



Senate Fiscal Agency  
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## BILL ANALYSIS



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Senate Bill 953 (Substitute S-1 as reported)  
Sponsor: Senator Tom Casperson  
Committee: Transportation

**CONTENT**

The bill would amend the Highway Advertising Act to do the following:

- Allow a person to trim or remove trees or shrubs within the right-of-way of a primary highway for the purpose of making an existing sign more visible, under certain circumstances.
- Revise the conditions that apply to an annual permit that is issued when a sign or sign structure becomes subject to the Act's permit requirements for a reason outside the owner's control.
- Allow the owner of a digital billboard that was legally erected, or who applied before August 1, 2015, for a digital billboard permit that was revoked or denied, to apply for a digital billboard permit.
- Require an individual to apply for, and require the Department of Transportation to issue, a digital billboard permit if he or she, by January 1, 2016, obtained approval from the Department and the local unit of government to convert an existing billboard to a digital billboard.
- Extend a January 30, 2015, deadline for an owner of a nonstandard sign to obtain a billboard permit without surrendering three interim permits, under specific circumstances.
- Delete a provision under which the overall height of a nonconforming sign structure may not be increased.
- Allow the website address and telephone number of an activity or attraction to be displayed on a sign that was issued a permit for a publicly or privately owned activity or attraction that is nationally or regionally known.
- Include public school property in the definition of "unzoned commercial or industrial area".
- Specify that a "billboard viewing zone" would be measured from the billboard face intended for viewing, and would include a highway median.

MCL 252.302 et al.

Legislative Analyst: Drew Krogulecki

**FISCAL IMPACT**

The bill would modify fee revenue to the Department of Transportation by an unknown and likely negligible amount, by modifying the conditions and circumstances for applying for permits, reapplying for permits, and surrendering permits.

Date Completed: 10-5-16

Fiscal Analyst: David Zin