



HOUSE BILL No. 5431

March 23, 1994 Introduced by Reps Alley Middaugh Schroer Willard Emerson
Dalman Hill Gernaat and Bobier and referred to the Committee on Transportation

A bill to amend the title and sections 2, 3, and 7 of Act
No 106 of the Public Acts of 1972, entitled
'Highway advertising act of 1972,'
being sections 252 302, 252 303, and 252 307 of the Michigan
Compiled Laws

THE PEOPLE OF THE STATE OF MICHIGAN ENACT

1 Section 1 The title and sections 2, 3 and 7 of Act
2 No 106 of the Public Acts of 1972, being sections 252 302,
3 252 303, and 252 307 of the Michigan Compiled Laws, are amended
4 to read as follows

TITLE

5
6 An act to provide for the licensing, regulation, ~~and~~ con-
7 trol, AND PROHIBITION of outdoor advertising adjacent to certain
8 highways to prescribe ~~certain~~ powers and duties OF CERTAIN
9 STATE AGENCIES AND OFFICIALS, to promulgate rules to provide

1 penalties for violations and to repeal certain acts and parts of
2 acts

3 Sec 2 As used in this act

4 ~~-(a) "Business area" means an adjacent area which is zoned~~
5 ~~under authority of state, county, township or municipal zoning~~
6 ~~authority for industrial or commercial purposes, customarily~~
7 ~~referred to as "b" or business, "c" or commercial, "i" or indus-~~
8 ~~trial, "m" or manufacturing, and "s" or service, and all other~~
9 ~~similar classifications and which (i) is within a city, village~~
10 ~~or charter township or (ii) is within 1 mile of the corporate~~
11 ~~limits of a city, village or charter township or (iii) is beyond~~
12 ~~1 mile of the corporate limits of a city, village or charter~~
13 ~~township and contains 1 or more permanent structures devoted to~~
14 ~~the industrial or commercial purposes described in this subdivi-~~
15 ~~sion and which extends along the highway a distance of 800 feet~~
16 ~~beyond each edge of the activity. Each side of the highway is~~
17 ~~considered separately in applying this definition except where it~~
18 ~~is not topographically feasible for a sign or sign structure to~~
19 ~~be erected or maintained on the same side of the highway as the~~
20 ~~permanent structure devoted to industrial or commercial purposes,~~
21 ~~a business area may be established on the opposite side of a pri-~~
22 ~~mary highway in an area zoned commercial or industrial or in an~~
23 ~~unzoned area with the approval of the state highway commission.~~
24 ~~A permanent structure devoted to industrial or commercial pur-~~
25 ~~poses shall not result in the establishment of a business area on~~
26 ~~both sides of the highway. All measurements shall be from the~~
27 ~~outer edge of the regularly used building, parking lot or storage~~

~~1 or processing area of the commercial or industrial activity and
2 not from the property lines of the activities and shall be along
3 or parallel to the edge or pavement of the highway Commercial
4 or industrial purposes are those activities generally recognized
5 as commercial or industrial by zoning authorities except that the
6 following activities shall not be considered commercial or
7 industrial~~

~~8 (i) Agricultural, forestry, grazing, farming, and related
9 activities, including, but not limited to, wayside fresh produce
10 stands~~

~~11 (ii) Transient or temporary activities~~

~~12 (iii) Activities not visible from the main traveled way~~

~~13 (iv) Activities conducted in a building principally used as
14 a residence~~

~~15 (v) Railroad tracks and minor sidings~~

~~16 (vi) Outdoor advertising~~

~~17 (vii) Activities more than 660 feet from the main traveled
18 way~~

~~19 (b) "Unzoned commercial or industrial area" means an area
20 which is within an adjacent area, which is not zoned by state or
21 local law, regulation or ordinance, which contains 1 or more per-
22 manent structures devoted to the industrial or commercial pur-
23 poses described in subdivision (a), and which extends along the
24 highway a distance of 800 feet beyond each edge of the activity
25 Each side of the highway is considered separately in applying
26 this definition except where it is not topographically feasible
27 for a sign or sign structure to be erected or maintained on the~~

~~1 same side of the highway as the permanent structure devoted to~~
~~2 industrial or commercial purposes, an unzoned commercial or~~
~~3 industrial area may be established on the opposite side of a pri-~~
~~4 mary highway in an area zoned commercial or industrial or in an~~
~~5 unzoned area with the approval of the state highway commission~~
~~6 A permanent structure devoted to industrial or commercial pur-~~
~~7 poses shall not result in the establishment of an unzoned commer-~~
~~8 cial or industrial area on both sides of the highway. All mea-~~
~~9 surements shall be from the outer edge of the regularly used~~
~~10 building parking lot or storage or processing area of the com-~~
~~11 mercial or industrial activity and not from the property lines of~~
~~12 the activities and shall be along or parallel to the edge or~~
~~13 pavement of the highway. Commercial or industrial purposes are~~
~~14 those activities generally recognized as commercial or industrial~~
~~15 by zoning authorities except that the following activities shall~~
~~16 not be considered commercial or industrial.~~

~~17 (i) Agricultural, forestry, grazing, farming and related~~
~~18 activities, including but not limited to wayside fresh produce~~
~~19 stands.~~

~~20 (ii) Transient or temporary activities.~~

~~21 (iii) Activities not visible from the main traveled way.~~

~~22 (iv) Activities conducted in a building principally used as~~
~~23 a residence.~~

~~24 (v) Railroad tracks and minor sidings.~~

~~25 (vi) Outdoor advertising.~~

~~26 (vii) Activities more than 660 feet from the main traveled~~
~~27 way.~~

1 ~~(c) "Erect" means to construct, build, raise, assemble,~~
2 ~~place, affix, attach, create, paint, draw, or in any other way~~
3 ~~bring into being or establish.~~

4 ~~(d) "Interstate highway" means a highway officially design-~~
5 ~~ated as a part of the national system of interstate and defense~~
6 ~~highways by the department and approved by the appropriate~~
7 ~~authority of the federal government.~~

8 ~~(e) "Freeway" means a divided highway of not less than 2~~
9 ~~lanes in each direction to which owners or occupants of abutting~~
10 ~~property or the public do not have a right of ingress or egress~~
11 ~~to, from or across the highway except at points determined by or~~
12 ~~as otherwise provided by the authorities responsible therefor.~~

13 ~~(f) "Primary highway" means a highway, other than an inter-~~
14 ~~state highway or freeway, officially designated as a part of the~~
15 ~~federal aid primary system as defined in section 103 of title 23~~
16 ~~of the United States code, as amended, by the department and~~
17 ~~approved by the appropriate authority of the federal government.~~

18 ~~(g) "Main traveled way" means the traveled way of a highway~~
19 ~~on which through traffic is carried. The traveled way of each of~~
20 ~~the separate roadways for traffic in opposite directions is a~~
21 ~~main traveled way of a divided highway. It does not include~~
22 ~~facilities as frontage roads, turning roadways or parking areas.~~

23 ~~(h) "Sign" means any outdoor sign, display, device, figure,~~
24 ~~painting, drawing, message, placard, poster, billboard, or other~~
25 ~~thing, whether placed individually or on a T-type, V-type, back~~
26 ~~to back or double faced display, designed, intended or used to~~
27 ~~advertise or inform.~~

1 ~~(i) "Sign structure" means the assembled components which~~
2 ~~make up an outdoor advertising display, including but not limited~~
3 ~~to uprights, supports, facings and trim. Such sign structure may~~
4 ~~contain 1 or 2 signs per facing and may be double faced, back to~~
5 ~~back, T type or V type.~~

6 ~~(j) "Visible" means capable of being seen by a person of~~
7 ~~normal visual acuity.~~

8 ~~(k) "Location" means a place where there is located a~~
9 ~~single, double faced, back to back, T type, or V type sign~~
10 ~~structure.~~

11 ~~(l) "Maintain" means to allow to exist and includes the~~
12 ~~periodic changing of advertising messages, customary maintenance~~
13 ~~and repair of signs and sign structures.~~

14 ~~(m) "Abandoned sign or sign structure" means a sign or sign~~
15 ~~structure subject to the provisions of this act, the owner of~~
16 ~~which has failed to secure a permit, has failed to identify the~~
17 ~~sign or sign structure or has failed to respond to notice.~~

18 ~~(n) "Department" means the department of state highways and~~
19 ~~transportation.~~

20 ~~(o) "Adjacent area" means the area measured from the nearest~~
21 ~~edge of the right of way of an interstate highway, freeway, or~~
22 ~~primary highway and extending 3,000 feet perpendicularly and then~~
23 ~~along a line parallel to the right of way line.~~

24 ~~(p) "Person" means any individual, partnership, private~~
25 ~~association, or corporation, state, county, city, village, town,~~
26 ~~ship, charter township, or other public or municipal association~~
27 ~~or corporation.~~

1 (A) ABANDONED SIGN OR SIGN STRUCTURE' MEANS A SIGN OR SIGN
2 STRUCTURE SUBJECT TO THE PROVISIONS OF THIS ACT THE OWNER OF
3 WHICH HAS FAILED TO SECURE A PERMIT, HAS FAILED TO IDENTIFY THE
4 SIGN OR SIGN STRUCTURE, OR HAS FAILED TO RESPOND TO NOTICE

5 (B) ADJACENT AREA' MEANS THE AREA MEASURED FROM THE NEAREST
6 EDGE OF THE RIGHT-OF-WAY OF AN INTERSTATE HIGHWAY, FREEWAY, OR
7 PRIMARY HIGHWAY UNDER THE JURISDICTION OF THE DEPARTMENT OR A
8 SECONDARY HIGHWAY, MAJOR STREET, OR LOCAL ROAD AND EXTENDING
9 3,000 FEET PERPENDICULARLY AND THEN ALONG A LINE PARALLEL TO THE
10 RIGHT-OF WAY LINE

11 (C) BUSINESS AREA' MEANS AN ADJACENT AREA THAT IS ZONED
12 UNDER AUTHORITY OF STATE, COUNTY, TOWNSHIP, OR MUNICIPAL ZONING
13 AUTHORITY FOR INDUSTRIAL OR COMMERCIAL PURPOSES, CUSTOMARILY
14 REFERRED TO AS 'B' OR BUSINESS, "C" OR COMMERCIAL, "I" OR INDUS-
15 TRIAL, 'M' OR MANUFACTURING, AND "S" OR SERVICE, AND ALL OTHER
16 SIMILAR CLASSIFICATIONS AND CONTAINS 1 OR MORE PERMANENT STRUC-
17 TURES DEVOTED TO THE INDUSTRIAL OR COMMERCIAL PURPOSES DESCRIBED
18 IN THIS SUBDIVISION AND THAT EXTENDS ALONG THE HIGHWAY A DISTANCE
19 OF 800 FEET BEYOND EACH EDGE OF THE ACTIVITY EACH SIDE OF THE
20 HIGHWAY IS CONSIDERED SEPARATELY IN APPLYING THIS DEFINITION
21 EXCEPT WHERE IT IS NOT TOPOGRAPHICALLY FEASIBLE FOR A SIGN OR
22 SIGN STRUCTURE TO BE FRECTED OR MAINTAINED ON THE SAME SIDE OF
23 THE HIGHWAY AS THE PERMANENT STRUCTURE DEVOTED TO INDUSTRIAL OR
24 COMMERCIAL PURPOSES, A BUSINESS AREA MAY BE ESTABLISHED ON THE
25 OPPOSITE SIDE OF A PRIMARY HIGHWAY IN AN AREA ZONED COMMERCIAL OR
26 INDUSTRIAL OR IN AN UNZONED AREA WITH THE APPROVAL OF THE STATE
27 HIGHWAY COMMISSION A PERMANENT STRUCTURE DEVOTED TO INDUSTRIAL

1 OR COMMERCIAL PURPOSES SHALL NOT RESULT IN THE ESTABLISHMENT OF A
 2 BUSINESS AREA ON BOTH SIDES OF THE HIGHWAY ALL MEASUREMENTS
 3 SHALL BE FROM THE OUTER EDGE OF THE REGULARLY USED BUILDING,
 4 PARKING LOT, OR STORAGE OR PROCESSING AREA OF THE COMMERCIAL OR
 5 INDUSTRIAL ACTIVITY AND NOT FROM THE PROPERTY LINES OF THE ACTIV-
 6 ITIES AND SHALL BE ALONG OR PARALLEL TO THE EDGE OR PAVEMENT OF
 7 THE HIGHWAY COMMERCIAL OR INDUSTRIAL PURPOSES ARE THOSE ACTIVI-
 8 TIES GENERALLY RECOGNIZED AS COMMERCIAL OR INDUSTRIAL BY ZONING
 9 AUTHORITIES EXCEPT THAT THE FOLLOWING ACTIVITIES ARE NOT CONSID-
 10 ERED COMMERCIAL OR INDUSTRIAL

11 (1) AGRICULTURAL, FORESTRY, GRAZING, FARMING, AND RELATED
 12 ACTIVITIES, INCLUDING, BUT NOT LIMITED TO, WAYSIDE FRESH PRODUCE
 13 STANDS

14 (11) TRANSIENT OR TEMPORARY ACTIVITIES

15 (111) ACTIVITIES NOT VISIBLE FROM THE MAIN-TRAVELED WAY

16 (11) ACTIVITIES CONDUCTED IN A BUILDING PRINCIPALLY USED AS
 17 A RESIDENCE

18 (1) RAILROAD TRACKS AND MINOR SIDINGS

19 (11) OUTDOOR ADVERTISING

20 (111) ACTIVITIES MORE THAN 660 FEET FROM THE MAIN-TRAVELED
 21 WAY

22 (D) 'DEPARTMENT' MEANS THE STATE TRANSPORTATION DEPARTMENT

23 (E) "ERECT" MEANS TO CONSTRUCT, BUILD, RAISE, ASSEMBLE,
 24 PLACE, AFFIX, ATTACH, CREATE, PAINT, DRAW, OR IN ANY OTHER WAY
 25 BRING INTO BEING OR ESTABLISH

26 (F) 'FREEWAY' MEANS A DIVIDED HIGHWAY OF NOT LESS THAN 2
 27 LANES IN EACH DIRECTION TO WHICH OWNERS OR OCCUPANTS OF ABUTTING

1 PROPRTY OR THE PUBLIC DO NOT HAVE A RIGHT OF INGRESS OR EGRESS
2 TO FROM OR ACROSS THE HIGHWAY, EXCEPT AT POINTS DETERMINED BY
3 OR AS OTHERWISE PROVIDED BY THE AUTHORITIES RESPONSIBLE FOR THE
4 HIGHWAY

5 (G) "INTERSTATE HIGHWAY" MEANS A HIGHWAY OFFICIALLY DESIG-
6 NATED AS A PART OF THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE
7 HIGHWAYS BY THE DEPARTMENT AND APPROVED BY THE APPROPRIATE
8 AUTHORITY OF THE FEDERAL GOVERNMENT

9 (H) "LOCATION" MEANS A PLACE WHERE THERE IS LOCATED A
10 SINGLE, DOUBLE-FACED, BACK TO BACK, T-TYPE, OR V-TYPE SIGN
11 STRUCTURE

12 (I) "MAINTAIN" MEANS TO ALLOW TO EXIST AND INCLUDES THE
13 PERIODIC CHANGING OF ADVERTISING MESSAGES, CUSTOMARY MAINTENANCE,
14 AND REPAIR OF SIGNS AND SIGN STRUCTURES "MAINTAIN" DOES NOT
15 INCLUDE THE ENLARGING OF A SIGN OR OTHERWISE ALTERING THE SIGN
16 STRUCTURE

17 (J) "MAIN-TRAVELED WAY" MEANS THE TRAVELED WAY OF A HIGHWAY
18 ON WHICH THROUGH TRAFFIC IS CARRIED "THE TRAVELED WAY OF EACH OF
19 THE SEPARATE ROADWAYS FOR TRAFFIC IN OPPOSITE DIRECTIONS IS A
20 MAIN-TRAVELED WAY OF A DIVIDED HIGHWAY" IT DOES NOT INCLUDE
21 FACILITIES AS FRONTAGE ROADS, TURNING ROADWAYS, OR PARKING
22 AREAS

23 (K) "PERSON" MEANS ANY INDIVIDUAL, PARTNERSHIP, ASSOCIATION,
24 CORPORATION, GOVERNMENTAL ENTITY, OR OTHER LEGAL ENTITY

25 (L) "PRIMARY HIGHWAY" MEANS A HIGHWAY, OTHER THAN AN INTER-
26 STATE HIGHWAY OR FREEWAY, OFFICIALLY DESIGNATED AS A PART OF THE
27 FEDERAL AID PRIMARY SYSTEM AS DEFINED IN SECTION 103 OF CHAPTER 1

1 OF TITLE 23 OF THE UNITED STATES CODE, 23 U S C 103, BY THE
2 DEPARTMENT AND APPROVED BY THE APPROPRIATE AUTHORITY OF THE FED-
3 ERAL GOVERNMENT

4 (M) SECONDARY HIGHWAY MEANS A STATE SECONDARY ROAD OR
5 COUNTY PRIMARY ROAD

6 (N) SIGN' MEANS ANY OUTDOOR SIGN, DISPLAY, DEVICE, FIGURE,
7 PAINTING, DRAWING, MESSAGE, PLACARD, POSTER, BILLBOARD, OR OTHER
8 THING, WHETHER PLACED INDIVIDUALLY OR ON A T-TYPE, V-TYPE, BACK
9 TO BACK, OR DOUBLE-FACED DISPLAY DESIGNED, INTENDED, OR USED TO
10 ADVERTISE OR INFORM

11 (O) 'SIGN STRUCTURE MEANS THE ASSEMBLED COMPONENTS THAT
12 MAKE UP AN OUTDOOR ADVERTISING DISPLAY, INCLUDING, BUT NOT
13 LIMITED TO, UPRIGHTS, SUPPORTS, FACINGS, AND TRIM THE SIGN
14 STRUCTURE MAY CONTAIN 1 OR 2 SIGNS PER FACING AND MAY BE
15 DOUBLE-FACED, BACK TO BACK, T-TYPE, OR V-TYPE

16 (P) "UNZONED COMMERCIAL OR INDUSTRIAL AREA' MEANS AN AREA
17 THAT IS WITHIN AN ADJACENT AREA, WHICH IS NOT ZONED BY STATE OR
18 LOCAL LAW, REGULATION, OR ORDINANCE, THAT CONTAINS 1 OR MORE PER-
19 MANENT STRUCTURES DEVOTED TO THE INDUSTRIAL OR COMMERCIAL PUR-
20 POSES DESCRIBED IN SUBDIVISION (C), AND THAT EXTENDS ALONG THE
21 HIGHWAY A DISTANCE OF 800 FEET BEYOND EACH EDGE OF THE ACTIVITY
22 A PERMANENT STRUCTURE DEVOTED TO INDUSTRIAL OR COMMERCIAL PUR-
23 POSES SHALL NOT RESULT IN THE ESTABLISHMENT OF AN UNZONED COMMER-
24 CIAL OR INDUSTRIAL AREA ON BOTH SIDES OF THE HIGHWAY ALL MEA-
25 SURFMENTS SHALL BE FROM THE OUTER EDGE OF THE REGULARLY USED
26 BUILDING, PARKING LOT, OR STORAGE OR PROCESSING AREA OF THE
27 COMMERCIAL OR INDUSTRIAL ACTIVITY AND NOT FROM THE PROPERTY LINES

1 OF THE ACTIVITIES AND SHALL BE ALONG OR PARALLEL TO THE EDGE OR
 2 PAVEMENT OF THE HIGHWAY COMMERCIAL OR INDUSTRIAL PURPOSES ARE
 3 THOSE ACTIVITIES GENERALLY RECOGNIZED AS COMMERCIAL OR INDUSTRIAL
 4 BY ZONING AUTHORITIES EXCEPT THAT THE FOLLOWING ACTIVITIES ARE
 5 NOT CONSIDERED COMMERCIAL OR INDUSTRIAL

6 (i) AGRICULTURAL, FORESTRY, GRAZING, FARMING, AND RELATED
 7 ACTIVITIES, INCLUDING, BUT NOT LIMITED TO, WAYSIDE FRESH PRODUCE
 8 STANDS

9 (ii) TRANSIENT OR TEMPORARY ACTIVITIES

10 (iii) ACTIVITIES NOT VISIBLE FROM THE MAIN-TRAVELED WAY

11 (iv) ACTIVITIES CONDUCTED IN A BUILDING PRINCIPALLY USED AS
 12 A RESIDENCE

13 (v) RAILROAD TRACKS AND MINOR SIDINGS

14 (vi) OUTDOOR ADVERTISING

15 (vii) ACTIVITIES MORE THAN 660 FEET FROM THE MAIN-TRAVELED
 16 WAY

17 (Q) 'VISIBLE' MEANS CAPABLE OF BEING SEEN BY A PERSON OF
 18 NORMAL VISUAL ACUITY

19 Sec 3 To improve and enhance scenic beauty consistent
 20 with ~~the provision of~~ section 131 OF CHAPTER 1 of title 23 of
 21 the United States ~~code~~ CODE, 23 U S C 131, as amended, the
 22 legislature finds it appropriate to regulate and control outdoor
 23 advertising adjacent to the interstate highway, freeway, ~~and~~
 24 primary highway, SECONDARY HIGHWAY, MAJOR STREET, AND LOCAL ROADS
 25 systems within this state ~~and that outdoor advertising is a~~
 26 ~~legitimate commercial use of private property, is an integral~~

1 ~~part of the marketing function and an established segment of the~~
2 ~~economy of this state~~

3 Sec 7 (1) A permit fee OF \$5 00 is payable annually in
4 advance, to be credited to the state trunk line fund ~~The fee~~
5 ~~is \$5-00~~

6 (2) A SIGN SHALL NOT ADVERTISE THE PURCHASE OR CONSUMPTION
7 OF TOBACCO PRODUCTS AFTER 1 YEAR FROM THE EFFECTIVE DATE OF THE
8 AMENDATORY ACT THAT ADDED THIS SUBSECTION AS USED IN THIS SUB-
9 SECTION, 'TOBACCO PRODUCT" MEANS ANY TOBACCO PRODUCT SOLD TO THE
10 GENERAL PUBLIC AND INCLUDES, BUT IS NOT LIMITED TO, CIGARETTES,
11 CIGARS, TOBACCO SNUFF, AND CHEWING TOBACCO

12 (3) Permits expire on June 30 of each year and permit fees
13 may not be prorated after the first year An application for the
14 renewal of a permit AND THE RENEWAL FEE shall be filed with the
15 department before June 1 preceding the expiration date