activity that is annually attended by 2,000 or more people and for which a major portion of the activity's income or visitors are derived during the normal business season from motorists not residing in the immediate area of the activity.

"Eligible attraction" means a tourist-oriented activity that is all of the following:

- Within 10 miles of the rural road for which a tourist-oriented directional sign is sought, unless otherwise restricted or permitted by the Department.
- Not visible from the rural road for which a tourist-oriented directional sign is sought.
- In compliance with a Federal law that regulates outdoor advertising, and the national standards, criteria, and rules established under the Code, if the activity is advertised by rural road signs.

Under the bill, a tourist-oriented activity could not be visible from the rural road for which a sign was sought unless a sign for an eligible attraction was already in place in that vicinity.

MCL 247.401

Legislative Analyst: Drew Krogulecki

FISCAL IMPACT

The bill would have no fiscal impact on State or local government.

Date Completed: 3-10-17

Fiscal Analyst: Michael Siracuse