



STATE OF MICHIGAN
EXECUTIVE OFFICE
LANSING

RICK SNYDER
GOVERNOR

BRIAN CALLEY
LT. GOVERNOR

December 27, 2018

Michigan House of Representatives
Michigan Senate
State Capitol Building
Lansing, Michigan 48913

Ladies and Gentlemen:

I am returning Enrolled Senate Bill 964 to you without signature. SB 964 amends the Highway Advertising Act of 1972, which regulates highway advertising in our state. It is our duty to protect and preserve the beauty of our great state, balancing advertising availability with natural scenery.

The bill would delete provisions that were included in a 2014 revision of the Act dealing primarily with new regulation of digital billboards. That language provided for a narrow window for billboard companies to convert nonstandard signs to meet spacing requirements. The proposed removal will increase the number of digital billboards within an already crowded space.

Senate Bill 964 also amends the Act related to MDOT licensure and approval of signs where there is substantial vegetation creating limited sightlines. Prior to changing the law here, additional public discussion and input should be solicited.

Lastly, provisions under this bill would create uncertainty in administration for permit holders in areas where construction projects have closed portions of the highway, including a lack of clarity on the definition of a closure, when and how to move a sign under those circumstances, and how a fee would be assessed in that situation.

For these reasons, I return to you unsigned Senate Bill 964.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Snyder", written over a horizontal line.

Rick Snyder
Governor