STATE OF MICHIGAN, COUNTY OF OAKLAND
CHARTER TOWNSHIP OF WEST BLOOMFIELD

ORDINANCE NO. CZ-10-01

TEXT AMENDMENT TO ZONING ORDINANCE
(Temporary Signs)

An Ordinance to amend the Zoning Ordinance, Chapter 26 of the Charter Township of West Bloomfield Code of Ordinances, to provide definitions, regulations and administrative standards for temporary signs.

THE CHARTER TOWNSHIP OF WEST BLOOMFIELD ORDAINS:

Section 1 of Ordinance

Section 26-2.1, Definitions, in Article 2 of the Zoning Ordinance, Chapter 26 of the Charter Township of West Bloomfield Code of Ordinances, is amended by adding definitions for community special event, construction, temporary and window signs and community development department and modifying the definitions for identification and information signs to read as follows:

Community special event sign means temporary signs and banners, including decorations and displays celebrating a traditionally-accepted patriotic or religious holiday, or special municipal, non-profit, or school activities and events.

Community development department means the Township department charged with the enforcement of this ordinance which includes the planning, building and code enforcement divisions. The department head, supervisors, or anyone authorized by the department head has the ability to enforce this ordinance.

Construction sign means a temporary ground sign that may be displayed throughout the active construction period that identifies the project name, owner, architect, engineer, general contractor, and/or sub-contractor names, with phone numbers and addresses.

Identification sign means a sign which identifies by number an individual building or parcel, not to exceed two (2) square feet.

Information sign means those signs which have the sole function of providing information and direction, and are not larger than two (2) square feet, and are not oriented to motorized traffic on public rights-of-way. Such signs would include, but are not limited to, tree names, putting green information, clubhouse direction and others of this type used on the interior of a project and designed for those using that area.

Temporary sign means a display sign, banner or other advertising device constructed of cloth, canvas, fabric, plastic or other light temporary material, with or without a structural frame, or any other sign intended for a limited period of display that is not permanently anchored to the ground or building, but not including decorative displays for holidays or public demonstration.
Temporary signs include but are not limited to grand opening, special events, coming soon, special sales and occasion, change of business and promotional signs.

**Window sign** means an accessory or nonaccessory sign that is posted inside a building and is visible from the exterior.

**Section 2 of Ordinance**

Sections 26-5-15 (1) and (2) in Article 5 of the Zoning Ordinance, Chapter 26 of the Charter Township of West Bloomfield Code of Ordinances, are amended to read as follows:

**Sec. 26-5.15. Signs.**

1. Preamble. The primary function of signage, as it relates to this chapter, is to identify a particular user of a parcel of property. It is not the intent of this chapter to have the open spaces and lines of vision created by public rights-of-way be used as license for unrestricted advertising through the use of signage. Through this chapter signage will be allowed in such a manner so as to provide those similar uses in similar zones the opportunity for identification exposure, although the location and size of buildings and/or parcels will influence the amount of signage permitted. This chapter distinguishes those nonresidential zones that provide for transitional or other than retail activity as a primary use. This section through this approach reflects the transitional nature of the zoning district arrangements shown on the zoning map and the future land use plan so that as the intensity of land use is decreased so is the amount of permitted signage. This consistent approach is necessary to remove the need for the type of signs which compete for attention of motorists, thereby creating potential traffic hazards as well as creating visual blight within the township. It is therefore within the health, safety and welfare responsibility of the township that this section is promulgated.

2. General Provisions.

   A. Signs oriented to motorized traffic on a public road (except as specifically exempted) shall not be erected, used or altered without first having been approved by the Community Development Department and a permit issued.

   B. The fees for the issuance of a sign permit and for such appropriate bonds as may be required shall be established by the township board.

   C. All signs shall be expressly prohibited from all public rights-of-way and dedicated public easements with the exception of those signs related to public safety as established by the township, county, state or federal governments.

   D. All signs shall be constructed and maintained in a like new condition in compliance with all local building codes, where appropriate, and shall be of sturdy construction to withstand normal natural elements. Signs with missing letters or other parts of the display, having burned-out illumination elements, or that are frayed, torn, faded, and/or improperly anchored shall be considered as not being properly maintained.
E. Signs shall not be located so as to create a traffic hazard by the blocking of motorists’ vision of traffic or by interfering with traffic-control devices at intersections. The corner clearance provisions of section 26-5.3 shall be enforced.

F. The area of all signs, with the exception of a residential development identification sign, shall be computed by measuring the area of the envelope required to enclose the lettering and/or logo and the structure to which the letters and/or logo is attached. This envelope shall be a circle, oval, rectangle or triangle. In the case where a wall sign is open letters attached to the building, the envelope shall be around the letters. The sign support shall not be considered when measuring a ground or pylon sign, unless otherwise noted in this chapter.

G. Signs shall not use flashing or intermittent illumination. All direct exterior illumination shall be shaded so as not to project on to the public right-of-way and interfere with traffic or project onto adjacent property. When a sign is internally illuminated such illumination shall avoid the use of glaring undiffused light which could cause a distraction to motorists. An exception shall be allowed for the use of time/temperature/stock information signs. However, these signs shall be included within the maximum sign area permitted a user in the nonresidential zones.

H. Where freestanding signs are permitted, the area of double-faced signs shall be computed using only one (1) side of the sign providing the following conditions: (a) The outline of both faces of the sign are essentially identical, (b) The two (2) signs are back-to-back so that only one (1) face is visible at any given location.

I. Wall signs may project up to one (1) foot from the location where mounted. Wall signs may not project above or beyond a roof or parapet line. Wall signs are only permitted on the street facade of the building.

J. Freestanding pylon signs shall not be approved for construction within one hundred (100) feet of residentially zoned property.

K. Window signs shall not have any movement to call attention to the sign and shall be limited to no more than thirty (30%) percent of the visible glazed surfaces.

L. Except as specifically allowed and provided for in this chapter, the following signs are prohibited from all zoning districts:

i. Moving, flashing, animated or intermittently illuminated signs.
ii. Nonaccessory signs.
iii. Festoon signs.
iv. Outline tubing signs visible from the exterior of a building, except that the use of outline tubing (neon) may be permitted when such tubing is encased so as to protect it from weather and breakage. The tubing enclosure shall be so designed as to render such tubing invisible when not illuminated (i.e., tinted glass).
v. Portable signs.
M. Community special event signs may be permitted by the Community Development Department for signage and/or banners on and off-premise and over the road providing that such special signs shall not interfere with nor impair traffic safety of or detract from the character of the area in accordance with the following:

i. One (1) over the road banner not to exceed one hundred and fifty (150) square feet may be permitted.

ii. Up to forty (40) off-premise signs not to exceed thirty-two (32) square feet each may be permitted.

iii. Up to three (3) community special events may be approved for signs at any one (1) given time.

iv. Community special event signs shall be set back a minimum of twenty (20) feet from the traveled portion of the road, shall not violate the corner clearance requirements of section 26-5.3, and shall not obstruct a sidewalk or safety path.

v. Community special event signs may be installed no more than fourteen (14) days prior to the event and must be removed within one (1) day after the event by the applicant.

The Community Development Department may require such detailed information as deemed necessary to make a reasonable decision and may further require such reasonable assurances (i.e., bonds, right of sign removal, etc.) as are necessary to ensure compliance with the decision. When the Community Development Department has approved signs for a community special event for a non-profit group, annual renewal may be requested without full reapplication for permit, and approved administratively by the Community Development for up to four (4) additional years in an uninterrupted five (5) year period for each year that conditions upon which the initial approval was based are maintained without changes to the sign(s) and there have been no violations of the prior year’s approval.

N. Flags of recognized federal, state, county or municipal governments shall not exceed a quantity of one (1) flag per parcel. Flags identifying any business or organization are not permitted. Flagpole construction requires applicable building permits.

O. One (1) construction sign shall be permitted per parcel street frontage with a maximum of fifty (50) square feet in size and ten (10) feet in height. Construction signs shall be removed within fourteen (14) days after issuance of the Certificate of Occupancy.

P. Temporary signs shall be permitted in accordance with the following:

i. One (1) temporary sign shall be permitted per business not to exceed twenty-five (25) square feet.

ii. Temporary signs shall not exceed a height of six (6) feet if ground mounted, and shall not exceed the height of the building for signs that are building mounted.

iii. Temporary signs shall be permitted for a maximum display time of thirty (30) days. Each business may have up to two (2) temporary signs per year, separated by a sixty (60) day period.
iv. Temporary signs shall be set back a minimum of twenty (20) feet from the traveled portion of the road, shall not violate the corner clearance requirements of section 26-5.3, and shall not obstruct a sidewalk or safety path.

v. It is unlawful to attach or paint any sign/banners upon any vehicle, trailer, skid or similar mobile structure visible from the public right-of-way.

vi. Balloons, pennants, string pennants or other floating devices anchored to the ground or to any structure are prohibited.

vii. A decal showing the permit expiration date shall be clearly displayed on the front of the sign.

Section 3 of Ordinance

Should any section, subdivision, sentence, clause or phrase of this ordinance be declared by the Courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any other parts not invalidated.

Section 4 of Ordinance

Except as expressly set forth above, the Zoning Ordinance shall remain in full force and effect.

Section 5 of Ordinance

This Ordinance shall take effect upon the expiration of seven (7) days after publication, unless otherwise provided by law.

CERTIFICATION

I hereby certify that this ordinance was adopted by Board of Trustees of the Charter Township of West Bloomfield at a meeting of the Board duly called and held on June 21, 2010.

CHARTER TOWNSHIP OF WEST BLOOMFIELD

By: [Signature]

CATHERINE SHAUGHNESSY, Township Clerk

INTRODUCED: June 7, 2010
ADOPTEO: June 21, 2010
PUBLISHED: June 30, 2010