

HOUSE BILL NO. 6123

November 14, 2024, Introduced by Reps. McKinney, Hill and McFall and referred to the Committee on Transportation, Mobility and Infrastructure.

A bill to amend 1972 PA 106, entitled
"Highway advertising act of 1972,"
by amending section 7b (MCL 252.307b), as added by 2014 PA 2.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

- 1 Sec. 7b. (1) Notwithstanding anything in this act to the
2 contrary, the department may issue a permit for a directional sign
3 for a **military facility, or for a** publicly or privately owned
4 activity or attraction that is nationally known or regionally
5 known, that is of outstanding interest to the traveling public, and
6 that is generally considered to be 1 of the following:
7 (a) A natural phenomenon.

1 (b) A scenic attraction.

2 (c) A historic, educational, cultural, scientific, or
3 religious site.

4 (d) An outdoor recreational area.

5 (2) A permit issued under this section is exempt from section
6 7a, is not transferable, and is not eligible to be surrendered for
7 an interim permit.

8 (3) A permit issued under this section ~~shall~~**must** be for a
9 sign that is no larger than 150 square feet in size, no more than
10 20 feet high, and no more than 20 feet long, including border and
11 trim and excluding supports.

12 (4) A sign for which a permit is issued under this section
13 ~~shall~~**must** not be any of the following:

14 (a) Closer than 2,000 feet to an interchange, rest area, park
15 land, scenic area, or intersection at-grade along the interstate
16 system, a freeway, or a primary highway, as measured from the
17 nearest point of the beginning or ending of pavement widening at
18 the exit from, or entrance to, the main-traveled way.

19 (b) Closer than 1 mile to another directional sign on either
20 side of the road facing the same direction.

21 (c) Located adjacent to a regulated route at a distance
22 greater than 50 air miles from the activity or attraction.

23 (5) The department shall not issue a permit under this section
24 if there are more than 3 signs identifying the same activity or
25 attraction facing the same direction on either side of the road
26 along a single regulated route approaching the activity or
27 attraction.

28 (6) The message displayed on a sign for which a permit is
29 issued under this section ~~shall~~**must** only identify the activity or

1 attraction and directional information useful to the traveler in
2 locating the activity or attraction, including mileage, route
3 numbers, and exit numbers. The message displayed on a sign for
4 which a permit is issued under this section ~~shall~~**must** not include
5 descriptive words or phrases or pictorial or photographic
6 representations of the activity or attraction or the surrounding
7 area.

8 (7) The department shall not consider the number of annual
9 visitors to a military facility as a criterion in determining
10 whether to grant a permit for a directional sign for that military
11 facility.

12 (8) As used in this section, "military facility" means a state
13 or federal military facility, including, but not limited to, a
14 federally owned, leased, or operated base, installation, post,
15 camp, building, or facility that is used for military training and
16 operations, and including, but not limited to, a facility under the
17 control of the department of military and veterans affairs or the
18 United States Department of Defense.