

ARTICLE XXIV

SIGN REGULATIONS

Section 24.1 Description and Purpose

This article is intended to apply reasonable regulations concerning the use of signs and outdoor advertising structures, in order to achieve the following objectives:

- (a) Prevent excessive visual clutter and degradation of the visual environment in the Township, which is likely to occur in the absence of reasonable regulations regarding the use of signs.
- (b) Provide adequate opportunity for various types of land uses to identify their location, the nature of the use and manage the use of signs as a means of communication to the general public.
- (c) To ensure that the size, design, type and placement of signs does not conflict with safe and efficient movement of vehicular traffic in the Township.
- (d) To ensure that signs and sign structures are designed, constructed, installed, operated and maintained so as not to constitute a safety hazard.
- (e) To protect and promote the health, safety and general welfare of the Township and its residents and to preserve rural character.
- (f) As regards allowable sign size and placement, the Planning Commission may determine the most appropriate size and location based on (a) – (e) above.

Section 24.2 Definitions

For the purpose of this Article and other applicable portions of this Ordinance, the following words and phrases shall have the meanings hereinafter defined:

Abandoned Sign means a sign serving a premise, business, or service that is vacant or unoccupied for more than 180 days.

Alteration of a Sign means change of sign display area, sign face or sign support structure. A non-conforming sign shall not be altered except in conformance with requirements of this Article.

Animated sign means a sign which uses moving parts or change of lighting to depict action or create a special effect or scene. This definition includes rotating signs.

Awning/Canopy sign shall mean a sign which is part of or located on a canopy or awning which is attached to and projects from a building wall.

Average Grade (See Grade)

Balloon sign shall mean a tethered sign consisting of an envelope inflated with pressurized or heated air, or a lighter-than-air gas, and displayed for the purpose of advertising or attracting attention.

Banners shall mean a sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind. National flags, flags of political subdivisions, armed services flags, symbolic flags of any public or educational institution are not considered banners.

Bench sign shall mean a sign located on any part of the surface of a bench or seat placed on or adjacent to a public right-of-way.

Billboard sign shall mean a sign which advertises an establishment, service, merchandise, use, entertainment, activity, product or message which is not conducted, sold, produced, manufactured, or furnished upon the parcel or lot on which the sign is located, and additionally shall include those signs as regulated by the state pursuant to Act No. 106 of the Public Acts of Michigan of 1972 (MCL 252.301 et. seq., as amended.)

Business center shall mean a single building containing two or more business establishments. Lodging uses with on-premises restaurants shall be included within this definition.

Business complex shall mean a land parcel containing two or more buildings, each containing one or more individual business establishments.

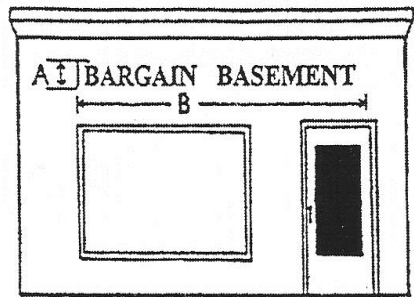
Business establishment shall mean a business operating independently of any other business on the same parcel or in the same building, separated from other businesses by walls, and with one or more doors which provide exclusive ingress and egress to that business.

Construction sign shall mean a sign containing identifying information concerning construction activity in progress on the premises on which the sign is located, such as the name of the future occupant or business, development name, type of development, name of developer, and names of architects, engineers, contractors and lenders involved in the construction activity.

Corner locations shall mean those properties with frontage on two or more public streets.

Directional sign on premises shall mean a sign whose primary purpose is to direct the movement or parking of vehicles within the premises. Examples of signs which are included in this definition include directional signs at driveway entries from the public road, signs directing the movement of traffic within a parking area or driveway, signs identifying barrier-free parking spaces, signs identifying rear access doors in a multi-business establishment, signs prohibiting parking in loading areas, signs identifying loading dock names at a product distribution facility or signs placed at holes within a golf course, with or without sponsors.

Display area shall mean the entire area within a circle, triangle or parallelogram enclosing the extreme limits of writing, lighting, representation, emblem or any figure of similar character, together with any frame or other material forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign; except that where two such faces are placed back to back and are at no point more than three feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.



Display Area of Sign = Height "A" x Length "B"



Display Area = area of Rectangle enclosing all Elements of the Display = "A" x "B"



Display Area = Area of Circle Enclosing all Elements of the sign = $3.14 \times (D/2) \times (D/2)$

Display Area

- (1) **Exception 1.** The display area of the signs painted directly on building wall surfaces shall be that area within the circle, triangle or parallelogram enclosing the extreme limits of writing, letters or numbers.
- (2) **Exception 2.** Time and temperature displays.
- (3) **Exception 3.** The area of an awning/canopy sign shall be measured as provided in the main body of this definition, and the sign shall be treated as if it were a wall sign attached to the same wall to which the awning or canopy is attached, for purposes of determining maximum allowed sign area.

Electronic changeable message sign shall mean a sign whose informational content can be changed or altered by means of electronically-controlled electronic impulses.

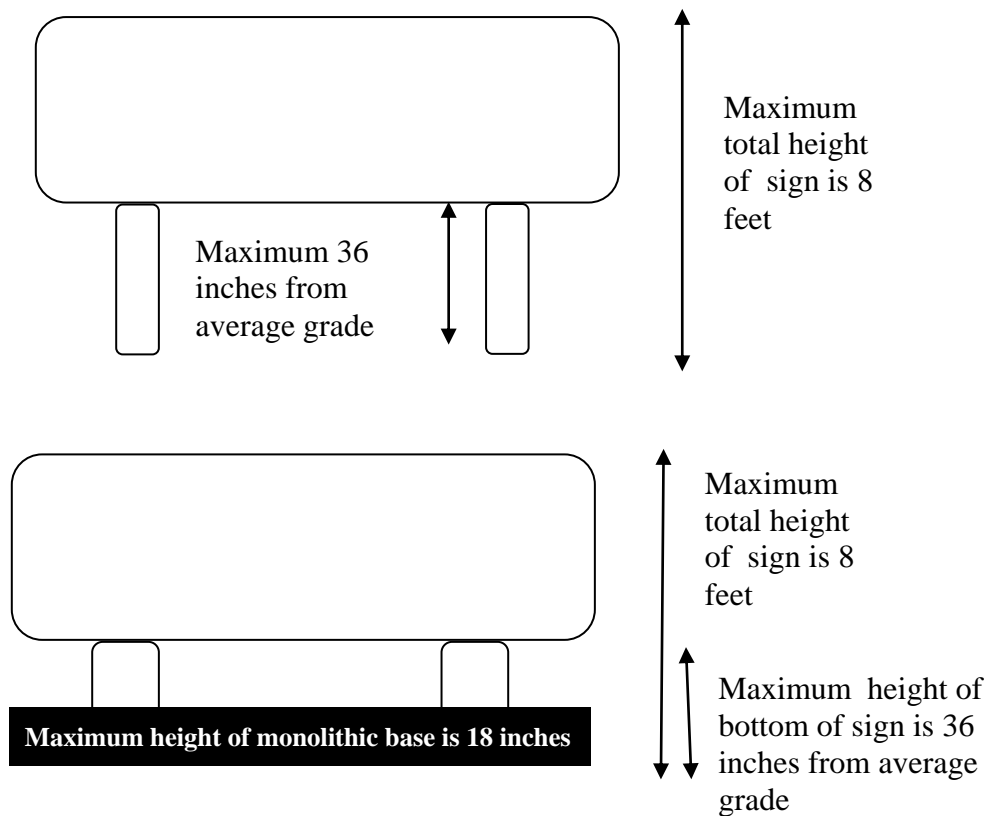
Encroaching sign shall mean a sign which projects beyond the private property line into or over public right-of-way.

Festoons are displays adjoining a sign display area, displayed on a premise or on a building incorporating pennants, reflective foil, or other materials having the effect of attracting attention above and beyond permitted signs on premise.

Frontage shall mean the side of the property facing a thoroughfare.

Grade shall mean average grade measured within 10 feet of sign base.

Ground Mounted Sign shall mean a sign which is supported by one or more uprights in or upon the ground or a monolithic base. Height of ground mounted signs shall not exceed eight feet above average grade (see definition: *Height of Sign*). Monolithic supporting structures shall not exceed 18 inches in height. The bottom of sign is not to exceed 36 inches from average grade.



GROUND MOUNTED SIGN ILLUSTRATION

Height of Sign shall mean the maximum vertical distance from the uppermost extremity of a sign or sign support to the average ground level at the base of the sign.

Home occupation sign shall mean any sign used for the purpose of advertising services in conjunction with a lawful home occupation.

Identification sign shall mean a sign that identifies the name of the property owner, resident, or business on the property, with or without the street address.

Industrial park shall mean a grouping of several industrial businesses on contiguous parcels, accessed by the same public or private street and sharing a common location identity.

Institutional sign shall mean a sign containing a surface area upon which is displayed the name of a church, school, library, museum, day care center, cemetery, community center and similar institutions and the announcement of its services or activities.

Marquee sign shall mean a sign that is attached to the underside of a marquee, or other covered structure and projecting at a right angle from and supported by a building or marquee and does not project horizontally beyond the marquee or covered structure.

Mobile sign shall mean a sign supported on a mobile chassis other than a motor vehicle. This type of sign may also be termed a “portable” sign.

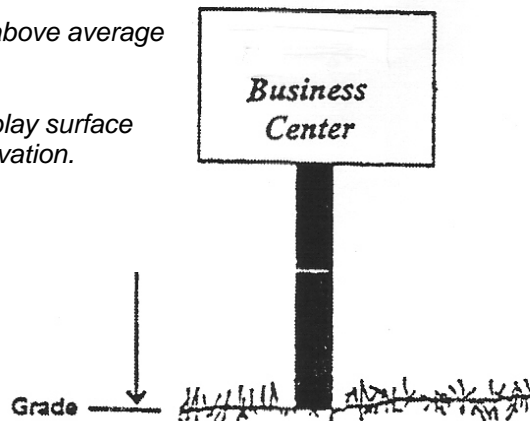
Nonconforming sign shall mean any sign that does not conform to the requirements of this Article.

Off-premises sign shall mean a sign located on a different property or premises than where the business, product, service, event, person or subject is being advertised. An off-premise sign shall be used for providing directions only and shall not include any form of advertising. An off-premise sign is not a billboard as defined herein.

Pole sign shall mean a sign having a sign face that is elevated above the ground by one or more uprights or poles, with all parts of the display surface of the sign more than three (3) feet above the grade at the base of the sign face.

More than 3 feet *above average grade.*

All portions of display surface are above this elevation.



Pole Sign

Political sign shall mean a sign which contains a message or graphic related to an election conducted by a governmental entity in the Township.

Projecting sign shall mean a sign attached to and projecting perpendicularly from a building wall, excluding awning/canopy signs, as defined herein. One face only shall be used for computation of the display area of a projecting sign.

Real estate sign shall mean a sign announcing or advertising the availability of an improved or unimproved lot, parcel or building, or portion thereof, for sale, lease or rent.

Roof sign shall mean a sign that is erected, constructed and maintained upon or above the roof of a building, or parapet wall and that is wholly or partially supported by such building.

***Exception:** For the purpose of this definition of roof sign, a sign that is mounted flush to a mansard roof, roof overhang, parapet wall, above a marquee, or on a wall with a roof below, shall not be considered as a roof sign but shall instead be considered as a wall sign for that side of the building, provided that no part of such sign extends above the uppermost building line not including chimneys, flagpoles, electrical, mechanical equipment, TV antennas and other similar equipment and extensions.*

Setback required shall mean the minimum required horizontal separation distance between a public or private road right-of-way to any part of a sign, including any above-ground portions of a sign which project beyond the point of attachment of the sign to the ground.

Signs shall mean and include every individual announcement, declaration, demonstration, display, illustration, insignia, surface or space when erected or maintained out of doors in view of the general public for identification, advertisement or promotion of the interests of any person. This definition shall include billboard signs and signs painted directly on walls of structures.

Snipe Sign shall mean any sign with display area containing language or graphics conveying a disparaging or unseemly image directed toward a specific person or organization.

Supports and uprights shall mean those members necessary for the structural support of the sign. Decorative trim applied to such members for aesthetic purposes shall be considered as a part of the supports and uprights provided such trim does not extend more than three inches in any direction beyond such support.

Temporary Sign shall mean a sign intended to be displayed for a limited period of time, and which is not permanently attached to a building wall or to the ground.

Unified business development shall mean a commercial development planned as a coordinated project in accordance with an approved signage plan.

Uppermost building line shall mean uppermost horizontal line of a building formed by a roof, wall or parapet wall.

Wall sign shall mean a sign that is attached directly to a wall, mansard roof, roof overhang, parapet wall, or above a marquee of a building with the exposed face of the sign in a plane parallel to the building wall or to the surface on which it is mounted, and which projects not more than 18 inches from the building or structure wall, and which does not have any part of such signs or sign supports extending above the uppermost building line not including chimneys, flagpoles, electrical or mechanical equipment, TV antennas or any other similar equipment or extensions. This definition shall include writing, letters or numbers placed or painted directly on a building wall surface.

Window sign shall mean a sign attached to the inside or outside surface of a window on a building wall or door, or placed within six inches of the inside face of a window, and intended to be viewed from outside the building.

Section 24.3 Prohibited Signs

The following types of signs are prohibited in all zoning districts, except as otherwise provided in this Article.

- (a) Abandoned signs.
- (b) Air-filled or gas-filled signs.
- (c) Animated flashing or blinking signs.
- (d) Banners and pennants, except as expressly permitted by this Article.
- (e) Festoons.
- (f) Pole signs.
- (g) Portable signs, except as expressly permitted in this Article.
- (h) Rotating signs.
- (i) Signs imitating or resembling official traffic or government signs or signals.
- (j) Snipe signs.
- (k) Vehicle or trailer-mounted signs not used during the normal course of business which are parked or located so they are visible to motorists on a public street for the primary purpose of displaying messages.
- (l) Roof signs.
- (m) Temporary signs, except as expressly permitted in this Article
- (n) Sexually graphic or language explicit signs.
- (o) Billboard signs, except as expressly permitted in this Article.

Section 24.4 Permitted Signs

- (a) Signs shall be permitted only in accordance with the provisions of this Article and other applicable provisions of this Ordinance.

- (b) Signs shall be placed, constructed and erected in accordance with good construction practices and shall be maintained in good condition and repair. Signs in disrepair shall be removed by the property owners within 21 days of written notice from the Township.
- (c) Illuminated signs shall be constructed and operated in compliance with the electrical code in effect within the Township.
- (d) Signs shall be placed only on private property except for lawful signs of governmental bodies or agencies.
- (e) No permanent signs except governmental signs or those exempt from the provisions of this Article shall be placed, constructed or erected unless a Zoning Compliance Permit has been issued by the Township Zoning Administrator, and a building permit has been issued, if required.
- (f) No sign or sign structure shall be placed, constructed or erected in any location or manner where it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. No rotating light or flashing illumination resembling a police or emergency light shall be used on or in connection with any sign.
- (g) Signs may be illuminated only in accordance with this Article. Any externally illuminated sign shall be shielded in such a manner as to direct the light toward the sign. Any externally illuminated sign shall not be of such intensity as to illuminate any adjacent property.
- (h) All signs shall be placed no closer to any property line than 5 feet, subject to other requirements in this Article.
- (i) Banners, pennants, balloons, and light strings when used in connection with a lawful business are permitted on a temporary basis if a permit has been issued by the Zoning Administrator. Such a permit issued by the Township Zoning Administrator may authorize temporary use of banners and pennants for a duration not to exceed 30 days in any calendar year.
- (j) A sign which has lettering or other material on both sides of the same sign panel shall be deemed to be a single sign for all purposes under this Article, so long as the display area on each sign face conforms to requirements of this Article.

Section 24.5 Temporary Signs

Temporary signs are allowed in all zoning districts if a permit has been issued by the Zoning Administrator. Such a permit issued by the Zoning Administrator may authorize a temporary sign for a duration not to exceed 30 days in any calendar year. A temporary sign may be mobile or portable and shall not exceed 32 square feet in area.

Section 24.6 Exempt Signs

The following signs are exempt from the provisions of this Article:

- (a) Governmental signs, those owned and maintained by a unit of government.

- (b) Political signs shall be removed not more than 15 days following the election for which the candidate identified on the sign was seeking office or a ballot proposed has been decided at the election.
- (c) Traffic and highway signs placed or erected by a public road agency.
- (d) Directional signs on premise, but any such signs shall not exceed four square feet in area and shall be only for the purposes of directing on-site traffic circulation and pedestrian movements.
- (e) Essential services signs denoting utility lines, railroads, hazards and the like.
- (f) Signs in the A, AR and RR Zoning Districts which only identify the name of a farm or farm owner or crops or livestock on a farm.
- (g) Real estate signs with less than 12 square feet of display area.
- (h) One construction sign per project, but such signs shall not exceed 32 square feet in area. Any such sign shall be promptly removed after construction has been completed.
- (i) Non-commercial decorative signs or displays used temporarily for holidays, patriotic occasions or public, governmental or charitable purposes or events.
- (j) Signs identifying buildings or sites designated as historic landmarks or centennial farms by state or federal agencies.
- (k) Signs or placards posted to control or prohibit hunting or trespassing with less than twelve 12 square feet of display area.
- (l) Memorial signs, tablets or markers.
- (m) Garage or yard sale signs with less than 6 square feet of display area and placed on-premises no more than 7 days in any calendar month.

Section 24.7 Signs in the “A”, “AR”, and “RR” Zoning Districts

Signs in the “A” Agricultural, “AR” Agricultural-Residential and “RR” Rural Residential Zoning District are permitted on the same lot or parcel as the use is located, subject to the following requirements:

- (a) For active farms on 20 or more acres, bed and breakfast establishments, intensive livestock operations, farm market, greenhouses, plant, flower and tree nurseries, orchards, vineyards, apiaries, campgrounds, golf courses, mineral extraction operations, riding stables, public or private schools, churches and other recognized places of worship, public parks, veterinary services, utility and public service buildings, major home-based business, public and institutional uses, residential plat, site condominium subdivision and open space residential developments:

SIGN TYPE	MAXIMUM NUMBER	MAXIMUM DISPLAY AREA	ILLUMINATION ALLOWED?	MAXIMUM HEIGHT
Ground Mounted	1 Per Public Road Frontage	32 Square Feet	Yes	8 Feet
Wall Sign	1 on Wall Facing Street or Parking Facility	10% of Wall Area	Yes	Not above Height of Wall

- (b) For state-licensed day care, adult foster care, minor home-based business, kennel, contractor yard uses and all other permitted or special land uses:

SIGN TYPE	MAXIMUM NUMBER	MAXIMUM DISPLAY AREA	ILLUMINATION ALLOWED?	MAXIMUM HEIGHT
Ground Mounted (A & AR)	1 Per Premises	16 Square Feet	NO	6 Feet
Ground Mounted (RR)	1 Per Premises	8 Square Feet	NO	6 Feet

- (c) No more than 2 off-premise signs are allowed for any land use, unless a greater number are authorized by the Planning Commission. All off-premise signs shall conform to the following standards:
- 1) Sign display area as specified in Table 24.7.
 - 2) Written permission from the owner of the property on which the off-premise sign(s) is to be located.
 - 3) Sign copy may include name of land use activity, directional arrow and distance in miles or fraction thereof, and one off-premise sign may include advertising as specified in Table 24.7.
 - 4) Shall not interfere with driver vision.
 - 5) Located at roadway intersections or as close thereto as possible.
 - 6) Sign color and copy shall conform to the standard format adopted by the Planning Commission, if enacted.
 - 7) Co-locating of off-premise signs will be permitted by the Planning Commission, provided the maximum sign size is not exceeded.
 - 8) Off-premise signs will not be located closer than 200 feet to one-another.

Table 24.7 Permitted Display Area for Off-Premise Signs by Land Use¹

Off-Premises Sign Not Allowed	Off-Premise Directional Sign Only – 16 Square Feet Maximum Display Area	Off-Premise Sign of 32 Square Feet Maximum Display Area, Including up to 16 Square Feet of Ad Display Area ^{2,3}
Intensive Livestock Operation Orchard Vineyard Mineral Extraction Utility and Public Service Bldg. Subdivision (Plat) Site Condo Subdivision Open Space Residential Development	Bed and Breakfast Establ. Campground Golf Course Riding Stable Public & Private Schools Churches Public Parks Veterinary Clinic Public and Institutional Uses	Agri-business with Retail Sales on Premise

¹ For land uses not listed in Table 24.7, the Planning Commission shall determine the type and size of off-premise sign to be allowed if any.

² 32 square feet allowed only on property that abuts highway M-37. An off-premise sign abutting any county road shall not exceed 24 square feet including 8 square feet of ad display area.

³ A second off-premise sign of 8 square feet is allowed but may only contain directional information with the name of the agri-business, directional arrow and distance in miles or fraction thereof.

(d) **Off-Premise Sign Approval:** A person desiring to locate an off-premise sign(s) within the Township shall file an “off-premise sign” application with the Zoning Administrator.

If the operator of a lawful agri-business seeks more than 2 off-premise signs, the off-premise sign application shall be filed with the Planning Commission following procedures set forth in Article XIX.

Section 24.8 Signs in all Residential Zoning Districts

Signs in all Residential Zoning Districts, except “RR” Rural Residential, are permitted, subject to the following requirements:

- (a) For churches or other recognized places of worship, golf course, public institutional uses, public and private schools, public parks, utility and public service buildings, plat and site condominium subdivision and open space residential developments:

SIGN TYPE	MAXIMUM NUMBER	MAXIMUM DISPLAY AREA	ILLUMINATION ALLOWED?	MAXIMUM HEIGHT
Ground Mounted	1 Per Public Road Frontage or Entry Road	32 Square Feet	YES	8 Feet

- (b) For state-licensed day care, adult foster care and home-based business:

SIGN TYPE	MAXIMUM NUMBER	MAXIMUM DISPLAY AREA	ILLUMINATION ALLOWED?	MAXIMUM HEIGHT
Ground Mounted	1	8 Square Feet	NO	4 Feet

- (c) Off-premise signs as defined herein are not permitted in any Residential Zoning District, except as otherwise stated herein.

Section 24.9 Signs in Office and Commercial Zoning Districts

Signs in the “O” Office and “C” General Commercial Zoning Districts are permitted, subject to the following requirements:

- (a) For all permitted and special land uses in the “O” Office and “C” General Commercial Zoning Districts, provisions of **Table 24.9.1** shall apply unless otherwise stated in this Article. All free-standing signs shall be ground-mounted.

Table 24.9.1 Free-Standing Signs

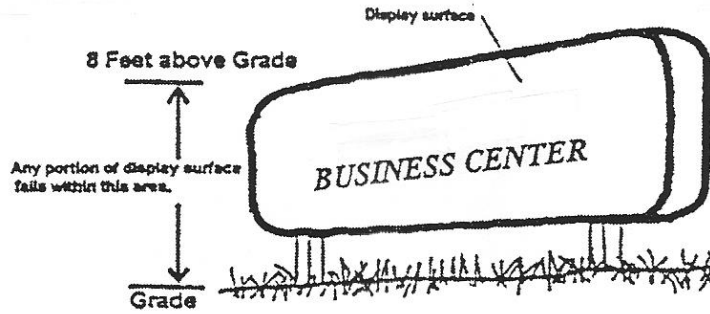
Setback From Road Right-Of-Way (in feet)	Maximum Display Area (square feet)	Free-Standing Maximum Number	Illumination Allowed	Maximum Height (feet)
5	24	1 per public road frontage	YES Internal Only	4
10	30	1 per public road frontage	YES Internal Only	5
15	40	1 per public road frontage	YES Internal Only	6
20	50	1 per public road frontage	YES Internal Only	7
25+	60	1 per public road frontage	YES Internal Only	8

Wall-mounted signs may be placed for each business occupying a building. The total of wall-mounted sign(s) shall not exceed ten (10) percent of the area of the wall facing a public street. Individual tenant signs shall not exceed forty (40) square feet. If illuminated, all wall signs shall be internally illuminated.

Mixed Use and Business Centers

Business center signs are meant primarily to inform the motoring public of the existence of the center, not to advertise particular products, sales or detailed descriptions of goods or services offered. All signage within a business center shall be unified as to design. Wall signs in the center shall be letter graphic. All signs shall be internally illuminated, if illuminated.

- (a) Each business center occupying one or more acres of land shall be permitted one on-premises freestanding sign, internally illuminated, when such business center has at least 200 feet of major street frontage.
- (b) The sign shall be no more than 12 feet in height.
- (c) The sign may be double-faced and shall not exceed 96 square feet in surface display area per face.
- (d) The sign shall be setback at least 15 feet from the edge of road right-of-way.
- (e) The placement of a business center sign shall not result in the reduction in the number of permitted signs or sign area allowed for individual businesses within the center, but shall result in the prohibition of all other freestanding signs within the business center.
- (f) Each individual business in the strip center shall be allowed a sign area of one square foot for each linear foot of front wall width, not to exceed ten percent of wall area or 40 square feet, whichever is less.
- (g) Individual business identification signs within the common “business center” sign shall be simple and easy to read.



↑ 36 " (inches) Maximum from grade to bottom of sign

Business Center Sign

Section 24.10 Signs in the Industrial Zoning District

Signs in the Industrial Zoning District are permitted, subject to the following requirements:

(a) For all permitted and special land uses in the Industrial Zoning District:

SIGN TYPE	MAXIMUM NUMBER	MAXIMUM DISPLAY AREA	ILLUMINATION ALLOWED	MAXIMUM HEIGHT
Ground Mounted	1 per parcel	42 Square Feet	YES	8 Feet
Wall Sign	1	10% of Wall Area	YES Internal Only	Not Above Top of Wall

(b) **Billboards**

Billboards are permitted in the Industrial Zoning District. A ground lease from the fee simple title holder to the sponsor of the billboard shall accompany the sign permit/billboard application.

All billboards shall:

- (1) Be located no closer than 200 feet to any property used, zoned or planned for residential use.
- (2) Not to exceed 100 square feet in display area per sign face.
- (3) Shall not be placed, mounted on or otherwise located on a building.
- (4) Shall conform to the required front yard setback of 40 feet and all other side and rear yard setbacks.
- (5) Shall not be located closer than 500 feet to any other billboard.
- (6) Shall not be of a V-design, nor contain more than two sign faces, nor shall any billboard be placed above or stacked on another billboard.

Section 24.11 Signs in Planned Unit Development Districts

Signs within any Planned Unit Development District shall be permitted as approved by the Planning Commission and as contained in the approved final PUD/site signage plan. Changes in signage will require a PUD plan amendment.

Section 24.12 Sign Permit Process

A sign permit shall be required for all new non-exempt signs and alteration of existing signs.

An application for a sign permit shall be made to the Zoning Administrator and shall include submission of a fee as may be required by resolution of the Township Board. The application shall include the following:

- (a) Name, address, date, and telephone number of the applicant and the person, firm or corporation erecting the sign.
- (b) Address and permanent parcel number of the property where the sign will be located.
- (c) A sketch showing the location of the building, structure or parcel of land upon which the sign is to be attached or erected, and showing the proposed sign in relation to the buildings and structures, together with the depth of the setback from the lot lines.
- (d) A scaled print or drawing of the plans and specifications for the sign (area, height, lighting, etc.) and information on the method of construction and attachment to the structure or ground.
- (e) Identification of the zoning district in which the sign is to be located, together with any other information which the Zoning Administrator may require in order to determine compliance with this ordinance.
- (f) All signs requiring electrical service shall be reviewed for compliance with the electrical code applicable in the Township.
- (g) The Zoning Administrator shall issue a sign permit if all provisions of this Article and other provisions of this Ordinance are met. A sign authorized by the permit shall be installed or shall be under construction within 6 months of the date of issuance of the sign permit or the permit shall expire. A new permit may be issued upon the filing of a new application and payment of the required fee.

Section 24.13 Non-Conforming Signs

Signs existing as of the effective date of this Ordinance and made non-conforming by this Ordinance may be maintained and sign face display content changed. A non-conforming sign shall not be structurally altered in any manner. A complete list of non-conforming signs in place on the effective date of this ordinance are listed in Appendix V.

All non-conforming signs advertising a land use or business no longer in existence shall be removed within 21 days following written notice from the Township to remove sign.

Section 24.14 Unlawful Signs

Any sign unlawful prior to the effective date of this Article shall remain unlawful unless brought into conformance with provisions of this Article.

Section 24.15 Electronic Changeable Message Signs in the General Commercial (C), and Office (O) Districts abutting the M-37 right-of-way, and for non-residential principal uses on parcels abutting the M-37 right-of-way existing as of January 1, 2015.

One electronic changeable message sign per lot or parcel integrated within a ground mounted sign is allowed (i) on a lot or parcel abutting the M-37 right-of-way in the General Commercial (C), and Office (O) Districts, and (ii) for any non-residential principal use existing on January 1, 2015, on a lot or parcel abutting the M-37 right-of-way, each conforming to the following requirements:

- (a) Maximum size is no greater than 40% of the area of the sign on which it is integrated and shall be counted as part of the total permitted sign area of that sign.
- (b) Shall only be integrated into a permitted ground sign. However, no electric changeable message sign shall be located within 100 feet of a side lot line.
- (c) Electronic changeable message sign shall contain text only. No images, photographs, clip art or other illustrations are permitted as part of the changeable message sign. All messages shall relate solely to the business for which the permit is issued.
- (d) Message changes may occur no more frequently than every 30 seconds.
- (e) The method of change between messages shall be instantaneous or by a fade-out/fade-in that occurs in one second or less. Roll, splice, unveil, venetian, zoom, exploding, scroll and other methods of transition between messages shall not be permitted.
- (f) The electronic display background color tones and lettering shall not blink, flash, rotate, scroll, change in illumination intensity except as specifically required for changes in the ambient light level (i.e. the natural illuminated environment lighting conditions), or otherwise change in outward appearance, except when the message is changed to another message.
- (g) To reduce the potential negative effects of excessive light and glare on nearby properties, the background of the electronic display portion of any sign shall be a black or dark gray color and all lettering shall be a muted color, all as approved as part of the sign permit. White lettering shall not be permitted.
- (h) All electronic message signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.

- (i) The electronic changeable sign must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level in relation to changes in the ambient light levels.
- (j) The level of illumination produced by an electronic changeable sign shall not exceed 0.3 foot candles over then-current ambient light level. Measurement of sign brightness shall be in accordance with the then-current methodology, sign area, and measurement distances recommended by the International Sign Association.
- (k) The electronic message sign shall not be illuminated between the hours of 11 PM - 6 AM.
- (l) Any legal sign located on any lot or parcel abutting the M-37 right-of-way for a non-residential principal use existing as of January 1, 2015, may be replaced by an electronic changeable message sign for the same non-residential principal use, provided that the replacement sign conforms to all then-current Township sign regulations.

Sections 24.16 – 24.99 [Reserved]