

MICHIGAN HERITAGE ROUTES (EXCERPT)
Act 69 of 1993

247.954 Pure Michigan byways; establishment; considerations; designation; trademark license; action by local government.

Sec. 4.

In establishing Pure Michigan byways, the department shall consider the concept of the complete highway, which is a highway incorporating not only safety, utility, and economy but also beauty. The department shall also consider that in a complete highway pleasing appearance is a consideration in the planning and design process. The department may designate portions of a road as a Pure Michigan byway, if the department obtains a trademark license from the Michigan economic development corporation for the use of the words "Pure Michigan". Local governmental agencies shall take any action necessary to protect the integrity of a designated route as stipulated in the uniform criteria developed for the identification of Pure Michigan byways by the department.

History: 1993, Act 69, Imd. Eff. June 22, 1993 ;-- Am. 2014, Act 445, Imd. Eff. Dec. 30, 2014