

**Article 25: Sign Regulations**

**Amendments:**

**ARTICLE XXV**

**SIGN REGULATIONS**

**PURPOSE**

The purpose of this article is to provide a framework within which the identification and informational needs of business and industry can be harmonized with the desires and aesthetic standards of the general public. It is intended by this Ordinance to give recognition to the legitimate needs of business, industry and other activities, through appropriate guidelines, in attaining their identification and informational objectives. It is a basic tenet of this article that unrestricted signage does not benefit either business or the community.

**(as amended 10/25/07)**

It is further the intent of this Article to regulate the construction, alteration, repair and maintenance of all signs with respect to structural and fire safety, location, type of sign, dimensions, height and method of illumination; to avoid visual clutter that obstructs vision or misleads motorists; to protect the general public from damage and injury caused by distractions, hazards or obstructions caused by poorly designed or improperly constructed signage; to authorize the use of signs that are compatible with their surroundings, appropriate to the use that displays them and legible under the circumstances in which they are seen; to seek the removal of illegal signs; and to encourage the replacement or removal of nonconforming signs that are incompatible with the purpose of this Article.

Further, the control of signs is necessary to prevent hazards to life and property and ensure the continued attractiveness and protect property value within the Township. The Township has determined that, in general, the use of animated, electronic changeable copy, flashing, or moving signs would lead to visual clutter, negatively impact traffic safety, and would be inconsistent with the purposes of this Ordinance.

**SEC. 25.1 DEFINITIONS (as amended 10/25/07)**

As used in this article, the following words shall have the meanings as set forth in this section.

1. **ABANDONED SIGN:** A sign which, for ninety (90) consecutive days, fails to direct a person to or advertise a bona fide business, tenant, owner, product or activity conducted, or product available on the premises where such a sign is displayed.
2. **ANIMATED SIGN.** Any sign, display, device, or portion of a sign which is designed to provide apparent movement of any part of the sign. Animated signs also include any portion of a sign that displays any artificial light which is not maintained stationery or constant in intensity and/or color at all times when the sign is in use through some other automated method resulting in the appearance of movement, excluding Time-Temperature and Changeable Copy Signs (Electronic).

**PURPOSE**

**SEC. 25.1 DEFINITIONS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 283

## Article 25: Sign Regulations

### Amendments:

3. **AWNING:** A protective, rooflike covering, attached to the face of a building, as might be located over a window or door.
4. **AWNING OR CANOPY SIGN:** A sign which is painted on, printed on or attached flat against the surface of an awning or canopy.
5. **BANNER:** A sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame.
6. **CANOPY:** A rooflike architectural structure, typically attached to the face of a building, and used to provide protection from the elements (e.g., a canopy over a walkway or a gas station canopy).
7. **CHANGEABLE COPY SIGN (MANUAL):** A sign or part of a sign that is designed so that the message can be changed or rearranged without altering the face or surface of the sign, by physically replacing the characters, letters, or illustrations, but not by electric or electronic means.
8. **CHANGEABLE COPY SIGN (ELECTRONIC).** A sign or part of a sign where the individual numbers or letters can be changed electronically in display. Such signs do not include animated signs or flashing or moving signs, as defined herein. A sign on which the only copy that changes is an electronic indication of the time and temperature shall be considered a Time-Temperature Sign and not an electronic changeable copy sign
9. **CONSTRUCTION SIGN:** See “real estate development or construction sign.”
10. **DIRECTIONAL SIGN, OFF-PREMISES:** A monument sign, the sole purpose of which is to direct traffic to one or more commercial businesses which are located on premises without frontage on or visual exposure to a major thoroughfare or collector road. Such businesses shall front on a road or easement which is used for their primary public ingress and egress from the major thoroughfare or collector road. The purpose of the off-premises directional sign is to facilitate the flow of traffic, encourage the concentration of commercial uses, discourage strip commercial development, and not to advertise the business or products or services offered.
11. **DIRECTIONAL SIGN, ON-PREMISES:** A ground sign located at the entry or exit of a business or commercial establishment which indicates traffic flow. On-premise direction signs may be located on buildings.
12. **FLAG:** A piece of cloth having a distinctive size, color and design, used as a symbol, standard or emblem.
13. **FLASHING OR MOVING SIGN:** A sign or any part of a sign that has intermittently reflecting lights, or a sign which uses intermittent, flashing, scintillating, or varying intensity of illustration or color to create the appearance of movement, or a sign that has any visible portions in motion, either constantly or at intervals, whether caused by artificial or natural sources (See also ANIMATED SIGN).

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 284

## Article 25: Sign Regulations

### Amendments:

14. **GROUND SIGN:** A sign supported by one or more uprights, poles, braces, a masonry base, or a monument placed in or upon the ground, fastened to a secure and permanent foundation, and not attached to any building. Ground signs shall include monument signs and pole signs.
15. **INFLATABLE SIGN:** A sign that is either expanded or its full dimensions are supported by gases contained within the sign, or a sign part, at a pressure greater than atmospheric pressure.
16. **ILLUMINATED SIGN:** A sign that is illuminated by a direct or indirect source of light so shielded that no direct rays from it are visible from any public right-of-way or from the abutting property.
17. **INSTITUTIONAL BULLETIN BOARD:** A structure containing a surface area upon which is displayed the name of a religious institution, school, library, community center or similar institutions, and the announcement of its services or activities. Such signs shall exclude animated, flashing, moving or electronic changeable copy signs, as defined herein.
18. **MARQUEE:** A rooflike structure, often bearing a sign, projecting over an entrance to a theater.
19. **MARQUEE SIGN:** A sign attached to a marquee projecting from and supported by the building.
20. **MENU BOARD OR ORDER BOARD:** A sign which is intended to service patrons using a drive thru facility.
21. **MONUMENT SIGN:** A ground sign mounted on a base that is in contact with or close to the ground. The base of a monument sign shall be no less than 75% of the greatest horizontal dimensions of the sign face, and the vertical separation between the lowest point of the sign face and the highest point of the sign base shall be not greater than twelve (12) inches.
22. **MONUMENT SIGN BASE:** The lower part of a monument sign, which may appear as a separate architectural feature, and serves as its ground support.
23. **NAMEPLATE:** A wall sign identifying the occupant, business name and/or address of a building or parcel of land.
24. **NEON SIGN:** A sign consisting of glass tubing, filled with neon or another gas, which glows when electric current is sent through it.

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 285

## Article 25: Sign Regulations

### Amendments:

25. **NONCONFORMING SIGN:** Any advertising structure or sign that was lawfully erected and maintained prior to the effective date of this Ordinance, and any amendments thereto, and that fails to conform to all applicable regulations and restrictions of this Article.
26. **OFF-PREMISES SIGN:** A sign which contains a message unrelated to a business or profession conducted on the premises, or to a commodity, service or activity, not sold or offered upon the premises where such sign is located.
27. **OUTDOOR ADVERTISING SIGN:** A sign calling attention to a product or service not available on the same premises upon which the sign is located. This definition includes, but is not limited to, signs commonly known as billboards.
28. **PANEL SIGN:** A sign whose letters and/or symbols are on a panel contained within a frame, which is an integral part of the sign. This definition is intended to distinguish between panel signs and signs consisting of individual freestanding letters and/or symbols.
29. **PENNANT:** A long, triangular, tapering flag, often bearing an emblem.
30. **POLE SIGN:** A ground sign mounted on a freestanding pole(s) or other support(s) with a clear space between the bottom of the sign face and the grade.
31. **POLITICAL SIGN:** A temporary sign, relating to the election of a person or persons to public office, or relating to a political party, or relating to matters to be voted upon in a local, state or national election or referendum.
32. **PORTABLE SIGN:** A free standing sign not permanently anchored or secured to either a building or the ground, such as, but not limited to "A" frame, "T" shaped, or inverted "T" shaped structures, including those mounted on wheeled trailers.
33. **PROJECTING SIGN:** A sign that is attached to and projects from a building wall at an angle of up to 90° (not including a marquee, canopy or awning sign).
34. **REAL ESTATE DEVELOPMENT OR CONSTRUCTION SIGN:** A temporary ground or wall sign listing the name of the project developers, contractors, engineer and architects, on the site being developed, or located at the entrance of a residential development under construction, listing the name of the development and general information, such as the number and types of units to be built, price range and similar data. Such signs include "subdivision business sign" and "construction sign."
35. **REAL ESTATE SIGN:** A non-illuminated sign for the purpose of advertising or promoting the sale, lease or rent of real estate. A **PERMANENT LEASING SIGN** is a real estate sign that is erected for an indefinite period of time for the purpose of offering space in a building for lease.
36. **ROOF SIGN:** A sign erected, constructed and maintained wholly upon or over the roof of any building, with its principal support on the roof structure. For purposes of this section, any architectural element which is used on the wall of a structure to give the appearance of a roof line similar to a mansard, gambrel or other roof type, shall be

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 286

## Article 25: Sign Regulations

### Amendments:

considered as a roof. A vertical plane or fascia which is attached to and located below the angled plane of a sloped roof and which is less than 6 inches in height, shall be considered part of the roof.

37. **SERVICE CLUB ENTRANCE SIGN:** A sign, usually located along a main entrance way to a community, displaying the names of service clubs and organizations, their meeting schedules, and usually including the service clubs' symbols or logos. The name of the community and a short salutatory message may also be included.
38. **SETBACK OF SIGN:** Setback is the distance measured from the street setback line from which the sign is to be primarily viewed to the nearest edge of the sign.
39. **SIGN:** The name, identification, description, object, device, structure, display or illustration that is affixed to, or painted, or represented directly or indirectly upon a building, structure or piece of land, and which directs attention to an object, product, place, activity, person, institution, service, event, organization or business by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images.
40. **SIGNABLE AREA:** The area in which a sign is to be located and which is used to determine the permitted size of that sign, pursuant to Section 25.2.1.(d). The signable area shall be a continuous surface or wall unobstructed by windows, doors, other major architectural details or a change in material color.
41. **SITE ENTRY FEATURE WITH SIGNAGE:** An architectural feature that defines, delineates and differentiates the entrance to a residential subdivision, apartment community, condominium development, mobile home park or office, business or industrial park, or similar development from a major thoroughfare without being a visual intrusion or distraction to the general public and the traveling motorist. Signage identifying the name of the development may be incorporated into the architectural feature.
42. **SPINNER:** A spinning disc-like sign that is typically thread on a line with other spinners to attract attention.
43. **STREAMER:** A long narrow banner or flag.
44. **SUBDIVISION BUSINESS SIGN:** See "real estate development or construction sign."

### SEC. 25.1 DEFINITIONS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 287

## Article 25: Sign Regulations

### Amendments:

45. **TEMPORARY SIGN:** A sign that is not permanently fastened to any structure and is intended for a limited period of display, including, but not limited to inflatable signs, banners, pennants, spinners and streamers, window signs and decorative displays for holidays or public demonstrations.
46. **TIME-TEMPERATURE SIGN:** A sign, electronic or otherwise, which displays the current time or outdoor temperature or both and which displays no material except for the name of a business, product or service. For purposes of this ordinance, a Time-Temperature sign shall be considered a public service.
47. **VEHICLE BUSINESS SIGN:** A sign painted or attached to a vehicle which is located on a premise primarily for purposes of advertising the business or product for sale on the premises. Commercially licensed vehicles which are generally used daily off-site are not included in this definition.
48. **VOICE MESSAGE SIGN:** A sign that either 1) conveys a recorded message to someone located nearby, or 2) provides for two-way voice communication (such as with a menu board at a drive-through restaurant). A voice message sign may also be known as a talking sign.
49. **WALL SIGN:** A sign which is attached directly to or painted upon a building wall and does not extend above the height of the wall to which it is attached, nor more than twelve (12) inches therefrom, with the exposed face of the sign in a plane parallel to the building wall. Included in the definition of wall signs are signs mounted flat against the building fascia, provided the sign does not protrude beyond any boundary of the fascia.
50. **WINDOW SIGN:** A temporary or permanent sign painted on or affixed to a window surface, suspended so as to hang more or less parallel with the window surface, or otherwise displayed in a manner intended to be viewed from outside the window.

### SEC. 25.2 GENERAL STANDARDS (as amended 10/25/07)

The following general standards shall apply:

#### 1. Standards of Measurement for Signs

Dimensional standards and measurements for signs shall be subject to the following:

- (a) **Sign Area.** The entire area within a rectangle or square enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame, tower, or other material, color or internally illuminated area forming an integral part of the display or used to differentiate such sign, shall be included in the measurement. Parts of a sign shall be deemed to be a single sign whenever the proximity, design, content or continuity reasonably suggests a single unit, notwithstanding any physical separation between parts.

### SEC. 25.2 GENERAL STANDARDS

**Article 25: Sign Regulations**

**Amendments:**

**Computation of Sign Area**

- 1) Where a sign has two or more faces, the area of all faces shall be included in determining the sign area, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as either:
    - a) the area of one face, if the two faces are of equal area, or
    - b) the area of the larger face, if the two faces are of unequal area.
  - 2) For ground signs, the area shall include the entire area of the sign upon which copy, lettering, drawings or photographs could be placed, excluding necessary uprights or supports. For monument signs, the base of a monument sign shall be excluded from the calculation of sign area for a distance of thirty (30) inches above grade. Streetscape and landscape features which in the determination of the Planning Commission, are an integral part of the sign design shall also be excluded from the calculation of sign area.
  - 3) For internally-illuminated awnings or canopies, the entire flat surface of the awning or canopy upon which the message is written shall be included in the sign area calculation. Signs mounted on awnings and canopies that are not internally-illuminated shall be subject to the sign area standards of measurement specified in paragraph (a), above.
  - 4) For paper window signs, the area shall include, the entire area of the paper. Where adjacent paper window signs are within eight (8) inches of each other they shall be measured as a single sign.
- (b) Sign Height. The distance from the average level of the ground or pavement directly below the sign to the highest point of the sign structure, including any supportive or decorative appendages, without including any berm, landscaping, grading, or artificially or unnaturally constructed raised portion of land at the point of measurement.

**SEC. 25.2 GENERAL STANDARDS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 289

## Article 25: Sign Regulations

### Amendments:

- (c) Sign Setback. Setback is the distance measured from the street setback line from which the sign is to be primarily viewed to the nearest edge of the sign.
- (d) Signable Area. Where it is specified that the size of a sign shall be based on the signable area, signable area shall be delineated as the area of a continuous surface, or wall unobstructed by windows, doors, other major architectural details, or a change in materials or color. The signable area shall equal the area of (a x b) or (c x d) or (e x f) in the following illustration, at the choice of the applicant:

The signable area for a gable shall be determined by calculating the actual area of the surface or wall of the gable, unobstructed by any architectural features.

## 2. Illumination

Sign illumination shall be subject to the following:

- (a) Sign illumination shall be designed, installed and maintained in a manner that minimizes off-site glare, light trespass and light pollution. Illumination shall be concentrated within the area of the sign to prevent glare upon the street or adjacent property. Sign illumination shall be provided solely by electrical means or devices, shall not be of a flashing, intermittent, moving or animated type, and shall further comply with the specific standards defined in Section 25.9, Area, Height and Placement Regulations.
- (b) Signs shall not be illuminated between the hours of 11 P.M. and 7 A.M., except those pertaining to a business open during these hours, and except time/temperature signs located in C-2 districts.

### SEC. 25.2 GENERAL STANDARDS

**Charter Township of Plymouth Zoning Ordinance No. 99 Page 289a**

**Article 25: Sign Regulations**

**Amendments:**

**3. Maintenance Contract**

A contract for maintenance of all new permanent signs may be required by the Department of Building and Code Enforcement.

**4. Underground Wiring**

Where illumination is desired, underground wiring shall be required for all signs not attached to a building.

**SEC. 25.3 ARC and OS-ARC DISTRICT SIGNS<sup>□</sup>**

Requirements for signs in the ARC and OS-ARC District are set forth in Section 14.10.

**SEC. 25.3 ARC AND OS-ARC DISTRICT SIGNS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 290

## Article 25: Sign Regulations

### Amendments:

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS <sup>□</sup>

The following signs are permitted in a C-1 and C-2 Districts:

##### 1. **Flags or Pennants**

Flags or pennants bearing the official design of a corporation or award flags or pennants subject to the following:

- (a) Such corporation, or award flags or pennants shall be displayed on flag poles only. For the purposes of this Ordinance, a flagpole is a pole used exclusively to display a flag. Attachment to any other site fixture or feature shall be prohibited.
- (b) A maximum of two (2) such flags or pennants shall be permitted for each flag pole provided.
- (c) The maximum number of flag poles permitted per individual business shall be determined in accordance with the following table:

| <b>STREET FRONTAGE IN FEET</b> | <b>MAXIMUM NUMBER OF FLAG POLES PERMITTED</b> |
|--------------------------------|---|
| 0 - 210                        | 1   |
| 211 - 300                      | 3   |
| 301 or greater                 | 5   |

- (d) Placement of flag poles shall be in a manner and location subject to the following requirements:
  - 1) The placement shall not impact adjacent properties, in particular, those of a residential nature.
  - 2) The placement shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic.
  - 3) The size, content, coloring or manner of illumination of said flags shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
  - 4) The height of flagpoles shall conform to the height restrictions of set forth in Article 20 for buildings and structures. A flagpole shall be deemed to be a structure under all provisions of this Ordinance. Flagpoles shall comply with the setback requirements for structures.
  - 5) No flag or flagpole shall be permitted to project into the road right-of-way at full extension of the flag.
  - 6) Flag poles shall not be located on the roof of a building. <sup>□</sup>

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 291

## Article 25: Sign Regulations

### Amendments:

- (e) The size, content, coloring or manner of illumination of said flags or pennants shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.

#### 2. **Banners**

Banners used to draw attention to vehicle dealerships are permitted, provided that there is a maximum of one (1) banner on each pole, and provided that they have no written message or corporate identity. Each banner shall not exceed a maximum area of twenty (20) square feet.

#### 3. **On-Premises Directional Signs**

On-Premises Directional Signs may be permitted in the C-1 Neighborhood Shopping District, C-2 General Commercial District, MR Mid-Rise District, OS Office Service District, OR Office Research District, TAR Technology and Research District, and IND Industrial District subject to the following:

- (a) Directional signs shall not exceed two (2) square feet per side, nor exceed two (2) sides.
- (b) Said signs may incorporate a corporation or business logo provided the main theme of the sign shall be to facilitate vehicular traffic flow.
- (c) Placement shall be within the subject property; no such signs shall be permitted within the street setback area or right-of-way.
- (d) The size, content, coloring, placement or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
- (e) Directional ground signs shall not exceed a height of four (4) feet and shall be limited to one (1) per ingress or egress drive, located at the ingress or egress drive.
- (f) On-premises directional signs may be located on buildings.

#### 4. **Off-Premises Directional Signs**

Off-Premises Directional Signs may be permitted on a limited basis in the C-2 District, in order to encourage the clustering of businesses, and minimize strip commercial development in accordance with the Township Master Plan, while still allowing necessary and reasonable identification of businesses, facilitating the orderly flow of traffic, and avoiding unnecessary proliferation and excessive size of signs on thoroughfares and collector roads. □

- (a) Off-premises directional signs are permitted only upon review and approval of the Planning Commission, and subject to compliance with the following conditions:

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 292

## Article 25: Sign Regulations

### Amendments:

- 1) Approval of the sign would serve to further the purposes of this Section.
- 2) The Planning Commission shall determine that the business is located in the C-2 District; has no frontage on the major thoroughfare from which it takes primary access; is within one thousand two hundred (1,200) feet of said thoroughfare; is not visible from the major thoroughfare or is visible from the major thoroughfare but with no clear indication of how to access the business; and would not reasonably be able to direct traffic to or adequately identify its location without an off-premises directional sign.
- 3) No off-premises directional sign shall be permitted without a recorded easement or executed agreement that accomplishes all of the following:
  - a) states that the owner of the parcel on which the sign is to be placed grants permission for the off-premises directional sign to be located on the parcel,
  - b) stipulates which parcel(s) are entitled to use of the off-premises directional sign, and
  - c) specifies how the sign is to be maintained and establishes a means to assure that maintenance runs with the life of the sign.
- 4) Off-premises directional signs shall be located only on land zoned C-2, and shall direct traffic only to land also zoned C-2.
- 5) Off-premises directional signs shall be permitted only at the intersection of the access road for the business and a major thoroughfare, and only one such sign is permitted at each intersection. The business access road may be a public street, private road, or recorded access easement over which the general public has ingress/egress rights. If multiple businesses served by the same access road require the use of the same intersection for an off-premises business directional sign, the same sign shall be used.
- 6) Off-premises directional signs shall be located entirely on private property and no closer than thirty (30) feet from the centerline of the street, private road, or recorded access easement which provides access to the business. The sign shall be located a minimum of sixty (60) feet from the centerline of the major thoroughfare or collector road. The sign location shall comply with all other setback and visibility requirements of the Township.
- 7) Off-premises directional signs shall be monument signs with the minimum dimensions necessary to accomplish the purpose of directing traffic; however, in no case shall the sign height exceed the following dimensions:

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 293

## Article 25: Sign Regulations

### Amendments:

| NO. OF USERS ON SIGN | MAXIMUM SIGN AREA | MAXIMUM SIGN HEIGHT |
|----------------------|-------------------|---------------------|
| 1                    | 12 sq. ft.        | 4.5 ft.             |
| 2                    | 24 sq. ft.        | 6 ft.               |
| 3 or more            | 36 sq. ft.        | 8 ft.               |

The base of an off-premises directional sign shall be excluded from the calculation of sign area for a distance of thirty (30) inches above grade.

- 8) If multiple businesses served by the same access road require the use of the same intersection for an off-premises business directional sign, the same sign shall be used.
- 9) Space shall be allocated on the sign to allow identification of all businesses which use the same access road to use the off-premises directional sign. A common lettering size and style and no more than one uniform background color shall be used. The sign shall state only the name of the business(es) being identified. A directional arrow may also be included on the sign. The sign base shall be of brick or decorative masonry block.
- 10) The ground within five (5) feet of the base of the off-premises directional sign shall be landscaped in low shrubbery, ground cover or flowers, and said landscaping shall be maintained in presentable condition.
- 11) Off-premises directional signs may be illuminated in accordance with Section 25.2.2, provided the illumination creates no perceptible glare on private property at a distance greater than ten (10) feet from the sign and on public streets and the access drive.
- 12) Off premises directional signs shall be prohibited where a Site Entry Feature with Signage, as defined in Section 25.1, is determined by the Planning Commission to be more appropriate. □
  - (a) The off-premises directional sign shall be maintained in a sound and presentable condition. If a business that is identified on the off-premise directional sign ceases to exist at its location or changes its name, the appropriate changes to the copy of the sign shall be made within thirty (30) days of the change in the business.
  - (b) The existence of an off-premises directional sign shall not affect the number and size of other signs permitted by the Township, including any other signs on the same parcel as the off-premises directional sign, and any other signs on the same parcel as the business identified by the off-premises directional sign.

### 5. Menu or Order Board

Menu and/or order board for a drive-thru facility subject to the following:

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 293a

## Article 25: Sign Regulations

### Amendments:

- (a) Said signs shall be located on the interior of the lot or parcel and shall not be readable from the exterior of the lot.
- (b) Said signs shall be intended to service the public utilizing the drive-thru facilities only.
- (c) The placement shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow in any manner.
- (d) The size, content, coloring or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
- (e) The volume on order boards shall be maintained at the minimum level necessary so that it is audible to users, so as to minimize extraneous noise traveling off the site.

### 6. Gasoline Service Station Signs (as amended 10/25/07)

Because of the nature of the use, gasoline service stations have sign needs that are unique from other uses. Gasoline service stations are relatively high traffic facilities and typically located at very high traffic locations and intersections. Such locations offer limited opportunity for driver indecision, increasing the importance of good signage to communicate and avoid traffic accidents. Further, the public expects to see automotive fuel prices posted in a consistent and clear format. To reflect the above-referenced character and needs of the use, signs for gasoline service stations shall be permitted as follows:

- (a) One (1) monument sign, subject to the requirements of Section 25.9.1.(b). The Township understands that the traveling public expects to see updated, clear, and precise automotive fuel pricing from off-site, and further, that fuel prices change from day to day. If automotive fuel pricing is not visible, or is unavailable or removed, it would cause great inconvenience to residents of the Township. Further, it is documented, by the National Highway Traffic Safety Administration (NHTSA) and others, that it is dangerous to distract a driver's attention from the road. Clear and accurate price numerals may help to reduce the number of traffic accidents associated with the distraction of drivers from inaccurate and unclear gasoline pricing. While in general electronic changeable copy signs are not consistent with the established, planned and desired appearance of the Township, for the limited application of automotive fuel pricing only, the Township finds it acceptable. In consideration of these factors, changeable copy may be permitted as part of a monument sign for a gasoline service station subject to the following:
  - 1) Only the individual fuel price numbers shall be permitted to be changeable copy. The changeable copy portion of the sign shall be manual or electronic.
  - 2) The fuel price number height shall not exceed nine (9) inches.
  - 3) The changeable copy portion of the sign shall consist of no more than 1 background color and 1 numeral color.

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 293b

## Article 25: Sign Regulations

### Amendments:

- 4) The base of any monument sign containing fuel price changeable copy shall be brick, with limestone capped brick piers on the two ends of the sign. The sign shall not project above the brick piers by more than one-half of the message area's height.
  - 5) The area of the changeable copy shall be counted toward the maximum sign area.
  - 6) All electronic numerals used in the price of fuel shall be designed to automatically adjust their brightness under varying light conditions to maintain legibility, avoid glare, and eliminate visual impact on nearby areas of the Township.
- (b) One (1) wall sign, subject to the requirements of Section 25.9.2.
- (c) One (1) canopy sign per street frontage, up to a maximum of two (2), and limited to no more than one (1) sign on any canopy face, subject to the following conditions:
- 1) The length of the canopy sign shall not exceed 10% of the length of the canopy façade (See diagram).
  - 2) The sign shall be a minimum of six (6) inches from the top and bottom of the canopy façade (See diagram). Further, the sign shall have a minimum separation of six (6) inches from any accent color on the fascia.

(Refer to Section 13.2.11(i) for detailed standards on gas station canopies).

### Canopy Sign Example

#### SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 294**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **SEC. 25.5 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A SIGN PERMIT** □

The following signs shall not count toward the maximum permitted sign, and shall be permitted in all districts without obtaining a sign permit prior to installation:

1. For purposes of identification by emergency personnel (fire, police, EMS) all businesses, offices, industrial buildings, apartment complexes, and multiple and single-family residences, shall prominently display their street address on the front side (facing the street) of their building or upon freestanding signs or building entranceways. All street addresses shall be in Arabic numerals, each numeral shall be large enough to be easily read from the street, but in no event smaller than four (4) inches high by two and one-half (2 ½) inches wide, except for numeral one (1) which shall have a width in proportion to its height. Street Address Signs shall not exceed three (3) square feet in area, unless that signs exceeding three (3) square feet are counted in the maximum sign area computations. All numerals shall contrast with the surface they are applied to (light numerals on dark surfaces, dark numerals on light surfaces) shall be mounted high enough to be seen from the street, and shall not be obstructed from view by trees, shrubs or any other material. If the residence or business cannot be seen from the street, an additional street address sign shall be displayed in an area where it can be seen from the street. In all residences with more than one unit, such as apartments, each individual unit shall be clearly marked.
2. House numbers, legible from the street, home occupation signs, nameplates (fraternity, sorority, apartments, and professional) identifying the occupant or address of a parcel of land and not exceeding two (2) square feet in area.
3. Window signs not exceeding two (2) square feet in area indicating the hours of operation for a business, and whether a business is open or closed.
4. Memorial signs or tablets, names of buildings and date of erection, when cut into any masonry surface or when constructed of bronze or other incombustible material.
5. For Sale signs attached to vehicles.
6. Flags bearing the official design of a nation, state, municipality, educational institution or non-profit organization.
7. Traffic safety and control signs erected by or on behalf of a governmental body, or other municipal signs such as the following: legal notices, railroad crossing, danger and other emergency notices as may be approved by the Township Board or the Township Supervisor.
8. Community special event signs approved by the Township Board or the Township Supervisor.
9. Institutional bulletin boards no more than fifty (50) square feet in area, four (4) feet in height and placed wholly within the property to which the sign pertains.

#### **SEC. 25.5 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A SIGN PERMIT**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 295

## Article 25: Sign Regulations

### Amendments:

10. Private traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices published in accord with Section 508 of Public Acts 300 of 1949, as amended.
11. Park and playground signs. □
12. Political signs subject to the following:
  - (a) They shall be removed within ten (10) days following the election.
  - (b) They shall not be placed closer than one hundred (100) feet from any polling place entrance.
  - (c) The candidate shall be responsible for compliance with this section.
  - (d) No election sign is to exceed eight (8) square feet in area, and in the case of a ground-mounted election sign, the height may not exceed four and one-half (4 ½) feet.
13. Real estate signs shall be subject to the following:
  - (a) Temporary Real Estate Signs.
    - 1) Such signs shall be limited to ground or wall signs only. One (1) sign shall be permitted per street frontage, regardless whether the property is represented by more than one real estate agent.
    - 2) Area shall not exceed seven (7) square feet in all Residential Districts and shall not exceed forty-two (42) square feet in any other Zoning District.
    - 3) Height shall not exceed four (4) feet in all Residential Districts and seven (7) feet in all other Zoning Districts.
    - 4) Such signs shall be erected only on private property with permission from the property owner. Placement shall be wholly within the property boundaries to which the sign pertains, and such signs shall be located outside of any street setback area or corner clearance area.
    - 5) The sign may be erected at the time the property is offered for sale or lease and shall be removed within ten (10) days following the sale or lease of the property. The property owner, and real estate agent, or other persons responsible for creating the sign and/or placing the sign on the property, shall be responsible for compliance with the provisions of this Section.
    - 6) Temporary off-site real estate signs shall be permitted for the purpose of directing buyers to an open house provided that such signs not exceed four (4) square feet per face and provided further that such signs are removed immediately following the open house.

#### SEC. 25.5 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A SIGN PERMIT

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 296

## Article 25: Sign Regulations

### Amendments:

- (b) Permanent Leasing Signs. Permanent leasing signs erected for a period of one (1) year or longer shall be subject to the following:
  - 1) If the permanent leasing sign is a ground sign, it shall be a monument sign and it shall be subject to the location, setback, and other applicable standards in Section 25.9.1. □
  - 2) If the permanent leasing sign is a wall sign, it shall be subject to the applicable standards in Section 25.9.2.
  - 3) Permanent leasing standards shall comply with the maximum sign area and sign height requirements that apply to temporary real estate signs.
  - 4) Such signs shall be maintained in good repair, and shall be replaced or renovated when weathered or worn.

14. Community entrance signs erected by the municipality.

### **SEC. 25.6 SIGNS PERMITTED IN ALL DISTRICTS WITH A SIGN PERMIT** □

The following signs shall be permitted in all districts subject to approval of a sign permit, and provided that they are accessory to a permitted use in the district:

#### **1. Real Estate Development or Construction Signs**

Real Estate Development or Construction signs subject to the following:

- (a) Such signs shall be limited to a maximum of one (1) ground or wall sign per development project.
- (b) Sign area shall not exceed thirty-two (32) square feet, except that large scale development projects, such as subdivisions, site condominiums, multiple-family developments and office, business, technology or industrial parks shall be permitted an area not to exceed forty-two (42) square feet.
- (c) Height shall not exceed eight (8) feet.
- (d) Placement shall be wholly within the property boundaries to which the sign pertains.
- (e) For non-residential construction projects, the sign shall not be erected prior to issuance of a building permit for the proposed construction project and shall be removed upon issuance of a Certificate of Occupancy.
- (f) For residential construction projects, the sign shall not be erected prior to approval of the final site plan or final preliminary plat. The permit shall be issued for a period of one year only, subject to renewal after review by the Department of Building and Code Enforcement.

**SEC. 25.5 SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A  
SIGN PERMIT**

**SEC. 25.6 SIGNS PERMITTED IN ALL DISTRICTS WITH A SIGN  
PERMIT**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 297

## Article 25: Sign Regulations

### Amendments:

- (g) Only one such sign shall be permitted at the intersection of the major entry to the site from a major thoroughfare or collector road. If the site has an egress/ingress from two separate major thoroughfare or collector roads, one sign may be permitted for each separate thoroughfare or collector road.

### 2. **Service Club Entrance Signs**

Service club and community entrance signs are permitted, subject to the following: □

- (a) The aggregate of all such signs shall not exceed eight (8) feet in height nor fifty (50) square feet in area.

### 3. **Banners, Pennants, Spinners, and Streamers**

Except as provided under Section 25.4.2. herein, banners, pennants, spinners, and streamers may be allowed only upon approval of the Department of Building and Code Enforcement and Township Supervisor, subject to the following conditions:

- (a) Such signs shall be temporary, and shall be for a specific period of time defined on the written approval.
- (b) Such signs shall not create a traffic hazard or congestion.
- (c) Such signs will not be disturbing to the public peace and tranquility.
- (d) Permit for such signs may be granted for a period not to exceed 72 hours and may be renewed for not more than 48 hours.
- (e) Such permit shall be granted not more than four (4) times per year for any individual lot or parcel.

### 4. **Site Entry Feature**

Architectural features with signage may be erected at each entrance to a residential subdivision, apartment community, condominium development, mobile home park or office, business or industrial park, or similar development, subject to the following requirements: □

- (a) **Maximum Number of Signs on an Architectural Feature.** One (1) sign shall be permitted on each side of the entrance from a major thoroughfare.

- (b) **Setbacks for an Entry Feature.** Site entry features with signage shall be located outside of any street setback area or corner clearance area, and shall further comply with the following minimum setback requirements:

- 1) Ten (10) feet from any street setback or right-of-way.

**SEC 25.6 SIGNS PERMITTED IN ALL DISTRICTS  
WITH A SIGN PERMIT**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 298

## Article 25: Sign Regulations

### Amendments:

- 2) Ten (10) feet from the curblineline of any internal access driveway.
  - 3) Five (5) feet from any sidewalk or paved path.
- (c) Site Entry Feature within a Boulevard. Site entry features with signage may be located in the median of a boulevard entrance, subject to the above requirements where applicable, provided that: 1) the entry feature is setback a minimum of ten (10) feet from the intersecting street right-of-way, 2) the entry feature does not block the vision of drivers, and 3) the site entry feature is subject to approval of the road agency that has jurisdiction over the road.
- (d) Maximum Sign Height and Area. The maximum height and area permitted for signs on an architectural feature shall be equal to the maximum permitted for ground signs in the district, as defined in Section 25.9, Area, Height and Placement Regulations.
- (e) Off premises directional signs shall be prohibited where a site entry feature with signage is approved by the Planning Commission.
- (f) The location and design of each site entry feature with signage shall be approved by the Planning Commission as part of site plan or subdivision plat review.

#### **SEC 25.6 SIGNS PERMITTED IN ALL DISTRICTS WITH A SIGN PERMIT**

**Charter Township of Plymouth Zoning Ordinance No. 99 Page 299**

**Article 25: Sign Regulations**

**Amendments:**

**SEC. 25.7 SIGNS PERMITTED IN SPECIFIC ZONING DISTRICTS** □

The following illuminated or non-illuminated signs shall be permitted only within the zoning districts specified below.

| ZONING DISTRICT                                     | TYPE SIGN PERMITTED |         |            |                     |         |
|---|---------------------|---------|------------|---------------------|---------|
|   | GROUND              | WALL    | PROJECTING | OUTDOOR ADVERTISING | WINDOW  |
| AG, R-1-E, R-1-H, R-1-S, R-1, RM, R-2, R-2-A and PL | yes (a)             | yes (a) | no         | no                  | no      |
| OS and VP   | yes (b)             | yes (b) | yes        | no                  | yes (c) |
| MR  | yes (b)             | yes (b) | yes        | no                  | yes (c) |
| C-1 and C-2   | yes (b)             | yes (b) | yes        | no                  | yes (c) |
| OR and TAR  | yes (b)             | yes (b) | no         | no                  | yes (c) |
| IND   | yes (b)             | yes (b) | no         | yes (d)             | yes (c) |

- (a) Refers to identification signs located at the entrance to a subdivision or group of residences. No other permanent type of sign structure is permitted in residential districts, except as provided in Section 25.5, Signs Permitted in All Districts Without a Sign Permit, Section 25.6, Signs Permitted in All Districts with a Sign Permit, or as may be permitted by the Planning Commission for non-single-family dwelling uses. In instances where the applicant desires to erect a sign containing the names and/or professional specialties of the occupants of an office and/or commercial building or complex of office and/or commercial buildings, the sign shall meet all requirements of this Ordinance and provided that only one such wall or ground sign shall be allowed for each main entrance.
- (b) Limited to first floor windows only.
- (c) Limited to areas adjacent to Interstate 275 or Michigan Route 14, a Federal Aid Primary Highway.
- (e) Off-premises directional signs may be permitted in the C-2 district only, subject to the provisions of Section 25.4.4.
- (f) On premises directional signs may be permitted in the C-1, C-2, MR, OS, OR, TAR, and IND districts, subject to the requirements of Section 25.4.3.

**SEC. 25.8 SIGNS PROHIBITED IN ALL DISTRICTS (as amended 10/25/07)** □

The following signs shall not be permitted in any district:

1. Signs not expressly permitted are prohibited.
2. Signs which incorporate in any manner any flashing or intermittent lights.
3. Signs in the public right-of-way or on public property, except as permitted by this Article.

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 300

## Article 25: Sign Regulations

### Amendments:

4. Any sign which revolves or has any scrolling message, visible moving part, visible revolving parts or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic pulsations, or by mechanical means, including intermittent electrical pulsations, or by action of normal wind currents, except for those actions associated with time/temperature signs.
5. A sign or sign structure which is determined by the Building Official to be:
  - (a) Structurally unsafe.
  - (b) A hazard to safety or health by reason of inadequate maintenance, dilapidation or abandonment.
  - (c) Not kept in good repair.
  - (d) Capable of causing electrical shocks to persons likely to come in contact with it.
6. Any sign which by reason of its size, location, content, coloring or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, or by obstructing, or detracting from the visibility of any traffic sign or control device on public streets and roads. All signs shall comply with the clear vision regulations in Section 28.25 of the Zoning Ordinance.
7. Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way.
8. Signs which make use of such words as "stop", "look", "danger", or any other words, phrases, symbols or characters in such a manner as to interfere with, mislead or confuse vehicular traffic.
9. Any sign, unlawfully installed, erected or maintained.
10. Any sign now or hereafter existing which advertises a product, service or business no longer available at that location.
11. Roof signs: For the purpose of this section any architectural element which is used on the wall of a structure to give the appearance of a roof line similar to a mansard, gambrel or other roof type shall be considered the same as a roof and no sign shall be permitted upon it. A vertical plane or fascia which is attached to and located below the angled plane of a sloped roof or roof element and which is less than 6 inches in height, shall be considered part of the roof and not used for signage.
12. Portable or inflatable signs unless otherwise provided for in this Ordinance.
13. Banners, pennants, spinners and streamers except as otherwise provided for in this Ordinance.
14. Wall panel signs.
15. Animated signs.
16. Neon, LED, string or rope lights used to highlight architectural features, or to frame a window or door, except as may be permitted under Section 28.8 Exterior Lighting.

### SEC 25.8 SIGNS PROHIBITED IN ALL DISTRICTS

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 300a**

## **Article 25: Sign Regulations**

### **Amendments:**

17. Awning and marquee signs.
18. Canopy signs, except as permitted herein.
19. Electronic changeable copy signs, except as specifically permitted under Section 25.9.
20. Any sign, which requires a permit, that consists of glass tubing, filled with neon or another gas, may only be permitted subject to Planning Commission approval.

### **SEC 25.8 SIGNS PROPROHIBITED IN ALL DISTRICTS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 301

## Article 25: Sign Regulations

### Amendments:

#### SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS <sup>□</sup>

##### 1. Ground Signs

Except as specifically noted, ground signs shall be monument-type signs. All monument signs shall comply with the following standards:

- (a) For AG, R-1-E, R-1-H, R-1-S, R-1, RM, R-2, R-2-A and PL Districts:

| Minimum setback required <sup>1</sup> (feet) | Maximum sign area <sup>2</sup> (square feet) | Maximum height (feet) |
|--|--|-----------------------|
| 5.0  | 50.0   | 4.0                   |

Footnotes:

<sup>1</sup>Setback measured from the street setback line or street right-of-way line, whichever is greater.

<sup>2</sup>The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

- (b) For OS, MR, C-1, C-2, OR, TAR and IND Districts:

| MAXIMUM SIGN AREA PREMISES WITH STREET FRONTAGE LESS THAN 200 FEET |                |                                |
|--|----------------|--------------------------------|
| Distance From Street Setback Line                                  | Maximum Height | Maximum Sign Area <sup>1</sup> |
| 5 ft.  | 8 ft.          | 25 sq. ft.                     |
| 6 ft.  | 8 ft.          | 26 sq. ft.                     |
| 7 ft.  | 8 ft.          | 27 sq. ft.                     |
| 8 ft.  | 8 ft.          | 28 sq. ft.                     |
| 9 ft.  | 8 ft.          | 29 sq. ft.                     |
| 10 ft.   | 8 ft.          | 30 sq. ft.                     |
| 11 ft.   | 8 ft.          | 31 sq. ft.                     |
| 12 ft.   | 8 ft.          | 32 sq. ft.                     |
| 13 ft.   | 8 ft.          | 33 sq. ft.                     |
| 14 ft.   | 8 ft.          | 34 sq. ft.                     |
| 15 ft.   | 8 ft.          | 35 sq. ft.                     |
| 16 ft.   | 8 ft.          | 36 sq. ft.                     |
| 17 ft.   | 8 ft.          | 37 sq. ft.                     |
| 18 ft.   | 8 ft.          | 38 sq. ft.                     |
| 19 ft.   | 8 ft.          | 39 sq. ft.                     |
| 20 ft.   | 8 ft.          | 40 sq. ft.                     |
| 21 ft.   | 8 ft.          | 41 sq. ft.                     |
| 22 ft.   | 8 ft.          | 42 sq. ft.                     |
| More than 22 ft.   | 8 ft.          | 42 sq. ft.                     |

Footnotes: The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

**Charter Township of Plymouth Zoning Ordinance No. 99 Page 302**

**Article 25: Sign Regulations**

**Amendments:**

| <b>MAXIMUM SIGN AREA PREMISES WITH STREET FRONTAGE 200 FEET OR GREATER</b> |                                   |                                      |
|--|-----------------------------------|--------------------------------------|
| <b>Distance From Street Setback Line</b>                                   | <b>Maximum Height<sup>2</sup></b> | <b>Maximum Sign Area<sup>1</sup></b> |
| 10 ft.   | 10 ft.                            | 42 sq. ft.                           |
| 11 ft.   | 10 ft.                            | 43 sq. ft.                           |
| 12 ft.   | 10 ft.                            | 45 sq. ft.                           |
| 13 ft.   | 10 ft.                            | 46 sq. ft.                           |
| 14 ft.   | 10 ft.                            | 48 sq. ft.                           |
| 15 ft.   | 10 ft.                            | 49 sq. ft.                           |
| 16 ft.   | 10 ft.                            | 51 sq. ft.                           |
| 17 ft.   | 10 ft.                            | 52 sq. ft.                           |
| 18 ft.   | 10 ft.                            | 54 sq. ft.                           |
| 19 ft.   | 10 ft.                            | 55 sq. ft.                           |
| 20 ft.   | 10 ft.                            | 57 sq. ft.                           |
| 21 ft.   | 10 ft.                            | 58 sq. ft.                           |
| 22 ft.   | 10 ft.                            | 60 sq. ft.                           |
| More than 22 ft.   | 10 ft.                            | 60 sq. ft.                           |

Footnotes:

<sup>1</sup>The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

<sup>2</sup>The maximum height of permitted ground signs in the C-1 and C-2 Districts may be increased to fourteen (14) feet where a single premises has a minimum of five hundred (500) feet of frontage on one (1) collector road or thoroughfare, or a minimum of seven hundred (700) feet of total frontage on two (2) collector roads or thoroughfares, provided that all signs on the premises are in compliance with this Article.

(c) Pole signs may be permitted by the Planning Commission upon finding that one of the following conditions exist:<sup>□</sup>

1. A monument sign would block the vision of drivers (see Section 28.25 of Zoning Ordinance).
2. A wall or projecting sign could not be legally established on a side facing a street.

In permitting a pole sign, the Planning Commission shall permit the minimum height necessary to achieve visibility, provided it does not exceed the height of the building to which it is accessory.

(d) Number of Ground Signs. Except where provided for in Section 25.10, a maximum of one (1) ground sign shall be permitted per development parcel or premises.

**SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 303

## Article 25: Sign Regulations

### Amendments:

- (e) Placement shall be wholly within the boundaries of the property to which the sign relates, exclusive of the street setback or road right-of-way area.
- (f) Institutional Bulletin Boards, Stock Ticker, and Time-Temperature Signs may be incorporated into any permitted ground sign structure.
- (g) Monument signs shall have brick or decorative masonry block base that complements the materials and architecture of the building. The base shall be not less than seventy-five (75) percent of the greatest horizontal dimension of the sign face, and the vertical separation between the lowest point of the sign face and the highest point of the sign base shall be no greater than twelve (12) inches. Sign copy shall be located at least thirty (30) inches above the ground to allow for snow accumulation and plant growth.
- (h) Lettering style shall be clean and simple to assure readability and shall be in harmony with the style of architecture of the building. Generally, no more than two (2) different fonts shall be used on each sign.
- (i) It is the intent of this Ordinance to require signs to be in harmony with the building color and architecture, therefore generally, no more than three (3) colors may be used per sign and one (1) uniform, background color. Established company logos are exempt from color limitations. An established company logo is one that has historically been used as a symbol representing the company. For the purposes of this regulation, black and white shall be considered colors.

## 2. **Wall Signs (as amended 10/25/07)**

The maximum permitted sign area and sign height for wall signs in each district shall be as follows:

- (a) For the AG, R-1-E, R-1-H, R-1-S, R-1, R-M, R-2, R-2-A and PL Districts.
  - 1) Maximum signable area of thirty (30) percent for individual letters, up to a maximum of fifty (50) square feet of sign area.
  - 2) Maximum height of twenty (20) feet, or height of wall to which the sign is attached, whichever is less.
- (b) For the OS District.
  - 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of fifty (50) square feet of sign area.
  - 2) Maximum height of twenty (20) feet, or height of wall to which the sign is attached, whichever is less.

### **SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 304

## Article 25: Sign Regulations

### Amendments:

- (c) For the C-1 and C-2 Districts.
  - 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of fifty (50) square feet of sign area for signs in the C-1 district, and ninety (90) square feet of sign area for signs in the C-2 district.
  - 2) The maximum sign area for wall signs in the C-2 district may be increased in accordance with the following table where such signs are located on buildings that are set back two hundred (200) feet or more from the street setback line, as measured from the closest building point to the nearest street setback line:

| <b>Distance of Sign from Street Setback Line (feet)</b> | <b>Percentage Increase in Maximum Sign Area (%)</b> | <b>Maximum Wall Sign Area (square feet)</b> |
|---|---|---|
| 200.0 - 299.0   | 25%   | 112.5                                       |
| 300.0 - 399.0   | 30%   | 117.0                                       |
| 400.0 - 499.0   | 35%   | 121.5                                       |
| 500.0 +   | 40%   | 126.0                                       |

- 3) Maximum height of thirty-five (35) feet, or height of wall to which the sign is attached, whichever is less.
- (d) For the MR District.
  - 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of ninety (90) square feet of sign area.
  - 2) Maximum height shall be equal to the height of the bottom edge of the second story windowsills.
- (e) For the OR, TAR and IND Districts.
  - 1) Maximum signable area of forty (40) percent for individual letters and thirty (30) percent for a panel sign, up to a maximum of ninety (90) square feet of sign area.
  - 2) Maximum height shall be equal to the height of the wall to which the sign is attached.
  - 3) Buildings that face I-275 or M-14 are permitted to have one (1) wall sign on the front, facing the road that provides access, and one (1) sign facing the freeway, up to an additional ninety (90) square feet.

### SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 304a

## Article 25: Sign Regulations

### Amendments:

- (f) Number of Wall Signs. One (1) wall sign shall be permitted on each façade which has a separate public means of ingress and egress. In the case of a building located on a corner lot, one (1) additional wall sign shall be permitted on a separate façade that faces a public or private street, regardless of a separate public means of ingress and egress. In the case of a building with more than one tenant (multi-tenant), shopping center or business center, one (1) wall sign shall be permitted for each tenant having a separate, direct means of public access from the outside.
- (g) Institutional bulletin boards and time-temperature signs may be incorporated into any permitted wall sign structure.
- (h) The wall sign must be located within the signable area selected as the basis for the size of that wall sign.

### 3. Projecting signs

For OS, MR, C-1, C-2 and IND Zoning Districts.

Instead of a wall sign, a business may be permitted to have a projecting sign, subject to the following specifications:

- (a) The maximum area of a projecting sign shall be twenty-five (25) square feet on buildings located ten (10) feet or less from the street setback line. The maximum area of a projecting sign shall be permitted to increase one (1) square foot for each additional foot of setback greater than ten feet (10) to a maximum area of forty-two (42) square feet.
- (b) Number of Projecting Signs. One (1) projecting sign shall be permitted on each facade which has a separate public means of ingress and egress.
- (c) Placement. Projecting signs shall be permitted only on zoning lots with frontage of fifty (50) feet or more on the side on which the sign is to be mounted.
- (d) Maximum Height. Maximum height shall be the height of the wall to which the sign is attached.
- (e) Signs must project at a ninety (90) degree angle to the building surface to which it is attached. Angular projection at the corner of a building is prohibited.
- (f) Signs shall not project more than five (5) feet from the face of the building, and shall not project into any street setback or right-of-way.
- (g) Minimum clearance beneath a projecting sign shall be eight (8) feet six (6) inches.
- (h) Projecting signs shall be attached directly to a building through building mounts or hung from a mast arm. These support members may also include decorative appurtenances, but external bracing such as guy wires and metal framework shall be prohibited.

### SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 305

## Article 25: Sign Regulations

### Amendments:

#### 4. Window Signs (as amended 10/25/07)

- (a) Window signs shall be limited in area to twenty (20) percent of the total surface area of the window to which the sign is attached or visible from.
- (b) Permanent window signs, internally-illuminated window signs, and window signs with words or symbols three (3) inches or more in height shall be deemed a wall sign for purposes of calculating sign area.
- (c) Open/Closed signs shall not be larger than two (2) square feet in area, and shall not be counted towards the maximum permitted wall sign area.

#### 5. Underhanging Signs (as amended 10/25/07)

Where the roof structure of the building is extended over a walkway along the outer edge of a building, one nameplate for each business or use may be attached to the underside of the overhang, provided that all such signs shall be of identical size, shape, configuration, lettering style and color scheme, shall contain only the name of the business, and shall provide a vertical clearance of at least eight (8) feet six (6) inches between the sign and the surface of the walkway.

#### 6. Changeable Copy Signs (as amended 10/25/07)

Manual changeable copy ground monument and wall signs may be permitted, subject to all of the requirements for ground and wall signs specified herein, and the following additional requirements:

- (a) Letter height shall not exceed four (4) inches except that numbers up to nine (9) inches, in height may be permitted for fuel prices on gas station signs.
- (b) Electronic changeable copy monument and wall signs are prohibited.
- (c) The area of the changeable copy sign shall be counted toward the maximum ground sign area, as applicable.
- (d) The base of a ground sign containing changeable copy shall be brick, with limestone capped brick piers on the two ends of the sign. The changeable copy sign shall not project above the brick piers by more than one-half of the message area's height.

### SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 306**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **7. Time-Temperature Signs. (as amended 10/25/07)**

Time and Temperature signs subject to the following:

- (a) Time-Temperature signs incorporate information that is considered a public service for the benefit of the traveling public, and therefore may be permitted as part of the sign face of a ground sign.
- (b) The electronic numerals used in the Time and Temperature portion of the sign shall not scroll, blink, move, flash, exit or enter from the outside area of the copy or across the face of the sign or otherwise create a sense of movement. The sign may display either the time or the temperature or both together, but shall not switch between time and temperature. The electronic numerals shall only change when there is an actual change in time or temperature. In no case shall any such change occur in intervals of less than one minute.

### **SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS**

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 307**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **SEC. 25.10 SIGN REQUIREMENTS RELATED TO SHOPPING CENTERS AND OTHER MULTI-TENANT BUILDINGS**

The following requirements shall apply to shopping centers and other multi-tenant buildings occupied by a minimum of three (3) tenants in the C-1 and C-2 districts.

##### **1. Ground Signs**

The sign area of one (1) ground sign may be increased to one hundred fifty (150) percent of the maximum permitted by Section 25.9, Area, Height and Placement Regulations. This Section shall not apply unless all signs on the premises are in compliance with this Article.

##### **2. Number of Signs**

The maximum number of permitted ground signs may be increased from one (1) to two (2), for a shopping center or other multi-tenant building that has a minimum of five hundred (500) feet of frontage on one (1) major thoroughfare, or a minimum of seven hundred (700) feet of total frontage on two (2) major thoroughfares, subject to the following:

- (a) Only one (1) sign shall be permitted on premises having frontage on more than one street if a single sign can be located such that it is visible from both streets.
- (b) Any permitted second ground sign shall be located such that it is not in direct line of sight from the first permitted ground sign.
- (c) All signs on the premises shall be in compliance with this Article.

#### **SEC. 25.11 ABANDONED, DAMAGED, ILLEGAL AND UNSAFE SIGNS**

The Township shall undertake to remove and dispose of any signs determined by the Chief Building Official to be abandoned, damaged, unsafe or illegal. If necessary, the Township shall seek Circuit Court approval to remove such signs at the expense of the property owner. All expenses related to such enforcement action shall be placed upon the tax rolls for the property unless immediately reimbursed by the property owner, and any sign removal deposit with the Township shall be considered forfeited.

##### **1. Damaged Signs**

Damaged signs shall be repaired, replaced or removed within ten (10) days of the damage by the owner, agent or person having the beneficial use of the building or structure upon which said sign is found. Such signs may be removed by the Building Official at the expense of the sign owner after said owner has been ordered in writing to remove said sign by the Building Official and has not done so within ten (10) days.

**SEC. 25.10 SIGN REQUIREMENTS RELATED TO SHOPPING  
CENTERS AND OTHER MULTI-TENANT BUILDINGS  
SEC. 25.11 ABANDONED, DAMAGED, ILLEGAL AND UNSAFE SIGNS**

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 308**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **2. Illegal Signs**

Illegal signs may be removed by the Building Official at the expense of the sign owner after said owner has been ordered in writing to remove said sign by the Building Official and has not done so within thirty (30) days.

#### **3. Unsafe Signs**

Unsafe signs shall be immediately removed or made to conform to the provisions of this ordinance by the owner, agent or person having the beneficial use of the building or structure upon which said sign is found. If such action is not taken within twenty-four (24) hours of notice by the Building Official, the unsafe signs may be removed by the Building Official at the expense of the sign owner.

### **SEC. 25.12 PERMIT APPLICATION**

#### **1. Permits Required**

Permits are required for the construction, alteration or relocation of all permanent, portable and temporary signs, excluding the following:

- (a) Signs specified in Section 25.5, Signs Permitted in All Districts Without a Sign Permit.
- (b) A permit is not required for minor repairs, painting, servicing or cleaning of an existing sign, provided that the sign is restored to its original design and all work is in compliance with this Ordinance and other Township Codes and Ordinances.
- (c) Traffic safety and control signs erected by or on behalf of a governmental body.
- (d) Real estate signs.

#### **2. Application Form and Fee**

Applicants for sign permits shall complete an application form supplied by the Department of Building and Code Enforcement. An application fee shall accompany the application form. Said fee shall be determined by the Township Board and shall be sufficient to cover the cost of reviewing the application.

#### **3. Sign Removal Deposit**

A performance guarantee shall be submitted with the application for a permit, in an amount sufficient to cover the cost of removing the sign. The performance guarantee shall be in a form acceptable to the Township. It shall be retained by the Township throughout the life of the sign, and shall be returned to the owner as soon as practical after the sign has been completely removed from the premises at owner's expense. If the

### **SEC. 25.12 PERMIT APPLICATION**

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 309**

## **Article 25: Sign Regulations**

### **Amendments:**

Township removes the sign because of inaction by the owner, then the cost of removal shall be subtracted from the amount of deposit returned to the owner.

#### **4. Inspection Fees**

At the time of issuance of the permit, the applicant shall pay an inspection fee as established by the Township Board per sign to defray the cost of inspecting signs for compliance with this Ordinance. This fee shall be paid as set forth in the application form. Inspection fees will be waived for the balance of the first calendar year and will become due and payable on January 1 of each succeeding year.

#### **5. License and Insurance**

Every person who engages in the business of erecting, altering or dismantling signs in the Township shall first submit proof of appropriate licenses and a liability insurance policy that indemnifies the Charter Township of Plymouth and its prior, present and future officials, representatives and employees from all damage suits or actions of every nature brought or claimed against the erector for injuries or damages to persons or property sustained by any person or persons through any act of omission or negligence of said erector, his servants, agents or employees. Said policy shall contain a clause whereby it cannot be canceled or changed until after written notice has been filed with the Department of Building and Code Enforcement at least thirty (30) days prior to the date of cancellation.

6. The Township Building Inspector shall issue a permit for the sign upon determining that the proposed sign meets the requirements of this and any other applicable Township Ordinance and after payment of the prescribed fees and deposit.

### **SEC. 25.12 PERMIT APPLICATION**

# Charter Township of Plymouth Zoning Ordinance No. 99 Page 310

## Article 25: Sign Regulations

### Amendments:

#### SEC. 25.13 VARIANCE AUTHORITY

The Township Zoning Board of Appeals shall have the authority to vary the restrictions contained in this Article upon finding that a genuine hardship exists and that the strict application of this Ordinance would place the applicant at a substantial and significant disadvantage with respect to other signs controlled by this Ordinance. Any alleged disadvantage resulting from comparison of applicant's sign to any nonconforming sign shall not constitute a hardship within the meaning of this Ordinance.

#### SEC. 25.14 NONCONFORMING SIGNS

Any sign lawfully existing at the time of the adoption of this amendment which does not fully comply with all provisions shall be considered a legal nonconforming sign and shall be permitted to remain as long as the sign is properly maintained, and is not detrimental to the health, safety and welfare of the community, subject to the following:

1. **Nonconforming signs** shall not be:

- (a) Expanded or changed to another nonconforming sign.
- (b) Relocated, or altered so as to prolong the life of the sign, or so as to change the shape, size, type, placement, or design of the sign's structural or basic parts.
- (c) Enhanced with any new feature including the addition of illumination.
- (d) Repaired, except if such repair brings the sign into conformance with this ordinance, if such repair necessitates:
  - 1) An expense that exceeds fifty (50) percent of the sign's appraised value, as determined by the Chief Building Official.
  - 2) The replacement of the sign frame.
  - 3) The replacement of the sign's primary support pole(s) or other support structure.
- (e) Replaced.
- (f) Re-established after the activity, business, or use to which it related has been discontinued for ninety (90) days or longer.

2. **Permitted Modifications**

A nonconforming sign may be modified in the following ways:

- (a) A change solely in the wording of the copy.
- (b) Routine repair to maintain the sign in a safe and aesthetically attractive condition exactly as it existed at the time of the enactment of this amendment.

**SEC. 25.13 VARIANCE AUTHORITY SEC.  
25.14 NONCONFORMING SIGNS**

# **Charter Township of Plymouth Zoning Ordinance No. 99 Page 311**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **3. Elimination of Nonconforming Signs**

The Township may acquire by purchase, condemnation, or by other means any nonconforming sign which it deems necessary to preserve the health, safety, and welfare of the residents.

#### **SEC. 25.15 NONCOMMERCIAL MESSAGE PERMITTED**

Anything in this Article to the contrary notwithstanding, a sign structure permitted in this Article as an on-premise advertising sign or an off-premises advertising sign may contain a non-commercial message.

**END OF ARTICLE 25.**

**THE FOLLOWING INFORMATION DOCUMENTS HISTORY OF REVISIONS TO THIS ARTICLE SINCE ITS ADOPTION ON JUNE 7, 2004**

**SEC. 25.15 NONCOMMERCIAL MESSAGE PERMITTED**

**Charter Township of Plymouth Zoning Ordinance No. 99**

**Article 25: Sign Regulations**

**Amendments:**

**ALL AMENDMENTS TO**

**ARTICLE XXV (25)**

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

#### ALL AMENDMENTS TO ARTICLE XXV (25)

The following language was amended on 10/25/07

#### PURPOSE

The purpose of this article is to provide a framework within which the identification and informational needs of business and industry can be harmonized with the desires and aesthetic standards of the general public. It is intended by this Ordinance to give recognition to the legitimate needs of business, industry and other activities, through appropriate guidelines, in attaining their identification and informational objectives. It is a basic tenet of this article that unrestricted signage does not benefit either business or the community.

It is further the intent of this Article to regulate the construction, alteration, repair and maintenance of all signs with respect to structural and fire safety, location, type of sign, dimensions, height and method of illumination; to avoid visual clutter that obstructs vision or misleads motorists; to protect the general public from damage and injury caused by distractions, hazards or obstructions caused by poorly designed or improperly constructed signage; to authorize the use of signs that are compatible with their surroundings, appropriate to the activity that displays them and legible under the circumstances in which they are seen; to seek the removal of illegal signs; and to encourage the replacement or removal of nonconforming signs that are incompatible with the purpose of this Article.

#### SEC. 25.1 DEFINITIONS

As used in this article, the following words shall have the meanings as set forth in this section.

1. **ABANDONED SIGN:** A sign which, for ninety (90) consecutive days, fails to direct a person to or advertise a bona fide business, tenant, owner, product or activity conducted, or product available on the premises where such a sign is displayed.
2. **AWNING:** A protective, rooflike covering, attached to the face of a building, as might be located over a window or door.
3. **AWNING OR CANOPY SIGN:** A sign which is painted on, printed on or attached flat against the surface of an awning or canopy.
4. **BANNER:** A sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

5. **CANOPY:** A rooflike architectural structure, typically attached to the face of a building, and used to provide protection from the elements (e.g., a canopy over a walkway or a gas station canopy).
6. **CHANGEABLE COPY:** Moveable letters or other forms of sign copy, not including animated copy, that can be altered by physical, mechanical or electrical means without replacing the sign copy area.
7. **CONSTRUCTION SIGN:** See “real estate development or construction sign.”
8. **DIRECTIONAL SIGN, OFF-PREMISES:** A monument sign, the sole purpose of which is to direct traffic to one or more commercial businesses which are located on premises without frontage on or visual exposure to a major thoroughfare or collector road. Such businesses shall front on a road or easement which is used for their primary public ingress and egress from the major thoroughfare or collector road. The purpose of the off-premises directional sign is to facilitate the flow of traffic, encourage the concentration of commercial uses, discourage strip commercial development, and not to advertise the business or products or services offered.
9. **DIRECTIONAL SIGN, ON-PREMISES:** A ground sign located at the entry or exit of a business or commercial establishment which indicates traffic flow. On-premise direction signs may be located on buildings.
10. **FLAG:** A piece of cloth having a distinctive size, color and design, used as a symbol, standard or emblem.
11. **FLASHING, ANIMATED, OR MOVING SIGN:** A sign that has intermittently reflecting lights, or a sign which uses intermittent, flashing, scintillating, or varying intensity of illustration to create the appearance of movement, or a sign that has any visible portions in motion, either constantly or at intervals, whether caused by artificial or natural sources.
12. **GROUND SIGN:** A sign supported by one or more uprights, poles, braces, a masonry base, or a monument placed in or upon the ground, fastened to a secure and permanent foundation, and not attached to any building. Ground signs shall include monument signs and pole signs.
13. **INFLATABLE SIGN:** A sign that is either

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

expanded or its full dimensions are supported by gases contained within the sign, or a sign part, at a pressure greater than atmospheric pressure.

14. **ILLUMINATED SIGN:** A sign that is illuminated by a direct or indirect source of light so shielded that no direct rays from it are visible from any public right-of-way or from the abutting property.
15. **INSTITUTIONAL BULLETIN BOARD:**  
A structure containing a surface area upon which is displayed the name of a religious institution, school, library, community center or similar institutions, and the announcement of its services or activities.
16. **MARQUEE:** A rooflike structure, often bearing a sign, projecting over an entrance to a theater.
17. **MARQUEE SIGN:** A sign attached to a marquee projecting from and supported by the building.
18. **MENU BOARD OR ORDER BOARD:** A sign which is intended to service patrons using a drive thru facility.
19. **MONUMENT SIGN:** A ground sign mounted on a base that is in contact with or close to the ground. The base of a monument sign shall be no less than 75% of the greatest horizontal dimensions of the sign face, and the vertical separation between the lowest point of the sign face and the highest point of the sign base shall be not greater than twelve (12) inches.
20. **MONUMENT SIGN BASE:** The lower part of a monument sign, which may appear as a separate architectural feature, and serves as its ground support.
21. **NAMEPLATE:** A wall sign identifying the occupant, business name and/or address of a building or parcel of land.
22. **NEON SIGN:** A sign consisting of glass tubing, filled with neon or another gas, which glows when electric current is sent through it.
23. **NONCONFORMING SIGN:** Any advertising structure or sign that was lawfully erected and maintained prior to the effective date of this Ordinance, and any amendments thereto, and that fails to conform to all applicable regulations and restrictions of this Article.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

24. **OFF-PREMISES SIGN:** A sign which contains a message unrelated to a business or profession conducted on the premises, or to a commodity, service or activity, not sold or offered upon the premises where such sign is located.
25. **OUTDOOR ADVERTISING SIGN:** A sign calling attention to a product or service not available on the same premises upon which the sign is located. This definition includes, but is not limited to, signs commonly known as billboards.
26. **PANEL SIGN:** A sign whose letters and/or symbols are on a panel contained within a frame, which is an integral part of the sign. This definition is intended to distinguish between panel signs and signs consisting of individual freestanding letters and/or symbols.
27. **PENNANT:** A long, triangular, tapering flag, often bearing an emblem.
28. **POLE SIGN:** A ground sign mounted on a freestanding pole(s) or other support(s) with a clear space between the bottom of the sign face and the grade.
29. **POLITICAL SIGN:** A temporary sign, relating to the election of a person or persons to public office, or relating to a political party, or relating to a matters to be voted upon in a local, state or national election or referendum.
30. **PORTABLE SIGN:** A free standing sign not permanently anchored or secured to either a building or the ground, such as, but not limited to "A" frame, "T" shaped, or inverted "T" shaped structures, including those mounted on wheeled trailers.
31. **PROJECTING SIGN:** A sign that is attached to and projects from a building wall at an angle of up to 90° (not including a marquee, canopy or awning sign).
32. **REAL ESTATE DEVELOPMENT OR CONSTRUCTION SIGN:** A temporary ground or wall sign listing the name of the project developers, contractors, engineer and architects, on the site being developed, or located at the entrance of a residential development under construction, listing the name of the development and general information, such as the number and types of units to be built, price range and similar data. Such signs include “subdivision business sign” and “construction sign.”
33. **REAL ESTATE SIGN:** A non-illuminated sign for the purpose of advertising or promoting the sale, lease or rent of real estate. A **PERMANENT LEASING SIGN** is a real estate sign that is erected for an indefinite period of time for the purpose of offering space in a building for lease.
34. **ROOF SIGN:** A sign erected, constructed and maintained wholly upon or over the roof of any building, with its principal support on the roof structure. For purposes of this section, any architectural element which is used on the wall of a structure to give the appearance of a roof line similar to a mansard, gambrel or other roof type, shall be considered as a roof. A vertical plane or fascia which is attached to and located below the angled plane of a sloped roof and which is less than 6 inches in height, shall be considered part of the roof.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

35. **SERVICE CLUB ENTRANCE SIGN:** A sign, usually located along a main entrance way to a community, displaying the names of service clubs and organizations, their meeting schedules, and usually including the service clubs' symbols or logos. The name of the community and a short salutatory message may also be included.
36. **SETBACK OF SIGN:** Setback is the distance measured from the street setback line from which the sign is to be primarily viewed to the nearest edge of the sign.
37. **SIGN:** The name, identification, description, object, device, structure, display or illustration that is affixed to, or painted, or represented directly or indirectly upon a building, structure or piece of land, and which directs attention to an object, product, place, activity, person, institution, service, event, organization or business by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images.
38. **SIGNABLE AREA:** A continuous surface or wall unobstructed by windows, doors and other major architectural details.
39. **SITE ENTRY FEATURE WITH SIGNAGE:** An architectural feature that defines, delineates and differentiates the entrance to a residential subdivision, apartment community, condominium development, mobile home park or office, business or industrial park, or similar development from a major thoroughfare without being a visual intrusion or distraction to the general public and the traveling motorist. Signage identifying the name of the development may be incorporated into the architectural feature.
40. **SPINNER:** A spinning disc-like sign that is typically thread on a line with other spinners to attract attention.
41. **STREAMER:** A long narrow banner or flag.
42. **SUBDIVISION BUSINESS SIGN:** See "real estate development or construction sign."
43. **TEMPORARY SIGN:** A sign that is not permanently fastened to any structure and is intended for a limited period of display, including, but not limited to inflatable signs,

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

banners, pennants, spinners and streamers, window signs and decorative displays for holidays or public demonstrations.

44. **TIME-TEMPERATURE SIGN:** A sign which displays the current time or outdoor temperature or both, and which displays no other material except for the name of a business, product or service.
45. **VEHICLE BUSINESS SIGN:** A sign painted or attached to a vehicle which is located on a premises primarily for purposes of advertising the business or product for sale on the premises. Commercially licensed vehicles which are generally used daily off-site are not included in this definition.
46. **VOICE MESSAGE SIGN:** A sign that either 1) conveys a recorded message to someone located nearby, or 2) provides for two-way voice communication (such as with a menu board at a drive-through restaurant). A voice message sign may also be known as a talking sign.
47. **WALL SIGN:** A sign which is attached directly to or painted upon a building wall and does not extend above the height of the wall to which it is attached, nor more than twelve (12) inches therefrom, with the exposed face of the sign in a plane parallel to the building wall. Included in the definition of wall signs are signs mounted flat against the building fascia, provided the sign does not protrude beyond any boundary of the fascia.
48. **WINDOW SIGN:** A temporary or permanent sign painted on or affixed to a window surface, suspended so as to hang more or less parallel with the window surface, or otherwise displayed in a manner intended to be viewed from outside the window.

### SEC. 25.2 GENERAL STANDARDS

The following general standards shall apply:

#### 1. **Standards of Measurement for Signs**

Dimensional standards and measurements for signs shall be subject to the following:

- (a) **Sign Area.** The entire area within a rectangle or square enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame, tower, or other material, color or internally illuminated area forming an integral part of the display or used to differentiate such sign, shall be included in the measurement. Parts of a sign shall be deemed to be a single sign whenever the proximity, design, content or continuity reasonably suggests a single unit, notwithstanding any physical separation between parts.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

- 1) Where a sign has two or more faces, the area of all faces shall be included in determining the sign area, except that where two such faces are placed back to back and are at no point more than two feet from one another, the area of the sign shall be taken as either:
    - a) the area of one face, if the two faces are of equal area, or
    - b) the area of the larger face, if the two faces are of unequal area.
  - 2) For ground signs, the area shall include the entire area of the sign upon which copy, lettering, drawings or photographs could be placed, excluding necessary uprights or supports. For monument signs, the base of a monument sign shall be excluded from the calculation of sign area for a distance of thirty (30) inches above grade. Streetscape and landscape features which in the determination of the Planning Commission, are an integral part of the sign design shall also be excluded from the calculation of sign area.
  - 3) For internally-illuminated awnings or canopies, the entire flat surface of the awning or canopy upon which the message is written shall be included in the sign area calculation. Signs mounted on awnings and canopies that are not internally-illuminated shall be subject to the sign area standards of measurement specified in paragraph (a), above.
  - 4) For paper window signs, the area shall include, the entire area of the paper. Where adjacent paper window signs are within eight (8) inches of each other they shall be measured as a single sign.
- (b) Sign Height. The distance from the average level of the ground or pavement directly below the sign to the highest point of the sign structure, including any supportive or decorative appendages, without including any berm, landscaping, grading, or artificially or unnaturally constructed raised portion of land at the point of measurement.
- (c) Sign Setback. Setback is the distance measured from the street setback line from which the sign is to be primarily viewed to the nearest edge of the sign. □

# **Charter Township of Plymouth Zoning Ordinance No. 99**

## **Article 25: Sign Regulations**

### **Amendments:**

(d) Signable Area. The signable area shall equal the area of (a x b) or (c x d) or (e x f) in the following illustration, at the choice of the applicant:

### **2. Illumination**

Sign illumination shall be subject to the following:

(a) Sign illumination shall be designed, installed and maintained in a manner that minimizes off-site glare, light trespass and light pollution. Illumination shall be concentrated within the area of the sign to prevent glare upon the street or adjacent property. Sign illumination shall be provided solely by electrical means or devices, shall not be of a flashing, intermittent, moving or animated type, and shall further comply with the specific standards defined in Section 25.9, Area, Height and Placement Regulations.

(b) Signs shall not be illuminated between the hours of 11 P.M. and 7 A.M., except those pertaining to a business open during these hours, and except time/temperature signs located in C-2 districts.

### **3. Maintenance Contract**

A contract for maintenance of all new permanent signs may be required by the Department of Building and Code Enforcement.

### **4. Underground Wiring**

Where illumination is desired, underground wiring shall be required for all signs not attached to the building.

**The following was amended on 10/27/09**

## **SEC. 25.4 SPECIAL SIGNS IN C-1 AND C-2 DISTRICTS**

The following signs are permitted in a C-1 and C-2 Districts:

### **1. Flags or Pennants**

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

Flags or pennants bearing the official design of a corporation or award flags or pennants subject to the following:

- (a) Such corporation, or award flags or pennants shall be displayed on flag poles only. For the purposes of this Ordinance, a flagpole is a pole used exclusively to display a flag. Attachment to any other site fixture or feature shall be prohibited.
- (b) A maximum of two (2) such flags or pennants shall be permitted for each flag pole provided.
- (c) The maximum number of flag poles permitted per individual business shall be determined in accordance with the following table:

| <b>STREET FRONTAGE IN FEET</b> | <b>MAXIMUM NUMBER OF FLAG POLES PERMITTED</b> |
|--------------------------------|---|
| 0 - 210                        | 1   |
| 211 - 300                      | 3   |
| 301 or greater                 | 5   |

- (d) Placement of flag poles shall be in a manner and location subject to the following requirements:
  - 1) The placement shall not impact adjacent properties, in particular, those of a residential nature.
  - 2) The placement shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic.
  - 3) The size, content, coloring or manner of illumination of said flags shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
  - 4) The height of flagpoles shall conform to the height restrictions of set forth in Article 20 for buildings and structures. A flagpole shall be deemed to be a structure under all provisions of this Ordinance. Flagpoles shall comply with the setback requirements for structures.
  - 5) No flag or flagpole shall be permitted to project into the road right-of-way at full extension of the flag.
  - 6) Flag poles shall not be located on the roof of a building. □
- (e) The size, content, coloring or manner of illumination of said flags or pennants shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

#### 2. Banners

Banners used to draw attention to vehicle dealerships are permitted, provided that there is a maximum of one (1) banner on each pole, and provided that they have no written message or corporate identity. Each banner shall not exceed a maximum area of twenty (20) square feet.

#### 3. On-Premises Directional Signs

On-Premises Directional Signs may be permitted in the C-1 Neighborhood Shopping District, C-2 General Commercial District, MR Mid-Rise District, OS Office Service District, OR Office Research District, TAR Technology and Research District, and IND Industrial District subject to the following:

- (a) Directional signs shall not exceed two (2) square feet per side, nor exceed two (2) sides.
- (b) Said signs may incorporate a corporation or business logo provided the main theme of the sign shall be to facilitate vehicular traffic flow.
- (c) Placement shall be within the subject property; no such signs shall be permitted within the street setback area or right-of-way.
- (d) The size, content, coloring, placement or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
- (e) Directional ground signs shall not exceed a height of four (4) feet and shall be limited to one (1) per ingress or egress drive, located at the ingress or egress drive.
- (f) On-premises directional signs may be located on buildings.

#### 4. Off-Premises Directional Signs

Off-Premises Directional Signs may be permitted on a limited basis in the C-2 District, in order to encourage the clustering of businesses, and minimize strip commercial development in accordance with the Township Master Plan, while still allowing necessary and reasonable identification of businesses, facilitating the orderly flow of traffic, and avoiding unnecessary proliferation and excessive size of signs on thoroughfares and collector roads. □

- (a) Off-premises directional signs are permitted only upon review and approval of the Planning Commission, and subject to compliance with the following conditions:
  - 1) Approval of the sign would serve to further the purposes of this Section.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

- 2) The Planning Commission shall determine that the business is located in the C-2 District; has no frontage on the major thoroughfare from which it takes primary access; is within one thousand two hundred (1,200) feet of said thoroughfare; is not visible from the major thoroughfare or is visible from the major thoroughfare but with no clear indication of how to access the business; and would not reasonably be able to direct traffic to or adequately identify its location without an off-premises directional sign.
- 3) No off-premises directional sign shall be permitted without a recorded easement or executed agreement that accomplishes all of the following:
  - a) states that the owner of the parcel on which the sign is to be placed grants permission for the off-premises directional sign to be located on the parcel,
  - b) stipulates which parcel(s) are entitled to use of the off-premises directional sign, and
  - c) specifies how the sign is to be maintained and establishes a means to assure that maintenance runs with the life of the sign.
- 4) Off-premises directional signs shall be located only on land zoned C-2, and shall direct traffic only to land also zoned C-2.
- 5) Off-premises directional signs shall be permitted only at the intersection of the access road for the business and a major thoroughfare, and only one such sign is permitted at each intersection. The business access road may be a public street, private road, or recorded access easement over which the general public has ingress/egress rights. If multiple businesses served by the same access road require the use of the same intersection for an off-premises business directional sign, the same sign shall be used.
- 6) Off-premises directional signs shall be located entirely on private property and no closer than thirty (30) feet from the centerline of the street, private road, or recorded access easement which provides access to the business. The sign shall be located a minimum of sixty (60) feet from the centerline of the major thoroughfare or collector road. The sign location shall comply with all other setback and visibility requirements of the Township.
- 7) Off-premises directional signs shall be monument signs with the minimum dimensions necessary to accomplish the purpose of directing traffic; however, in no case shall the sign height exceed the following dimensions:

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

| NO. OF USERS ON SIGN | MAXIMUM SIGN AREA | MAXIMUM SIGN HEIGHT |
|----------------------|-------------------|---------------------|
| 1                    | 12 sq. ft.        | 4.5 ft.             |
| 2                    | 24 sq. ft.        | 6 ft.               |
| 3 or more            | 36 sq. ft.        | 8 ft.               |

The base of an off-premises directional sign shall be excluded from the calculation of sign area for a distance of thirty (30) inches above grade.

- 8) If multiple businesses served by the same access road require the use of the same intersection for an off-premises business directional sign, the same sign shall be used.
- 9) Space shall be allocated on the sign to allow identification of all businesses which use the same access road to use the off-premises directional sign. A common lettering size and style and no more than one uniform background color shall be used. The sign shall state only the name of the business(es) being identified. A directional arrow may also be included on the sign. The sign base shall be of brick or decorative masonry block.
- 10) The ground within five (5) feet of the base of the off-premises directional sign shall be landscaped in low shrubbery, ground cover or flowers, and said landscaping shall be maintained in presentable condition.
- 11) Off-premises directional signs may be illuminated in accordance with Section 25.2.2, provided the illumination creates no perceptible glare on private property at a distance greater than ten (10) feet from the sign and on public streets and the access drive.
- 12) Off premises directional signs shall be prohibited where a Site Entry Feature with Signage, as defined in Section 25.1, is determined by the Planning Commission to be more appropriate. □
  - (a) The off-premises directional sign shall be maintained in a sound and presentable condition. If a business that is identified on the off-premise directional sign ceases to exist at its location or changes its name, the appropriate changes to the copy of the sign shall be made within thirty (30) days of the change in the business.
  - (b) The existence of an off-premises directional sign shall not affect the number and size of other signs permitted by the Township, including any other signs on the same parcel as the off-premises directional sign, and any other signs on the same parcel as the business identified by the off-premises directional sign.

# **Charter Township of Plymouth Zoning Ordinance No. 99**

## **Article 25: Sign Regulations**

### **Amendments:**

#### **5. Menu or Order Board**

Menu and/or order board for a drive-thru facility subject to the following:

- (a) Said signs shall be located on the interior of the lot or parcel and shall not be readable from the exterior of the lot.
- (b) Said signs shall be intended to service the public utilizing the drive-thru facilities only.
- (c) The placement shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow in any manner.
- (d) The size, content, coloring or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
- (e) The volume on order boards shall be maintained at the minimum level necessary so that it is audible to users, so as to minimize extraneous noise traveling off the site.

#### **6. Gasoline Price Signs**

Gasoline price signs shall be permitted subject to the following standards:

- (a) One (1) gasoline price sign shall be permitted for each gas station.
- (b) Gasoline price signs shall not exceed twelve (12) square feet in area. Gasoline price signs shall be not counted in determining compliance with the standards for total area of wall or freestanding signs permitted on the parcel.
- (c) Gasoline price signs shall comply with the setback and height requirements specified for freestanding signs in the district in which the signs are located.

**The following language was amended on 10/25/07**

### **SEC. 25.8 SIGNS PROHIBITED IN ALL DISTRICTS** □

The following signs shall not be permitted in any district:

1. Signs not expressly permitted are prohibited.
2. Signs which incorporate in any manner any flashing or intermittent lights.
3. Signs in the public right-of-way or on public property, except as permitted by this Article.
4. Any sign which revolves or has any visible moving part, visible revolving parts or visible mechanical movement of any description □ or other apparent visible movement ■ by electrical, electronic pulsations, or by mechanical means, including intermittent electrical pulsations, or by action of normal wind currents, except for those actions associated with street time/temperature signs.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

5. A sign or sign structure which is determined by the Building Official to be:
  - (a) Structurally unsafe.
  - (b) A hazard to safety or health by reason of inadequate maintenance, dilapidation or abandonment.
  - (c) Not kept in good repair.
  - (d) Capable of causing electrical shocks to persons likely to come in contact with it.
6. Any sign which by reason of its size, location, content, coloring or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, or by obstructing, or detracting from the visibility of any traffic sign or control device on public streets and roads. All signs shall comply with the clear vision regulations in Section 28.25 of the Zoning Ordinance.
7. Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way.
8. Signs which make use of such words as "stop", "look", "danger", or any other words, phrases, symbols or characters in such a manner as to interfere with, mislead or confuse vehicular traffic.
9. Any sign, unlawfully installed, erected or maintained.
10. Any sign now or hereafter existing which advertises a product, service or business no longer available at that location.
11. Roof signs: For the purpose of this section any architectural element which is used on the wall of a structure to give the appearance of a roof line similar to a mansard, gambrel or other roof type shall be considered the same as a roof and no sign shall be permitted upon it. A vertical plane or fascia which is attached to and located below the angled plane of a sloped roof or roof element and which is less than 6 inches in height, shall be considered part of the roof and not used for signage.
12. Portable or inflatable signs unless otherwise provided for in this Ordinance.
13. Banners, pennants, spinners and streamers except as otherwise provided for in this Ordinance.
14. Wall panel signs.
15. Electronic or electric changeable copy signs, except as permitted Time-Temperature signs.
16. Neon, string or rope lights used to highlight architectural features, or to frame a window or door, except as may be permitted under Section 28.8 Exterior Lighting.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

The following language was amended on 10/25/07

### SEC. 25.9 AREA, HEIGHT AND PLACEMENT REGULATIONS <sup>□</sup>

#### 1. Ground Signs

Except as specifically noted, ground signs shall be monument-type signs. All monument signs shall comply with the following standards:

(a) For AG, R-1-E, R-1-H, R-1-S, R-1, RM, R-2, R-2-A and PL Districts:

| Minimum setback required <sup>1</sup> (feet) | Maximum sign area <sup>2</sup> (square feet) | Maximum height (feet) |
|--|--|-----------------------|
| 5.0  | 50.0   | 4.0                   |

Footnotes:

<sup>1</sup>Setback measured from the street setback line or street right-of-way line, whichever is greater.

<sup>2</sup>The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

(b) For OS, MR, C-1, C-2, OR, TAR and IND Districts:

| MAXIMUM SIGN AREA PREMISES WITH STREET FRONTAGE LESS THAN 200 FEET |                |                                |
|--|----------------|--------------------------------|
| Distance From Street Setback Line                                  | Maximum Height | Maximum Sign Area <sup>1</sup> |
| 5 ft.  | 8 ft.          | 25 sq. ft.                     |
| 6 ft.  | 8 ft.          | 26 sq. ft.                     |
| 7 ft.  | 8 ft.          | 27 sq. ft.                     |
| 8 ft.  | 8 ft.          | 28 sq. ft.                     |
| 9 ft.  | 8 ft.          | 29 sq. ft.                     |
| 10 ft.   | 8 ft.          | 30 sq. ft.                     |
| 11 ft.   | 8 ft.          | 31 sq. ft.                     |
| 12 ft.   | 8 ft.          | 32 sq. ft.                     |
| 13 ft.   | 8 ft.          | 33 sq. ft.                     |
| 14 ft.   | 8 ft.          | 34 sq. ft.                     |
| 15 ft.   | 8 ft.          | 35 sq. ft.                     |
| 16 ft.   | 8 ft.          | 36 sq. ft.                     |
| 17 ft.   | 8 ft.          | 37 sq. ft.                     |
| 18 ft.   | 8 ft.          | 38 sq. ft.                     |
| 19 ft.   | 8 ft.          | 39 sq. ft.                     |
| 20 ft.   | 8 ft.          | 40 sq. ft.                     |
| 21 ft.   | 8 ft.          | 41 sq. ft.                     |
| 22 ft.   | 8 ft.          | 42 sq. ft.                     |
| More than 22 ft.   | 8 ft.          | 42 sq. ft.                     |

Footnotes:

<sup>1</sup>The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

| <b>MAXIMUM SIGN AREA PREMISES WITH STREET FRONTAGE 200 FEET OR GREATER</b> |                                   |                                      |
|--|-----------------------------------|--------------------------------------|
| <b>Distance From Street Setback Line</b>                                   | <b>Maximum Height<sup>2</sup></b> | <b>Maximum Sign Area<sup>1</sup></b> |
| 10 ft.   | 10 ft.                            | 42 sq. ft.                           |
| 11 ft.   | 10 ft.                            | 43 sq. ft.                           |
| 12 ft.   | 10 ft.                            | 45 sq. ft.                           |
| 13 ft.   | 10 ft.                            | 46 sq. ft.                           |
| 14 ft.   | 10 ft.                            | 48 sq. ft.                           |
| 15 ft.   | 10 ft.                            | 49 sq. ft.                           |
| 16 ft.   | 10 ft.                            | 51 sq. ft.                           |
| 17 ft.   | 10 ft.                            | 52 sq. ft.                           |
| 18 ft.   | 10 ft.                            | 54 sq. ft.                           |
| 19 ft.   | 10 ft.                            | 55 sq. ft.                           |
| 20 ft.   | 10 ft.                            | 57 sq. ft.                           |
| 21 ft.   | 10 ft.                            | 58 sq. ft.                           |
| 22 ft.   | 10 ft.                            | 60 sq. ft.                           |
| More than 22 ft.   | 10 ft.                            | 60 sq. ft.                           |

#### Footnotes:

<sup>1</sup>The base of a monument sign shall be excluded from the calculation of sign area for a distance of 30 inches above grade.

<sup>2</sup>The maximum height of permitted ground signs in the C-1 and C-2 Districts may be increased to fourteen (14) feet where a single premises has a minimum of five hundred (500) feet of frontage on one (1) collector road or thoroughfare, or a minimum of seven hundred (700) feet of total frontage on two (2) collector roads or thoroughfares, provided that all signs on the premises are in compliance with this Article.

(c) Pole signs may be permitted by the Planning Commission upon finding that one of the following conditions exist:

1. A monument sign would block the vision of drivers (see Section 28.25 of Zoning Ordinance).
2. A wall or projecting sign could not be legally established on a side facing a street.

In permitting a pole sign, the Planning Commission shall permit the minimum height necessary to achieve visibility, provided it does not exceed the height of the building to which it is accessory.

(d) Number of Ground Signs. Except where provided for in Section 25.10, a maximum of one (1) ground sign shall be permitted per development parcel or premises.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

- (e) Placement shall be wholly within the boundaries of the property to which the sign relates, exclusive of the street setback or road right-of-way area.
- (f) Institutional Bulletin Boards, Stock Ticker, and Time-Temperature Signs may be incorporated into any permitted ground sign structure.
- (g) Monument signs shall have brick or decorative masonry block base that complements the materials and architecture of the building. The base shall be not less than seventy-five (75) percent of the greatest horizontal dimension of the sign face, and the vertical separation between the lowest point of the sign face and the highest point of the sign base shall be no greater than twelve (12) inches. Sign copy shall be located at least thirty (30) inches above the ground to allow for snow accumulation and plant growth.
- (h) Lettering style shall be clean and simple to assure readability and shall be in harmony with the style of architecture of the building. Generally, no more than two (2) different fonts shall be used on each sign.
- (i) It is the intent of this Ordinance to require signs to be in harmony with the building color and architecture, therefore generally, no more than three (3) colors may be used per sign and one (1) uniform, background color. Established company logos are exempt from color limitations. An established company logo is one that has historically been used as a symbol representing the company. For the purposes of this regulation, black and white shall be considered colors.

## 2. Wall Signs

The maximum permitted sign area and sign height for wall signs in each district shall be as follows:

- (a) For the AG, R-E, R-1-H, R-1-S, R-1, R-M, R-2, R-2-A and PL Districts.
  - 1) Maximum signable area of thirty (30) percent for individual letters, up to a maximum of fifty (50) square feet of sign area.
  - 2) Maximum height of twenty (20) feet, or height of wall to which the sign is attached, whichever is less.
- (b) For the OS District.
  - 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of fifty (50) square feet of sign area.
  - 2) Maximum height of twenty (20) feet, or height of wall to which the sign is attached, whichever is less.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

- (c) For the C-1 and C-2 Districts.
- 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of fifty (50) square feet of sign area for signs in the C-1 district, and ninety (90) square feet of sign area for signs in the C-2 district.
  - 2) The maximum sign area for wall signs in the C-2 district may be increased in accordance with the following table where such signs are located on buildings that are set back two hundred (200) feet or more from the street setback line, as measured from the closest building point to the nearest street setback line:

| <b>Distance of Sign from Street Setback Line (feet)</b> | <b>Percentage Increase in Maximum Sign Area (%)</b> | <b>Maximum Wall Sign Area (square feet)</b> |
|---|---|---|
| 200.0 - 299.0   | 25%   | 112.5                                       |
| 300.0 - 399.0   | 30%   | 117.0                                       |
| 400.0 - 499.0   | 35%   | 121.5                                       |
| 500.0 +   | 40%   | 126.0                                       |

- 3) Maximum height of thirty-five (35) feet, or height of wall to which the sign is attached, whichever is less.
- (d) For the MR District.
- 1) Maximum signable area of forty (40) percent for individual letters, up to a maximum of ninety (90) square feet of sign area.
  - 2) Maximum height shall be equal to the height of the bottom edge of the second story windowsills.
- (e) For the OR, TAR and IND Districts. □
- 1) Maximum signable area of forty (40) percent for individual letters and thirty (30) percent for a panel sign, up to a maximum of ninety (90) square feet of sign area.
  - 2) Maximum height shall be equal to the height of the wall to which the sign is attached.
  - 3) Buildings that face I-275 or M-14 are permitted to have one (1) wall sign on the front, facing the road that provides access, and one (1) sign facing the freeway, up to an additional ninety (90) square feet.

# Charter Township of Plymouth Zoning Ordinance No. 99

## Article 25: Sign Regulations

### Amendments:

- (f) Number of Wall Signs. One (1) wall sign shall be permitted on each façade which has a separate public means of ingress and egress. In the case of a building with more than one tenant (multi-tenant), shopping center or business center, one (1) wall sign shall be permitted for each tenant having a separate, direct means of public access from the outside. □
- (g) Institutional bulletin boards and time-temperature signs may be incorporated into any permitted wall sign structure.

### 3. Projecting signs

For OS, MR, C-1, C-2 and IND Zoning Districts.

Instead of a wall sign, a business may be permitted to have a projecting sign, subject to the following specifications:

- (a) The maximum area of a projecting sign shall be twenty-five (25) square feet on buildings located ten (10) feet or less from the street setback line. The maximum area of a projecting sign shall be permitted to increase one (1) square foot for each additional foot of setback greater than ten feet (10) to a maximum area of forty-two (42) square feet.
- (b) Number of Projecting Signs. One (1) projecting sign shall be permitted on each facade which has a separate public means of ingress and egress.
- (c) Placement. Projecting signs shall be permitted only on zoning lots with frontage of fifty (50) feet or more on the side on which the sign is to be mounted.
- (d) Maximum Height. Maximum height shall be the height of the wall to which the sign is attached.
- (e) Signs must project at a ninety (90) degree angle to the building surface to which it is attached. Angular projection at the corner of a building is prohibited.
- (f) Signs shall not project more than five (5) feet from the face of the building, and shall not project into any street setback or right-of-way.
- (g) Minimum clearance beneath a projecting sign shall be eight (8) feet six (6) inches.
- (h) Projecting signs shall be attached directly to a building through building mounts or hung from a mast arm. These support members may also include decorative appurtenances, but external bracing such as guy wires and metal framework shall be prohibited.

**The following language was amended on 10/25/07**

### 4. Awning, Canopy and Marquee signs

Instead of a wall sign, a business may be permitted to have an awning, canopy, or marquee sign, subject to the following:

# **Charter Township of Plymouth Zoning Ordinance No. 99**

## **Article 25: Sign Regulations**

### **Amendments:**

- (a) Marquee signs. Marquee signs may be permitted in the C-2 district, subject to the following:
  - 1) The maximum area shall not exceed that which is permitted for a wall sign in the C-2 district. Signable area shall be calculated as if the marquee did not exist.
  - 2) Placement. The display surface of the sign shall be attached flat against, and shall not extend above, below, or beyond the vertical surface of the marquee structure.
  - 3) Maximum height. No portion of a marquee sign shall be higher than the eave line of a building.
- (b) Awning and Canopy Signs. Awning and canopy signs may be permitted in the MR, C-1, C-2 and IND districts, subject to the following:
  - 1) The maximum area shall not exceed that which is permitted for a wall sign within the specified zoning district, based on using the vertical face of the awning or canopy for calculation of signable area.
  - 2) Placement. Awning and canopy signs shall be affixed or attached flat against a vertical surface of the awning or canopy, and shall not extend above, below, or beyond the vertical surface of the awning or canopy.
  - 3) Maximum height. No portion of an awning or canopy sign shall be higher than the eave line of a building.

### **5. Window Signs**

- (a) Window signs shall be limited in area to twenty (20) percent of the total surface area of the window to which the sign is attached or visible from.
- (b) Permanent window signs, internally-illuminated window signs, and window signs with words or symbols three (3) inches or more in height shall be deemed a wall sign for purposes of calculating sign area.
- (c) Open/Closed signs shall not be larger than two (2) square feet in area, and shall not be counted towards the maximum permitted wall sign area.

### **The following language was amended on 10/25/07**

### **6. Underhanging Signs**

Where the roof structure of the building is extended over a walkway along the outer edge of a building, one nameplate for each business or use may be attached to the underside of the overhang, provided that all such signs shall be of identical size, shape, configuration, lettering style and color scheme, shall contain only the name of the business, and shall provide a vertical clearance of at least eight (8) feet six (6) inches between the sign and the surface of the walkway.

**Charter Township of Plymouth Zoning Ordinance No. 99**

**Article 25: Sign Regulations**

**Amendments:**

Page 22 of 22

**The following language was amended on 10/25/07**

**7. Changeable Copy Signs**

Changeable copy ground monument signs shall be permitted, subject to all of the requirements for ground signs specified herein, and the following additional requirements:

- (a) Letter height shall not exceed four (4) inches,
- (b) Electronic or electric changeable copy signs are not permitted.
- (c) The area of the changeable copy sign shall be counted toward the maximum ground sign area.
- (d) The base of the sign shall be brick, with limestone capped brick piers on the two ends of the sign. The changeable copy sign shall not project above the brick piers by more than one-half of the message area's height.