

SIGN ORDINANCE AMENDMENT  
"STRIKE-THROUGH COPY"

**STATE OF MICHIGAN**  
**COUNTY OF OAKLAND**  
**CITY OF NOVI**  
**ORDINANCE NO. 08-\_\_\_\_\_**

**AN ORDINANCE TO AMEND CHAPTER 28, "SIGNS," OF THE CITY OF NOVI CODE TO UPDATE, CLARIFY, AND PROVIDE NEW SUBSTANTIVE REGULATIONS CONCERNING THE PLACEMENT OF SIGNS WITHIN AND THROUGHOUT THE CITY.**

**THE CITY OF NOVI ORDAINS:**

**PART I**

That Chapter 28, "Signs," shall be amended to read in its entirety as follows:

Sec. 28-1. Definitions.

The following words, terms, and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Area of sign* means the entire area within the smallest circle, triangle, parallelogram, or other geometric shape that encloses the extreme limits of any writing, picture, logo, representation, emblem, or figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such 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 (2) or more faces, the area of all faces shall be included in determining the area of the sign, except that where two (2) such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one (1) face if the two (2) faces are of equal area, or as the area of the larger face if the two (2) faces are of unequal area.

*Community special event* means a charitable, educational, or public event occurring within the City of Novi.

*District* means a zoning district as established in Appendix A, "Zoning Ordinance", as amended.

*Gasoline filling station* means a space, structure, or building or part of a building for the retail sale or supply of motor fuels, lubricants, air, water, and other customary facilities and service for the installation of such commodities in or on such motor vehicle, but not including special facilities for the painting, repair, or similar servicing thereof.

*Height of ground sign* means the vertical distance measured from the natural surface grade of the land, without including any berm, landscaping, grading, or other artificially or unnaturally constructed or raised portion of land beneath the midpoint of the face of the sign, to the highest point of the sign or supporting structure. Where setback regulations require a ground sign to be behind or on top of a landscaped berm mandated by the City of Novi Zoning Ordinance, the building department, upon review with the city's planning consultant, may permit a variance to the height measurement, but only to the extent necessary to prevent the sign from being obscured by the landscaped berm.

*Lineal feet*, when used in determining the area of sign, means the length of the first floor business frontage of the business premises on which the sign is located.

*Noncommercial* means not related to or connected with trade and traffic or commerce in general.

*Parcel of land* means a unit of contiguous real property under common ownership. Where property is divided into condominium units, such units shall not be treated as separate parcels of land for purposes of this chapter, except for individual units that have been the subject of separate approved site plans complying in all respects with the city zoning ordinance.

*Required setback* means the minimum setback required for the respective district as specified in Appendix A, "Zoning Ordinance", as amended. However, setback, when used in determining sign area, shall be the distance the sign is from the nearest street centerline measured along a perpendicular line to that street line.

*Sign* means a name, identification, description, display, device, illustration, design, banner, flag, pennant, logo, or trademark that is affixed to, painted on, or otherwise represented, placed, located, or set directly or indirectly upon a parcel of land, including a building or structure, in a manner so as to be visible from any public street, sidewalk, alley, park, or other property, and that advertises, publicizes, or directs attention to a service, product, activity, person, institution, organization, or business. Types of signs are as follows:

(1) *Animated sign* means a sign, other than a changeable copy sign, whereby the sign itself or the information conveyed incorporates or involves action, motion, or the appearance of action or motion, such as flashing lights, color changes, moving parts, reflective materials, scrolling messages, or video-like features.

(2) *Business center sign* means a sign that identifies the name and/or logo of a group of four (4) or more contiguous stores or contiguous industrial businesses or an industrial subdivision developed as a planned complex, or of a multi-tenant, multi-story office or industrial building, and that does not contain any additional information regarding individual stores,

services, businesses, institutions, organizations or industries located within the planned complex or contiguous stores.

(3) *Business sign* means a sign that directs attention to a business or profession conducted, or to a product, service, or activity sold or offered upon, the premises where such sign is located and that references only the name of the business at the premises, the profession conducted, and the product, service, or activity sold or provided at the premises.

(4) *Canopy sign* means an identification or business sign painted on, or attached flat against the surface of a canopy or awning projection from the building.

(5) *Changeable copy sign* means a sign designed so the copy can be changed either manually or electronically, while the surface of the sign remains unchanged. The images and messages displayed electronically on the sign must be static, and the transition from one static display to another must be instantaneous without any special effects. A sign on which the message changes more than ~~four (4) times per hour~~ one time per minute (for a maximum of 60 times per hour) shall be considered an animated sign. Time and temperature displays and fuel price displays shall be considered changeable copy signs rather than animated signs regardless of the number of changes per day.

(6) *Directory sign* means a wall or window sign located at the pedestrian entry of a building listing occupants and tenants inside a building.

(7) *Entranceway sign* means a ground identification sign that designates the street entranceway to a residential, industrial, or commercial subdivision, apartment complex, condominium development, or other integrated or coordinated multi-parcel development or permitted institution, from a public right-of-way.

(8) *Flashing sign* means any sign that contains or is illuminated by a light source that produces a brilliant flash and darkness on an alternating basis resulting in a pulsating effect designed to attract attention, or that contains an intermittent or sequential light source, or that emits light in sudden transmission.

(9) *Grand opening sign.* A sign intended to promote or advertise the initial opening of a commercial business.

(10) *Ground sign* means a sign, not attached to any building, supported by a monument placed in the ground surface such that the entire bottom of the sign is affixed to the ground and is not supported by poles, columns, or uprights.

(11) *Groundpole sign* means a sign attached to a pole or poles temporarily driven into the ground, the sole purpose of which pole or poles is to hold the sign.

(12) *Help wanted sign* means a sign soliciting employees for the place of business where posted and that does not contain any information other than that relating to the solicitation of employees.

(13) *Identification sign* means a sign containing the name of the person or entity occupying the premises where located, the type of business, owner, or resident, and/or the street address or building number, and which sets forth no other advertisement display.

(14) *Illuminated sign* means a sign that provides artificial light by either emission or reflection.

(15) *Kiosk pedestal sign* means a freestanding sign on a sidewalk or other public or private open space providing directory information of tenant names and locations. A kiosk sign shall not contain any logos, designs, trademarks, or any other form of advertisement.

(16) *Off-premises advertising sign* means a sign that contains a message unrelated to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where such sign is located.

(17) *On-premises advertising sign* means a sign that contains a message related to a business or profession conducted or to a commodity, service, or activity, sold or offered upon the premises where such sign is located.

(18) *Noncommercial message sign* means a sign that is not related to or connected with trade and traffic or commerce in general and includes an election sign or a sign expressing an opinion or other point of view.

(19) *Portable sign* means a freestanding sign not permanently anchored or secured to either a building or the ground.

(20) *Projecting sign* means a double sided sign with an identical message on both sides which is affixed to any building or structure, whose height is equal to or greater than its width, and projects in such a way that the sign on which the message is placed perpendicular to the wall to which it is attached.

(21) *Temporary sign* means a display sign, banner, or advertising device, with or without a structural frame, intended for a limited period of display, including displays for holidays or public demonstrations.

(22) *Temporary promotional sign* means a sign that is specifically authorized by resolution of the City Council in connection with an event or promotion and that is subject to any limitations as to size, duration, and purpose as are established in such resolution.

(23) *Wall sign* means a sign which is attached directly to or painted upon a building wall which does not project more than eighteen (18) inches therefrom. The exposed face of the sign must be in a plane parallel to the wall of the building. The sign must not extend above the height of the wall.

(24) *Motor vehicle sign*: A sign measuring more than two (2) square feet in size that is mounted, placed, written, or painted on a vehicle or trailer, whether motor-driven or not.

*Thoroughfare* means a ~~major thoroughfare or thoroughfare~~ major arterial, arterial, or minor arterial as established in the master plan adopted by the city pursuant to Act No. 285 of the Public Acts of Michigan of 1931 (MCL 125.31 et seq., MSA 5.2991 et seq.), as amended. ~~A major thoroughfare includes a major arterial, arterial or minor arterial on said master plan.~~

*Vending machine* means a currency operated machine for selling small articles or services.

Sec. 28-1.5. Preamble; purpose.

The purpose of this chapter is to establish standards for the time, place, and manner of the erection and use of signs, symbols, markings, and advertising devices within the city. The standards are designed to promote the health, public safety, and welfare of persons within the community, including the promotion of traffic safety and aesthetics, and to aid in development and promotion of business and industry by providing sign regulations that encourage creativity, effectiveness, and flexibility in design and use of such devices without creating detriment to the general public.

It is further the intent of this chapter to:

- (a) Encourage good design in the context of the overall image and visual environment of the city, and prescribe sound practices with respect to size, spacing, illumination, type and placement of signs for the purpose of safeguarding and enhancing properties in each of the various types of zoning districts.
- (b) Enhance the appearance of the business community, taking into account the nature of the use, and thus stimulate as well as protect the economic vitality of the city and the orderly growth and development of business and industry in the city.
- (c) Provide for signage that is adequate but not excessive and that displays a message through use of pictures, symbols and logos for rapid comprehension by the public.
- (d) Prohibit the erection of signs in such numbers, sizes, designs and locations as may create a hazard or distraction to pedestrians and motorists and thus promote safety upon the streets and highways in the city.
- (e) Avoid excessive competition for large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, unsightliness, and confusion.
- (f) Prevent sign overload and excessively large signs which creates a visually chaotic and competitive situation within the business community.
- (g) Protect public investment in public structures, open spaces and thoroughfares.
- (h) Minimize the adverse effects of signs on nearby public and private property.
- (i) Enhance the effectiveness of necessary directional and warning signs.
- (j) Preserve property values.
- (k) Recognize that advertising signs are a legitimate advertising medium in the locations which neither lessen the visual attributes of the city through the placement of such

signs, nor cause confusion, safety problems or lessen the ability to identify local businesses through visual clutter.

(l) Regulate advertising signs within the city in the interests of economic prosperity, civic pride, quality of life and general welfare of the people who reside in, are visiting, are employed in or conduct business in the city.

#### Sec. 28-2. Rules and regulations to interpret and implement chapter.

The city manager shall have the power as may be necessary in the interest of the public safety, health, and general welfare to adopt and promulgate rules and regulations to interpret and implement provisions of this chapter and to secure the intent thereof. Such rules and regulations shall become effective after filing with the council.

#### Sec. 28-3. Permits.

(a) *Required.* Except as expressly provided in Sections 28-7, relating to temporary signs, and Section 28-8, relating to signs allowed in all districts, it shall be unlawful for any person to erect, alter, relocate, or maintain any sign or other advertising structure without first obtaining a permit therefor from the city and payment of a fee provided for in this section.

(b) *Application.* Application for erection permits shall be made upon forms provided for by the city, and shall contain or have attached thereto the following information:

- (1) Name, address and telephone number of the applicant;
- (2) Location of building, structure, or lot to which the sign is to be attached or erected;
- (3) Position of the sign in relation to nearby buildings, structures, and property lines;
- (4) Two (2) drawings of the plans and specifications and method of construction and attachment to the building or in the ground;
- (5) Copy of stress sheets and calculations, if deemed necessary by the building official, showing the structure as designed for dead load and wind pressure in accordance with regulations adopted by the building official;
- (6) Name and address of the person erecting the structure;
- (7) Any electrical permit required and issued for such sign;
- (8) Insurance policy or bond as required by this chapter;
- (9) Such other information as the city manager or his or her designee may require to show full compliance with this and all other applicable laws of the city and the state;
- (10) In the discretion of the city manager or his or her designee when in his or her opinion the public safety requires it, the application containing the material required by this section shall, in addition, bear the certificate or seal of a registered architect or engineer as a condition to the issuance of a permit;

- (11) In all applications for entranceway signs, the city manager or his or her designee shall require that appropriate provisions have been made to ensure continued maintenance of the sign.

(c) *Fee.* A permit fee shall be paid to the city for each permanent permit and each temporary permit required by this chapter as shall be set by resolution of the council from time to time.

(d) *Ordinary maintenance.* No permit is required for the ordinary servicing or repainting of an existing sign message, the cleaning of a sign, the changing of information on a directory sign, or the changing of advertising on a permitted sign specifically designed for regular change of message without change in structure.

#### Sec. 28-4. Liability insurance for signs on public property.

If any wall, projecting pole, or roof sign is suspended over a public street or public property, or if the vertical distance of such sign above the street or property is greater than the horizontal distance from the sign to the public property line or parapet wall and is so located as to be able to fall or to be pushed onto the public street or property, then the owner of such sign shall provide at the time of obtaining a permit and keep in force a public liability insurance policy, approved by the city attorney, in the amounts set by resolution of the council or other formal city action. The policy shall indemnify the owner and the city from all damage suits or actions of every nature brought or claimed against the owner and the city for or on account of injuries or damages to persons or property received or sustained by any person through any act of omission or negligence of the owner, his servants, agents or employees regarding such sign. In lieu of an insurance policy an owner may present proof satisfactory to the city attorney that the owner is financially capable of self-insurance in the amounts required by resolution of the council.

#### Sec. 28-5. Permitted according to district.

The following types of signs, illuminated or unilluminated, shall be permitted in the following districts and in limited number, in accordance with the following regulations:

(1) *Types of signs permitted in each district:*

- a. In any residential district (RA, R1, R2, R3, R4, RT, RM1, RM2, MH):
  1. Entranceway signs for residential subdivisions, apartment complexes, condominiums, and other integrated or coordinated multi-parcel residential developments;
  2. Identification signs on schools and permitted non-residential institutions, and on barns, identifying farm name and ownership (only a ground sign or wall sign shall be permitted);
  3. Business signs on churches and other religious uses;



4. Business sign for permitted businesses within RA districts (only a ground sign or wall sign shall be permitted);
  5. Temporary signs as noted in section 28-6; and
  6. Signs as noted in section 28-7.
- b. In any office district (OS-1, OS-2, OSC, OST) on-premises advertising signs as follows:
1. Business sign: Ground sign, wall sign or canopy sign;
  2. Business center sign: Ground sign only;
  3. Entranceway sign;
  4. Temporary signs as noted in section 28-6;
  5. Signs as noted in section 28-7.
- c. In any industrial district (I-1, I-2) on-premises advertising signs as follows:
1. Business sign: Ground sign, wall sign or canopy sign;
  2. Business center sign: Ground sign only;
  3. Entranceway sign;
  4. Temporary signs as noted in section 28-6;
  5. Signs as noted in section 28-7.
- d. In B-1, B-2, B-3, FS, RC, NCC, C, EXPO, and EXO, on-premises advertising signs as follows:
1. Business sign: Ground sign, wall sign, or canopy sign;
  2. Business center sign: Ground sign only, and in the RC district only may also contain up to two (2) tenant names and logos;;
  3. Temporary signs as noted in section 28-6;
  4. Signs as noted in section 28-7;
- e. In any TC, TC-1, or GE district on-premises advertising signs as follows:
1. Business sign: ground sign, wall sign;
  2. Business center sign: ground sign only, and may also contain up to two (2) tenant names and logos;
  3. Directory signs as permitted in subsection (2)b.1(b)iii herein;
  4. Kiosk signs in accordance with (2)c.4 herein;
  5. Signs in TC-1 and GE shall meet the standards set forth in Section 4 herein;
  6. Temporary signs as noted in Section 28.6;
  7. Signs as noted in Section 28-7.
- f. In any parking district (P1):

1. Temporary signs as noted in section 28-6;
2. Signs as noted in section 28-7.

(2) *Area height and placement regulations:*

a. *Ground sign:*

1. *Area:*

- i. Except as provided below, ground signs shall not exceed a maximum thirty (30) square feet or one (1) square foot of sign area for each two (2) feet of setback from the nearest street center line as required herein, whichever is greater, with a maximum area of one hundred (100) square feet.
- ii. Where the business is a gasoline filling station, the maximum area of the sign shall be thirty (30) square feet. Fuel pricing information is permitted only on the following percentages of the area of the sign:

If the gasoline filling station is on a corner lot situated on two (2) or more thoroughfares, then fifty (50) percent may be allotted for fuel pricing information;

All other gasoline filling stations are allotted twenty-five (25) percent.

2. *Height:* A ground sign shall not be greater than as follows:

- i. Business center signs in the TC, TC-1, GE, and RC districts shall not exceed a height of fifteen (15) feet; See measurement method, section 28-1.
- ii. All other ground signs shall not exceed a height of six (6) feet; See measurement method, section 28-1.

3. *Placement:* Ground signs shall not be placed less than three (3) feet from the ~~the~~ future (planned) right-of-way line. The sign shall be placed no closer than fifty (50) feet from any residential district.

b. *Wall sign:*

1. *Area:*

(a) All zoning districts except TC-1 and GE:

- (i) Single story building(s):

- a. *Multiple businesses:* A business having a first floor pedestrian entrance shall be allowed one and one-fourth (1 1/4) square feet of signage per linear foot of contiguous public or private street frontage up to a maximum of sixty-five (65) square feet
- b. *Single business:* A wall sign displayed on a building occupied by one (1) business shall not exceed one (1) square foot of signage for each three (3) feet of setback from the centerline of the nearest adjacent thoroughfare or collector street as defined in the master plan adopted by the city, as amended, but not greater than fifteen (15) percent of the frontage surface of the building and not greater than two hundred fifty (250) square feet, unless a ground sign is also permitted under this ordinance for the building, in which case the wall sign shall not exceed sixty-five (65) square feet.

In those instances where the wall sign is adjacent to a private roadway or drive within a development, the calculation required above shall be made based upon the distance to the centerline of that roadway or drive. If the wall sign area would be greater if calculated under the standard set forth in subsection (a)(i)a. above, then said standard shall be used.

(ii) Two (2) or more story buildings:

- a. *Multiple businesses:* A wall sign displayed on a building occupied by two (2) or more businesses shall not exceed sixty-five (65) square feet. If more than one wall sign for the building is permitted under this ordinance, the total area of all signs shall not exceed sixty-five (65) square feet.
- b. *Single business:* A wall sign displayed on a building occupied by one (1) business shall not exceed one (1) square foot of signage for each three (3) feet of setback from the

centerline of the nearest adjacent thoroughfare or collector street as defined in the master plan adopted by the city, as amended, but not greater than fifteen (15) percent of the frontage surface of the building and not greater than two hundred fifty (250) square feet, unless a ground sign is also permitted under this ordinance for the building, in which case the wall sign shall not exceed sixty-five (65) square feet.

In those instances where the wall sign is adjacent to a private roadway or drive within a development, the calculation required above shall be made based upon the distance to the centerline of that roadway or drive. If the wall sign area would be greater if calculated under the standard set forth in subsection (a)(ii)a. above, then said standard shall be used.

(b) *TC-1 and GE Districts:*

- (i) A business having a first floor pedestrian entrance shall be allowed one and one-fourth (1 1/4) square feet of signage per linear foot of contiguous public or private street frontage up to a maximum of sixty-five (65) square feet. Where a building has public or private street frontage on more than one street, no single sign shall exceed one and one-fourth (1 1/4) square feet per lineal foot of the frontage on the immediately contiguous street. Live/work units (i.e., buildings with commercial/office use on first floor, with residential use on the upper floor[s]), shall be allowed signage of no greater than twelve (12) square feet, not to exceed six (6) feet in length, that may include the name of the business; the profession, service, or goods provided; and a logo.
- (ii) A business having a first floor pedestrian entrance on a public or private street qualifying for a wall sign under subsection (b)(i) above, which also has a direct separate first floor pedestrian entrance in the rear of the building is allowed a second wall sign located in the rear of the building subject to: (1) the area of the sign shall not exceed one (1) square foot

of signage for every two (2) lineal feet of rear wall to a maximum of twenty-four (24) square feet and (2) shall reflect a design consistent with the front signage decision.

- (iii) A building with business occupants on the upper floors or the interior space on the first floor of a building may have a directory sign plaque not to exceed ten (10) square feet in area at the street entryway.
  - (iv) Where a business has no contiguous public or private street frontage and the majority of its off-street parking is adjacent to an outside wall of the business, the business is permitted twenty-four (24) square feet of identification or business signage.
  - (v) Where a business has contiguous public or private street frontage, but no separate first floor exterior entrance, the business is permitted twenty-four (24) square feet of identification or business signage.
2. *Height:* Not to exceed the height of the wall on which the sign is located. A wall sign permitted under subsection (2)b.1.(b)(i), (ii) and (iv) shall be located at least eight and one-half (8.5) feet above the surface of the surrounding grade and shall not exceed the height of the building wall. A directory sign permitted under subsection (2)b.1.(b)(iii), shall not exceed ten (10) feet in height above the surrounding grade level.
3. *Placement:* A wall sign shall be placed as provided in the definition of "wall sign," section 28-1. A directory sign shall be at least one hundred twenty-five (125) feet from any other directory sign. Further, where more than one separately owned and operated business occupies a building or parcel of land, those wall signs permitted for individual businesses shall be located on the same side of the building as the exterior wall abutting the business space, and within the lineal frontage of the respective business. Provided further, that where such a building is oriented so that the front entrances to the business do not face the adjacent thoroughfare, a business occupying that portion of the building nearest the thoroughfare which is entitled to a sign under subsection (3)f., may place its sole wall sign upon that wall facing the thoroughfare. Where wall signs are permitted on a wall which does not front a public or private street, the signs shall be placed within the boundaries of the business' wall. Wall signs permitted within the

TC-1 district, because the business has an outside wall adjacent to a parking lot where the majority of its off-street parking occurs or where there is a private or public street shall be located no closer than thirty (30) feet on center from any other similar sign, and shall be located adjacent to such parking lot or street, as applicable.

c. Canopy sign:

1. *Area:* Maximum twenty-four (24) square feet on either or both sides of the canopy.
2. *Placement:* Shall be attached to and contained within the perimeter of the face or valance of a canopy, the top of which shall not exceed 12 feet measured from grade or sidewalk.

d. Entranceway sign:

1. *Area:* Maximum of twenty-four (24) square feet.
2. *Height:* Maximum of five (5) feet.
3. *Placement:* Not less than ten (10) feet from any street right-of-way and only in yards adjacent to streets at the entrance to the subdivision, apartment complex, condominium development or permitted institution. Notwithstanding the above, an entranceway sign may be located within the median of a boulevard street when a license for such is granted by the city council.

e. Kiosk pedestal sign:

1. *Area:* The sum total of all faces of the sign shall not exceed sixty-five (65) square feet.
2. *Height:* Ten (10) feet.
3. *Placement:* Setback on sidewalk or public place must allow a minimum five-foot clearance for handicapped access shall not be located within a corner clearance area and shall not otherwise obstruct vehicular sight distance. Kiosk signs shall be located no closer than two hundred (200) feet from any other kiosk sign. Distance shall be measured along the building perimeter, where applicable.
4. Placement and number of kiosk signs shall only be permitted in the TC, TC-1, and GE districts, and are subject to the standards of the Sign Design and Review Manual for Novi TC-1 and GE districts, subsection (4).

- f. Projecting sign, subject to the requirements of the Sign Design Review Manual, and provided that any other permitted sign shall be reduced by the area of the projecting sign:
1. Pedestrian level projecting sign: In a TC-1 and GE zoning districts, a business having a first floor pedestrian entrance in a single or multiple story building shall be entitled, in addition to any other sign, to one (1) pedestrian level projecting identification sign. Each business shall be entitled to only one (1) projecting sign.
    - (a) *Area:* A pedestrian level projecting sign shall not exceed three (3) square feet in area or three (3) feet in width. The area of such sign shall be in addition to any permitted sign provided for herein.
    - (b) *Placement:* Pedestrian level projecting signs shall only be located on private or public streets. They shall be located within the store frontage of the business being identified. No pedestrian level projecting sign shall be located closer than twenty (20) feet from any other pedestrian level projecting sign. The bottom of such sign shall be at least eight and one-half (8.5) feet above the surrounding grade and shall not exceed twelve (12) feet in height. No sign shall be greater than three feet in width.
    - (c) If a projecting sign is utilized, any other permitted sign shall be reduced by the area of the projecting sign.
  2. Upper level projecting sign: In a TC-1 or GE zoning district, a business located on the upper level of a multiple-story building may utilize, in lieu of a permitted wall sign, an upper level projecting identification or business sign. Each sign shall identify only one (1) business.
    - (a) *Area:* An upper level projecting sign shall not exceed fifteen (15) square feet in area or three (3) feet in width.
    - (b) *Height:* The bottom of such sign shall be at least twelve (12) feet above the surrounding grade and shall not extend above the height of the wall.
    - (c) *Placement:* An upper level projecting sign shall be located on the exterior wall as close to the center of the occupied space as possible.

- (3) *Number of on-premises advertising signs permitted:* No building or parcel of land shall be allowed more than one (1) sign permitted under this section, except as follows:
- a. Additional rear-entry wall signs, (2)b.1(b)(ii); directory signs, (2)b.1(b)(iii); parking adjacent to outside wall, (2)b.1(b)(iv); contiguous frontage/no pedestrian entrance, (2)b.1(b)(iv); kiosk signs (2)e; and projecting signs, (2)f, shall be as regulated in such sections.
  - b. In those instances where the majority of the off-street parking for a business located outside of the TC-1 or GE district is adjacent to the direct separate rear or side entrance, and that entrance serves as the primary entrance for customers, the business is permitted one (1) square foot of identification wall signage for every two (2) lineal feet of the business' wall which has the entrance to a maximum of twenty-four (24) square feet.
  - c. One (1) identification wall sign not greater than two (2) square feet in area is permitted at the rear entrance to a business establishment. This provision shall not apply to a business allowed an additional sign under section (3)b above.
  - d. Where four (4) or more separately owned and operated businesses with an exterior pedestrian access to each business occupy a one-story building on a single parcel of land, the parcel is permitted one (1) business center ground sign.
  - e. A multi-story, multi-tenant office or industrial building is permitted a business center ground sign, provided that there is no other ground sign for such building.
  - f. Where two (2) or more separately owned and operated businesses occupy a building on a single parcel of land, each having a separate exterior entrance, each business is entitled to a single identification wall sign if not otherwise entitled to a wall sign under this Chapter.
  - g. Each business in the TC-1 or GE district is allowed a single identification wall sign if it:
    - 1. Has a direct separate exterior first floor pedestrian entrance; or
    - 2. Has frontage on a public or private street; or
    - 3. Has an outside wall adjacent to a parking lot where the majority of its off-street parking occurs.



- h. Except in the TC-1 and GE districts, where a corner lot or parcel occupied by a single business and situated on two (2) or more thoroughfares, wall signs may be permitted on each thoroughfare in accord with this chapter, except that if a ground sign is selected and placed on the premises, only the ground sign shall be permitted. At those locations where projecting signs are permitted, no more than one projecting sign shall be permitted at a corner lot or parcel. Each wall sign permitted under this subpart shall be reduced by the area of the projecting sign.
- i. Within the OS-1, OS-2, and OST districts, an additional wall sign, or an additional ground sign if no other ground sign exists on the parcel, shall be permitted if the building is no less than forty thousand (40,000) square feet in size.
- j. Where a building within the FS, OS-1, OS-2, OST, TC, I-1 or I-2 districts on property which abuts the I-96 freeways or the M-5 limited access corridor, a single additional wall sign may be utilized oriented toward the freeway or corridor, provided that no additional sign has been permitted under subsection (3)i., and provided that further said sign shall be of no larger size than the wall sign permitted on the front of the building.
- k. An entranceway sign is permitted at each entranceway to a residential subdivision or condominium development. With respect to such entranceway signs, two (2) sign faces greater than two (2) feet apart are permitted. If a residential subdivision or condominium development has a boulevard entrance, one, single-face entranceway sign is permitted on each side of the boulevard. The total area of the faces shall be computed as if they were back to back. See definition for area of sign.
- l. A freestanding building in which a restaurant use is ~~located~~ the sole principal use shall be permitted both ~~a-one~~ ground sign and ~~a-one~~ wall sign for the building; provided, however, that this provision shall not apply to allow more than two signs ~~to~~ for any such ~~restaurant use~~ building without ZBA approval of additional nonconforming signs.

(4) *Design of signs in the TC-1 and GE zoning districts:*

- a. Where separately owned businesses occupying a single building or a single parcel of land utilize individual identification wall signs, all such signs on the building or within the center shall be of a common style i.e., individual freestanding letters shall be utilized with other signs composed of individual freestanding letters, ~~box signs (framed wall signs) shall be utilized with other box signs.~~ Where premises have lawfully developed with signs not of a common style, future signs shall be of a style common to a majority of signs within the development. If the parcel of land or buildings is divided into condominium units for purposes of the separate

ownership of business premises, and the individual units are designed and constructed with varied architectural styles so as to distinguish separate units, wall signs shall not be required to be of a common style.

- b. All signs in a TC-1 district, except those permitted in section 28-7 of this Code, shall be reviewed pursuant to the Sign Design and Review Manual for Novi TC-1 district.
  - c. All provisions of the Novi Design Review Manual, as revised and attached hereto, are hereby adopted, enacted and made a part of this ordinance. The provisions of the design review manual shall provide standards and criteria upon which the decision for approving or denying a sign shall be based.
- (5) Changeable copy signs: Changeable copy signs, as defined in this ordinance, are permitted, subject to the following limitations:
- a. Such sign shall be a business ground sign only, not including a business center sign, and shall be subject to the area, height, and placement requirements for a business ground sign in such location as otherwise permitted under this ordinance.
  - b. Such sign shall be permitted only for places of worship; schools; movie theatres and similar entertainment venues at which shows, performers, or entertainers change on a regular basis; ~~gas stations~~; restaurants; recreational facilities at which events change on a regular basis; and gas stations, subject to any other applicable requirements for such uses in this ordinance.
  - c. The changeable copy portion of such sign shall not exceed 2/3 of the sign area ~~and~~; the remainder of the sign shall be of a permanent character as otherwise required under this ordinance: provided, however, that this provision shall not alter or amend in any way the limitations on fuel pricing information set forth in Section 28-5(2).a.1, which shall remain in full force and effect.
  - d. In addition to the general requirements for sign maintenance, all changeable copy signs shall bear a legible message, other suitable display or be left blank. Electronic devices when not in use may be left blank and unlighted. Any lighted or electronic changeable copy sign in which the electrical or lighting components are operating in an erratic, broken or damaged fashion shall be turned off or removed.

Sec. 28-6. Temporary signs.

Temporary signs may be erected in accordance with the use, area, height, and placement regulations of this section. Unless specifically exempted, permits for such signs shall be required and shall specify a maximum length of time such sign may be used.

TABLE INSET:

Use, Area, Height and Placement Regulations for Temporary Signs						
Sign Function	District	Type of Structure	Area Sq. Ft.	Height, Placement and No. of Signs	Max Permit Duration or Exemption	Permit Required
(1) Construction identification sign which identifies the name of the project developers, contractors, engineers, architects, lenders, or sales brokers on a site being developed. Permitted only for projects other than subdivisions or site condominiums that require site plan approval under Appendix A, "Zoning Ordinance."	All	Groundpole or wall	64	Not less than required setback nor higher than fifteen (15) feet. One (1) sign.	Not to be issued prior to the first starting permit and is valid until issuance of first certificate of occupancy. .	Yes
(2) Subdivision (or site condominium) business sign which advertises residential or	All	Groundpole	64	Not less than required setback nor higher than fifteen (15) feet. One (1) sign at each entranceway from a public street. When a	Not to be issued prior to a first starting permit and is valid until 80% of the	Yes