

*2016 AASHTO Right of Way,  
Utilities, Outdoor Advertising Control  
& National Alliance of Highway  
Beautification Agencies Conference*



Sunday, May 1–Thursday, May 5  
Rosen Centre Hotel  
Orlando, Florida

# Highway Advertising Act of 1972

Overview of Legislative Initiatives –  
HB 4629/PA 2 of 2014



# Regulation of Digital Signs

## MCL 252.306a(3)

“...A sign owner shall apply for and the department shall issue a digital permit for each digital billboard that is not a nonconforming sign and that meets the requirements of section 17(3)...”



# Spacing, Brightness, Legal Status Behind Vegetation??



# New Legal Status

- Nonstandard
  - Legally erected prior to 3/23/1999, is not a nonconforming sign, does not comply with the 1,000 foot spacing requirements (freeway/interstate), but otherwise complies with the Act (MCL 252.302(x))
- Nonconforming
  - Legally erected prior to or after 3/31/72, but could not be erected under current provisions (MCL 252.302(w))

# Business Owned Signs

MCL 252.307a(15)

- Allow small business owners to advertise
- No interim permit required to apply
- Size restriction
- Only the business owner can apply
- Limited to 4 permits

