

DIGITAL BILLBOARD PERMIT GUIDELINES

1. Digital Billboard applications can be completed through the permit holder's Michigan Business One Stop (MBOS) account, which must include:
 - Most current zoning map showing the location of the proposed or existing billboard and completed [Zoning Certification \(Form 3700\)](#) and current zoning map, marking the proposed location on the zoning map
 - [Landowner Acknowledgment \(Form 2495\)](#)
 - [Billboard Sketch \(Form UP-68\)](#)
2. Within 90 days after application fees are received, MDOT will email the applicant an issued digital permit.
3. The amended HAA identifies several categories of digital signs, which applicants must identify on their applications:

EXISTING LEGAL CONFORMING DIGITALS OR STATIC SIGNS - MCL 252.306(3)

For a legal conforming billboard:

- The minimum spacing between permitted digital signs is 1,750 for signs facing the same direction of travel on either side of the highway
- No interim permits need to be surrendered.

NONSTANDARD STATIC (TO BE CONVERTED)

For a billboard legally erected prior to March 23, 1999, (not a non-conforming sign per MCL 252.302(w)), that does not comply with the 1,000 foot minimum spacing requirement on freeways, but otherwise complies with P.A. 106 of 1972:

- Spacing of 1,750 feet between signs utilizing a digital billboard permit on either side of the highway facing the same direction of oncoming traffic (MCL 252.317(3))
- Pursuant to MCL 252.306(6)(a), three (3) interim permits shall be surrendered to obtain one (1) digital billboard permit.

**NEW DIGITAL SIGN (NO EXISTING SIGN, NO ANNUAL PERMIT) -
MCL 252.306(1) and MCL 252.306(3)**

For a new digital sign, applied for after January 30, 2014:

- A Commercial Billboard Permit Application (Form 2223)
- No interim permits need to be surrendered for Digital Billboard Permit Application
- The Commercial Billboard Permit Application needs to comply with MCL 252.307a and an interim permit is required for each application
- The minimum 1,750 foot spacing requirement, between permitted digital billboards, facing the same direction of travel, on either side of the highway, shall apply.

Digital Permit Application Instructions

1. Log into Michigan Business One Stop (www.michigan.gov/business)
2. Click on My Workspace, then click on Billboard Permit (IHAP)
3. Click on Permit Application from the list of links on the left
4. Click on Create/Search
5. Digital Permit Application - type in the permit number associated with the sign face you wish to convert to digital or for the sign face that is existing digital, but you do not have a digital permit. **(If you are applying to construct a brand new sign that will have a digital face(s), follow the Permit Application Instructions located on the Permit Application page).**
6. Answer questionnaire to determine whether your sign is Nonstandard and requires you to surrender three (3) interim permits. Once you have answered the questions, click on continue.
7. Interim Permit Information - Based on your answers, if the sign is nonstandard, you will need to surrender three interim permits and enter them into the interim permit fields that appear.
8. Applicant Information – Your account information is automatically populated when you enter the interim permit number and click on Show Detail.
9. Land Owner Information – If the information is not automatically populated, proceed as follows:
 - *Click on the magnifying glass

 - *If this is a new landowner that is not already in the system, click on “New”. If you would like to verify that the landowner is new, type in one piece of information for the landowner, and click on search. If the proper landowner is not displayed or if you receive a message No Records Found for the Entered Criteria, click on the New button

 - *Enter the required landowner information and click on Save. The landowner name, city, state and zip code are displayed. Click in the box next to the name and then click on Set Land Owner
10. Page 2 – Sign & Location Information. All sign location information will be populated. If it is not, or there is a required field that needs to be completed, please enter that information. (**If the sign is not in a rural

area, you do not need to enter any information). Click on Continue when all information is entered.

10. Page 3 – Zoning, Spacing & Sign Design. All information will be populated. However, you do have the option to update the zoning. Click on Save & Continue
11. Page 4 – View/Attach Documents. You are required to either scan in and attach at this screen, or mail to the Highway Advertising Specialist the following documents:
 - *Form 2495: Acknowledgement & Consent of Landowner
 - *Form 3700: Zoning Certification
 - *Form UP-68: Billboard Sketch Location Map

Attach your documents on this page, or click on the radio button by Skip Document Attachments. Click on Add to One Stop Shopping Cart

12. The **Shopping Cart** is located **on Michigan Business One Stop**. At this point, you will need to exit Billboard Permit IHAP by clicking on the “x” in the upper right hand corner to return to your MBOS Workspace screen.
13. Click on the Shopping Cart located towards the top of the MBOS Workspace.
14. Once in the shopping cart, select payment method, and click on Checkout.
15. Enter your payment information and click on continue. A confirmation page will appear; click on Make Payment.
16. Once you have made payment, you will receive confirmation. An email will be sent to the Highway Advertising Specialist with notification of your pending application. The billboard agent has up to 30 days to process the application.

If you have any problems while applying, please contact Melissa Staffeld at (517) 335-2209.