

Location and Size Requirements for Business Owned Signs

Per MCL 252.307a(13) and 252.307a(15), applications can be submitted for Business Owned and Operated signs.

To apply to construct a Business Owned and Operated sign the following criteria needs to be met (MCL 252.307a(15)):

1. No larger than 150 square feet

2. Advertises a product, service, attraction, destination, or retail business that is owned and operated or served by the sign owner

3. Location meets all requirements under the Highway Advertising Act of 1972 to be considered legal, which includes, but is not limited to:
 - *zoning of commercial or industrial (if beyond 1 mile of the city, village or charter township limits, or if unzoned the location has to be within 800 feet of an active commercial or industrial business on the same side of the road)

 - *spacing of 500 feet between permitted signs on the same side of the road on non-freeway; 1,000 feet along freeway and Interstate

 - *landowner permission (sign located on private property)

 - *if outside of the city, village or charter township limits, the sign needs to be at least 500 feet from an intersection

 - *sign can only advertise a product, service, attraction, destination or retail business that is owned and operated or served by the sign owner

4. MDOT shall not issue more than 4 permits to an attraction, destination or retail business

Permits issued for Business Owned signs are not transferable and are not eligible to be surrendered for an interim permit (MCL 252.307a(14)).

Permit Application Instructions – Business Owned Sign

1. Log into MDOT Permit Gateway (MPG) <https://sso.state.mi.us/>
2. Review “My Profile” to ensure that all contact information is correct. If/when any changes are made and saved, click on the “Home” link located on the left hand side of the page.
3. Select the business for which you will be submitting an application for from the drop down menu (if you only have one business, it will automatically be displayed)
4. Select “Internet Highway Advertising Program (IHAP)” from the program drop down menu and click on “Continue”
5. Click on Permit Application from the list of links on the left side of the screen



6. Click on Create/Search



7. Click on New and answer the questions as listed below:

*** 1. Did you receive notification regarding MAP-21, advising that your sign is visible from the National Highway System and now requires a permit under the Highway Advertising Act of 1972 ?**

Yes No

*** 2. Do you own/operate the product, service, attraction, destination, or retail business that will be advertised on this sign ?**

Yes No

Click on Continue

8. Land Owner Information –

Land Owner Information

* Please click here:  to populate Land Owner information.

*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.

Search Existing Land Owners:

Specify search criteria in at least one field.

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Company Name:	<input type="text"/>
Doing Business As:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text" value="lansing"/>
State:	<input type="text"/>
Zip Code:	<input type="text"/>

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

<input type="checkbox"/>	TID	Name	Company Name	City
<input checked="" type="checkbox"/>	616		SMITH JEWELRY	LANSING

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9. Page 2 – Sign & Location Information. Enter all required information on this page. **If the sign is not in a rural area, you do not need to enter the required information related to the rural location. Click on Continue when all information is entered.
10. Page 3 – Zoning, Spacing & Sign Design. Complete the required information, Click Save & Continue.
11. Page 4 – View/Attach Documents. At the top of the page the Application ID is displayed. Make a note of this number. If you need to exit the application at this point, you will just need to type in this number to access the application for completion.

• **Commercial Permit Application - 'HAP0001521' has been created or updated successfully**

* = Required Fields

1. Applicant & Land Owner Information	2. Sign & Location Information	3. Zoning, Spacing & Sign Design Information	4. View/Attach Documents	5. Print
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Application ID: HAP0001521 **Status:** New

View/Attach Documents. You are required to scan and attach, or mail, email, or fax the following documents:

- [Zoning Certification \(Form 3700\)](#) and current zoning map, marking the proposed location on the zoning map
- [Landowner Acknowledgment \(Form 2495\)](#)
- [Billboard Sketch \(Form UP-68\)](#)
- [Proof of Business Ownership](#)

Attach your documents on this page, or click on the radio button next to Skip Document Attachments. Click on Add to Shopping Cart and on the next page click on Add to Shopping Cart again

12. Once added to the shopping cart a confirmation will be displayed that you have successfully added the permits to the shopping cart. Click on "Ok". The window will close and you will be back on the MDOT Permit Gateway Home Page.
13. The Shopping Cart link is located on the upper left hand side of the MPG Home Page. Click on the Shopping Cart link
14. Click on Checkout
15. Select your Method of Payment by clicking in one of the circles (if you are paying by electronic check, select whether it is "business" or "Personal"). Click "Next"

* Indicates required field

Choose method of payment

Pay by electronic check

* Account Type:

Pay by credit card

VISA MasterCard

Back Next Exit

16. Enter the required Billing Address information, and the payment information. Click on "Next"
17. Click on "Pay Now"
18. Print your Receipt

If you have any problems while applying, please contact Melissa Staffeld at (517) 335-2209 or Lauri Olsen at (517) 241-3028.