

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 pedestrians, creates a traffic hazard, and reduces the effectiveness of signs needed to direct and warn the public. Too many signs can overwhelm the senses, impair sightlines and vistas, create confusion, reduce desired uniform traffic flow, create potential for accidents, affect the tranquility of residential areas, impair aesthetics and degrade the quality of a community. (as amended 11/02/20)
- 16.01.02 Prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.
- 16.01.03 Eliminate potential conflicts with traffic control signs, which could create confusion and hazardous consequences. (as amended 11/02/20)
- 16.01.04 Enable the public to locate goods, services and facilities without excessive difficulty and confusion by restricting the number and placement of signs.
- 16.01.05 Prevent placement of signs which will conceal or obscure signs of adjacent uses.
- 16.01.06 Protect the public right to receive messages such as religious, political, economic, social, philosophical and other types of information protected by the First Amendment of the U.S. Constitution. (as amended 11/02/20)
- 16.01.07 Protect the individual user's rights to convey a message balanced against the public's right to be free of signs which unreasonably compete with one another, distract drivers and pedestrians, and create safety concerns and confusion. This ordinance is intended to balance the individual user's desire to attract attention with the citizen's right to be free of unreasonable distractions. (as amended 11/02/20)
- 16.01.08 Prevent signs which unduly distract motorists and residents because of the periodic changing of the message on such signs pose a greater risk to the Township's interest in traffic safety and aesthetics. (as amended 11/02/20)
- 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 signs in recognition of their significant negative impact on traffic safety and community aesthetics. (as amended 11/02/08)
- 16.01.11 Regulate the light emitted by signs to protect the Township's natural, existing, and desired dark skies. (as amended 11/02/20)

Sec. 16.02 **DEFINITIONS**

- 16.02.01 **Awning Sign:** a sign that is mounted, painted, or otherwise applied on or attached to an awning or other fabric, plastic, or protective cover that projects no more than six (6) feet over a door, entrance, or window of a building that is wholly supported by the building to which it is attached. A canopy is not an awning. (as amended 11/02/20)
- 16.02.02 **Business center:** a grouping of two or more 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 establishments. 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. (as amended 11/02/20)
- 16.02.03 **Banner:** a temporary sign made of fabric, plastic or other non-rigid material sign without enclosing structural framework. (as amended 11/02/20)
- 16.02.04 **Establishment affiliation signs:** signs not exceeding a total of two (2) square feet per establishment indicating acceptance of credit cards or describing affiliations and are attached to a permitted sign, exterior wall, building entrance or window. (as amended 11/02/20)
- 16.02.05 **Canopy sign:** a wall sign that is mounted, painted, attached to or otherwise applied on the roof, fascia, soffit or ceiling of a rigid metal or similar structural protective cover which is permanently attached to and projects from the building. Awnings and shelters above a fuel service island are not a canopy. (as amended 11/02/20)
- 16.02.06 **Changeable message sign, manual:** a reader board attached to a sign or the exterior of a wall where copy is changed manually.
- 16.02.07 **Directional sign:** a sign that which assists motorists in determining the flow of pedestrian or vehicular traffic such as enter, exit, crosswalk and one-way signs. (as amended 11/02/20)
- 16.02.08 **Electronic Message Sign (EMS):** a sign or portion of a sign, that displays an electronic image or video, which may or may not include text, including any sign or portion of a sign that uses changing lights or similar forms of electronic display such as LED to form a sign message with text and or images wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. This definition includes without limitation television screens, plasma screens, digital screens, flat screens, LED displays, video boards, and holographic displays. (as amended 11/02/20)
- 16.02.09 **Gas station pump island signs:** A sign affixed to or mounted on a fuel pump. (as amended 11/02/20)

- 16.02.10 **Menu board:** a sign located at a drive-through food service order lane. (as amended 12/17/10)
- 16.02.11 **Incidental sign:** a sign which is incidental, accessory and subordinate to a permitted use which is located upon the building site on which said sign is erected or maintained. Examples include but are not limited to a building entrance/exit sign, open/closed sign, days/hours of operation sign, restroom sign, establishment affiliation signs, and gas station pump island signs. (as amended 11/02/20)
- 16.02.12 **Monument sign:** a three-dimensional, self-supporting, solid base-mounted freestanding sign placed in the ground surface such that the entire bottom of the sign is affixed to the ground and is not supported by poles, columns or uprights, consisting of sides extending up from the base, and upon which a message, business, establishment, group of businesses or center name is affixed. (as amended 11/02/20)
- 16.02.13 **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.
- 16.02.14 **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)
- 16.02.15 **Parking lot signs:** A sign which regulates vehicle traffic within a permitted parking lot and includes information of a general directive or informational nature such as no parking, handicapped parking, and loading area. (as amended 11/02/20)
- 16.02.16 **Pole sign:** a sign supported on the ground by a pole or poles, the sole purpose of which pole or poles is to hold the sign. (as amended 11/02/20)
- 16.02.17 **Portable sign:** a freestanding 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, pennants, streamers, festoons, ribbons, tinsel, pinwheels, flags and searchlights. (as amended 11/02/20)
- 16.02.18 **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.
- 16.02.19 **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.
- 16.02.20 **Sign:** any device, structure, fixture, figure, banner, pennant, flag, balloon, poster, handbill, flyer, painting, streamer, placard, or similar object 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. This definition of sign shall not include:
- (a) Legal notices, including but not limited to signs required for proposed zoning changes or variance requests.
 - (b) Decorative displays in connection with a recognized holiday, provided that the display doesn’t exceed 75 days.

(c) Signs required by law (e.g. fire, traffic code).

(d) Flags of any country, state, municipality, university, college or school.
(as amended 11/02/20)

16.02.21 **Temporary sign:** A sign that refers to an occurrence, happening, activity or series of activities, specific to an identifiable time and place or appears to be intended to be displayed for a limited period of time which is not intended to be lasting and is not constructed from an enduring material such as masonry and metal which remains unchanged in position, character, and condition (beyond normal wear), and is not permanently affixed to the ground, wall or building. Examples include but are not limited to posters, banners, a-frame/sandwich board and corrugated plastic/yard type signs. (as amended 11/02/20)

16.02.22 **Vehicle Sign:** A sign consisting of written copy, symbols, logos and/or graphics measuring more than ten (10) square feet in size attached to, mounted, pasted, painted, or drawn on any vehicle, whether motorized or drawn, that is placed, parked, or maintained on a parcel and is visible from the public right of way. (as amended 11/02/20)

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 an inside surface of a window or are positioned within two (2) feet of the inside of a window so that they are visible from the outside. (as amended 11/02/20)

Sec. 16.03 **APPLICATION OF STANDARDS**

16.03.01 **Requirement for Permit.** Except as expressly provided herein, it is unlawful for any person to erect, re-erect, alter or relocate any sign without obtaining a permit from the Zoning Administrator and paying the applicable permit fee. (as amended 11/02/20)

16.03.02 **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:

(a) **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.

(b) **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.

(c) **Parking lot signs:** A sign which regulates vehicle traffic within a permitted parking lot and includes information of a general directive or informational nature such as no parking, handicapped parking, and loading area; and does not exceed a maximum of six (6) feet in height and four (4) square feet in area. (as amended 11/02/20)

- (d) **Regulatory, directional and street signs:** erected and maintained by a public agency with the purpose of directing, managing or regulating traffic in compliance with Michigan Manual of Uniform Traffic Control Devices Manual. Such signs include, but are not limited to, street signs, traffic signals, traffic safety signs, speed limit signs, Township gateway/entry signs, neighborhood identification signs and directional signs. Regulatory, directional and street signs shall be allowed within the public street right-of-way provided such signs are not placed in a manner that obstructs visibility. (as amended 3/5/10 and 11/02/20)

- (e) **Street address signs (street numbers).** Street address signs shall be allowed within the public street right-of-way provided such signs are not placed in a manner that obstructs visibility. (as amended 3/5/10 and 11/02/20)

- (f) **Temporary signs:** Temporary signs shall be allowed subject to the following:
 - (1) All temporary signs shall be setback a minimum of ten (10) feet from the back of curb for curbed roadways and ten (10) feet from the edge or gravel or gravel shoulder for uncurbed or gravel roadways;
 - (2) Temporary signs shall not be located within the twenty-five (25) feet clear vision area as provided in Section 16.06.03(b);
 - (3) Prior to the erection or placement of a temporary sign, the permission of the property owner where the sign is to be located must be secured;
 - (4) Temporary signs shall not be illuminated.
 - (5) All temporary signs must be made of durable water resistant materials and shall be well maintained. Frayed, torn, broken or illegible signs will be deemed unmaintained and required to be removed.
 - (6) The dimensional standards and regulations applicable to temporary signs are as follows:

Within Agricultural Districts, Residential Districts, RPUD, Residential in MUPUD and Neighborhood Street Frontage in TCOD:				
Type	Number	Area	Height	Duration
Temporary Sign(s)	Not more than five (5) per lot provided there is a minimum separation distance of ten (10) feet between any other temporary sign.	6 sq. ft.	4 ft.	No more than 45 consecutive days.
Extra Temp. Sign(s)	Not more than two (2) per lot provided there is a minimum separation distance of ten (10) feet between any other temporary sign.	32 sq. ft.	6 ft.	No more than 45 consecutive days.

Within Nonresidential Districts, NRPUD, RDPUD, ICPUD, CAPUD, Nonresidential in MUPUD and Grand River, Dorr Road, and Town Center Street Frontage in TCOD:				
Type	Number	Area	Height	Duration
Temporary Sign(s)	One (1) sign per lot with one (1) additional sign allowed for each one-hundred (100) linear feet of frontage in excess of the minimum lot width required in the zoning district subject to a minimum separation distance of one hundred (100) feet between any other temporary sign.	6 sq. ft.	4 ft.	No more than 45 consecutive days per year.
Extra Temp. Sign(s)	Not more than two (2) per lot provided there is a minimum separation distance of one-hundred (100) feet between any other temporary sign.	32 sq. ft.	6 ft.	No more than 45 consecutive days per year.

(as amended 11/02/20)

- (g) **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 and do not obstruct visibility. (as amended 3/5/10 and 11/02/20)
- (h) **Incidental signs:** Incidental signs are permitted within the non-residential districts, but are subject to the setbacks applicable to principal buildings for the zoning district and shall not exceed two (2) square feet in size. (as amended 11/02/20)

Sec. 16.04 **PROHIBITED SIGNS**

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

- 16.04.01 **Vehicle signs.** A vehicle sign may only be parked or placed when located in compliance with the setbacks applicable to principle buildings only when it is determined that there are no other options for placement on the premises and that the vehicle is located in the least visible location as seen from the public road right of way. (as amended 11/02/20)
- 16.04.02 **String/Rope lights.** Exterior string and/or rope lights shall be prohibited, other than holiday decorations which comply with Section 16.02.20(b). (as amended 11/02/20)
- 16.04.03 **Signs in right-of-way.** With the exception of signs placed by the Michigan Department of Transportation or Livingston County Road Commission, non-regulatory signs placed in any public right-of-way, including those 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 for the regulatory, directional, and street signs erected by a public agency, street address signs, and temporary signs as expressly authorized by Section 16.03.02(d), 16.03.02(e) and 16.03.02(f) of this Ordinance. The Township retains the right to remove any signs found to be in violation of this section. (as amended 12/17/10 and 11/02/20)
- 16.04.04 **Pole signs.** Pole signs shall be prohibited.

- 16.04.05 **Portable signs.** Portable signs shall be prohibited except a permit may be issued to allow an establishment to use a portable sign only one time and after it has opened at the location or have new owners for a period not to exceed fourteen (14) days subject to the setbacks in Section 16.06.03. (as amended 11/02/20)
- 16.04.06 **Roof signs.** Roof signs shall be prohibited.
- 16.04.07 **Moving.** Signs having moving members, or parts or emitting a sound shall be prohibited.
- 16.04.08 **Lights.** Signs using high intensity lights or flashing lights, spinners or animated devices; neon signs in agricultural or residential districts shall be prohibited.
- 16.04.09 **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)
- 16.04.10 **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.
- 16.04.11 **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, or the name of the person or entity that conveyed the property or granted an easement to the Township or the Utility Authority upon which the tower is located. (as amended 11/02/20)
- 16.04.12 **Costumed people.** Any person dressed with a business logo or as a representation of a business or establishment logo/mascot for the purpose of drawing attention and advertising that business or establishment. (as amended 12/31/06 and 11/02/20)
- 16.04.13 **Exceeding size limits.** Any sign that exceeds the height or area limits of this article shall be prohibited. (as amended 3/5/10)
- 16.04.14 **Vacant land.** Signs on vacant land shall be prohibited except for temporary signs as provided in Section 6.02.03(f). (as amended 11/02/20)

Sec. 16.05 **REQUIRED ADDRESS SIGN**

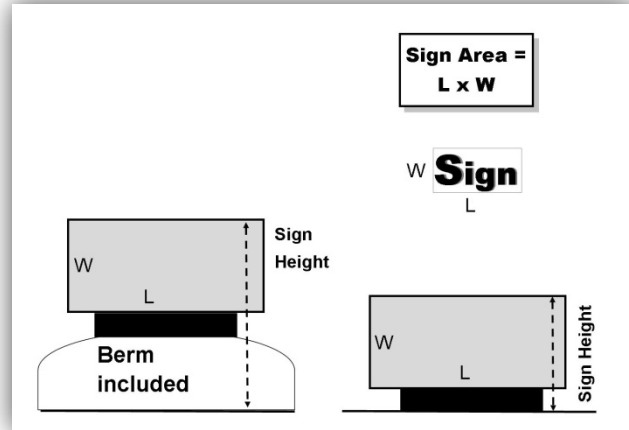
All residences and non-residential buildings shall have an address sign which is clearly visible from the adjacent street and shall comply with the requirements of the Fire Authority if applicable. (as amended 11/02/20)

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

Signs may be permitted subject to the requirements of this section; provided that no such sign shall be erected or altered until a permit has been issued unless otherwise provided for in section 16.03.02.

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 awnings and canopies shall also be counted towards the allowable wall sign area. (as amended 11/02/20)

16.06.02 **Sign height:** The height of the sign shall be measured from the average grade to the uppermost 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 within a triangular area measured twenty-five (25) feet back from intersections of public and/or private road 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. (as amended 11/02/20)

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 message signs may be permitted subject to Section 16.07.03. (as amended 12/17/10 and 11/02/20)

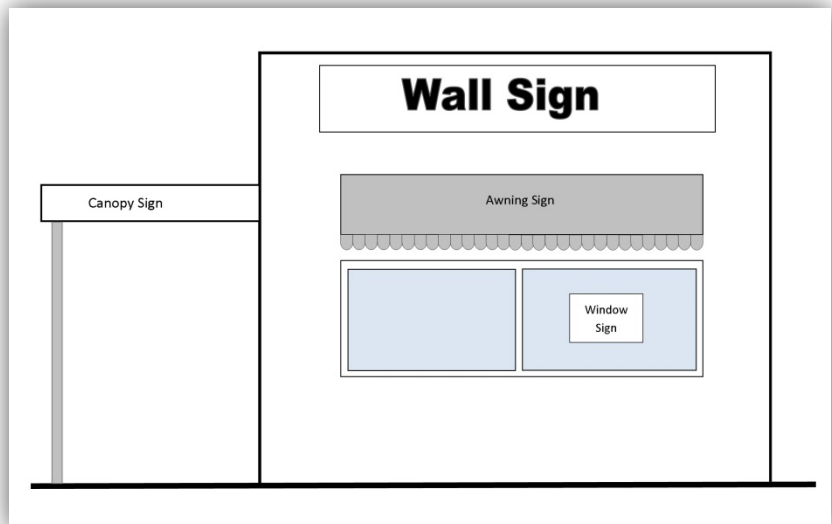
16.06.06 **Construction and maintenance:** Every sign shall be constructed and maintained in a manner consistent with the building code provisions and maintained in good structural condition at all times. All signs shall be kept neatly painted, stained, sealed or preserved including all metal parts and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



awning which 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 awning shall be included in calculations of maximum wall sign square footage. (as amended 11/02/20)

16.07.02 **Canopy signs:** Canopy signs shall not project vertically above or below the front fascia of the canopy by more than eighteen (18) inches and shall not project beyond or overhang the fascia horizontally by more than one (1) foot. Canopy signs shall not project above the roof or parapet of the building and conduit, raceways and wiring shall not be exposed. Any sign area on the canopy shall be included in calculations of maximum wall sign square footage. (as amended 12/31/06 and 11/02/20)

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

(a) Only one changeable message sign shall be permitted per establishment. 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 establishment or two (2) for establishments in corner units or lots and shall be a maximum of two (2) square feet in area. (as amended 11/02/20)
(as amended 11/02/20)

16.07.04 **Electronic Message Sign (EMS):** Electronic message signs shall meet all of the requirements for changeable message signs in Section 16.07.02 above, in addition to following requirements below:

(a) Electronic 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/m ²)	500 nits (cd/m ²)
Day time	3,500 nits (cd/m ²)	5,000 nits (cd/m ²)

(b) The message on an electronic 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.

(c) The lettering and/or message components being displayed at any given time shall not change, flash or fade to another color. The electronic message sign shall have a default

design that will freeze the sign in a dark or blank position if a malfunction occurs. (as amended 11/02/20)

- (d) Electronic 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.
- (e) Electronic message signs shall be located with a minimum separation distance of one hundred fifty (150) feet from any other electronic message sign.
- (f) Electronic message signs shall only be permitted in non-residential zoning districts. (as amended 12/17/10)
- (g) A non-glare panel or equivalent to substantially reduce glare shall be installed to cover the electronic message sign display. (as amended 11/02/20)
- (h) All permitted electronic message signs shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions. (as amended 11/02/20)
- (i) A written certification from a sign manufacturer or other approved testing agency that the light intensity has been preset to conform to the brightness and display standards established herein and that the preset levels are protected from end user manipulation by password protected software or other method. (as amended 11/02/20)
- (j) The owner or controller of any electronic message sign must adjust the sign to meet the brightness standards established herein and that any necessary adjustments must be made immediately upon notice of non-compliance from the Township. (as amended 11/02/20)

16.07.05 **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 an establishments name, symbol or logo shall be calculated as part of the allowable monument sign square footage, as specified in table 16.1. (as amended 11/02/20)

16.07.06 **Menu board:** Up to two (2) menu board signs shall be permitted per drive-through order lane. Each menu board shall be a maximum of twenty (20) square feet. Menu board sign(s) shall not be located in the front yard. (as amended 12/17/10 and 11/02/20)

16.07.07 **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.

16.07.08 **Municipal and non-profit organization signs:** Local government, church, school, museum, library, public park or other non-profit institution permanent signs shall comply with the standards provided for the Neighborhood Services District in table 16.1 (as amended 12/17/10 and 11/02/20)

16.07.09 **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. (as amended 11/02/20)

- 16.07.10 **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 a college, a subdivision, an apartment complex, condominium communities, senior housing complexes, mobile home parks and similar uses. (as amended 11/02/20)
- 16.07.11 **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)
- 16.07.12 **Window signs:** Window signs shall be permitted to occupy no more than twenty five (25%) of the window area on which they are displayed except as provided for in 16.07.02(d). The window area is calculated as the glazing area of the surface of the window, including windowpane dividers such as grilles, muntins, grids, mullions or similar. In no case shall any individual window sign be more than two hundred (200) square feet and the combined area of all window signs shall not exceed five hundred (500) square feet. (as amended 12/17/10 and 11/02/20)

Table 16.1 Sign Dimensional Standards and Regulations

DISTRICT (7)	WALL 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)		
Manufactured Home District	N/A	N/A	(See Exempt Signs)		
Neighborhood Service District Town Center Overlay District	1 per establishment	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
General Commercial District Regional Commercial District	1 per establishment	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
Office Service District	1 per establishment	10% of front facade ⁽²⁾	1 ⁽⁴⁾	72 sq. ft.	6 ft.
Public and Recreational Facilities District	1	10% of front ⁽²⁾ facade	1 ⁽⁴⁾	72 sq. ft.	6 ft.
Industrial District	1	10% of front ⁽²⁾ facade	1	60 sq. ft.	6 ft.
Planned Industrial and PUD Districts (7)	1	10% of front ⁽²⁾ facade	1	60 sq. ft.	6 ft.

(as amended 11/02/20)

Footnotes to Table 16.1:

- (1) One wall sign shall be allowed per establishment with its own public entrance. The sign may be attached to the façade that faces the street or on another façade where the establishment 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 establishment. For a multi-tenant office building with common entrances, one (1) building identification sign shall be allowed. (as amended 11/02/20)
- (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 establishment or one-hundred (100) square feet, per use or 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 establishments 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. The Planning Commission shall permit two wall signs for establishments located on a lot which under certain circumstances, where 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. (as amended 11/02/20)
 - c. Buildings containing one use or 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%).
(as amended 11/02/20)
- (3) For buildings or lots having frontage and vehicular access along a second public street, frontage along I-96, or for 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 shall 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 shall 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. (as amended 11/02/20)
- (4) Any logo or business/establishment identification on any directional sign or any logo or business/establishment identification area on a second sign at any driveway shall be included when calculating maximum sign area. (as amended 11/02/20)
- (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 16.07.09 for residential identification signs.
- (7) PUD District development agreements may provide for specific sign standards.

Sec. 16.08 **VALIDITY AND SEVERABILITY CLAUSE**

This Article and the various components, sections, subsections, sentences and phrases are hereby declared to be severable. If any court of competent jurisdiction shall declare any part of this Ordinance to be unconstitutional or invalid, such ruling shall not affect any other provisions of this Ordinance not specifically included in said ruling. Further, if any court of competent jurisdiction shall declare unconstitutional or invalid the application of any provision of this Article to a particular parcel, lot, use, building or structure, such ruling shall not affect the application of said provision to any other parcel, lot, use, building or structure not specifically included in said ruling. (as amended 11/02/20)

(as amended 12/31/06, 08/24/07, 03/05/10, and 11/02/20)