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REPEAL LOGO SIGNING PILOT STUDY

House Bills 4577 and 4578
Sponsor: Rep. Allen Lowe
Committee: Transportation

Complete to 7-8-97

A SUMMARY OF HOUSE BILLS 4577 AND 4578 AS INTRODUCED 4-8-97

House Bill 4578 would amend the Michigan Vehicle Code (MCL 275.676a) and House Bill 4577 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' location.

The logo signing pilot program, enacted as Public Acts 92 and 93 of 1995, 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 30 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

House Bills 4577 and 4578 (7-8-97)