

**CHARTER TOWNSHIP OF WEST BLOOMFIELD  
ORDINANCE NO. CZ20-02**

An Ordinance to amend the Zoning Ordinance, Chapter 26 of the Charter Township of West Bloomfield Code of Ordinances, Article 2, Definitions, Section 2.1; and Article 3, Zoning Districts, Section 3.1.22.I.vi, Permitted Signs to incorporate wall sign language related to Commercial Malls.

**THE CHARTER TOWNSHIP OF WEST BLOOMFIELD ORDAINS:**

**Section 1 of Ordinance**

Chapter 26, Article 2, Definitions, Section 2.1 is hereby amended by adopting the following amendments. All other definitions shall remain the same.

**Commercial Mall** means a multi-tenant single building with interior tenants primarily consisting of retail, restaurant, and personal service establishments within the B-2, Community Business District with Township Center District Overlay and which was in operation prior to the adoption of the Township Center District Overlay.

**Sign** means any use of words, numbers, figures, devices, designs or trademarks visible to the general public.

1. Accessory sign means a sign which is directly related to the principal use of the premises, such as the name and nature of the use and which does not advertise products or goods sold or produced on the premises.
2. Awning or Canopy sign is either an accessory sign or non-accessory sign that is either 1) printed or painted on the drip edge of a straight shed awning above a business door or window; or 2) comprised of individual letters that are attached to the top front edge of a flat awning or canopy above a business door or window.
3. Business frontage means the portion of a building operating under single ownership or single tenancy that faces or is visible from the front lot line or an exterior side (street-facing) lot line. For a multi-tenant building, the portion of the building facing the front lot line or exterior lot line that is dedicated to a tenant is the business frontage. The primary business frontage is one that contains a customer/visitor entrance measured at the ground floor in a straight line. If a building has more than one (1) business frontage with a customer/visitor entrance, the property owner must designate one (1) of them as the primary business frontage; in this case, the other street-facing frontage is the secondary business frontage.”
4. 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.
5. 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.
6. Directory sign is an accessory sign designed for pedestrian traffic identifying the names of tenants within a commercial mall.

7. Festoon sign means a sign consisting of strings of exposed incandescent light bulbs or strings of pennants hung overhead to draw attention to items on display.
8. Hanging sign is an accessory or non-accessory sign that is similar to a projecting sign, except that it is suspended below a marquee, awning or canopy.
9. Identification sign means a sign which identifies by number an individual building or parcel, not to exceed two (2) square feet.
10. Incidental sign means a temporary or permanent on-premises sign that is intended to provide information or direction for the convenience and necessity of the public and whose purpose is secondary to the use of the lot on which it is located. Such signs include but are not limited to entrance and exit signs, building numbers, addresses, private parking signs, telephone, no trespassing signs or dangerous animal signs.
11. 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.
12. Lot frontage means, for the purpose of calculating allowable monument sign area, the portion of a lot contiguous with a street right-of-way.
13. Monument sign is an accessory sign that extends upward from grade which is attached to a permanent foundation for a distance of not less than 50 percent of its length, and which may be attached or dependent for support from any pole, posts, or similar uprights. Such support structures shall be decorative and integral to the sign and building design.
14. Non-accessory sign means a sign which is either indirectly related or not related to the principal use of the premises, such as the advertising of products sold or produced.
15. Outline tubing sign means an arrangement of exposed gaseous tubes (i.e., neon tubes), LED lights, or other similar lighting that outlines and calls attention to the sign.
16. Political election sign shall mean a sign relating to the election of a person to public office or relating to a political party, or a matter to be voted upon at an election called by a public body.
17. Political sign (other than election) shall mean a sign which is displayed for the purpose of conveying a message which is a political expression unrelated to an election, and unrelated to a promotion for commercial purposes.
18. Portable sign means a sign and sign structure which is designed to facilitate the movement of the sign from one (1) location to another. The sign may or may not have wheels, changeable lettering and/or hitches for towing. Political-election and political signs are excluded from the definition of portable signs.
19. Projecting sign is an accessory or non-accessory sign that is affixed to the face of a building or structure that projects in a perpendicular manner from the wall surface of a building.
20. Pylon sign means a freestanding sign which is located more than five (5) feet but a maximum of twenty (20) feet above the ground.
21. Real estate development sign means a sign which offers for sale, rent or lease more than four (4) lots or parcels or dwelling units.
22. Real estate sign means a sign which offers for sale, rent or lease a single lot, parcel, residence or any other single building.

23. Residential development identification sign means a sign used to identify, by name, the complex of lots and/or residences within a specific development.
24. Sign band means an integral part of the building design, as illustrated on an approved site plan, located between the highest point of windows or door openings on the first floor and the bottom of the eave line or cornice on a one-story building, or up to the lowest point of window or door openings of a second floor for a multi-story building.
25. 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.
26. Wall sign is an accessory or non-accessory sign that is visible to the general public through display from the exterior wall of a structure and that is mounted flush and fixed securely to or painted on a building wall, projecting no more than twelve (12) inches beyond the face of a building wall and not extending sideways beyond the building face or above the highest line of the building to which it is attached.
27. Wall sign, Primary means an accessory wall sign in the Township Center District placed within an approved sign band that is larger than all other wall signs on the primary business frontage.
28. Window sign means an accessory or non-accessory sign that is painted, posted, displayed, or etched on an interior translucent or transparent surface, including windows or doors including those placed or posted within twenty (20) feet of the window that are visible from the exterior.

### **Section 2 of Ordinance**

Chapter 26, Article 3, Zoning District, Section 3.1.22.I, Permitted Signs is hereby amended to read as follows:

The following exterior sign regulations are applicable in the Township Center District, and shall supersede the sign requirements of Section 26- 5.15 except where a provision of Section 26-5.15 is specifically referenced.

- i. Applicability.
  - a. No sign may be installed, altered, or erected in the Township Center District unless a sign permit application is first approved by the Building and Planning Departments. Existing, nonconforming signs may be routinely maintained or may have nonstructural panel changes, which shall require a sign permit. Any other alterations require compliance with this section.
  - b. A complete signage package for the entire site, including wall, monument and any other signs, shall be submitted for review with all site plans reviewed by the Planning Commission. The signage plan shall show the general location of each sign band and individual sign location(s) for each tenant space. Any subsequent deviations from the approved signage package shall require Planning Commission re-review and approval. The Planning Commission shall take into account the specific sign design being requested, the location of the sign, the relationship of the proposed sign location relative to other approved sign (band) locations, the

overall architecture of the building for the tenant space, and any other information necessary for the Planning Commission to make its decision.

- ii. **Purpose.** The intent of the Township Center District sign regulations are to:
  - a. Establish reasonable and improved standards for business identification.
  - b. Encourage creative and innovative approaches to signage within an established framework.
  - c. Promote economic vitality in the Township Center District.
  - d. Enhance overall property values and the visual environment in the Township by discouraging signs that visually clutter the streetscape.
  - e. Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for a business.
  - f. Ensure signs on the façade of buildings reinforce the intended character of the Township Center District and are integrated into the architectural scheme of the building.
  - g. Promote a quality visual environment by allowing signs that are compatible with their surroundings and that effectively communicate their message.
- iii. **Design and Materials.**
  - a. Exterior materials, finishes, and colors shall complement those used on the principal building and shall be integral to the overall design of the development.
  - b. Signs shall be professionally constructed using high-quality materials such as, but not limited to, metal, stone, hardwood, and brass. The incorporation of COR-TEN® steel or equivalent elements into signs and sign structure design is encouraged, where feasible, in order to implement the recommendations of the Orchard Lake Road Corridor Design Study / Zoning Framework. The use of exposed neon tubing in conjunction with the other types of materials to emphasize the business name or logo is permitted; however, outline tubing of neon, LED, or similar lights, whether flashing or not, visible from the exterior of the building is prohibited.
  - c. All mounting and supports installed on masonry walls shall be installed so as to minimize irreversible wall damage.
- iv. **Sign Lighting.** Sign lighting greatly contributes to the overall character and perceived quality of a sign. Signs in the Township Center District shall comply with the following lighting requirements (See Figure 3.1.22.I.iv Examples of Sign Illumination):
  - a. **Internal Sign Illumination Prohibited.** Internally illuminated signs are prohibited in the Township Center District, except for reverse channel letter signs.
  - b. **Externally Illuminated Signs.** Light fixtures used for externally illuminated signs such as gooseneck fixtures or recessed lighting in soffits for wall or projecting signs or ground mounted spotlights for monument signs should be simple and unobtrusive in appearance. Any external sign light source must be designed so that the light source is directed towards the sign and away from pedestrian or automobile travel ways, and the light source must not shine onto adjacent properties or cause glare for motorists or pedestrians. Back-lit and halo lit lettering is permitted.
  - c. **Prohibited Signs.** The following are prohibited: moving, flashing, animated or intermittently illuminated; non-accessory signs; festoon signs; and portable signs.

- v. **Multistory Buildings.** The following regulations are applicable to multistory buildings:
  - a. Ground story tenants shall place signs at the storefront or ground floor level, below the expression line separating the ground story from upper stories.
  - b. Upper story tenants may only display window signs. Such window signs shall not be specifically illuminated and may not exceed ten percent (10%) of the total window area appurtenant to the tenant's floor space and in no instance shall cover more than fifty (50) percent of a window's visible glazed surface.
- vi. **Permitted Signs.** The following types of signs are permitted in the Township Center District:
  - a. **Wall Signs** (See Figure 3.1.22.I.vi. Wall Signs).
    - 1. Primary wall signs shall be located on the approved sign band and shall not exceed the width of the business frontage. Additional secondary wall signs shall be located below the approved sign band, within ten (10) feet of any building entrance.
    - 2. The maximum sign area for all wall signs shall be 1.5 square feet per each linear foot of business frontage. The maximum sign area permitted is one hundred (100) square feet. No business frontage shall contain more than three (3) total wall signs.
    - 3. For buildings with multiple business frontages, all primary wall signs shall be centered between the top and bottom of the approved sign band, unless otherwise approved by the Planning Commission.
    - 4. Corner lots with two street frontages. One primary wall sign shall be permitted on the secondary business frontage within an approved sign band using one (1) square foot for each linear foot of secondary business frontage, provided this sign area is no larger than the primary wall sign on the primary business frontage.
    - 5. Rear entrances. For businesses with a customer entrance that is not visible from the front lot line, one sign, up to ten (10) square feet is permitted.
    - 6. Shed-type awning signs shall not exceed eight (8) inches in height and shall be located on the drip edge of a shed-type awning or canopy. Such signage shall not exceed eighty percent (80%) of the awning or canopy width. (See Figure 3.1.22.I.vi.a(6). Shed Awning)
    - 7. Flat-type (horizontal) awning signs shall not exceed eight (8) inches in height and may extend or be placed above the awning or canopy provided that the letters are attached to the awning or canopy and shall not exceed eighty percent (80%) of the awning or canopy width. (See Figure 3.1.22.I.vi.a(7) Flat Awning)
    - 8. Awning/canopy signs shall only be located on the primary business frontage and the sign area shall be counted toward the total wall sign allowance specified in subsection I.vi.a.(2).
    - 9. **Commercial Malls.** Wall signs on Commercial Malls as defined in Section 2.1 shall be permitted as follows:
      - 1. **Wall Signs:**
        - i. Accessory and non-accessory wall signs shall be permitted on all sides of the commercial mall that face or fronts a public street or parking lot used for customers/visitors access. Wall signs shall be permitted as follows:
          - a. All wall signs shall be located in the sign band approved in accordance with Section 3.1.22.I.vi.9.2.

- b. The total area of all wall signs shall not exceed one and a half (1 ½) square feet per each lineal foot of building frontage. Building frontage shall include all sides of a commercial mall that faces or fronts a public street or parking lot used for customer/visitor access. The maximum area of any one sign shall not exceed one-hundred (100) square feet.
- c. All sign bands shall be centered between columns of the building and shall not project horizontally beyond the centerline of the column.
- d. The horizontal spacing of wall signs on any business frontage shall be a minimum of three (3) feet.
- e. All wall signs shall be designed and constructed in accordance with the regulations of Section 3.1.22.I.vi.iii and 3.1.22.I.vi.vi
- f. Big Box Establishment – For tenants that contain a private exterior customer visitor entrance, have a business frontage of at least one-hundred and seventy (170) linear feet, and contain a minimum of twenty-eight thousand (28,000) square feet, one (1) wall sign shall be permitted with a maximum area of two-hundred (200) square feet. The lineal frontage of the big box store shall be computed separately/independently from the lineal building frontage of the remaining portion of the commercial mall.

**2. Sign Plan Required:**

- i. Prior to the erection of a sign at a commercial mall, a sign plan package shall be reviewed and approved by the Planning Commission in accordance with Section 3.1.22.I.i.b. The sign plan shall show the general location and size of each sign band and individual sign locations. Any subsequent deviation from the approved sign plan shall require Planning Commission re-review.
- b. Projecting Signs. (See Figure 3.1.22.I.vi.b. Projecting Sign)
    - 1. Projecting signs shall not exceed a maximum sign area of eight (8) square feet.
    - 2. Projecting signs shall not be mounted above the second story window sill in multistory buildings.
    - 3. Projecting signs shall provide a minimum vertical clearance of eight (8) feet between the lowest point of the sign and the sidewalk.
    - 4. Mounting hardware shall be an integral part of the overall building and sign design.
  - c. Hanging Signs (See Figure 3.1.22.I.vi.c Hanging Sign)
    - 1. Hanging signs shall not exceed a maximum sign area of eight (8) square feet.
    - 2. Hanging signs shall maintain a minimum vertical clearance of eight (8) feet between the lowest point of the sign and the sidewalk.
  - d. Window Signs (See Figure 3.1.22.I.vi.d. Window Signs)

1. Window signs for ground floor businesses shall be limited to twenty percent (20%) of the total ground floor window area (visible glazed surface) of the business frontage. Window signs shall be limited to two (2) total window signs per business frontage and shall not cover more than fifty percent (50%) of the visible glazed surface of any one window. In no case shall a window sign exceed twenty five (25) square feet. For multistory buildings, see Section J.v.
  2. Individual sign elements that do not exceed six (6) inches in height or width that are applied to or etched upon a window in one (1) row or one (1) column do not count toward maximum window or wall signage provided that the total area of these elements does not exceed twelve (12) square feet on any building frontage.
- e. Monument Signs. (See Figure 3.1.22.I.vi.e. Monument Signs)
1. The maximum area for a monument sign shall be 0.5 square feet per linear foot of lot frontage, not to exceed fifty (50) square feet.
  2. The maximum height for a monument sign, including its support structure, is eight (8) feet.
  3. Monument signs shall be oriented towards a street, and shall be set back a minimum of five (5) feet from the right-of-way of any street.
  4. There shall be a minimum separation of fifty (50) feet between monument signs.
  5. Monument signs shall be constructed out of decorative materials that complement the design of principal buildings within the development. All visible elements of the sign shall be comprised of natural materials such as stone, decorative masonry, wood, metal or similar materials as determined by the Planning Commission.
  6. Low level landscaping shall be provided around the base of the sign, but shall not obscure any part of the sign message.
  7. While internal illumination is prohibited for monument signs in the district, such signs may include a cabinet or similar structure which contains internal illumination so long as the sign face is designed to give the appearance of halo-lighting, through the use of opaque areas with light emanating only from behind the sign copy.
  8. The total area of a monument sign and supporting elements shall not be more than three (3) times the permitted sign area. When a monument sign is not placed perpendicular to the street, the length of the sign and supporting elements shall not exceed fifty (50) percent of the lot width along the lot line adjacent to the proposed sign.
  9. In order to foster a tangible identity for the district, all monument signs shall incorporate the West Bloomfield Township logo as a part of the sign or sign base. The specifications for the Township logo shall be provided by the West Bloomfield Township Planning Department. The area of the municipal logo shall not count toward the maximum monument sign area.
- vii. Political Signs. Political signs shall be subject to the applicable requirements of Section 26-5.15.
- viii. Clear Vision Area. No sign with a height between two (2) and eight (8) feet may be located in the clear vision area, or shall be otherwise located so as to block or impede a

motorist's vision of traffic or of traffic control signs. Refer to Section 5.3, Corner Clearance.

- ix. Substitution. Notwithstanding anything herein to the contrary, noncommercial copy may be substituted for commercial copy on any lawful sign structure.

**Section 3 of Ordinance**

Should any section, subdivision, sentence, clause or phrase of this Ordinance, be declared by the Courts to be invalid, it shall not affect the validity of the remainder of the Ordinance or any part other than the part invalidated.

**Section 4 of Ordinance**

Within fifteen (15) days after adoption, a notice of ordinance adoption shall be published in a newspaper of general circulation in the Township including the effective date of the amendment and the place where and time when a copy of the amendment may be purchased or inspected.

**Section 5 of Ordinance**


Pursuant to the Michigan Zoning Enabling Act, MCL 125.3401(6), this Ordinance shall take effect upon the expiration of seven (7) days after publication.

**CERTIFICATION**

STATE OF MICHIGAN        )  
  ) SS  
COUNTY OF OAKLAND     )

I, the duly elected Clerk for the Charter Township of West Bloomfield, Oakland County, Michigan, do hereby certify that the foregoing is a true and complete copy of the Ordinance adopted by the Township Board for the Charter Township of West Bloomfield at a meeting held on October 5, 2020. The original is on file in the Office of the Township Clerk.

I affix my official signature/seal this 6th day of October, 2020.

By:   
Deborah Binder, Township Clerk

INTRODUCED: 09/14/2020  
ADOPTED: 10/05/2020  
EFFECTIVE: 10/21/2020  
PUBLISHED: 10/14/2020