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REPEAL LOGO SIGNING PILOT STUDY

House Bills 4605 and 4606
Sponsor: Rep. Valde Garcia
Committee: Transportation

Complete to 4-30-99

A SUMMARY OF HOUSE BILLS 4605 AND 4606 AS INTRODUCED 4-29-99

House Bill 4605 would amend the Michigan Vehicle Code (MCL 275.676a) and House Bill 4606 would amend Public Act 205 of 1941 (MCL 252.52), which provides for the construction and maintenance of limited access highways and facilities ancillary to them, to repeal the logo signing pilot program and instead would allow for the unlimited use of logo signs within the right-of-way on limited access highways. Under the bills, the Department of Transportation would be required to approve the signs' trademarks and symbols, as well as the signs' locations.

The logo signing pilot program, enacted as Public Acts 92 and 93 of 1995 (and amended by Public Acts 223 and 224 of 1998), provides for a three-year experiment conducted by the Department of Transportation requiring that logo signs be placed in the right-of-way on limited access highways at up to 60 interchanges. The department is directed to make a written report about its study to the legislature not later than December 31, 1998, and is required to address (1) the economic impact of logo signing on the outdoor advertising industry, (2) the benefits of logo signing to the motoring public and local businesses, (3) the acceptance of logo signing by the motoring public, and (4) the proposed standards for logo signing recommended by the State Transportation Commission.

The bills are tie-barred to each other.

Analyst: J. Hunault

■ This analysis was prepared by nonpartisan House staff for use by House members in their deliberations, and does not constitute an official statement of legislative intent.