

ARTICLE 16
SIGN STANDARDS

Sec. 16.01 STATEMENT OF PURPOSE

The purpose of this article is to regulate signs and outdoor advertising within Genoa Township to protect public safety, health and welfare; minimize abundance and size of signs to reduce motorist distraction and loss of sight distance; promote public convenience; preserve property values; support and complement objectives of the Township Master Plan and this Zoning Ordinance; and enhance the aesthetic appearance within the Township. The standards contained herein are intended to be content neutral. These objectives are accomplished by establishing the minimum amount of regulations necessary concerning the size, placement, construction, illumination and other aspects of signs in the Township in order to:

- 16.01.01 Recognize that the proliferation of signs is unduly distracting to motorists and non-motorized travelers, reduces the effectiveness of signs directing and warning the public, causes confusion, reduces desired uniform traffic flow, and creates potential for accidents.
- 16.01.02 Prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.
- 16.01.03 Eliminate potential conflicts between business signs and traffic control signs, which could create confusion and hazardous consequences.
- 16.01.04 Recognize that the principal intent of commercial signs, to meet the purpose of these standards and serve the public interest, should be for identification of an establishment on the premises, and not for advertising special events, brand names or off-premise activities, as these can be advertised more appropriately by other methods.
- 16.01.05 Enable the public to locate goods, services and facilities without excessive difficulty and confusion by restricting the number and placement of signs.
- 16.01.06 Prevent placement of signs which will conceal or obscure signs of adjacent uses.
- 16.01.07 Protect the public right to receive messages, especially non-commercial messages such as religious, political, economic, social, philosophical and other types of information protected by the First Amendment of the U.S. Constitution.
- 16.01.08 Prevent off-premise signs from conflicting with land uses.
- 16.01.09 Maintain and improve the image of the Township by encouraging signs of consistent size which are compatible with and complementary to related buildings and uses, and harmonious with their surroundings.
- 16.01.10 Prohibit portable commercial signs in recognition of their significant negative impact on traffic safety and aesthetics.

Sec. 16.02 **DEFINITIONS**

- 16.02.01 **Business center:** a grouping of two or more business establishments on one or more parcels of property which may share parking and access and are linked architecturally or otherwise present the appearance of a unified grouping of businesses. A business center shall be considered one use for the purposes of determining the maximum number of monument signs. A vehicle dealership shall be considered a business center regardless of the number or type of models or makes available, however, used vehicle sales shall be considered a separate use in determining the maximum number of signs, provided that the used sales section of the lot includes at least twenty-five percent (25%) of the available sales area.
- 16.02.02 **Banner:** a fabric, plastic or other non-rigid material sign without enclosing structural framework.
- 16.02.03 **Canopy sign:** a non-rigid fabric marquee or awning-type structure which is attached to the building by supporting framework, which includes a business identification message, symbol and/or logo.
- 16.02.04 **Changeable message sign, electronic:** a sign that provides a display created by electronic means such as lights, television, or liquid crystal display.
- 16.02.05 **Changeable message sign, manual:** a reader board attached to a sign or the exterior of a wall where copy is changed manually.
- 16.02.06 **Construction sign:** a sign identifying the name(s) of project owners, contractors, developers, architects, designers, engineers, landscape architects and financiers of a project being constructed or improved; and not including advertising of any product or announcement of space availability.
- 16.02.07 **Directional sign:** a sign which assists motorists in determining or confirming a correct route; specifically enter, exit and parking signs.
- 16.02.08 **Menu board:** a restaurant sign that displays menu items and prices and may include a communication system for placing food orders and digital display of order. (as amended 12/17/10)
- 16.02.09 **Monument sign:** A three-dimensional, self-supporting, solid base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message, business, group of businesses or center name is affixed.
- 16.02.10 **Moving Sign:** A sign in which the sign itself or any portion of the sign moves or revolves. A “rotating sign” is a type of moving sign. Such motion does not refer to the method of changing the message on the sign.
- 16.02.11 **Nit:** A unit of illuminative brightness equal to one (1) candela per square meter (cd/m^2), measured perpendicular to the rays of the source. (as amended 12/17/10)
- 16.02.12 **Off-premise sign:** a sign which identifies a use or advertises products and services not available on the site or parcel on which the sign is located; a sign which directs travelers or provides a message unrelated to the site on which the sign is located, e.g. billboards.

- 16.02.13 **On-premise sign:** a sign providing the address and name of owner of a parcel of land; a sign advertising a business, service or product sold or produced on the same site or parcel.
- 16.02.14 **Pole sign:** a sign supported on the ground by a pole and not attached to any building or other structure.
- 16.02.15 **Political sign:** a temporary sign used in connection with local, state or national elections.
- 16.02.16 **Portable sign:** a sign designed to be moved from place to place, whether or not it is permanently attached to the ground or structure. This includes hot-air and gas filled balloons, sandwich boards, banners, pennants, streamers, festoons, ribbons, tinsel, pinwheels, non-governmental flags and searchlights; but excludes political signs, real estate signs, construction signs, permanent changeable message signs, and regulatory/government signs.
- 16.02.17 **Projecting sign:** a sign, other than a wall sign, that is affixed to any building or wall and whose leading edge extends more than twelve (12) inches beyond such building or wall.
- 16.02.18 **Real estate sign:** an on-premise temporary sign advertising the availability of property or structures for sale or lease.
- 16.02.19 **Regulatory sign:** a sign installed by a public agency to direct traffic flow, regulate traffic operations and provide information that conforms to the Michigan Manual of Uniform Traffic Control Devices.
- 16.02.20 **Roof sign:** a sign that is located above the top of the wall of a flat roof building, above the eave on a pitched roof building or above the deck line of a mansard roofed building.
- 16.02.21 **Sign:** any device, structure, fixture, figure, banner, pennant, flag, balloon or placard consisting of written copy, symbols, logos and/or graphics, designed for the purpose of identifying or bringing attention to an establishment, product, goods, services or other message to the general public.
- 16.02.22 **Temporary grand opening signs:** a temporary sign used to announce the grand opening of businesses which are new to a particular location or under new ownership.
- 16.02.23 **Wall sign:** a sign attached parallel to and extending not more than twelve (12) inches from the wall of the building. Painted signs, signs which consist of individual letters, cabinet signs, and signs mounted on the face of a mansard roof shall be considered wall signs.
- 16.02.24 **Window sign:** signs which are affixed to a window or are positioned within two (2) feet of the inside of a window so that they are visible from the outside.

Sec. 16.03 **APPLICATION OF STANDARDS: EXEMPT SIGNS**

The following signs are specifically exempt from obtaining a sign permit but shall be required to comply with all other requirements of this ordinance:

- 16.03.01 **Business affiliation signs:** signs not exceeding a total of two (2) square feet per business indicating acceptance of credit cards or describing business affiliations and are attached to a permitted sign, exterior wall, building entrance or window.

- 16.03.02 **Construction signs:** provided that there shall be only one such sign per development project; with a maximum height of six (6) feet and not exceeding sixteen (16) square feet in area for residential projects; a maximum height of six (6) feet and not exceeding thirty-two (32) square feet in area for non-residential projects; setback a minimum fifteen (15) feet from any property line or public street right-of-way; and that such signs shall be erected during the construction period only and shall be removed fourteen (14) days after an occupancy permit is issued.
- 16.03.03 **Flags:** insignia of any nation, state, community organization, college or university.
- 16.03.04 **Garage sale and estate sale signs:** provided that they are not attached to public utility poles and do not exceed six (6) square feet in area; and that they are erected no more than ten (10) business days before and are removed within one (1) business day after the announced sale. Garage and estate sale signs may be placed within the public street right-of-way provided that the signs does not obstruct visibility. (as amended 3/5/10)
- 16.03.05 **Gas station pump island signs:** attached to the pumps, provided that there are no more than two (2) such signs per pump island and that such signs do not exceed four (4) square feet in area. (as amended 12/17/10)
- 16.03.06 **Historical marker:** plaques or signs describing state or national designation as an historic site or structure and/or containing narrative, not exceeding twelve (12) square feet in area.
- 16.03.07 **Integral signs:** names of buildings, dates of erection, monumental citations, commemorative tablets when carved into stone, concrete or similar material or made of bronze, aluminum or other noncombustible material and made an integral part of the structure and not exceeding twenty-five (25) square feet in area.
- 16.03.08 **Miscellaneous signs:** on vending machines, gas pumps, and ice containers indicating the contents or announcing on-premise sales, provided that the sign on each device does not exceed two (2) square feet in area.
- 16.03.09 **Model signs:** temporary signs directing the public to a model home or unit, which do not exceed six (6) square feet in area and are located onsite.
- 16.03.10 **Non-commercial signs:** signs containing non-commercial messages, such as those designating the location of public telephones, restrooms, restrictions on smoking and restrictions on building entrances, provided that such signs do not exceed two (2) square feet in area.
- 16.03.11 **Municipal and non-profit organization signs:** local government, church, school, museum, library, public park or other non-profit institution permanent signs with a minimum setback from the street right-of-way of ten (10) feet, which do not exceed twenty-five (25) square feet and are a maximum of six (6) feet in height. (as amended 12/17/10)
- 16.03.12 **Owner/tenant signs:** address or occupant name and other signs of up to two (2) square feet in area mounted on the wall of an office building.
- 16.03.13 **Parking lot signs:** indicating restrictions on parking, when placed within a permitted parking lot, are a maximum of six (6) feet in height, and do not exceed four (4) square feet in area.

- 16.03.14 **Political signs:** provided such signs are not placed within the public street right-of-way line in a manner that obstructs visibility. (as amended 12/31/06)
- 16.03.15 **Real estate signs:** provided that there shall be only one real estate sign per parcel. For corner lots or through lots there may be one real estate sign located within the front yard of each street frontage. The maximum height of any such sign shall be eight (8) feet and the maximum size of any such sign shall be twenty (20) square feet in all single family residential districts and thirty-six (36) square feet in multiple family, commercial and industrial districts. One additional open house shall be permitted for a period not to exceed two (2) days on the lot where the sale is taking place. (as amended 12/31/06)
- 16.03.16 **Regulatory, directional and street signs:** erected by a public agency in compliance with Michigan Manual of Uniform Traffic Control Devices Manual. Regulatory, directional and street signs shall be allowed within the required setback area provided such signs are not placed within the public street right-of-way line in a manner that obstructs visibility. (as amended 3/5/10)
- 16.03.17 **Rental office directional signs:** Up to two (2) signs identifying or directing motorists to a rental or management office in a multiple family development, provided that such signs are a maximum of four (4) feet in height, are setback a minimum of fifteen (15) feet from any property line or public right-of-way, and do not exceed three (3) square feet in area.
- 16.03.18 **Roadside stand signs:** provided that they meet the standard of Section 3.03.02(f) regarding their removal, that there are a maximum of three on any parcel and none exceed thirty-two (32) square feet in area.
- 16.03.19 **Street address signs (street numbers).** (as amended 12/31/06) Street address signs shall be allowed within the required setback area provided such signs are not placed within the public street right-of-way line in a manner that obstructs visibility. (as amended 3/5/10)
- 16.03.20 **Warning signs:** such as no trespassing, warning of electrical currents or animals, provided that such signs do not exceed six (6) square feet. Warning signs shall be allowed within the required setback area provided such signs are not placed within the public street right-of-way line in a manner that obstructs visibility. (as amended 3/5/10)
- 16.03.21 **Window signs:** window signs shall be permitted to occupy no more than twenty five (25%) of the area of each individual window except as provided for in 16.07.02(d). (as amended 12/17/10)

Sec. 16.04 **PROHIBITED SIGNS**

The following signs shall be prohibited in any district in the Township:

- 16.04.01 **Commercial vehicles.** Commercial vehicles may not be used as signs. As determined by the Zoning Administrator, a commercial vehicle may be parked on a business premises or an industrial lot for a time period not exceeding forty-eight (48) hours for the intended purpose of advertising a product or serving as a business sign. (as amended 12/17/10)
- 16.04.02 **String lights.** Exterior string lights used in connection with a commercial enterprise shall be prohibited, other than holiday decorations which are strung no more than sixty (60) days before the holiday and removed within ten (10) days following the holiday for which they were erected.

- 16.04.03 **Signs in right-of-way.** Non-regulatory signs placed in any public right-of-way, attached to a utility pole or affixed to a tree shall be prohibited. No sign in any zoning district shall be erected or placed in the public right-of-way except as may otherwise be expressly authorized by this Ordinance. The Township retains the right to remove any signs found to be in violation of this section. (as amended 12/17/10)
- 16.04.04 **Off-premise signs.** Signs shall only be permitted as an accessory use on the same lot as a principal permitted use. Off-premise signs that are not located on the same lot as the principal use they serve shall be prohibited. (as amended 3/5/10) No sign in any zoning district shall be erected or placed in the public right-of-way except as may otherwise be expressly authorized by this Ordinance. The Township retains the right to remove any signs found to be in violation of this section. (as amended 12/17/10)
- 16.04.05 **Pole signs.** Pole signs shall be prohibited.
- 16.04.06 **Portable signs.** Portable signs shall be prohibited unless otherwise provided for in this ordinance.
- 16.04.07 **Roof signs.** Roof signs shall be prohibited.
- 16.04.08 **Moving.** Signs having moving members, or parts or emitting a sound shall be prohibited.
- 16.04.09 **Lights.** Signs using high intensity lights or flashing lights, spinners or animated devices; neon signs in agricultural or residential districts shall be prohibited.
- 16.04.10 **Obstruct vision.** Signs that obstruct vision or impair the vision of motorists or non-motorized travelers at any intersection, driveway, within a parking lot or loading area shall be prohibited. No sign in any zoning district shall be erected or placed in the public right-of-way except as may otherwise be expressly authorized by this Ordinance. The Township retains the right to remove any signs found to be in violation of this section. (as amended 12/17/10)
- 16.04.11 **Emergency or traffic.** Signs that simulate or could in any way be confused with the lighting of emergency vehicles or traffic signals shall be prohibited.
- 16.04.12 **On Towers.** Any type of signage including logos shall not be permitted on a public or private radio, television, cellular phone, or water towers with the exception of the name of the municipality, unless approved by the Township Board as described in section 6.02.02(p)(5).
- 16.04.13 **Costumed people.** Any person dressed with a business logo or as a representation of a business logo/mascot for the purpose of drawing attention and advertising that business. (as amended 12/31/06)
- 16.04.14 **Exceeding size limits.** Any sign that exceeds the height or area limits of this article shall be prohibited. (as amended 3/5/10)

Sec. 16.05 **REQUIRED ADDRESS SIGN**

All residences and commercial/industrial buildings shall have an address sign which is clearly visible from the adjacent street.

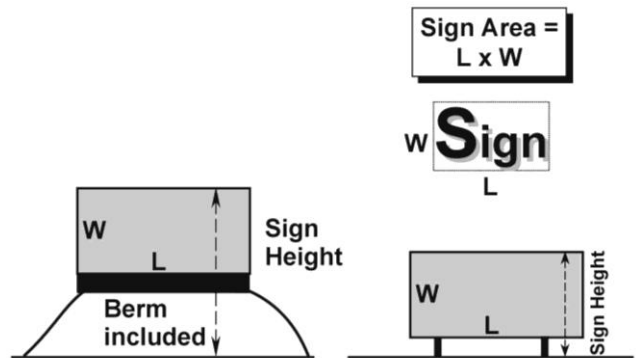
Sec. 16.06 **GENERAL STANDARDS FOR PERMITTED SIGNS**

Signs which are permitted as accessory uses serving a commercial or informational purpose may be permitted subject to the requirements of this section; provided that no such sign shall be erected or altered until approved by the Zoning Administrator and until a permit has been issued.

16.06.01 **Measurement of sign area:**

- (a) The area for signs shall be measured by calculating the square footage of the sign face, measured by enclosing the most protruding points or edges of a sign within a parallelogram or rectangle including any frame. On a monument sign, a decorative masonry base shall not be included in the sign area measurement.
- (b) Where a sign has two or more faces, the area of only the larger face shall be considered when calculating maximum size, provided all faces are part of the same structure, back-to-back, contain the same message and are separated by no more than two (2) feet.
- (c) The wall sign area square footage shall be determined by enclosing the portion of the wall which contains a message, lettering, symbol and/or logo within a parallelogram or rectangle. Signs placed on canopies shall also be counted towards the allowable wall sign area.

16.06.02 **Sign height:** The height of the sign shall be measured from the average grade to the upper-most point of the sign. Average grade shall be measured fifty (50) feet along the frontage from both sides of the sign. Placing a sign on top of a berm is permitted only if the berm is long enough to meet the average grade requirement and landscaping is provided on the berm.



16.06.03 **Sign setbacks:**

- (a) All signs, unless otherwise provided for, shall be setback a minimum of ten (10) feet from any public street right-of-way or property line. This distance shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.
- (b) In order to ensure adequate sight distance for motorists, bicyclists and pedestrians, a minimum clear vision area shall be maintained between a height of two (2) feet and six (6) feet within a triangular area measured twenty-five (25) feet back from intersection of public right-of-way lines. Greater clear vision areas may be required by the Michigan Department of Transportation or the Livingston County Road Commission in particular areas. Furthermore, signs shall not be permitted where they obstruct motorist vision of regulatory signs, traffic control devices or street signs.

16.06.04 **Sign materials:** as permitted in the various zoning districts, signs shall be designed to be compatible with the character of building materials and landscaping to promote an overall

unified and aesthetic effect in accordance with the standards set forth herein. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.

16.06.05 **Illumination:** Sign illumination shall comply with all of the following requirements:

- (a) Signs shall be illuminated only by steady, stationary shielded light sources directed solely at the sign, or internal to it.
- (b) Use of glaring undiffused lights or bulbs shall be prohibited. Lights shall be shaded so as not to project onto adjoining properties or thoroughfares.
- (c) Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.
- (d) Illumination by bare bulbs or flames is prohibited.
- (e) Underground wiring shall be required for all illuminated signs not attached to a building.
- (f) Electronic changeable message signs may be permitted subject to Section 16.07.02. (as amended 12/17/10)

16.06.06 **Construction and maintenance:** Every sign shall be constructed and maintained in a manner consistent with the building code provisions and maintained in good structural condition at all times. All signs shall be kept neatly painted, stained, sealed or preserved including all metal parts and supports.

16.06.07 **Sign safety:** All signs erected, constructed, reconstructed, altered or moved shall be constructed in such a manner and of such materials so that they shall be able to withstand wind pressure of at least twenty (20) pounds per square foot. All signs, including any cables, guy wires or supports shall have a minimum clearance of four (4) feet from any electric fixture, street light or other public utility pole or standard.

Sec. 16.07 **SPECIFIC SIGN STANDARDS**

The number, display area and height of signs within the various zoning districts is provided in table 16.1 and its accompanying set of footnotes. Some additional standards for specific types of signs are given below:

16.07.01 **Canopy signs:** Canopy signs may project a maximum of six (6) feet from the edge of the building, measured horizontally parallel to the ground. Any sign area on the canopy shall be included in calculations of maximum wall sign square footage. (as amended 12/31/06)

16.07.02 **Changeable message signs:** Changeable message signs shall be permitted on any non-residential sign, subject to the following regulations:

- (a) Only one changeable message signs shall be permitted per business. Changeable message signs shall only be part of one of the following types of conforming signs and shall be subject to the area, height, and placement requirements for that sign:
 - (1) A monument sign; or

- (2) A window sign.
- (b) Changeable message signs may not be added to a nonconforming sign.
- (c) The changeable message portion of a monument sign shall not exceed one-third (1/3) of the sign area and the remainder of the sign shall be of a permanent character.
- (d) Changeable message signs affixed or hung in a window shall be limited to one (1) per business or two (2) for businesses in corner units or lots and shall be a maximum of two (2) square feet in area.
- (e) Electronic changeable message signs shall meet all of the following requirements, in addition to (a) - (d) above:
 - (1) Electronic changeable message signs shall not exceed the following illuminative brightness:

Time of Day	Brightness	
	Within 300 feet of residential district or use	At least 300 feet from residential district or use
Night time	300 nits (cd/m2)	500 nits (cd/m2)
Day time	3,500 nits (cd/m2)	5,000 nits (cd/m2)

- (2) The message on an electronic changeable message sign may change a maximum of four (4) times per hour, except for time or temperature displays. At all other times the sign message and background must remain constant. If the sign is within 300 feet of a residential use or zoning district, the message shall remain static from dusk until dawn.
- (3) The lettering and/or message components on an electronic changeable message sign shall be comprised of one (1) color with a black or dark background. The lettering and/or message components being displayed at any given time shall not change, flash or fade to another color. The changeable message sign shall have a default design that will freeze the sign in a dark or blank position if a malfunction occurs.
- (4) Electronic changeable message signs shall not contain any moving, blinking, flashing, scrolling or animated parts nor have the appearance of having any movement or animation. Only static messages shall be displayed.
- (5) Electronic changeable message signs shall be located with a minimum separation distance of one hundred fifty (150) feet from any other electronic changeable message sign.
- (6) Electronic changeable message signs shall only be permitted in non-residential zoning districts. (as amended 12/17/10)

16.07.03 **Directional signs:** No more than one (1) directional sign shall be permitted per approved driveway, with a maximum sign area of four (4) square feet per sign, and a maximum height of three (3) feet. Any area of a directional sign that includes a business name, symbol or logo shall be calculated as part of the allowable monument sign square footage, as specified in table 16.1.

- 16.07.04 **Menu board:** Up to two (2) menu board signs shall be permitted per drive-through restaurant, which display menu items and may include a communication system for placing food orders and digital display of order. Each menu board shall be a maximum of sixteen (16) square feet. Menu board sign(s) shall not be located in the front yard. (as amended 12/17/10)
- 16.07.05 **Monument signs:** A minimum setback of ten (10) feet shall be provided from the right-of-way, when located to ensure adequate sight distance for motorists. Dimensional standards for monument signs are given in table 16.1.
- 16.07.06 **Residential community or development identification signs:** One permanent sign per driveway which does not exceed thirty-six (36) square feet in area and a maximum height of six (6) feet identifying developments such as office complexes, a college, a subdivision, an apartment complex, condominium communities, senior housing complexes, mobile home parks and similar uses.
- 16.07.07 **Temporary signs:** One temporary sign may be permitted on the site for a period not to exceed fourteen (14) days. A business shall only be allowed to use a temporary sign once during its stay at the same location or have new owners. The sign shall be no larger than thirty-five (35) square feet in surface display area per side and shall not exceed six (6) feet in height. Wind-blown devices, such as pennants, spinners, and streamers shall also be allowed on the site of the business advertising a grand opening for the fourteen day time period designated for the temporary sign.
- 16.07.08 **Wall signs:** Signs shall not project beyond or overhang the wall or any permanent architectural feature by more than one (1) foot and shall not project above the roof or parapet. (as amended 12/17/10)

Table 16.1 Sign Dimensional Standards and Regulations

DISTRICT (7)	WALL OR CANOPY SIGN		MONUMENT SIGN		
	MAX. NO. OF SIGNS ⁽¹⁾	MAX SIZE	MAX. NO. OF SIGNS ⁽³⁾	MAX. SIZE ^(3,4,5)	MAX. HEIGHT
Agricultural Districts	1	10 sq. ft.	1	10 sq. ft.	6 ft.
Single Family Residential (6)	N/A	N/A	(See Exempt Signs)		
Multiple Family Residential	N/A	N/A	(See Exempt Signs)		
Mobile/Manufactured Home District	N/A	N/A	(See Exempt Signs)		
Neighborhood Service District	1 per business	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
General Commercial District Regional Commercial District	1 per business	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
Office-Service District	1 per business	10% of front facade ⁽²⁾	1	72 sq. ft.	6 ft.
Recreational Facilities District	1	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
Industrial District	1	10% of front facade ⁽²⁾	1	60 sq. ft.	6 ft.
Planned Industrial and PUD Districts (7)	1	10% of front facade ⁽²⁾	1	60 sq. ft.	6 ft.

Footnotes to Table 16.1:

- (1) One wall sign shall be allowed per business with its own public entrance. The sign may be attached to the façade that faces the street or on another façade where the business provides a public entrance; in either case, however, the sign may only be attached to a portion of the building that is occupied by the business. For a multi-tenant office building with common entrances, one (1) building identification sign shall be allowed.
- (2) The maximum wall sign shall not exceed ten percent (10%) of the facade of the building that the sign is attached to and is occupied by the business or one-hundred (100) square feet, per use or business establishment whichever is less. The maximum allowable wall sign area may be utilized in the following manner:
 - a. Two wall signs may be permitted for businesses located on a corner or through-lot. One sign, meeting the maximum allowable sign area, shall be permitted on each side of the building that fronts along the public right-of-way, including I-96.
 - b. At the discretion of the Planning Commission, two wall signs may be permitted for businesses located on an interior lot (non-corner lot) which under certain circumstances, such as obstructed views and building orientation, require additional visibility. The total collective sign area of the two signs may not exceed one-hundred (100) square feet.
 - c. Commercial structures containing one use or business establishment use, as determined by the Planning Commission, the size of the wall sign may be increased up to the maximum square footage given in the following table.
 1. 201 - 400 linear feet of building frontage facing a public street and having a public entrance = 150 square foot maximum wall sign area.
 2. Over 400 linear feet of building frontage facing a public street and having a public entrance = 200 square foot maximum wall sign area.
 3. The maximum wall sign can be increased by up to twenty percent (20%) if required number or size of landscape materials is exceeded by at least twenty percent (20%).
- (3) For buildings or lots having frontage and vehicular access along a second public street, I-96, or a business/retail shopping center, office center, or industrial park with a combined gross floor area over 60,000 square feet, a second sign or a larger sign may be permitted by the Planning Commission provided that the total sign area does not increase the maximum signs square footage listed for that district in the table above by more than fifty percent (50%). The Planning commission may also approve one (1) additional monument sign for each outlot with at least one hundred (100) feet of public street frontage provided the site provides shared access.
- (4) Any logo or business identification on any directional sign, or any logo or business identification area on a second sign at any driveway shall be included when calculating maximum sign area.
- (5) A ten (10) percent increase in the maximum permitted monument sign area is permitted if extensive landscaping and a decorative brick base consistent with the materials of the principal building are provided.
- (6) Refer to Section 16.07.06 for residential identification signs.

(7) PUD District development agreements may provide for specific sign standards.

(as amended 12/31/06, 8/24/07 and 3/5/10)