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SFA**BILL ANALYSIS**

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Senate Bill 341 (as reported by the Committee of the Whole)

Sponsor: Senator Loren Bennett

Committee: Local, Urban and State Affairs

CONTENT

The bill would amend the Highway Advertising Act to prohibit a sign from advertising the purchase or consumption of tobacco products. The prohibition would begin one year after the bill's effective date.

Under the Act, "sign" means any outdoor sign, display, device, figure, painting, drawing, message, placard, poster, billboard, or other thing, whether placed individually or on a T-type, V-type, back to back or double-faced display, designed, intended, or used to advertise or inform. The bill would define "tobacco product" as any tobacco product sold to the general public; the term would include, but not be limited to, cigarettes, cigars, tobacco, snuff, and chewing tobacco.

Currently, the Act's legislative findings state that it is appropriate to regulate and control outdoor advertising adjacent to the interstate highway, freeway, and primary highway systems within the State. The bill also would refer to the secondary highway, major street, and local road systems within the State. In addition, the bill would delete the legislative finding that "outdoor advertising is a legitimate commercial use of private property, is an integral part of the marketing function and an established segment of the economy of this state". The bill would add that, "... the legislature finds it appropriate to protect minors from exposure to advertising [that] encourages them to illegally possess tobacco".

MCL 252.303

Legislative Analyst: L. Arasim

FISCAL IMPACT

Costs would depend on the number of signs that violate the provisions of the bill. The bill would result in increased costs by requiring the Michigan Department of Transportation also to regulate billboards adjacent to secondary highways, major streets, and local roads.

Date Completed: 5-28-97

Fiscal Analyst: B. Bowerman

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This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.