

ARTICLE II. SIGN REGULATIONS

Sec. 52-21. Statement of purpose.

Sec. 52-22. Definitions.

Sec. 52-23. Prohibited signs.

Sec. 52-24. Exempted signs.

Sec. 52-25. General sign regulations.

Sec. 52-26. Signs permitted in all districts.

Sec. 52-27. Permitted signs in nonresidential district.

Sec. 52-27A. Village center district signage.

Sec. 52-28. Temporary signs.

Sec. 52-29. Nonconforming signs and sign structures.

Sec. 52-30. Design, construction, and maintenance.

Sec. 52-31. Permit requirements and review process.

Sec. 52-32. Liability insurance.

Sec. 52-33. Appeals.

Sec. 52-34. Penalties.

Sec. 52-21. Statement of purpose.

The purpose of this chapter is to establish permissive standards for the time, place and manner for the erection and use of signs, symbols, markings and advertising devices within the city. The standards are designed to promote the public health, safety and welfare of persons within the community, including promotion of traffic safety and aesthetics, and to aid in development and promotion of business and industry by providing sign regulations which encourage creativity, effectiveness and flexibility in design and use of such devices without creating detriment to the general public. The standards also seek to regulate signs and other visual outdoor advertising in such a way as to prevent the placement of signs, and such other visual outdoor advertising in a manner that will conceal or obscure other signs and other visual outdoor advertising on adjacent businesses; to keep the number of signs and sign messages at a minimum level reasonably necessary to identify a business and its products; to keep signs within a reasonable scale with respect to the buildings to which they relate; and further, to prevent off-premises signs from conflicting with business, residential, and public land uses, and to prohibit signs and other visual outdoor advertising which will have an adverse effect upon the existing aesthetic character of not only the zoning district in which they are located, but also upon the overall existing aesthetic character of the city.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-22. Definitions.

Abandoned sign means a sign which no longer advertises or identifies a business, lessor, owner, or activity conducted upon, or product available on or off the premises where such sign is displayed.

Accessory sign See "on-premises sign".

Announcement bulletin means a sign related to a public school, parochial school, private school, public park or recreation facility, place of worship or other religious institution which identifies activities or events to take place involving the patrons of such specific use.

Banner means a sign usually consisting of a larger square or rectangular piece of cloth, netting, etc., duly inscribed and suspended in public view, as across a street, in front of a building, or from a light fixture or pole.

Billboard means a large flat surface or board, normally mounted on a frame, that is designed to carry outdoor advertising consisting principally of brand name or trade name advertising. When the product or service advertised is only incidental to the principal activity, or if it brings rental income to the property owner or sign owner, it shall be considered the business of outdoor advertising. Includes signs on narrow strips of land contiguous to the advertised activity, or signs on easements on adjacent property.

Canopy sign means any sign attached to or constructed within or on a canopy or on an awning, or other fabric, or structural protective cover over a door, entrance, window or outdoor service area. Canopies/awnings are considered to contain sign area if they have lettering or other graphics conveying a commercial or non-commercial message or name of a business or product sold in the building to which the awning is attached. A marquee is not a canopy and a protective roof over gasoline filling station areas shall not be considered a canopy for purposes of this chapter.

Changeable copy sign means a sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign and not a changeable copy sign for purposes of this chapter. A sign on which the only copy that changes is an electronic or mechanical indication of time, temperature or stock market messages, shall be considered a "time, temperature, or stock market" portion of a sign and not a changeable copy sign for purposes of this chapter.

Construction sign means a sign identifying the names of the project developers, contractors, engineers, architects, and financial institutions, along with the project name and its features, which is located on a site being developed or improved.

Directory sign means an on-premises wall or window sign, located at the pedestrian entry of a building, listing only the name(s) of tenants or occupants of a building, group of buildings, and/or business district, their professions or business activities, and their direction or location.

Display window means any glass or other translucent material comprising a panel, window or door through which a window sign would be visible to the general public from any sidewalk, street or other public place.

Expressive sign means a sign placed or displayed for the purpose of expressing an opinion about any societal or political issue.

Flashing sign means illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use.

Inflatable sign means a sign consisting of a balloon or other gas filled structure.

Lambert means a term used to define Lumen, which is a quantitative unit of measurement referring to the amount of light energy emitted by a light source, without regard to the effectiveness of its distribution.

Marquee sign means a display sign attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall or building line.

Master sign plan means a plan designed to show the relationship of signs for any cluster of buildings or any single building housing a number of users or in any arrangement of buildings or shops which constitute a visual entity as a whole.

Monument sign means a sign extending 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 provided such supports are concealed within the sign structure.

Off-premises sign means a display sign, including billboards, that contains a message unrelated to or not advertising a business transacted or goods sold or produced on the premises on which the sign is located.

On-premises sign means a sign which advertises or identifies only goods, services, facilities, events, or attractions on the premises where located.

Political sign means a sign, typically temporary in nature, placed or displayed for the purpose of influencing the nomination or election of a candidate, or for the qualification, passage, or defeat of a ballot question.

Portable sign means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames; signs, which draw attention to a business, carried by or in any way attached to a person or mechanical device; menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

Projecting sign means a sign which is affixed to any building or structure other than a marquee, and any part of which extends beyond the building wall and the horizontal sign surface is not parallel to the building or structure.

Real estate sign means a temporary sign advertising real property for sale, lease or rent.

Roof sign means any sign erected and constructed wholly on and over the roof of a building and supported by the roof structure.

Sign means any structure or part thereof, or device attached thereto or painted on, or any material or thing, illuminated or otherwise, which displays or includes any numeral, letter, word, model, banner, emblem, insignia, device, code mark, or other representation used as, or in the nature of, an announcement, advertisement, direction or designation, of any person, firm, organization, place, commodity, service, business, profession, or industry, which is located upon any land or on any building, in such manner as to attract attention from outside the premises.

Sign area shall be computed as including the entire area within a regular geometric form or combination of such forms suitable as the display area of the sign and including all of the elements of the matter displayed. An area so created shall include all solid surfaces including cladding, as well as all openings. 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, parallel to one another, and less than 24 inches apart, the area of the sign shall be the area of one face. Where a

sign has two or more faces, that portion of the sign structure connecting the sign faces shall not be used for display purposes.

Sign height shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: (1) existing grade prior to construction; or (2) mounding or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zoning lot, whichever is lower.

Temporary sign means a sign that is intended to be displayed for a limited period of time.

Village center district shall mean the zoning district created by the City of Lathrup Village Zoning Ordinance.

Wall mural means an image or likeness of an object, person or scene, especially a large one, painted directly on a wall, bearing no advertising copy.

Wall sign means a sign attached to or erected against the wall of a building with the face in a plane parallel to the plane of the building wall.

Window sign means a sign displayed and visible through building glass area from a sidewalk, street or other public place which may or not be, painted or affixed on the interior glass or other window material advertising or pertaining to the lawful business conducted therein, or the products or services authorized on-site.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. No. 384-06, pt. II, 10-9-2006; Ord. 386-07, pt. II, 4-16-07; Ord. No. 412-10, pt. II, 10-18-2010)

Cross reference— Definitions generally, § 1-2.

Sec. 52-23. Prohibited signs.

- (a) Signs which incorporate in any manner any flashing or moving lights; provided, however, time, temperature and stock market message signs which show time, temperature and/or stock market message simultaneously, on each face, or time only, temperature only, or stock market message only, in each face are permitted.
- (b) String lights used in connection with commercial premises for commercial purposes, other than holiday decorations. All holiday decorations shall be permitted for a period not to exceed 60 consecutive days.
- (c) Any sign which has any visible moving part, visible revolving parts or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic, or mechanical means, including intermittent electrical pulsations, by action of normal wind current, or by any other means.
- (d) The tacking, pasting, or otherwise affixing of signs or posters visible from a public way except "no trespassing," "no hunting," "beware of animal" warning or danger signs, and other legal postings as required by law. Such signs located on the walls of buildings, barns, sheds, trees, poles, posts, or fences are prohibited.
- (e) All portable signs, as defined in [section 52-22](#), and including, but not limited to, pennants, banners, search lights, twirling signs, sandwich board signs (sandwich board signs are permitted within the village center district pursuant to subsection [52-27A.\(m\)](#)), sidewalk or curb signs, balloons or other gas-filled figures are prohibited except as provided in [section 52-28](#), "Temporary signs".

- (f) As defined in this chapter, abandoned signs shall be prohibited and removed within 30 days of receipt of city written notification.
- (g) Billboard signs shall not be permitted.
- (h) A sign which displays flashing or intermittent lights or lights of changing degrees of intensity.
- (i) A sign or illumination that causes any direct glare into or upon any building other than the building to which the sign may be accessory. Signs which are of a size, location, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic, street sign or signal that obstructs the view in any direction at a street or road intersection.
- (j) Signs which contain statements, words, or pictures of an obscene, pornographic or immoral character.
- (k) Signs which emit audible sound or odor.
- (l) Any sign or sign structure which:
 - (1) Is structurally unsafe;
 - (2) Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation or abandonment;
 - (3) Is not kept in good repair;
 - (4) Is capable of causing electrical shocks to persons likely to come in contact with it;
 - (5) Has peeling paint on any surface;
 - (6) Has any parts broken, missing letters, or nonoperational lights.
- (m) Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way.
- (n) Freestanding pole signs.
- (o) Roof signs.
- (p) Real estate signs no longer valid due to sale, rental, or lease of the property (see subsection [51-24\(k\)](#)).
- (q) Any sign using neon tubing in any manner or any sign which uses a neon-like gaseous element obtained by an electric discharge.
- (r) Signs painted directly on structures or signs painted on, attached, or affixed to any tree, rock, or similar organic or inorganic matter.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. No. 384-06, pt. III, 10-9-2006; Ord. No. 412-10, pt. II, 10-18-2010)

Sec. 52-24. Exempted signs.

The following types of signs are exempted from all provisions of this chapter, except for construction and safety regulations and the following standards:

- (1) Signs of a noncommercial nature and in the public interest, erected by, or on the order of a public officer, in the performance of a public duty, such as directional signs, regulatory signs, warning signs and informational signs.
- (2) Names of brands, manufacturer's labels and logos, date of erection, monument citations, commemorative tablets, and the like, when carved into stone, concrete, metal, or similar material or made of other permanent type construction and made an integral part of the structure.
- (3) Historic signs designating sites recognized by the federal, state or local government body or agency.
- (4) Signs directing traffic on private property, but bearing no advertising matter except logos not exceeding one square foot in area.

- (5) Signs displayed for the direction or convenience of the public, including signs which identify restrooms, location of public telephones, public entrances, freight entrances, or the like, with a total surface area not to exceed two square feet per sign on any lot or parcel.
- (6) Yard sale signs; provided that no person shall attach in any way posters, notices or advertisements to utility poles, meter posts, utility poles, street lights, ornamental street signs, or trees in or along any street right-of-way within the city; and that no person shall put up any notice upon any building, wall or fence or other property of another person without having first obtained the consent of the owner of such property. The maximum time limit for all yard sale signs is three consecutive days within three calendar months.
- (7) Gasoline price signs; provided the total sign area is less than eight square feet.
- (8) At gasoline stations, corporate identification signs of less than ten square feet each, attached directly to a canopy providing coverage to pump islands.
- (9) Customary lettering or other insignia, on a gasoline pump consisting of the brand of gasoline sold, lead warning sign, and any other sign required by law and not exceeding a total of three square feet on each pump.
- (10) Wall murals and similar graphics containing no direct advertisement, and no statements, words, or pictures of an obscene pornographic or immoral character, and subject to the review and approval of the city council.
- (11) One real estate sign is permitted for each road frontage for advertising the rent, sale, or lease of the lot or building provided they do not exceed six square feet in area in residential areas and 30 square feet in nonresidential areas. Such signs shall not be placed in the public right-of-way, and shall be removed within 30 days from the date such land or building is rented, leased, and/or sold.
- (12) Home security signs and welcome signs not exceeding two square feet in area.
- (13) Residential property address signs.
- (14) One unlighted residential nameplate, identifying the name of the occupant, not-to-exceed two square feet in area. The sign shall be attached flat against the front of the building.
- (15) Window signs affixed or painted on door indicating only the name of the business or professional housed therein, when no other windows or wall space is available.
- (16) Vending machines on the exterior of business establishment, where permitted, shall be permitted two signs. The total area of such signs shall not exceed ten percent of the wall surface area of the side of the vending machine on which such signs are located. All portions shall be located within the face of the vending machine.
- (17) The only sign that may be on the valance of a canopy sign is a business address.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. 386-07, pt. III, 4-16-07)

Sec. 52-25. General sign regulations.

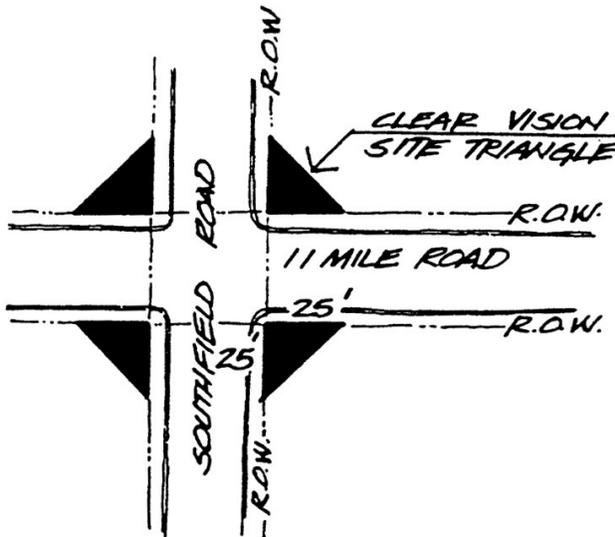
The following regulations shall apply to all signs in the city:

Illumination:

- (1) In residential zoning districts, only indirectly illuminated signs shall be allowed, provided such sign is so shielded as to prevent direct light rays from the source of light being visible from the public right-of-way or any adjacent residential property.
- (2) In nonresidential districts, indirectly or internally illuminated signs are permitted providing such signs are so shielded as to prevent direct light rays from the source of light from being visible from the public right-of-way or any adjacent residential property.
- (3) In no case shall any sign exceed a level of illumination of eight hundredth (.08) foot

candles and a luminaire brightness of 2,400 foot lambert, when measured at the property line.

Except where specified otherwise, all signs shall be set back a minimum of two feet from the right-of-way line. Signs shall also be located outside of a clear vision sight triangle. This area is defined as the area formed at the corner intersection of two public rights-of-way or a public right-of-way and a driveway. In the case of two public rights-of-way, the clear vision site triangle shall be defined by two sides of the triangle area being 25 feet in length measured along each right-of-way line and the third side being a line connecting these two sides (refer to illustration below). At the intersection of a public right-of-way and a driveway, the clear vision site triangle shall be defined by two sides of the triangle area being ten feet in length measured along the right-of-way line and driveway line and the third side being a line connecting these two sides (refer to illustration below).



Clear Vision Site Triangle

No sign, except for a canopy sign permitted by this chapter shall be located in or overhang a public right-of-way or dedicated easement including those maintained by the city, county, state or federal government.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-26. Signs permitted in all districts.

Subject to the other conditions of this chapter, the following signs shall be permitted anywhere within the city:

- (1) Off-premises signs which bear names, information and emblems of service clubs, places of worship, civic organizations, and quasi-public uses shall be permitted on private property with permission of the city council or city administrator. Individual signs or signs in combination shall be no more than nine square feet in area, shall not exceed a height of six feet, and shall be set back a minimum of ten feet from the street right-of-way line. There shall not be more than four such signs for any particular use so identified.
- (2) One announcement bulletin sign shall be permitted on any site which contains a place of worship regardless of the district in which it is located, provided said bulletin does not exceed 25 square feet in area, a height of six feet, and is set back a minimum of ten feet from the street right-of-way line.
- (3) Flags shall be permitted as follows:

- a. Flags bearing the official designation of the United States of America shall be respectfully displayed, shall be maintained as provided below, and shall not exceed the following size restrictions:

Flag Pole Height	Maximum Flag Size
Under 20 feet	<u>15</u> square feet
20 to 29 feet	<u>30</u> square feet
<u>30</u> to 39 feet	<u>50</u> square feet
<u>40</u> to 49 feet	72 square feet
<u>50</u> to 59 feet	96 square feet
60 to 65 feet	135 square feet

The height and placement of poles bearing a flag shall be governed by the City of Lathrup Village Code of Ordinances and the zoning ordinance. Specifically, a flag pole will require a permit under section 1506 of the zoning ordinance and must comply with the zoning ordinance height limit.

- b. Except as otherwise provided in the City of Lathrup Village Zoning Ordinance, flags bearing the official design of a nation, state, municipality, educational institution or commercial or noncommercial organization, may be displayed as follows, provided that no more than two commercial flags be displayed on any parcel of land;
1. Each parcel of land may display not more than two flags not exceeding 24 square feet when displayed on a flagpole.
 2. The above limitations on the number of flags shall not apply to any single-family residence or to any apartment dwelling when the flags are located within an area leased to a resident and not within any common area.
 3. All flags shall be maintained in good repair so as to prevent tearing, fraying or other deterioration. The failure to replace, repair, or remove a deteriorated flag within 30 days' notice of such condition shall constitute a violation of this chapter.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-27. Permitted signs in nonresidential district.

(a) *Number of signs permitted.*

- (1) An individual business under single ownership by an individual, firm, or corporation, and occupying a single, freestanding structure, shall be limited to one monument sign for the property, or one flat wall sign or canopy sign.
- (2) A structure occupied by multiple tenants who each have an individual, exterior public entrance, shall be limited to one monument sign for the property, and one flat wall sign or canopy sign per tenant.
- (3) A structure occupied by multiple tenants who share a common public entrance, shall be limited to one monument sign for the property, one flat wall sign or canopy sign, and one additional wall sign in the form of a directory sign which must be located to the left of the common public entrance if it is structurally possible. If it is not, then the directory sign may be placed to the right of the common public entrance. A monument sign, flat wall sign or canopy sign may identify the name of the building and/or the name of the tenant(s).
- (4) An individual business that, in addition to a public entrance along a public street, also has

a direct, separate public entrance in the rear of the building, is permitted a second wall sign located on the rear wall subject to:

- a. The area of the sign shall not exceed one square foot of signage for every two lineal feet of rear wall to a maximum of 24 square feet.
- b. The rear access wall sign shall reflect a design consistent with the front signage design.

(5) In addition to the number of signs permitted above, developments located on a lot(s) which has a minimum of 100 linear feet of frontage on two of the following primary thoroughfares: Southfield Road, Evergreen Road, Eleven Mile Road and Twelve Mile Road, are permitted additional signage, oriented to each abutting thoroughfare, as follows:

- a. One additional monument sign for the property.
- b. One additional flat wall sign or canopy sign.

(b) Wall signs.

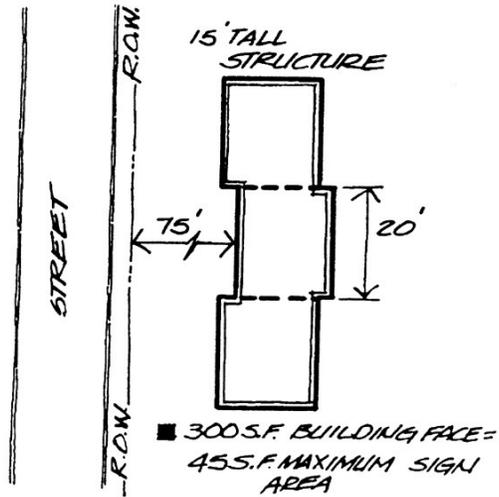
(1) Flat wall signs may not project above the roof or parapet line and may not project more than one foot beyond the face of the wall of the building. Wall signs shall be attached to, and be parallel to, the wall of the building.

The maximum size of any such sign shall not exceed 75 square feet and shall be calculated by utilizing the table below.

A*	B*
1 to 100 feet	10%
101 feet or more	15%

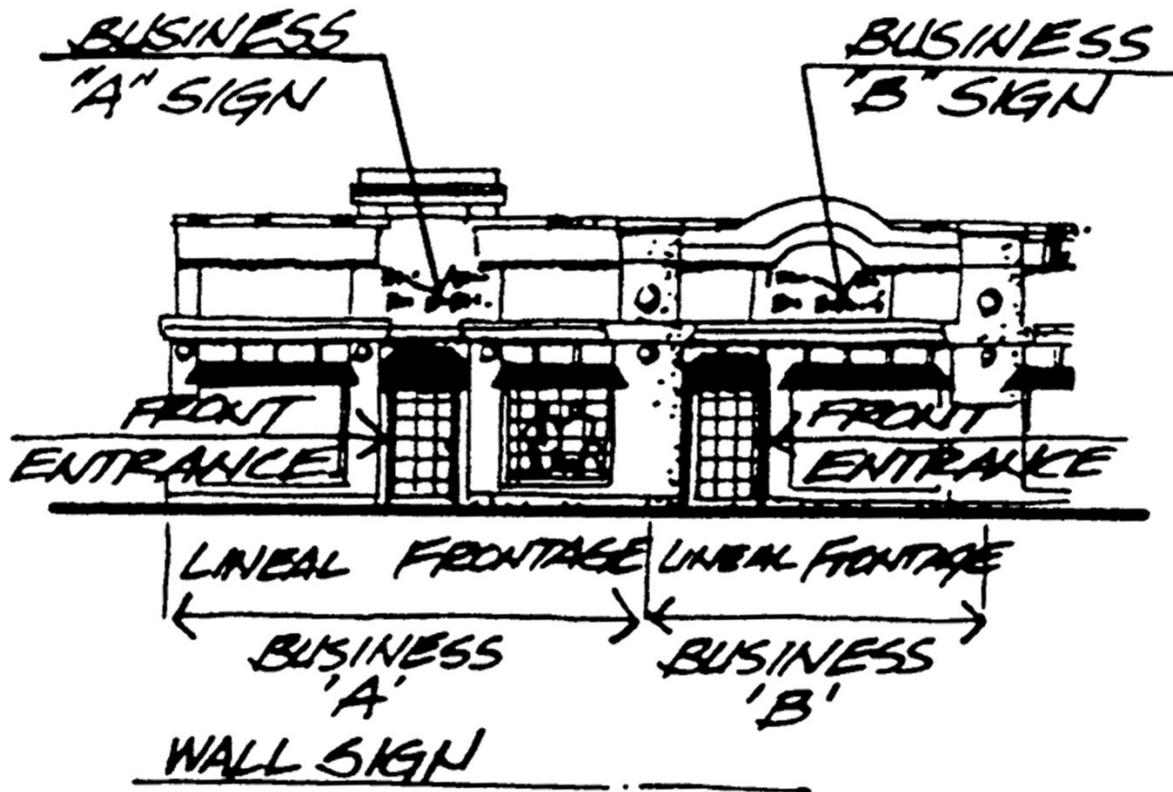
A* Distance of sign from right-of-way.

B* Sign area as percentage of building face or wall.



Wall Signs-A

In the case of a building with multiple bays and tenants, the building face or wall shall be defined as the building length and height of the bay in which the applicant will occupy. Wall signs for individual tenants shall be located on the same side of the building as the respective primary public entrance, and within the lineal frontage of the respective tenant.



Wall Signs-B

Single-story, big box retailers with a minimum unsubdivided gross floor area of 30,000 square feet or greater shall be permitted a wall sign based on the table above that does not exceed 125 square feet in area.

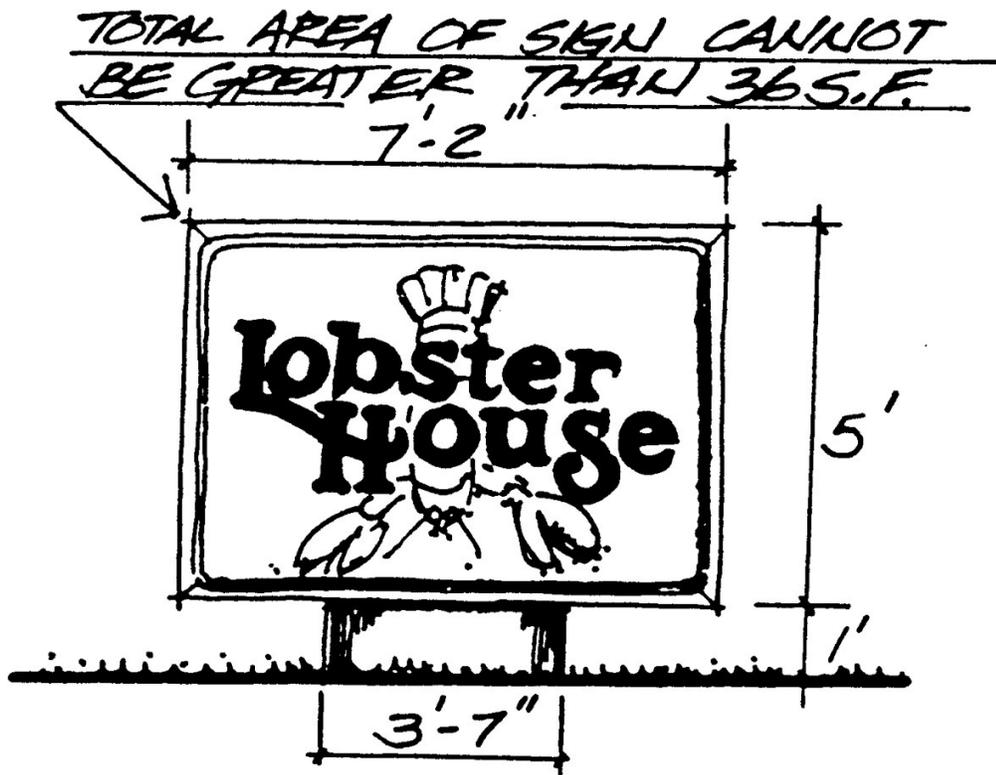
- (2) In the instance of several tenants utilizing a common public entranceway, such as in the case of a shopping mall or office building, a directory sign shall be permitted provided any such sign shall not exceed one square foot in area for each tenant listed, or 16 square feet in area for all tenants listed, whichever is more restrictive. One such sign for each individual means of customer access shall be permitted. This section shall not be interpreted to apply to businesses initially providing individual customer access points to the exterior subsequently enclosed by means of enclosed sidewalks or similar enclosure designed to provide climatic control.
 - (3) Wall signs shall be located at least $8\frac{1}{2}$ feet above the surface of the surrounding grade for multiple story buildings. Wall signs shall be located lower than the roof-edge line on single story buildings. Directory signs shall not exceed $6\frac{1}{2}$ feet in height above the surrounding grade.
 - (4) The color of a wall sign shall be of various shades of either navy blue, royal blue, black, dark maroon, hunter green or gold. Further, lettering and logos shall comprise no more than 70 percent of the surface of the wall sign.
 - (5) In a structure occupied by multiple tenants who each have an individual, exterior public entrance, all tenants shall use the same type of sign, i.e. wall sign or canopy sign. If a wall sign is chose, all tenants must use the same design of a wall sign such as channel lettering or a flat sign.
- (c) *Canopies/awning signs.*
- (1) Canopies/awnings must be located in a traditional manner above doors, windows, or walkways, provided said walkways lead to a bona fide entrance, if they are compatible with the architecture of the building. All other locations are prohibited.

- (2) Canopies/awnings must be constructed of canvas, treated canvas, matte finish vinyl, or fabric covering fastened or held horizontally above the surface of the ground for protection of business patrons or for ornamentation. Canopies/awnings within the village center district shall not be matte finish vinyl.
- (3) The color of a canopy/awning shall be of various shades of either navy blue, royal blue, black, dark maroon, hunter green and gold. The color of the lettering on a canopy/awning shall be of various shades of either navy blue, royal blue, black dark maroon, hunter green, gold or white.
- (4) Canopies/awnings may project a maximum of 36 inches from the face of the building. Canopies/awnings within the village center district may encroach beyond the front or street-side build-two zone and into the street right-of-way or easement, but must avoid the canopy area of street trees (based on tree maturity); and be set back a minimum of five feet from the face of the road curb. Awnings shall be positioned immediately above the ground floor window, in scale with the window and overall building facade.
- (5) Canopy/awning design must blend with the architecture of the building and should not obscure details of the building. They should serve as an accent to the building's design but should not be the dominant architectural feature.
- (6) Internally illuminated canopies/awnings shall not be permitted.
- (7) Any such canopy structure shall be at least two feet from any vehicular parking space or maneuvering lane.
- (8) A minimum underclearance of eight feet to the frame of the awning and seven feet to the bottom of the valance shall be maintained above the sidewalk by all canopy structures. In the village center district awnings shall be at least eight feet above sidewalk grade at the lower drip edge.
- (9) Canopies hereafter erected shall, whenever practical, match the established under clearance height and projection of canopies which exist on abutting parcels and/or businesses.
- (10) Canopy signs may be installed in lieu of wall signs provided the canopy structure, to which they are a part, does not extend over abutting property lines or rights-of-way, unless permission has been granted by the owner of the property or right-of-way and city council.
- (11) No lettering shall be placed upon valances other than the address allowed pursuant to subsection [52-24\(17\)](#). In the village center district the vertical drip of an awning may be stenciled with signage a maximum of eight inches by a horizontal length not to exceed 80 percent of the awning width.
- (12) Canopy signs shall be painted on the canopy. The sign area of any canopy sign shall not exceed 25 percent of the area of the canopy and, at no time, be greater than 30 square feet. In the village center district the vertical drip of an awning may be stenciled with signage a maximum of eight inches by a horizontal length not to exceed 80 percent of the awning width.
- (13) Where a building has a canopy constructed as an integral part of such building, one additional sign may be permitted per customer access under the canopy and perpendicular to the building provided it is not more than two square feet in area and further provided that a minimum underclearance of seven feet shall be maintained above the sidewalk.

(d) *Monument signs.*

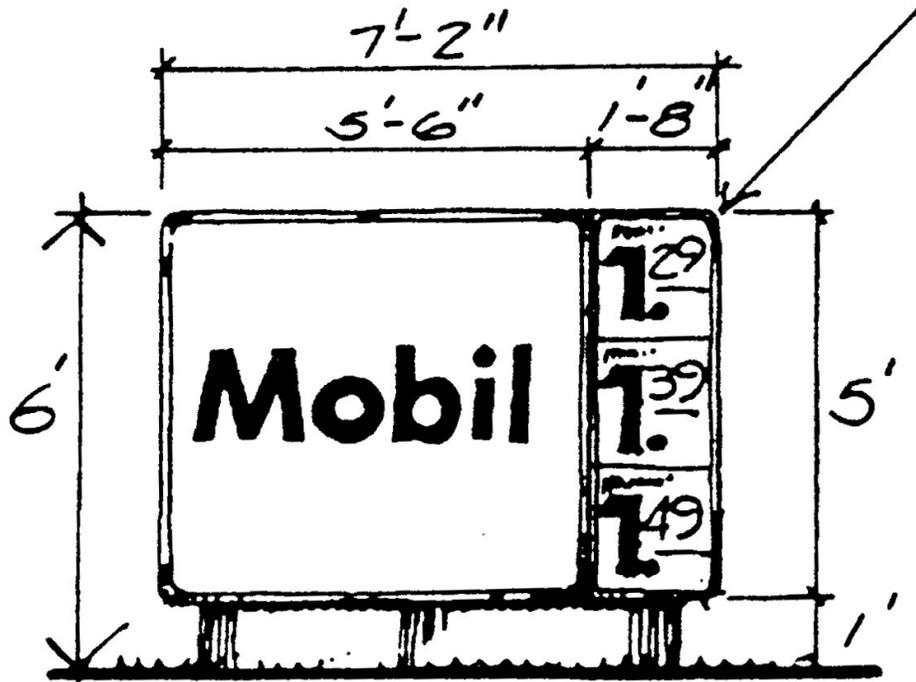
- (1) Such signs shall not be placed closer than 50 feet to any residential district, or another monument sign.
- (2) The maximum allowable height for such signs shall be the lower of five feet from grade or

50 percent of the height from the grade to the roof line of the building on the side in front of which the monument sign is located and shall be attached to a permanent foundation for a distance of not less than 50 percent of its length. (Refer to illustration below.)



Monument Sign

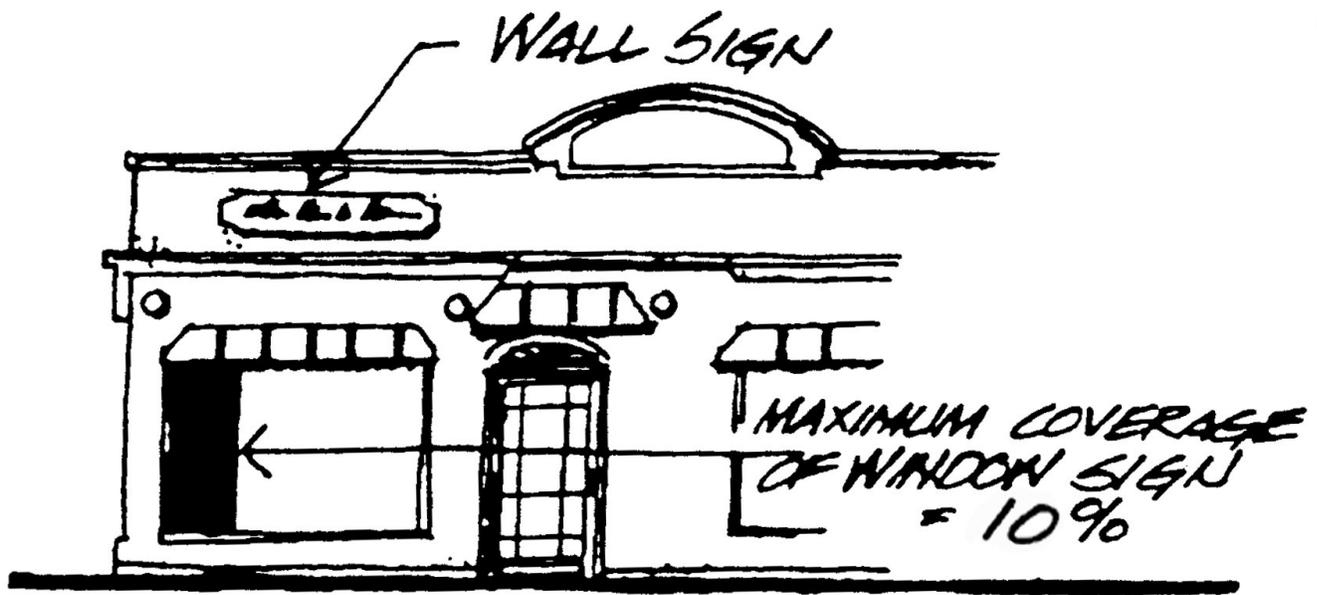
- (3) The maximum area of a monument sign shall not exceed 24 square feet.
- (4) Where the business is a gasoline filling station the maximum area of the sign shall be 36 square feet. Fuel pricing information is permitted only on the following percentages of the area of the sign:
 - a. If the gasoline filling station is on a corner lot and situated on two of the following primary thoroughfares; Southfield Road, 11 Mile Road and 12 Mile Road, then 50 percent may be allotted for fuel pricing information.
 - b. If the gasoline filling station is not situated on two of the primary thoroughfares identified above, then 25 percent of the sign area may be allotted for fuel pricing information.



GASOLINE FILLING STATION SIGNS

Gasoline Filling Station Signs

- (5) The color of a wall sign shall be of various shades of either navy blue, royal blue, black, dark maroon, hunter green or gold. Further, lettering and logos shall comprise no more than 70 percent of the surface of the wall sign.
- (e) *Exceptions.*
- (1) Standards for placement of window signs:
- Window signs may only be placed in display windows on the first floor of any lawful business;
 - Window signs shall be permitted, that do not occupy more than ten percent of the total window area of the floor level on which they are displayed. In the case of a structure occupied by multiple tenants who each have an individual, exterior public entrance, the total window area shall be calculated by the display window area located within the lineal frontage of the respective tenant;
 - Window signs cannot exceed ten percent of the total area of each display window;
 - Window signs shall only contain a message referring to the current, temporary merchandising or promotional activities, such as a sale;
 - The window sign must be removed from the glass area not more than seven days after its display. The same sign may not be displayed for a period of 30 days from the date of such removal; and
 - Window signs displayed through a display window shall not be illuminated unless such sign is located at least 15 feet from any display window, except that such sign may be illuminated if its sole function is to indicate whether or not the business establishment is opened or closed, provided that such sign shall not exceed 3½ square feet in area and shall not exceed 36 inches in any dimension.



Window Sign

- (2) Banners containing messages or slogans promoting the City of Lathrup Village, charitable organization, civic events, and other public activities may be displayed by the City of Lathrup Village subject to review by the city administrator or their designee.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. No. 375-04, pt. II, 8-16-2004; Ord. No. 386-07, pts. IV—VII, 4-16-07; Ord. No. 412-10, pt. II, 10-18-2010)

Sec. 52-27A. Village center district signage.

- (a) *Integral design.* Signage shall be integrally designed with the building facade.
- (b) *Street address.* Address numbers and street names shall be between six inches and eight inches in vertical dimension.
- (c) *Sign band.* A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of two feet in vertical dimension by a horizontal dimension not exceeding 80 percent of the width of the facade.
- (d) *Ground floor businesses.* The sign band or zone may contain multiple individual signs, but must refer to the tenant(s) of the building at the ground floor.
- (e) *Projecting signs.* Additional pedestrian, blade or projecting signs may be attached to the building perpendicular to the facade, and extend up to four feet from the facade. These signs shall be a maximum of eight square feet per side. There may be one individual projecting sign for each business located on the first or second floor, provided that such signs are spaced no less than 20 feet apart horizontally or ten feet apart vertically. Projecting signs shall not be located above the first floor.
- (f) *Wall signs.* A wall sign shall not exceed one square foot for each lineal foot of building frontage. Wall signs shall be located at the sign band.
- (g) *Painted and/or stenciled letters.* The storefront glass may be painted or stenciled with signage not to exceed 1.5 feet in vertical dimension and four feet in vertical dimension.
- (h) *Illumination.* External signs shall not be translucent, but may be externally lit.
- (i) *Window signs.* Each business with ground floor frontage on a street is permitted temporary window signage that may not exceed 0.4 square feet of sign area per each linear foot of building

frontage in addition to any painted or stenciled letters permitted in subsection (g) above.

- (j) *Business hours signage.* Signs not exceeding one square foot noting business hours and/or "Open" or "Closed" signs are excluded from this calculation.
- (k) *Upper floor uses.* One additional wall sign not exceeding ten square feet is permitted at the ground floor for the purposes of identifying uses on upper floors.
- (l) *Rear entry signage.* One additional wall sign not exceeding 15 square feet is permitted at the ground floor at rear building entrances.
- (m) *Sandwich board signage.* One A-frame sign is permitted for ground floor uses, provided that such sign is made of durable materials that complement the color and quality of the building and does not exceed six square feet per side. Plastic changeable copy signs are not permitted. Sandwich board signs shall keep a four-foot clearance for pedestrian passage and be located at least 20 feet from any other sandwich board sign.

(Ord. No. 412-10, pt. III, 10-18-2010)

Sec. 52-28. Temporary signs.

- (a) On-premises temporary signs may be erected in accordance with the regulations of this chapter.
 - (1) Temporary construction signs identifying construction projects to occur or occurring, subject to the following:
 - a. There shall not be more than one temporary on-site construction sign for each project or development, except that where a project or development abuts two or more streets, one additional sign oriented to each abutting street, shall be permitted.
 - b. Not more than two temporary off-site construction signs for each project development are permitted.
 - (2) On-site temporary construction signs shall not exceed 64 square feet. Off-site temporary construction signs shall not exceed 24 square feet.
 - (3) Temporary construction signs may be located in any required yard but shall not extend over any lot line or within 15 feet of any point of vehicular access or public roadway.
 - (4) Temporary construction signs shall not project higher than 15 feet.
 - (5) Temporary construction signs shall be permitted only as accessory to an approved project or development. Temporary construction signs may be erected and maintained for not more than a 12-month period and shall be removed within 14 days of the termination of construction of the project or development, except that the city administrator or their designee may at their discretion, upon application by the owner and for cause shown, provide extensions, each no longer than 12 months in duration.
 - (6) The site where off-site construction signs are installed shall not contain such signs in excess of one off-site construction sign per acre of land. In addition, such signs shall be located no less than 100 feet apart from each other or from any other sign on the same premises or adjoining property.
- (b) Temporary signs announcing any public, charitable, educational or religious event or function, located entirely on private premises as approved by the city administrator or their designee shall be permitted. Maximum sign area for all signs shall not exceed 25 square feet. Signs advertising not more than two events per year shall be allowed for a period not to exceed 14 consecutive days for each event. If building-mounted, signs shall be flat wall signs and shall not exceed six feet in height. Signs shall be set back a minimum of half the front yard requirements as measured from the street right-of-way line.
- (c) Help wanted signs soliciting employees for the place of business where posted. The sign shall not exceed two square feet, and shall not contain information other than that relating to the

solicitation of employees.

- (d) As approved by the city administrator or their designee, banners, pennants, search lights, twirling signs, sandwich board signs (sandwich board signs are permitted within the village center district in accordance with subsection 52-27A.(m)), balloons, or other gas filled figures are prohibited, except at the opening of a new business in a nonresidential district, for a period not to exceed 14 consecutive days. Street banners advertising a public entertainment or event may be displayed 14 days prior to and through the completion of such event. Street banners shall be removed within 24 hours following such event. As approved by the city administrator or their designee, banners and pennant displays shall be permitted in nonresidential districts only to call attention to a sale or promotion for period not to exceed 14 consecutive days. No more than three banner and pennant displays shall be permitted for any one business during a calendar year commencing on January 1. Banners or pennants shall be restricted to 25 square feet per such sign and shall be attached only to the exterior walls of the building itself. In no instance shall more than one banner or pennant be allowed per approved event period.
- (e) Off-premises signs offering a residential lot for sale or rental may be displayed on private property (with permission of the owner or occupant) on any Sunday between 1:00 p.m. and 5:00 p.m. if the sign does not exceed six square feet in area or 42 inches in height.
- (f) It shall be unlawful to place or display a political sign prior to the time that the candidate's nomination petition is certified in writing by the appropriate authority, or if the candidate is a write-in from the time he or she files a "declaration of intent" with the appropriate authority as a candidate running for election, or for more than ten days following the day of the election for which the sign pertains.
 - (1) It shall be unlawful to place or display a political sign on any property owned or under control of the City of Lathrup Village, the County of Oakland, the State of Michigan, the United States of America, any school district, any utility, or within any right-of-way easement located on private property, unless otherwise permitted by law.
 - (2) It shall be unlawful to place or display a political sign which has any single face with a gross area of more than six square feet.
 - (3) It shall be unlawful to place or display more than one political sign per parcel per candidate, per candidate committee, per committee, and/or ballot question.
 - (4) It shall be a rebuttable presumption that any political sign placed or displayed in violation of this section was placed or displayed by the candidate, and the candidate committee, committee, or ballot question committee, whose name is displayed on the political sign. For the purposes of this section a "candidate", "candidate committee", "committee", and "ballot question committee" shall be as defined in the Michigan Campaign Finance Act (MCL 169.201 et seq.), as from time to time amended.
 - (5) It shall be unlawful to display or place a political sign which is in violation of the requirements of the Michigan Campaign Finance Act (MCL 169.201 et seq.), as from time to time amended.
- (g) It shall be unlawful to place or display an expressive sign on any property owned or under control of the City of Lathrup Village, the County of Oakland, the State of Michigan, the United States of America, any school district, any utility, or within any right-of-way easement located on private property, unless otherwise permitted by law.
 - (1) It shall be unlawful to display or place an expressive sign which has any single face with a gross area of more than six square feet.
 - (2) It shall be unlawful to display or place an expressive sign for more than 90 days.
 - (3) It shall be unlawful to display or place more than 24 square feet of expressive signs per parcel.

Sec. 52-29. Nonconforming signs and sign structures.

It is the attempt of this section to recognize the elimination, as expeditiously as is reasonable, lawful nonconforming signs. The owner of any zone lot or premises on which exists a sign that does not conform with the requirements of this chapter, shall be obligated to remove such sign or bring it into conformity with the requirements of this chapter.

- (1) *Nonconforming signs existing on January 28, 2002.* Signs which were constructed in accordance with the ordinances and other applicable laws in effect on the date of its construction, but which by reason of its size, height, location, design, or construction is not in conformance with the requirements of this chapter, may be lawfully continued until October 1, 2007, but such signs shall be subject to the limitations in subsection 52-29(2).
- (2) *A nonconforming sign:*
 - a. Shall not be structurally altered so as to prolong the life of the sign or to change the shape, size, type, or design of the sign.
 - b. Shall not be reestablished after the activity, business, or usage to which it relates has been discontinued for 90 days or longer.
 - c. Shall not be reestablished after damage or destruction, if the estimated expenses of reconstruction exceeds 50 percent of the appraised replacement cost as determined by the building official.
 - d. The message of a nonconforming sign may be changed so long as this does not create any new nonconformities.
 - e. Shall not be continued upon the change of tenancy by the user of the premises or by the change in ownership of a single user premises.
 - f. Nonconforming signs may be repaired and renovated so long as the cost of such work does not exceed within any 12-month period 50 percent of the replacement value of such sign.
 - g. No sign shall be subject to the applicable compliance deadline date in this section unless, 24 months (January 28, 2005) prior to January 28, 2007, the responsible persons have been notified in writing by first class mail, to the last known address, of the city's noncompliance determination, the applicable compliance deadline date for the sign and the administrative appeal and variance relief available.
 - h. If a nonconforming sign and appurtenances advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating or being offered or conducted, that sign shall be considered abandoned and shall be removed within 90 days after such abandonment by the sign owner, owner of the property where the sign is located, or other party having control over such sign.
 - i. The responsible persons may appeal a determination of noncompliance by the city and/or request one or more variances under the procedure provided in this chapter. All appeals or variance requests shall be in written form and be filed with the city clerk within one year of the notice by the city of sign noncompliance.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. No. 386-07, pt. VIII, 4-16-07)

Sec. 52-30. Design, construction, and maintenance.

- (a) *Design requirements.* In order to improve the readability, continuity and aesthetics of signs within the city, all signs should at a minimum: be designed to be compatible with the surrounding building architecture; be designed to be compatible with the architectural style of the surrounding area; be easy to read and discernible to users and passers-by; be uncluttered;

generally match the placement characteristics and position of neighboring signs; and be sized for the respective distance of the readers.

- (b) Materials of construction for signs and sign structures shall be of the quality and grade as specified for structures in the state construction code.
- (c) Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.
- (d) Signs erected to masonry, concrete or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied. All building fastenings must be noncorrosive materials.
- (e) Monument signs must have its base and perimeter constructed of brick or stone, or any combination thereof.
- (f) All signs and all components thereof, including without limitation supports, braces, and anchors, shall be kept in state of good repair. With respect to freestanding signs, components not bearing a message shall be constructed of materials that blend with the natural environment or shall be painted a neutral color to blend with the natural environment.
 - (1) If the city shall find that any sign is unsafe or insecure, or is a menace to the public, its representative shall give written notice to the owner, agent, or person having the beneficial interest in the building or the premises on which such sign is located. Correction of the condition which caused the city to give such notice shall occur within ten days after receipt of notice. If such condition is not corrected after the conclusion of such ten-day period, the city is hereby authorized to cause the sign to be removed forthwith at the expense of the owner, agent or person having the beneficial interest in the building or premises on which such sign is located.
 - (2) Notwithstanding the foregoing provision, the city administrator or their designee is authorized to cause any sign to be removed summarily and without notice, at the expense of the owner, agent, or person having the beneficial interest in the building or premises on which such sign is located, whenever the building official determines that such sign is an immediate peril to persons or property.
- (g) If the message portion of a sign is removed, leaving only the supporting "shell" of a sign, the owner of the property where the sign is located, or other person having control over such sign shall, within 30 days of the removal of the message portion of the sign, either replace the entire message portion of the sign or remove the remaining components of the sign. This subsection shall not be construed to alter the effect of [section 52-29](#) which prohibits the replacement of a nonconforming sign. Nor shall this subsection be construed to prevent the changing of the message of a sign.
- (h) A permit shall be required prior to undertaking any maintenance or repair work on signs.

(Ord. No. 364-02, pt. II, 1-28-2002; Ord. No. 375-04, pt. III, 8-16-2004)

Sec. 52-31. Permit requirements and review process.

- (a) Application for a permit to erect, repair, or replace a sign shall be made by the owner of the property, or their authorized agent, to the building official, or their designee, as follows:
 - (1) It shall be unlawful for any person to erect, alter, relocate, or maintain, by structural change or changing the display of the face of the sign, within the city any sign or other advertising structure, except where specifically exempt by this chapter, without first obtaining a permit therefor from the building official and payment of a fee provided for in this section.
 - (2) Application for erection permits shall be made upon forms provided by the city and shall contain or have attached two of each of the following information:
 - a. Name, address and telephone number of the applicant;

- b. Location of building, structure or lot to which the sign is to be attached or erected;
 - c. Detailed, colored renderings or drawings to show the dimensions, design, structure and location of each particular sign;
 - d. Photographs of the subject site;
 - e. Building elevations which illustrates the position of the sign in relation to nearby buildings, structures, property lines and right-of-way boundaries as established by a submitted survey;
 - f. Drawings of the plans and specifications and method of construction and attachment to the building or in the ground;
 - g. Name and address of the person erecting the structure;
 - h. Any electrical permit required and issued for such sign;
 - i. Insurance policy or bond as required by this chapter;
 - j. Such other information as the building official may require to show full compliance with this and all other applicable laws of the city and state; and
 - k. In the discretion of the building official, when in his/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.
- (3) For newly constructed or renovated buildings that house more than one use, a complete master sign plan shall be submitted to the building official or their designee. The master sign plan must be designed so that it establishes a common theme or design, uses similar construction methods, has compatible colors, scale and size. This must be submitted by the owner prior to issuance of a permit for any one sign on the building/development. If a master sign plan has been established for the building, verification of compliance with said plan shall be submitted with the sign application.
- (4) 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.
- (5) Complete sign permit applications shall be submitted to and subsequently reviewed by the building official. The application will either be approved, denied or returned with requested modifications.
- a. The building official shall inspect, as they deem necessary, sign applications regulated by this chapter to ascertain whether the signs have been adequately installed and maintained to minimize risks to the public.
 - b. The building official shall examine the plans and specifications with respect to all those signs with electrical connections. Wiring and connections will be reviewed to determine their compliance with existing electrical codes.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-32. Liability insurance.

- (a) *Liability insurance for signs.* If any monument or wall sign is suspended over the right-of-way of a public street or property, or if the vertical distance of such sign above the street is greater than the horizontal distance from the street, as to be able to fall or be pushed onto public property, then the owner of such sign shall keep in force a public liability insurance policy, approved by the city attorney, in the amounts set by resolution of the city council. The policy shall indemnify the owner from all damage suits or actions of every nature, brought or claimed against the owner, 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/her agents or employees regarding such sign.

- (b) *Liability insurance for sign erectors.* Every person, before engaging in or continuing in the business of erecting, repairing or dismantling signs, boards or other display signs in the city, shall first furnish the city a public liability insurance policy approved by the city attorney, in the amounts set by resolution of the city council. The policy shall indemnify the erector from all damage suits or actions of every nature brought or claimed against the erector 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 erector, his/her agents or employees in the erection, repair or dismantling of any sign, board or other display sign. The policy shall contain a clause whereby the policy cannot be cancelled until after a written notice of intention to cancel has been filed with the city clerk at least ten days prior to the date of cancellation. The policies shall be renewed annually on or before the first day of May of each year and certificates of renewal or new policies shall be filed with the city clerk.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-33. Appeals.

- (a) An appeal may be taken to the city zoning board of appeals by a person aggrieved, or by an officer, department, board, or bureau of the city. An appeal shall be taken within a time as shall be prescribed by the board by general rule, by the filing with the officer or body from whom the appeal is taken and with the board of a notice of appeal specifying the grounds for the appeal. The officer or body from whom the appeal is taken shall immediately transmit to the board, all the papers constituting the record upon which the action appealed from was taken.
- (b) *Effect of appeal.* An appeal stays all proceedings in furtherance of the action appealed from unless the officer or body from whom the appeal is taken certifies to the board, after the notice of appeal is filed, that by reason of facts stated in the certificate, a stay would in the opinion of the officer or body cause imminent peril to life or property, in which case proceedings shall not be stayed otherwise than by a restraining order which may be granted by the board or by the circuit court, on application, on notice to the officer or body from whom the appeal is taken and on due cause shown.
- (c) *Hearings and notices.* The board shall fix a reasonable time for the hearing of the appeal and give due notice of the appeal to the persons to whom real property within 300 feet of the premises in question is assessed, and to the occupants of single- and two-family dwellings within 300 feet, the notice to be delivered personally or by mail addressed to the respective owners and tenants at the address given in the last assessment roll. If a tenant's name is not known, the term "occupant" may be used. Upon the hearing, a party may appear in person or by agent or by attorney. The board shall decide the appeal within a reasonable time.
- (d) *Board decisions.* The board may reverse or affirm, wholly or partly, or may modify the order, requirement, decision, or determination appealed from and shall make an order, requirement, decision, or determination as in its opinion ought to be made in the premises, and to that end shall have all the powers of the officer or body from whom the appeal is taken.
- (e) *Practical difficulties or unnecessary hardship.* Where there are practical difficulties or unnecessary hardship in the way of carrying out the strict letter of this chapter, the board may in passing upon appeals vary or modify its rules or provisions relating to the construction, or structural changes in, equipment, or alteration of buildings or structures or the use of land, buildings or structures, so that the spirit of this chapter shall be observed, public safety secured, and substantial justice done.
- (f) *Finality of decisions.* The board is empowered to grant rehearings on any appeal for any of the reasons authorizing relief from a judgment or order of the circuit courts of this state. Subject to this provision, board decisions shall be final, and subject only to judicial appeals as provided by law. In the event of a judicial appeal, the board shall comply with any judicial orders any may

take any action authorized by law pursuant thereto.

(Ord. No. 364-02, pt. II, 1-28-2002)

Sec. 52-34. Penalties.

- (a) The display of a sign without an erection permit granted by this section, shall be a civil infraction as set forth in article VI of chapter 2 of the City Code.
- (b) A person found responsible for violating this chapter shall be subject to a fine of not less than \$100.00, nor more than \$1,000.00 for each day the violation exists and such other civil penalties as set forth in article VI of chapter 2 of the City Code.
- (c) Notwithstanding the above, if the city shall find that any sign is installed, erected or maintained in violation of this chapter and if it shall be located on any property owned or under the control of the City of Lathrup Village, the County of Oakland, the State of Michigan, the United States of America, any school district or any right-of-way owned or controlled by any of the aforementioned the sign shall be immediately removed by them.

(Ord. No. 364-02, pt. II, 1-28-2002)