

Article 8 SIGNS

Section 8.1 Purpose

The purpose of this Article is to provide a framework for the display of signs to accommodate the legitimate identification, advertising and informational needs of all land uses and to ensure free speech rights guaranteed by the First Amendment to the U.S. Constitution, including the expression of personal, religious, political and ideological views. It is the purpose of this Article to provide such signage needs and opportunities in a manner that is balanced with the desired stability and enhancement of residential and non-residential areas including property values, the safety of the Township's road corridors, and the Township's prevailing desired visual character. It is recognized that unrestricted or unregulated signage does not support the desired character of the Township nor benefit either private enterprise or the community-at-large. Unrestricted signage encourages traffic safety hazards, visual clutter, confusion for vehicle drivers, visual blight, and decreased property values, and undermines the desired visual character of the Township including its business centers and residential neighborhoods, and its economic development initiatives. This Article recognizes that certain activities and uses of land are temporary in nature and though temporary, have reasonable signage needs, and this Article is intended to permit temporary signage consistent with the regulatory framework described above.

Section 8.2 Definitions

- A. Awning/Canopy Sign:** A sign part of or otherwise affixed to a sheet of canvas, plastic or other non-rigid material stretched on a frame so as to be roof-like in function for coverage of the ground area below and/or for architectural purposes. An awning/canopy sign may be in a permanently extended position or may be retractable.
- B. Business Center:** A grouping of two or more businesses on one (1) or more lots and in one (1) or more buildings, which may share parking and access and are linked architecturally or otherwise developed as a unified grouping of businesses.
- C. EMC or Electronic Message Center (EMC) Signs:** A sign that is capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means. An EMC sign may be a free-standing sign or wall sign as defined herein.
- D. Freestanding Sign:** A sign that is erected upon or supported by the ground, including ground signs as defined herein and signs supported by one or more poles, columns or similar supports.
- E. Ground Sign:** A self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is painted, posted or otherwise affixed. A ground sign may also consist of a base-mounted cylindrical structure upon which a message is affixed, and a sign that is supported by one (1) or more posts that are less than two (2) feet in height.
- F. Illumination/Illuminate:** The act of highlighting the visual presence and/or impact of a sign by the use of artificially created light, such as through electrical devices.
1. "Internal illumination" refers to the incorporation of the light source behind the sign face intended to be highlighted and enclosed within the framing of the sign. For the purpose of this Article, an EMC sign shall be construed to be an internally illuminated sign.
 2. "External illumination" refers to the placement of the light source in front, above, below and/or to the side of the sign face intended to be highlighted. External illumination is not enclosed within the framing of the sign but may be attached to the sign.
- G. Marquee Sign:** A sign affixed to a permanent rigid roof-like structure that extends from a building for coverage of the ground or entrance area below, and/or for architectural purposes, and which is not supported by columns, posts or other similar features.
- H. Permanent Sign:** A sign designed and/or intended to last indefinitely in the same location, structurally attached to the ground, or a wall or other structure, in such manner that the sign cannot be easily removed and/or relocated. A permanent sign shall be construed to be the same permanent sign despite modifications to the message of such sign.
- I. Projecting Sign:** A sign, other than a wall sign, that projects more than eighteen (18) inches from the face of the building or structure upon which it is located, irrespective of the direction from which the sign is intended to be viewed.

J. Sign: Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, banner, flag, pennant, trade names or marks, or other representation, or combination thereof, designed for the purpose of directing or attracting attention to, advertising, identifying, expressing or making known something. Unless otherwise indicated, the definition of "sign" includes interior and exterior signs that are visible from any public street, sidewalk, alley, park, or public or private property.

1. **Exception:** Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, banner, flag, pennant, trade names or marks, or other representation, or combination thereof, that do not exceed two (2) sq. ft. in area, and designed for the purpose of directing or attracting attention to, advertising, identifying, expressing or making known something, shall not be construed as a sign except under the following conditions:
 - a. This exception shall not apply in the case where such words, lettering, parts of letters, figures, or other representations, or combinations thereof, are placed on multiple structures or other supports that are each no greater than two (2) sq. ft. in area but exceed two (2) sq. ft. in total cumulative area and are intended to be read or viewed together for a single or unified message or purpose, and such arrangements shall constitute a sign.
 - b. This exception shall not apply if such words, lettering, parts of letters, figures, or other representations, or combinations thereof, are erected within 20 feet of a public road right-of-way and intended to be viewed from such right-of-way, and such arrangements shall constitute a sign.

K. Temporary Sign: A sign designed to be moved periodically or displayed for a limited and comparatively short period of time only, without a foundation, footing or similar permanent underground, wall or structure anchoring system, such as in the case of a "grand opening" sign, a sign announcing an upcoming community event, and signs mounted on wheeled trailers. A temporary sign shall be construed to be the same temporary sign despite modifications to the location or message of such sign during the period the sign is displayed.

L. Wall Sign: A sign that is attached directly to a building wall that is flat against or generally parallel to the building wall and not extending more than eighteen (18) inches from the face of the wall, including signs painted on a building wall, and including signs on a marquee, canopy or awning-type structure. A wall sign shall not be construed to include a sign attached to or otherwise part of a roof, a sign attached to a wall but which extends above the lowest portion of a roof, or a "projecting sign" as defined herein.

M. Window Sign: A sign that is attached to the interior or exterior of any window. Permanent window signs that are not affixed directly to a window or are positioned within twelve (12) inches of a window so that they are visible from the outside, shall be considered wall signs.

Section 8.3 Application and Permit Requirements

A. Permits and Review

1. **Required Permit and Review:** All signs shall require a zoning permit prior to placement, erection, replacement or alteration unless exempted by subsection (2) below. If site plan review is required for a proposed project that a proposed sign shall be part of, the proposed signage shall be reviewed as part of the site plan review procedure for the entire project, pursuant to Article 14, and a separate sign application shall not be necessary. If the proposed signage is to be part of an existing development for which site plan approval has already been granted or was not necessary, the Zoning Administrator shall review the sign application to ensure all applicable ordinance standards have been met prior to issuing a permit for the sign.
2. **Signs Exempt from Permit/Review:** The following signs are exempt from the provisions of subsection (1) above but shall conform to all other regulations and standards of this Article including area and height.
 - a. Signs erected by a governmental entity.
 - b. Indoor signs affixed to or covering windows.
 - c. Signs authorized under Section 8.7.
 - d. The maintenance or replacement of sign information on a previously approved sign.
 - e. Signs less than six (6) square feet in area.
 - f. Signs associated with state or federal recognition of a special historical or other aspect of a lot or structure on such lot.

B. Application Information: Application for a zoning permit for a sign shall include the following minimum information, which may be submitted as part of a larger development application:

1. Name, address, and telephone number of the applicant, and address of the lot on which the sign is to be erected.
2. A copy of the approved or proposed site plan for the lot on which the sign is to be placed.
3. Construction specifications including dimensions, materials, height, ground clearance if applicable, total display area, method of attachment to the wall or ground, and in the case of an EMC sign, the manufacturer's sign brightness specifications according to nit level.
4. Location of the sign on the building and, in the case of a ground sign, its location on the lot and in relation to nearby buildings, structures, and property lines, and setbacks from lot lines, right-of-ways, and access drives.
5. The height and width of the building if the sign is a wall sign.
6. Lot area and frontage.
7. Elevational view of the sign including proposed sign copy.
8. Information concerning required electrical connections.
9. Certification by the manufacturer that the sign complies with the Michigan Construction Code.
10. Written consent of the owner or lessee of the premises upon which the sign is to be erected, if different than the applicant.
11. Other information as may be required to ensure compliance with all applicable laws and regulations.

Section 8.4 Design and Construction Standards

A. Materials, Construction and Maintenance:

1. All signs shall be constructed and maintained in a manner consistent with building code provisions and maintained in good structural condition at all times, free of hazards to the general public. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose. All signs shall be kept neatly painted, stained, sealed or preserved including all metal parts and supports. Signs shall be maintained free of peeling material, fading, rust, rot, insect infestation or other conditions reflective of a state of disrepair.
2. A sign shall be integrally designed so that its elements are of a unified character versus comprised of an assemblage of different sign types and materials. In the case where two (2) opposing sign faces are of differing shapes and/or sizes, resulting in the back of one (1) face not being fully obscured by the opposing face of the sign, the exposed backing shall be of a finished material and designed and constructed to appear as an integral part of the entire sign and of a similar character. No pole, column or similar support shall be used to accommodate more than one (1) sign serving the same business, tenant or occupant of a lot.
3. All signs shall be designed so that the supporting framework, other than the supporting poles on a freestanding sign, is contained within or behind the face of the sign or within the building to which it is attached so as to be totally screened from view.

B. Wall Sign Dimensions and Heights for Non-Residential Uses. Wall signs in association with commercial, industrial, institutional and other non-residential uses shall comply with the following:

1. Wall Sign Vertical Dimension: The maximum vertical dimension of any wall sign shall not exceed one third (1/3) of the building height.
2. Wall Sign Horizontal Dimensions: The maximum horizontal dimension of any wall sign shall not exceed three-fourths (3/4) of the width of the building.
3. Wall Sign Height: The top of a wall sign shall not be higher than the lowest of the following:
 - a. Twenty (20) feet.
 - b. The top of the sills on windows above the first story.

C. Lighting:

1. Authorized Lighting:
 - a. Signs may be illuminated unless specified otherwise, and may be internally or externally illuminated unless specified otherwise.
 - b. No illumination of signs shall occur in Agricultural or Residential Districts. No illumination of signs shall occur in other Districts except during periods when the use is open to the public.
 - c. Lighting shall comply with the National Electrical Code.
2. Moving Illumination: No sign shall include flashing, blinking, intermittent, moving or variable intensity illumination except as authorized in association with an electronic message center (EMC) sign.
3. Exterior Illumination: Exterior illumination of a sign shall not result in reflected light that exceeds a brightness level of 0.3 foot candles above ambient light as measured according to the same

specifications for EMC signs in Section 8.9. Use of glaring undiffused lights or bulbs is prohibited. Sign illumination shall not distract motorists, create a traffic hazard, or be a nuisance to users of other properties.

4. Source and Projection of Illumination: The source of sign illumination shall be shielded from traffic and adjacent properties and shall not be visible beyond the property line of the lot on which the sign is located. All externally lit signs shall be illuminated by lights affixed to the sign and only directed downward or from the side onto the sign face.
 - a. This subsection shall not apply to neon lights and exposed bulbs, including marquees signs, provided such lights and bulbs shall not exceed fifteen (15) watts in the case of incandescent bulbs and four (4) watts in the case of light emitting diode (LED) bulbs.
5. EMC Signs: See Section 8.9 regarding lighting requirements for EMC signs.

D. Measurements

1. Sign Area: The area of a sign shall be computed by calculating the square footage of a sign face as measured by enclosing the most protruding points or edges of all sign faces of the sign within a parallelogram, rectangle, triangle, circle, cylinder, cone or combination thereof, including any framing.
 - a. Where a sign has two (2) or more similarly shaped faces placed back-to-back, and at no point are less than eighteen (18) inches apart from one another, the area of the sign shall be the area of one (1) face. Where a sign has two (2) or more similarly shaped faces placed back-to-back, and are greater than eighteen (18) inches apart from one another at any point, the area of the sign shall be the combined area of each face.
 - b. Where a sign has two (2) faces placed back-to-back, and at no point are less than eighteen (18) inches apart from one another, but the signs are of differing sizes, the sign area shall be that of the larger sign.
 - c. In the case of a sign with three or more faces, the area of the sign shall be the area of all faces combined.
2. Sign Setbacks:
 - a. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the nearest parts of the two signs as viewed from above in plan or bird's eye view.
 - b. The distance between a sign and a property line, parking lot or building, shall be measured along a straight horizontal line that represents the shortest distance between the property line or outer edge of the parking lot or building, and the leading edge of the sign as viewed from above in plan or bird's eye view.
3. Sign Height: The height of a sign shall be measured from the highest point of the sign, including all frame and structural members of the sign, to the ground elevation directly below the sign face. The height of a sign placed upon a berm or other artificially raised ground area shall be measured from the base elevation of the berm or artificially raised ground area.

(Sec. 8.4 amended 1-21-21)

Section 8.5 Nonconforming Signs

A. General/Article 6: Nonconforming signs shall be subject to the provisions of Article 6 except as otherwise provided by the following:

1. Destruction: A nonconforming sign that is destroyed to an extent greater than forty percent (40%) of the sign's replacement cost, exclusive of the foundation, shall not be reconstructed.
2. Maintenance: Normal sign maintenance is permitted including painting of chipped or faded signs, replacement of faded or damaged surface panels, and repair or replacement of electrical wiring or electrical devices.
3. Change of Copy: The sign copy of a nonconforming sign may be changed provided that the change does not create any greater nonconformity or otherwise alter the sign's framing and structural features.

Section 8.6 Prohibited Signs:

A. Signs Prohibited: The following signs are prohibited, whether temporary or permanent, except where expressly authorized elsewhere in this Article.

1. Signs that, due to location, design, color, or lighting, encourage confusion among drivers due to unauthorized traffic signs, signals or devices, or signs that make use of the words "stop", "look", "danger" or any word, phrase, symbol or character in such manner as to interfere with, mislead or confuse drivers or pedestrians.
2. Signs that obstruct free and clear vision of approaching, intersecting or merging traffic.
3. Signs greater than fifteen (15) sq. ft. in area, affixed to a parked vehicle or device intended for tow, where such vehicle or tow item is being used principally for advertising purposes due to its parked location rather than for transportation purposes.
4. Signs attached to a roof, signs that extend higher than the prevailing height of a roof's eave, and signs that extend higher than the surface of a roof in the absence of eaves.
5. Signs that obstruct ingress or egress from a required door, window or other required point of access.
6. Signs that represent a public hazard due to the manner of construction, lack of maintenance and/or repair, potential for electric shock, or any other reason.
7. Signs placed in, upon, or over any public right-of-way, alley, or other public place, except upon approval of the governmental entity having jurisdiction over such right-of-way or place.
8. Signs that have any moving or flashing lights, signs that revolve or have any visible moving parts, revolving parts or visible mechanical movement of any type, or signs that have other apparent visible movement irrespective of the cause of the movement.
 - a. Banners, pennants, festoons, spinners and streamers, and similar devices, that move due to wind or mechanical devices and that are intended to draw attention to a location are considered moving signs and are prohibited except as otherwise expressly authorized in association with a temporary sign according to Section 8.7. This limitation shall not be construed to prohibit EMC signs or signs that rely on light-emitting diodes (LEDs) provided such signs are in compliance with Section 8.9.
9. Signs that have any words, lettering, photographs, silhouettes, drawings, or pictorial representations of a sexually explicit character including any sign elements portraying "specified anatomical areas" or "specified sexual activities" as defined in Section 13.18.
10. Signs that constitute a temporary sign, including banners, except as authorized according to Section 8.7.
11. Signs erected or modified prior to obtaining all necessary approvals and permits for such erection.
12. All other signs not expressly authorized by this Ordinance.

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Section 8.7 Permitted Temporary Signs

A. Authorization: In addition to all other signs authorized by this Article, temporary signs are permitted according to the requirements and limitations of this Section. Signs permitted by this Section shall not be applied toward the permissible sign areas or permissible number of signs authorized by other sections of this Article.

B. Purpose: A temporary sign may be used for any purpose including, but not limited to, announcements pertaining to a grand opening, an upcoming special event, or the availability of a dwelling or real estate for sale or rent; seasonal celebrations; signs erected during construction activities; and expressions of political, religious and ideological views.

C. Limitations: Temporary signs shall comply with the standards of Table 8.7-1 regarding sign type, number, area, height and setbacks. In the case where Table 8.7-1 does not address a district established under this Ordinance, the unaddressed district shall be subject to the same standards of the district to which it is most similar in the scope of permitted uses. The following additional limitations shall apply:

1. Illumination: A temporary sign shall not be illuminated within an Agricultural or Residential District, and shall not be illuminated from 11:00 p.m. to 7:00 a.m. in all other districts, unless otherwise provided in this Section.

Table 8.7-1

See “Special Provisions” on following page.

Districts	Maximum Permitted Number of Temporary Signs and Corresponding Maximum Sign Area	Maximum Sign Height	Minimum Sign Setback from Lot Lines
Agricultural and Residential	Two (2) signs, not to exceed three (3) sq. ft. each	4'	10'
Commercial and Industrial	Two (2) signs not to exceed five (5) sq. ft. each. One (1) sign not to exceed ten (10) sq. ft. One (1) sign not to exceed sixteen (16) sq. ft. provided such sign is not displayed for more than thirty (30) days during any consecutive six (6) calendar months.	6' except one (1) sign shall not exceed 10'.	15' from all lot lines, except 30' if the adjacent yard is in a District other than a Commercial or Industrial District.

Table 8.7-1 Special Provisions

1. Number and Spacing: No more than two (2) temporary signs shall be displayed on a lot at any time for the first fifty (50) feet of the lot’s road frontage or portion thereof, and no more than one (1) additional temporary sign shall be erected for each additional full fifty (50) feet of additional lot frontage, subject to the limitations on the total number of signs according to the Table.
2. Multiple Tenants: In addition to the temporary signs authorized by Table 8.7-1, in the case of a lot that is occupied by two (2) or more dwelling units or two (2) or more tenant spaces, each dwelling or tenant space may display a temporary sign not exceeding a height of three (3) feet and an area of three (3) sq. ft. Such temporary signs shall be set back from all lot lines a minimum distance of ten (10) feet and no two (2) temporary signs shall be located within fifty (50) feet of one another when oriented toward a road right-of-way and within fifty (50) feet of such right-of-way.
3. Exceptions for Temporary Activities: In addition to the temporary signs authorized by Table 8.7-1, additional temporary signs shall be permitted under the following conditions.
 - a. Construction Sites: Temporary signs are permitted on lots on which a building is being erected or altered and for which all necessary zoning and building permits have been granted, provided such signs do not exceed two (2) per road frontage, do not exceed a cumulative total of twenty (20) sq. ft. in area per road frontage, and do not exceed a maximum six (6) feet in height. Such signs shall be erected no earlier than thirty (30) days prior to the commencement of construction and shall be

removed no later than thirty (30) days after a certificate of occupancy is issued or eighteen months, whichever occurs first.

- 1) In the case of a sign in association with the construction of a single-family or two-family dwelling, no more than one such sign is permitted and shall not exceed a height of four (4) feet and six (6) sq. ft. in area.
- b. *Public Vote:* Temporary signs may be displayed during the forty-five (45)-day period prior to and the 15-day period after a public vote, and such signs shall not exceed six (6) feet in height and thirty-two (32) sq. ft. in area. No such sign shall be located within one hundred (100) feet of an entrance to a building in which a polling place is located.
- c. *Real Estate:*
 - 1) In the case of the sale or lease of a lot, building, building space, or residence, one temporary sign shall be permitted for each three hundred (300) feet of road frontage. No sign shall exceed an area of six (6) sq. ft. and a height of four (4) feet except that in a Commercial or Industrial District, and on lots of a minimum area of twenty (20) acres in other districts, no such sign shall exceed an area of sixteen (16) sq. ft. and a height not exceeding six (6) feet.
 - 2) A platted subdivision, site condominium, multiple family development, manufactured housing community, or other unified residential or non-residential development consisting of at least five (5) dwelling units or tenant spaces, or at least three (3) buildings used for commercial, industrial or institutional purposes, is permitted one (1) temporary sign not exceeding twenty (20) sq. ft. in area and five (5) feet in height. Such sign shall be removed after two (2) years after initial erection or after the sale of ninety percent (90%) of all lots, units, tenant spaces or buildings within said development, whichever occurs first.
- d. *Roadside Stands:* One (1) temporary sign may be erected within forty (40) feet of a roadside stand provided such sign shall be not exceed sixteen (16) sq. ft. in area and six (6) feet in height, and shall be displayed only during the seasonal period when the purchase of produce is available on a daily basis.
- e. *New Use:* In the case of the proposed use of a lot for other than a one-family or two-family dwelling purposes, and prior to the erection of a permanent sign, a temporary sign may be erected for a period not exceeding 60 days and shall be removed within fifteen (15) days after the use becomes operational, whichever occurs first. Such sign shall comply with the standards of Table 8.8-1, as if the temporary sign is a permanent sign.
- f. *Wind-Blown and Inflatable Devices:* In addition to the temporary signs authorized by Section 8.7, wind-blown devices and inflatable devices such as balloons, pennants, spinners, and streamers, are permitted in a Commercial District only, and for a period not to exceed five (5) days during any calendar month. No inflatable devise shall exceed six (6) feet in height as measured from the base to the top of the device.

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Section 8.8 Permitted Permanent Signs

Table 8.8-1 identifies authorized permanent signs in each district according to the limitations specified in the Table regarding sign type, number, area, height and setbacks. Nothing in this Table shall be construed as authorizing a sign, sign area, sign height or sign setback that is otherwise regulated by other Sections of this Article. The signs authorized by this Section are permitted in addition to other signs authorized by the Article, and the signs permitted by this Section shall not be applied toward the permissible sign areas and permissible number of signs authorized by other Sections of this Ordinance. See Section 8.7 regarding temporary signs.

Table 8.8-1
See “Table 8.8-1 Special Provisions” on following page.

FS = Free-Standing Sign WS = Wall Sign

District	Authorized Signs And Number	Maximum Area of Signs	Maximum Sign Height	Minimum Sign Setback from Lot Lines
Agricultural Districts See “Table 8.8-1 Special Provisions” for signs for dwellings.	<p>FS: 1 per road frontage but not more than 1 per front yard.</p> <p>WS: 1 per road frontage.</p>	<p>FS: 24 sq. ft. In the case of a lot with frontage on two separate roads, one of the two permitted signs shall not exceed 12 sq. ft.</p> <p>WS: 24 sq. ft.</p>	<p>FS: 5’.</p> <p>WS: Top of wall to which it is attached, but no higher than the roof eave.</p>	<p>FS: 15’, except 30’ from an adjacent side or rear yard if such yard is in an Agricultural or Residential District.</p>
Residential Districts See “Table 8.8-1 Special Provisions” for signs for dwellings.	<p>FS: 1 per road frontage but not more than 1 per front yard.</p> <p>WS: 1 per road frontage.</p>	<p>FS: 24 sq. ft. In the case of a lot with frontage on two separate roads, one of the two permitted signs shall not exceed 50% of the area of the larger sign.</p> <p>WS: 24 sq. ft.</p>	<p>FS: 5’.</p> <p>WS: Top of wall to which it is attached, but no higher than the roof eave.</p>	<p>FS: 15’, except 30’ from an adjacent side or rear yard if such yard is in an Agricultural or Residential District.</p>
Commercial and Industrial Districts See “Table 8.8-1 Special Provisions” for signs for dwellings.	<p>FS: 1 per road frontage but not more than 1 per front yard.</p> <p>WS: No restrictions on number of signs.</p>	<p>FS: 1 sq. ft. per 1’ of building length, measured as a straight line between building corners, but no single sign shall exceed 50 sq. ft.</p> <p>WS: 1 sq. ft. per 1’ of building length, measured as a straight line between building corners, but no single sign shall exceed 100 sq. ft.</p>	<p>FS: 12’, except a ground sign shall not exceed 5’.</p> <p>WS: Top of wall to which it is attached, but no higher than the roof eave.</p>	<p>FS: 15’, except 50’ from an adjacent yard if such yard is in an Agricultural or Residential District.</p>

See “Table 8.8-1 Special Provisions” on following page.

Table 8.8-1 Special Provisions

A. Business Centers

1. Freestanding Signs: A business center shall be permitted one (1) free-standing sign according to the height, area and setback standards of Table 8.8-1. In the case of a business center that exceeds three hundred (300) linear feet of building along a single road, one (1) additional such sign is permitted.
2. Ground Signs: In the case of a business center comprised of multiple buildings and served by an internal road network, one (1) ground sign shall be permitted for each building provided such sign is located in the immediate proximity of the building to which it pertains, does not exceed five (5) feet in height and twenty (20) sq. ft. in area, and complies with the setback standards of Table 8.8-1.
3. Wall Signs:
 - a. A business center shall be permitted one (1) wall sign according to the height and area standards of Table 8.8-1.
 - b. In addition to subsection (a), the business center shall be permitted wall signage for each business or tenant space. The total area of all wall signs for all business and tenant spaces shall not exceed one (1) sq. ft. per one (1) foot of total building length, measured as a straight line between building corners, but no single sign shall exceed 50 sq. ft. The total wall sign area for an individual business or tenant shall not exceed one (1) sq. ft. per one (1) foot of building length occupied by such business or tenant, measured as a straight line between the corners of such occupied space, but no single sign shall exceed 50 sq. ft.

B. Dwellings: Permanent signs on a lot on which the principal use is one (1) or more dwelling units shall comply with the following:

1. Single and Two-Family Dwellings: One (1) sign may be erected for each dwelling unit on a lot where such lot is used for single-family or two-family dwelling purposes, each sign not to exceed two (2) sq. ft. in area.
2. Multiple Family Dwelling: One (1) sign may be erected within ten (10) feet of a building entrance within a multiple family dwelling development. Such sign shall not exceed six (6) ft. in height and six (6) sq. ft. in area, and shall comply with the setback standards of Table 8.8-1.
3. Postal Address: The limitations of subsections (1) and (2) shall not prohibit the display of an additional non-illuminated address identification sign, part of a mailbox or mailbox support, to facilitate identification of the property for postal, emergency, and other vehicles. Such sign shall not exceed two (2) sq. ft. in area.

C. Driveway/Entrance/Directional Signs: The following permanent signs are permitted, excluding on lots used for single and two-family dwelling purposes:

1. One (1) sign is permitted at the intersection area of a public road and an access drive to a parking lot. Such sign shall not exceed four (4) sq. ft. in area and four (4) feet in height and shall be located within ten (10) feet of the edge of the driveway and road right-of-way.
2. One (1) sign is permitted at an entrance to a residential or non-residential development consisting of a platted subdivision, condominium subdivision, multiple family development, manufactured housing community, or other unified development consisting of at least five (5) dwelling units or at least three (3) buildings used for commercial, industrial or institutional purposes. Such sign shall not exceed thirty-two (32) sq. ft. in area and six (6) feet in height, and shall comply with the setback standards of Table 8.8-1.
3. One (1) sign is permitted at a door of a building. Such sign shall have a maximum height of six (6) feet and shall not exceed six (6) sq. ft. in area. The sign shall not be farther than ten (10) feet from such door and shall comply with the setback standards of Table 8.8-1.
4. Nothing in this subsection (C) shall be construed as prohibiting or regulating signage painted or imprinted on the surface of an access way, parking lot or other surface over which vehicles are driven.

D. Drive-In/Drive-Through Signs: One (1) sign, with a maximum height of eight (8) feet and a maximum area of thirty-two (32) sq. ft., is permitted per drive-through lane and/or drive-in station and shall be oriented to drivers within such lane or station. Such sign shall comply with the setback standards of Table 8.8-1 except that no such sign shall be located within thirty (30) feet of a road right-of-way. If such sign is legible from a road right-of-way, the area of such sign shall be included in the computation of total permanent wall or freestanding sign area for the lot, as applicable.

E. State and Federal Designations: Nothing in this Section 8.8, including Table 8.8-1, shall prohibit the erection of one additional (1) sign, not to exceed six (6) feet in height and fifteen (15) sq. ft. in area, in the case where a state or federal entity has issued an official recognition of a special aspect of the lot or a structure on the lot, such as in the case of its historical significance.

Section 8.9 Additional Provisions for Specific Signs

- A. Applicability:** The following provisions shall apply in addition to the other provisions of this Article:
1. Window Signs: Temporary and permanent window signs shall be permitted in Commercial Districts only and shall be subject to the following restrictions:
 - a. Temporary and permanent window signs shall be part of first story windows only.
 - b. The total combined area of all temporary and permanent window signs shall not exceed twenty percent (20%) of the total first-floor window area oriented to a right-of-way and/or parking lot.
 - c. No single window shall include a total combined area of all temporary and permanent window signs in excess of fifty percent (50%) of such window area.
 2. Underhanging Signs: One (1) sign that hangs above a sidewalk from the underside of a roof or other structure shall be permitted for each business in a business center, subject to the following conditions:
 - a. A minimum vertical clearance of eight (8) feet shall be provided between the bottom edge of the sign and the surface of the sidewalk.
 - b. Underhanging signs shall be oriented to serve pedestrians walking along the sidewalk.
 - c. Underhanging signs shall not exceed five (5) square feet in area.
 3. Electronic Message Center (EMC) Signs:
 - a. That portion of a sign comprised of an EMC sign shall not exceed twelve (12) sq. ft. in area.
 - b. That portion of a sign comprised of an EMC sign shall not exceed a height of eight (8) feet.
 - c. One (1) EMC sign may be erected on a lot, irrespective of the number of road frontages along the lot.
 - d. Lighting:
 - 1) An image on an EMC sign, and any portion of an image on an EMC sign, shall stay constant for a minimum of fifteen (15) seconds, without any change in movement, light intensity or color. Message scrolling and similar moving messages, including animation and animation-like imaging, are prohibited.
 - 2) Any change or transition in display on an EMC sign shall not exceed one (1) second in duration.
 - 3) An EMC sign shall be equipped with automatic dimming technology that automatically adjusts the sign's brightness in direct correlation with ambient light conditions. No EMC sign shall exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle meter at a distance determined by the square root of the sign's square foot area multiplied by 100. An example of such a determination in the case of a 12 sq. ft. sign is:
$$\sqrt{\text{of the product of } (12 \times 100) = 34.6 \text{ feet measuring distance}}$$
 - 4) The measure of light emitted from an internally illuminated sign at its surface shall not exceed 500 nits from dusk to dawn and 2,000 nits during all other times of a day.
 - 5) An EMC sign shall not be operated in an Agricultural or Residential District between the hours of 7:00 p.m. and 6:00 a.m.
 4. Awning/Canopy/Marquee Signs: Signs affixed to an awning, canopy or marquee shall be construed as wall signs and shall be permitted subject to the restrictions of Table 8.8-1, except that only the area of such a sign in excess of (8) sq. ft. shall be applied to the permissible wall area.
 5. Flags:
 - a. In Agricultural and Residential Districts, no more than three (3) flags shall be erected on a lot. Such flags shall not exceed twenty (20) square feet in area and twenty (20) feet in height, shall be set back from all lot lines a minimum of twenty (20) feet, and may be erected in any yard.
 - b. In districts other than Agricultural and Residential Districts, no more than three (3) flags shall be erected on a lot. Such flags shall not exceed thirty (30) square feet in area and twenty-five (25) feet in height, shall be set back from all lot lines a minimum of twenty-five (25) feet, and may be erected in any yard.

End of Article 8

(Sec. 8.4 amended 1-21-21)