

Legislative Analysis



MORATORIUM UNTIL JANUARY 1, 2012, ON BILLBOARDS WITH CERTAIN FEATURES

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House Bill 5580

Sponsor: Rep. Rebekah Warren

Committee: Great Lakes and Environment

Complete to 2-24-10

A SUMMARY OF HOUSE BILL 5580 AS INTRODUCED 11-05-09

Currently, Section 16 of the Highway Advertising Act of 1972 (MCL 252.316) prohibits signs with "changing illumination" except in an incorporated city or village with a population exceeding 35,000 in an area where this type of sign is consistent with customary usage. Moreover, Section 18(f) of this act (MCL 252.318(f)) prohibits signs or sign structures with motion or rotation, running animation or displays, or flashing or moving lights unless the signs meet specified restrictions on how often the image changes, the length of time it takes to complete an image change, and maximum daylight and nighttime luminance levels.¹ The sign must also be configured to default to a static display in the event of a mechanical failure.

House Bill 5580 would amend the act to do the following things:

- Prohibit the Michigan Department of Transportation from issuing any new or interim permits for signs that contain "changing illumination" or that "involve motion or rotation of any part of the structure, running animation or displays, or flashing or moving lights" until January 1, 2012.
- Prohibit any existing signs from being converted to ones with these features until January 1, 2012.
- After January 1, 2012, allow, but not require, the department to lift the bill's restrictions on signs with changing illumination in an incorporated city or village with a population exceeding 35,000 or on signs that are currently allowed under Section 18(f) but that would be prohibited by the bill.
- Delete certain obsolete provisions (Sections 7a(3) & (4)) that applied only in 2007.

MCL 252.307a, 252.316, 252.318

¹ To be allowed under Section 18(f), a sign must either have static images or ones that change in less than one second no more than once every six seconds. In addition, the sign's daylight luminance level must not exceed 62,000 candelas per meter squared at 40,000 lux illumination beginning 1/2 hour after sunrise and continuing until 1/2 hour before sunset and must not exceed 375,000 candelas per meter squared at 4 lux illumination at all other times.

FISCAL IMPACT:

A fiscal analysis is in process

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■ This analysis was prepared by nonpartisan House staff for use by House members in their deliberations, and does not constitute an official statement of legislative intent.