

**TOURIST-ORIENTED DIRECTIONAL SIGNS (EXCERPT)**  
**Act 299 of 1996**

**247.401 Definitions.**

Sec. 1. As used in this act:

- (a) "Department" means the state transportation department.
- (b) "Eligible attraction" means a tourist-oriented activity that is all of the following:
  - (i) Within 10 miles of the rural road for which a tourist-oriented directional sign is sought, unless otherwise restricted or permitted by the department.
  - (ii) Not visible from the rural road for which a tourist-oriented directional sign is sought unless a sign for an eligible attraction is already in place in the vicinity for which the tourist-oriented directional sign is sought.
  - (iii) In compliance with section 131 of title 23 of the United States Code, 23 USC 131, and the national standards, criteria, and rules established under that act, if the activity is advertised by rural road signs.
- (c) "Rural road" means a highway as that term is defined in section 20 of the Michigan vehicle code, 1949 PA 300, MCL 257.20, but does not include either of the following:
  - (i) A freeway as that term is defined in section 18a of the Michigan vehicle code, 1949 PA 300, MCL 257.18a.
  - (ii) A road that is part of the national system of interstate and defense highways.
- (d) "Tourist-oriented activity" means 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.
- (e) "Tourist-oriented directional sign" means a sign used to provide motorists with advanced notice of a tourist-oriented activity.

**History:** 1996, Act 299, Imd. Eff. June 19, 1996;—Am. 2004, Act 528, Imd. Eff. Jan. 3, 2005;—Am. 2017, Act 45, Eff. Sept. 5, 2017