



A Chapter of the American Planning Association

Policy Guide on Billboard Controls

Outdoor advertising, in the form of billboards has a pronounced visual impact for people visiting and living in Michigan.

This form of advertising is one of several options communities, businesses and organizations have to advertise products and services to the public. In recent years, the State of Michigan introduced the Logo Sign Program which gives some businesses a viable alternative advertise via an off-premise means.

Unlike other forms of advertising, the billboards located along our byways compete for our attention as drivers and detract from Michigan's scenic beauty and attractive towns. MAP supports incentives, options and regulations to lessen the visual impact billboards have on our communities and the Great Lake State.

POLICY 1. The Michigan Association of Planning supports local regulation of billboards in the context of and consistent with local comprehensive and land use plans.

POLICY 2. The Michigan Association of Planning supports the authority of local governments to require nonconforming signs along Federal highways to comply with size and height requirements without cash payments.

POLICY 3. The Michigan Association of Planning promotes the adoption where necessary of state legislation that expressly authorizes local governments to offer amortization as compensation for a requirement to remove nonconforming billboards and other signs within the jurisdiction of the local government.

POLICY 4. The Michigan Association of Planning promotes the adoption of state legislation and local ordinances halting the construction of new billboards until the Federal government either appropriates sufficient funds to remove nonconforming billboards or restores the authority of local governments to remove billboards through amortization without cash payments.

POLICY 5. The Michigan Association of Planning promotes expansion of logo signs, providing service and tourism information with establishment or franchise logos and names, for exits on

rural interstate, U.S. and state highways, when use of such logo signs is tied to limitations on the number, height and size of billboards in the same area.

POLICY 6. The Michigan Association of Planning supports continuation and strengthening of Federal and state legislation that allows control by local governments over the placement of new billboards.

POLICY 7. The Michigan Association of Planning supports implementation and enforcement of restrictions on vegetation removal or trimming for the purpose of increasing the visibility of a billboard.

POLICY 8. The Michigan Association of Planning supports enabling legislation to levy user fees or taxes on billboards, which reflect the private benefit accruing to owners of billboards from the public investment in public roads, with the recommendation that such revenues be used to support highway beautification efforts.