

## Section 719.94 – Sign Regulations

### A. Intent

The following sign regulations are designed to ensure proper identification and adequate onsite messaging for all businesses, industries, institutions, and residences within Lenox Township. The rules are further intended to eliminate competition among establishments for sign size, prevent overcrowding of signs on individual properties and within business districts, and maintain the Township's pleasing, rural atmosphere.

### B. General Requirements that Apply to All Signs

1. Except for the exempt signs listed in Section 719.94 E-9, a permit shall be required for the erection, construction, or alteration of any sign.
2. There shall be no flashing, oscillating, or intermittent type of illuminated sign or display; nor shall there be any streamers, windblown devices, spinners, temporary or portable signs, pennants, or flags other than those permitted by specific action of the Township Board. Changeable electronic message signs shall feature only static text or graphics; text or graphics that move, scroll, rotate, fade, or flash shall be prohibited. The message(s) displayed on a changeable electronic message sign shall change no more frequently than once every thirty (30) seconds.
3. Vehicle signs are hereby prohibited regardless of form, size, character, or placement. A vehicle sign is an advertising sign when the vehicle upon which the sign is painted or attached is parked or placed on the premises for advertising purposes.
4. No sign except those established and maintained by the Township, County, State, or Federal government shall be in, project into, or overhang a public right-of-way or dedicated public easement.
5. Unless otherwise permitted, no sign shall project above twenty-five (25) feet in height or be greater in sign area than one hundred (100) square feet. All calculations of the total sign area shall be measured on one side of the face of the sign. Calculation of sign area shall include only the sign's display area, not elements such as the sign's base, support pole(s), decorative cap, or similar non-display features. The calculation of sign height shall include all elements of the sign. The display area of an irregular sign shall be calculated by multiplying its tallest dimension by its longest dimension.

6. No sign above a height of three (3) feet shall be located within, project into, or overhang the triangular area formed at the intersection of street right-of-way lines at a distance along each line of twenty-five (25) feet from their point of intersection.
7. Non-accessory and off-site signs (such as billboards) shall be prohibited except in IND Industrial Districts.
8. Except for freestanding signs, or unless otherwise permitted, all motions shall be displayed flat against the wall of the building and shall not project more than one (1) foot from the wall nor be perpendicular to the wall, except in the case of a sign that is part of an approved canvas, vinyl, or similar awning.
9. All signs shall be lit by internal illumination unless the lighting equipment is designed as an integral part of the display. This means that the lights themselves are part of the sign structure and will not interfere with driver visibility or project onto adjoining property.
10. Wall signs shall not project beyond or overhang the wall or any permanent architectural feature by more than one (1) foot and shall not project above or beyond the highest point of the roof or parapet.
11. Freestanding signs shall not be located closer than one hundred (100) feet to any property line of an adjacent residential district. Frreestanding sign shall not be located closer than ten (10) feet to any property line. Freestanding signs shall be located at least ten (10) feet from any right-of-way line unless a greater setback distance is required elsewhere in this Chapter. In addition, no freestanding sign shall be constructed in a manner that impairs the vision of pedestrians and vehicles.
12. Parking lot directional signs that are not illuminated and do not exceed two (2) square feet in area are exempt from calculating the total allowable sign area.
13. To protect drivers from glare and distractions, the maximum brightness of any sign shall not exceed 5,000 candelas per square meter ( $cd/m^2$ , a.k.a. "nit") during daylight hours, and 500  $cd/m^2$  between dusk and dawn, as measured from within 6 (six) inches of the face of the sign. Such signs shall include an automatic dimmer to control sign brightness consistent with this standard.

14. All freestanding signs shall display the property's street number, either within the copy area, on the base, or on the framing of the sign.

C. Signs Permitted in AG Districts

1. Temporary Signs, as regulated in this chapter.
2. One (1) non-illuminated accessory sign not to exceed thirty-two (32) square feet or six (6) feet in height above the ground.

D. Signs Permitted in R, RM, MH, and REC Districts

1. Temporary Signs are regulated in this chapter.
2. Permanent subdivision signs, not to exceed sixteen (16) square feet, may be permitted at the time of Final Plat Approval.
3. Special Approval Uses, under permit from the Planning Commission, may have a single, non-illuminated sign that does not exceed sixteen (16) square feet in area, nor six (6) feet in height above the ground, nor shall it be located closer than twenty (20) feet to the right-of-way line.
4. One (1) non-illuminated accessory sign not to exceed thirty-two (32) square feet or six (6) feet in height above the ground may be permitted for each multiple-family or mobile home park residential development project.
5. No sign shall be located closer than twenty (20) feet to the right-of-way line and shall not exceed six (6) feet above the ground.

E. Signs Permitted in OS, NB, CB, GB, LI, and HI Districts

1. Temporary Signs are regulated in this chapter.
2. Individual freestanding buildings with one or two establishments located on a separate parcel of property may have one (1) freestanding sign not to exceed one hundred (100) square feet, as measured on one side of the sign. In addition, each separate tenant may have one wall sign. The total sign area of all wall signs shall not exceed twenty percent (20%) of the wall area facing the front lot line up to a maximum of two hundred (200) square feet.

3. Planned developments of more than two office, business, or industrial tenants may have one freestanding sign with a display area not to exceed two hundred (200) square feet, as measured on one side of the sign. Each tenant within the complex shall be permitted one (1) individual display area within the total display area of the freestanding sign. Each display area shall comprise a minimum of ten percent (10%) of the entire display area (whatever it may be) and a maximum of one hundred (100) square feet. In addition, each separate tenant may have one (1) wall sign, not to exceed twenty percent (20%) of its front wall area facing the lot line considered as the front on the approved site plan, up to a maximum of two hundred (200) square feet per establishment.
4. Obsolete Signs. All obsolete signs due to the discontinuance of the business or activity advertised thereon shall be removed within thirty (30) days of closing said business or activity.
5. Window Signs. Window signs inside the building that are visible from the front lot line shall be included in the calculation of the total allowable wall sign area if displayed longer than fourteen (14) days.
6. Message Board Signs In NB, CB, GB, LI, and HI districts. One (1) message board sign may be approved for each freestanding business building located on its own lot, and one (1) message board sign may be approved for each complex of two or more individual offices, stores, businesses, or industries. All message board signs shall comply with the following:
  - a. No portable message board signs shall be permitted. All such signs shall be permanently anchored to the ground and incorporated as a part of the business's permanent, freestanding sign.
  - b. All electrical service to message board signs shall be permanently installed, inspected, and approved by the Township. No message board sign shall obtain its electrical service from an extension cord or similar means.
  - c. There shall be no flashing lights, arrows, or similar devices designed to attract attention as a part of any message board sign.
  - d. Message board signs for individual businesses shall not exceed thirty-two (32) square feet, measured on one side of a two-sided sign.

- e. Message board signs for a complex of individual offices, stores, or businesses shall be incorporated as a part of the complex's permanent, freestanding sign and shall not exceed fifty (50) square feet, as measured on one side of a two-sided sign.
- f. The area of message board signs shall be included when calculating the total sign area. Nothing herein is intended to imply that message board signs of any area are permitted in addition to the maximum permissible sign area.

7. Temporary Message Board Signs in All Districts. One (1) temporary message board sign may be permitted subject to the following:

- a. A permit shall be required, and a cash performance guarantee shall be posted, in an amount established by resolution of the Township Board, to ensure timely removal of the sign at the end of the permit period. The entire amount shall be returned to the applicant upon compliance.
- b. Temporary message board signs shall not exceed thirty-two (32) square feet.
- c. The total display period shall not exceed fourteen (14) days.
- d. Temporary message board sign shall not be illuminated unless the electrical service and connection have been inspected and approved by the Township.

8. Temporary signs in all Zoning Districts

- a. One temporary sign not exceeding 12 square feet shall be allowed per property.
- b. Temporary signs over 12 square feet require a permit, and once the temporary sign is removed, there shall be a gap of at least 30 days between the display of the same temporary sign on the same parcel. The maximum display time of temporary over 12 square feet is 30 days up to a maximum of four times per calendar year.

9. Certain Signs Exempt from Permit Requirements – The following signs shall be exempt from the permit requirements of this Section:

- a. Temporary signs not exceeding twelve (12) square feet.
- b. All directional and traffic signs required for orientation and safety when established by Lenox Township, the Macomb County Department of Roads, the Michigan Department of Transportation, or the Federal Government.
- c. Federal, State, County, or Township required signs.
- d. Flags bearing the official design of a nation, state, municipality, educational institution, church or fraternal organization, and flags bearing the official seal or emblem of a company or corporation, text slogans, messages, or graphics. Each parcel shall be limited to four (4) flags.
- e. Temporary window signs in business and industrial districts that are displayed no longer than fourteen (14) days if they shall not occupy more than fifty percent (50%) of the total window area.
- f. One nameplate located on a dwelling provided that the nameplate shall not be illuminated or exceed four (4) square feet.
- g. Memorial signs or tablets, historical markers, or names of buildings and date of erection, when cut into any masonry surface or constructed of bronze or similar materials.