



223 East Gates
Romeo, MI 48065
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www.brucetwp.org

SIGN PERMIT APPLICATION

\$75.00 Fee

Permit No: _____
Fee Paid: _____
Received by: _____
Drawing Attached: _____

DATE: _____

APPLICANT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

SIGN LOCATION: _____

CROSS STREETS: _____

PARCEL NUMBER _____ ZONING DISTRICT: _____

SIGN DESCRIPTION: (material, height, footings, etc.)

COMMENTS:

APPROVED: _____

DATE: _____

7. Whenever required in this Ordinance, a chain-link fence shall be constructed in accordance with the following standards:
- a. All posts shall be anchored in concrete.
 - b. All fence material shall be of at least 9-gauge galvanized or suitable aluminum.
 - c. Such fencing shall be six (6') feet in height unless the Planning Commission indicates otherwise on the plans.
 - d. In most instances, fencing shall be required with a greenbelt (see Section 600.1), and may or may not require vertical redwood pickets.

Section 6.01 SIGN REGULATIONS.

1. Application Process.

- a. **Review Authority.** No person shall erect, construct, alter or relocate a sign, except as otherwise specified herein, unless a permit for said sign has been issued by the Township Planning & Zoning Coordinator pursuant to the procedures hereinafter specified.
- b. **Application.** Written applications for sign permits shall be made on forms provided by the Township Planning & Zoning Coordinator. The application shall be accompanied by a drawing and site plan illustrating the location of the sign on the site. The following information shall be provided:
 - (1) A scaled plan showing the location of the sign and all structures located within one hundred (100') feet of the sign.
 - (2) The location of the sign in relation to all existing and proposed streets, parking areas and site entrances within one hundred (100') feet.
 - (3) A scaled drawing of the proposed sign, specifying the height of the sign above the ground, the surface area and material of the sign, the lettering as it will appear on the sign, method of illumination, and any other information as the Township Planning & Zoning Coordinator deems necessary to the application.

Amended: 06-08-92 (161-07-92)

- c. **Permit Approval.** The Township Planning & Zoning Administrator shall review the application for compliance with the requirements of the Bruce Township Zoning Ordinance and shall either approve or disapprove the application within ten (10) days. Approval may be conditioned upon reasonable regulations or limitations with respect to the character of the sign, the surroundings in which it is to be displayed, and the intent of this Section of the Ordinance. The permit shall also be reviewed for compliance with the Township Building Code. If the sign is determined to be in compliance with the Building Code, a building permit shall be issued.

2. **General Regulations.**

All signs erected in the Township shall comply with the following requirements:

- a. **Illumination.** Illumination of signs shall be directed or shaded downward so as not to interfere with the vision of persons in adjacent streets or property. There shall be no bare bulb, flashing, oscillating or intermittent type of illuminated sign or display, nor shall there be movement of any nature in their lighting. Back-lit or awning signs shall be permitted, provided that the sign illumination shall not create a nuisance for drivers or neighboring property owners.
- b. **Windblown Devices.** Streamers, windblown devices, spinners, pennants or flags (other than the United States, State of Michigan or similar flags) are expressly prohibited, unless specifically approved by the Township Board for display.
- c. **Right-of-Way Encroachment.** No sign, except those established and maintained by the Township, County, State or Federal Government, shall be located in, project into, or overhang a public right-of-way or dedicated public easement.
- d. **Setbacks.** All signs shall be set back a minimum of seventy (70') feet from the centerline of any abutting public road. No sign shall be located within, project into, or overhang the triangular area formed at the intersection of street right-of-way lines and site driveways at a distance along each line of twenty-five (25') feet from their point of intersection.
- e. **Portable Signs.** Portable signs, as herein defined, necessary for the creation or relocation of a business, seasonal, anniversary, national or manufacturer's sale, or similar purpose, may be permitted by the Township Planning & Zoning Coordinator for periods not exceeding thirty (30) days. All portable signs shall be subject to the application procedures of Section 6.01 (1)(b).
- f. **Window Signs.** Temporary window signs may be permitted in non-residential zoning districts, provided such signs do not occupy more than twenty-five (25) percent of the total window area.

Amended: 06-08-92 (161-07-92)

g. Billboards/Off-Site Signs. Billboards and off-site signs may be permitted as a Special Land Use in the C-3 General Commercial or M-1 Light Industrial District, subject to compliance with the General Review Standards of Section 27.00 and the following specific requirements:

- (1) All billboards shall be confined to locations along State-designated highways.
- (2) No billboard shall be located within one thousand (1,000') feet of another billboard abutting either side of the same street or highway.
- (3) No billboard shall be located within three hundred (300') feet from any adjoining residential zoning district or any adjoining residential use.
- (4) Billboards shall not be located closer than two hundred (200') feet from any abutting public road right-of-way or closer than one hundred (100') feet from any property line.
- (5) The surface of any billboard shall not exceed three hundred (300) square feet. Billboards with stacked or tandem faces shall be prohibited.
- (6) The height of the billboard shall not exceed twenty-four (24') feet above the grade of the ground on which the billboard sits or the grade of the abutting roadway, whichever is greater.
- (7) No billboard shall be located on top of, cantilevered, or otherwise suspended above the roof of any building.
- (8) A billboard may be illuminated, provided that any illumination is concentrated on the surface of the sign and is located so as to avoid glare or reflection onto any portion of an adjacent street or highway, the path of oncoming vehicles, or any adjacent premises. In no event shall any billboard have flashing or intermittent lights, nor shall the lights be permitted to rotate or oscillate.
- (9) All billboards shall be constructed to withstand all wind and vibration forces that can normally be expected to occur in the vicinity. A billboard must be maintained so as to assure proper alignment of structure, continued structural soundness, and continued readability of message.

Amended: 06-08-92 (161-07-92)

h. Electronic Message Centers (Digital signs) shall be subject to special land use approval and to the following requirements:

- (1) Digital signs shall only be permitted in the Township's commercial and industrial districts. Digital signs may also be permitted for nonresidential uses (i.e. churches, schools, etc.) in the Township's residential districts.
- (2) No digital sign shall be permitted to scroll, oscillate or have full animation or video. Such signs shall be deemed to constitute a distraction/safety hazard to drivers or pedestrians. All digital signs shall have "instant" changes with no effects.
- (3) Any electronic message displayed shall remain unchanged for a minimum of fifteen (15) seconds prior to switching messages.
- (4) A digital sign shall be integrated into the freestanding sign for the site and shall not be larger than fifty (50) percent of the overall sign area. Further, the sign area for the digital sign shall count as a part of the overall permissible sign area for the freestanding sign.
- (5) The digital sign shall be a single color with a black background.
- (6) All digital signs shall maintain an automatic brightness control keyed to ambient light levels.

- (7) Digital signs shall be programmed to go dark if the sign malfunctions.
- (8) Signage should not be designed to emulate traffic safety signage.
- (9) Digital signs shall not be constructed or placed on a property so as to directly abut or shine onto an abutting residential district. If the properties are separated by a roadway, this provision shall not apply.
- (10) Prior to the issuance of a sign permit, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the maximum permitted intensity level.

	Daytime	Nighttime
Brightness	250 nits	125 nits

Definitions

Scrolling (signs): means having the letters or images move across the sign in any direction or pattern.

Display interval (signs): means the amount of time between displaying different messages or images.

Animation (signs): means displaying images in a dynamic way, like television or movie video or having graphics portraying a moving scene.

Amended: 03-21-12(161-112-12)

3. Exceptions.

The following signs are exempt from the permit requirements of Section 6.01(1) and shall conform to the following standards:

- a. **Political Signs.** Not more than three (3) political signs which do not exceed a total aggregate area of sixteen (16) square feet on any one parcel, displayed no longer than ten (10) days after the election for which the sign was erected. All such signs shall be set back at least ten (10') feet from the public right-of-way.
- b. **Bulletin Boards.** Bulletin boards not over sixteen (16) square feet in area for public, charitable, educational or religious institutions, when the bulletin board is located on the premises of said institutions and at least twenty (20') feet from any property line.
- c. **Temporary Construction Signs.** A temporary sign denoting the business name of the building, architect, engineer, contractor involved in any building construction or renovation. Such signs shall not exceed sixteen (16) square feet in any residential district, or forty-eight (48) square feet in any non-residential district. All such signs shall be removed from the site within seven (7) days after the issuance of an occupancy permit.
- d. **Residential Real Estate Signs.** Temporary real estate for sale signs not exceeding six (6) square feet in area may be permitted on any residentially zoned parcel offered for sale. All such signs shall be removed within ten (10) days following the sale of the property. Residential real estate development signs may be permitted, subject to the same limitations specified for non-residential real estate signs.
- e. **Non-Residential Real Estate Signs.** Signs used for advertising non-residential land or buildings for rent, lease or sale shall be permitted when located on the land or buildings intended to be rented, leased or sold. Such signs shall be limited to thirty-two (32) square feet in total for any given lot or building. All such signs shall be placed no closer than ten (10') feet from the road right-of-way line and shall be removed within seven (7) days after the property has been sold, rented or leased. Under no circumstances shall a non-residential real estate sign exempt under this Section be allowed to occupy the property for more than one (1) year.

- f. **Directional Signs.** Directional signs not exceeding two (2) square feet in area may be permitted on any site for orientation purposes. Such signs shall not exceed two (2) square feet in area. No advertising or logo shall appear on such signs.
- g. **Agricultural Signs.** Signs not larger than thirty-two (32) square feet in area are permitted in any zoning district which advertise for sale agricultural products grown on the premises whereon such signs are placed.

Amended: 06-08-92 (161-07-92)

- h. **Real Estate Development Signs.** One (1) unlighted real estate development sign for projects under construction may be erected and maintained on the development site. No such sign shall exceed sixty-four (64) square feet in sign area. A real estate development sign allowed under this Section shall not occupy the property for more than one (1) year. All such signs shall be recorded with the Building Department prior to their erection on the site. Annual renewal of the sign may be permitted by the Zoning Administrator as long as the site remains substantially developed.

4. **Residential District Sign Requirements.**

- a. **Residential Nameplates.** One (1) nameplate on a dwelling for a permitted home occupation or for professional purposes may be permitted on any single-family dwelling unit, not exceeding four (4) square feet in total area and shall be non-illuminated.
- b. **Residential Development Identification Signs.** For each single-family subdivision, multiple-family development or mobile home park, not more than two (2) project identification signs may be permitted at the entrance of the site. No single sign shall exceed twenty-four (24) square feet in total area. The maximum total area permitted for two signs shall not exceed four (4') feet in height and shall observe the setback requirements contained herein.
- c. **Permitted Special Land Uses.** Permitted special land uses in any residential district may be allowed one (1) sign, not to exceed thirty-two (32) square feet in total area and eight (8') feet in height.

5. **Office, Commercial and Industrial District Requirements.**

- a. **Office Signs.** Property developed for office purposes in the O-1 District may be permitted not more than one (1) ground or wall sign, not exceeding more than twenty-four (24) square feet in total area, and not exceeding a maximum height of eight (8') feet.
- b. **Commercial Signs.** Each individual business occupying its own site is permitted to display not more than three (3) signs, unless otherwise permitted. One shall be a freestanding sign located along the street or highway to which the establishment has its principal access. The other permitted sign shall be a front wall sign. The size of these signs are regulated by zoning district as follows:
 - (1) **C-1, Local Commercial District:** In the C-1 District, an individual business or an individual lot or parcel shall have no more than two (2) wall signs, which shall not exceed a total area of one square foot of sign area for each one lineal foot of store front; however, in no case shall such sign exceed sixty (60) square feet in area regardless of building size. The maximum size of the permitted freestanding ground or pylon sign shall be forty-two (42) square feet. The maximum permitted sign height shall be ten (10') feet above ground.

*Amended: 06-08-92 (161-07-92)
11-17-93 (161-13-93)
04-20-05 (161-56-05)*

- (2) **C-2, Planned Shopping Center District:** In the C-2 District, each business may be permitted two (2) wall signs, which shall not exceed a total area of one square foot of sign area for each one lineal foot of store front; however, in no case shall such sign exceed one hundred (100) square feet in area regardless of building size. The maximum size of the permitted freestanding ground or pylon sign shall be sixty-four (64) square feet. The maximum permitted sign height shall be ten (10') feet above ground.
- (3) **C-3, General Commercial District:** In the C-3 District, an individual business or an individual lot or parcel shall have no more than two (2) wall signs, which shall not exceed a total area of one square foot of sign area for each one lineal foot of store front; however, in no case shall such sign exceed one hundred (100) square feet in area regardless of building size. The maximum size of the permitted freestanding ground or pylon sign shall be eighty (80) square feet. The maximum permitted sign height shall be ten (10') feet above ground.

Amended 4-20-05 (161-56-05)

- (4) **Wall Signs:** Wall-mounted signs shall not project more than twelve (12") inches horizontally beyond the wall of the building, nor shall any sign project above the roof line of the building on which it is mounted. No sign shall be painted directly onto the wall of the building.
- (5) **Directory Signs:** A directory sign of tenants may be permitted as part of a shopping center in any zoning district by the Planning Commission, provided that it observes the following standards:
- (a) It is designed as an integral feature of the freestanding sign.
 - (b) The directory portion of the sign shall have a uniform facing material in terms of appearance and color.
 - (c) Lettering shall be complementary to other tenants in size and style.
- (6) **Shopping Center Reader Board Sign**
- (a). Each shopping center within the C-2 Zoning District which contains multiple tenants may be permitted one(1) shopping center reader board sign. Such sign may include interchangeable text or messaging; however, such sign shall not be a scrolling electronic reader board sign. (Scrolling shall be defined as text changes occurring at intervals of less than thirty (30) seconds.)
 - (b) Such sign shall not exceed five (5) feet in total height (including architectural features) and shall not exceed twenty (20) square feet in sign area.
 - (c) Such sign shall be architecturally compatible with the remainder of the shopping center and other onsite signage.
 - (d) Ground landscaping shall be provided around the base of such sign. Such landscaping shall shield any ground mounted sign lighting from public view.
 - (e) Sites which have a shopping center reader board sign shall not be entitled to a temporary sign onsite.

Amended 7-16-03 (161-41-03)

- c. **Industrial Signs.** One (1) sign may be permitted on any industrially developed site. Such sign shall not exceed a maximum area of thirty-two (32) square feet, or eight (8') feet in height.
- d. **Obscene Content Prohibited.** Lewd, obscene, defamatory, indecent, suggesting or depicting nudity, profane and/or inflammatory language or pictures, (whether photographic, painted or otherwise) is prohibited on any sign.

Amended 04-20-05 (161-56-05)

6. **Directional Signs.**

Directional signs, other than those allowed under Section 6.01.3.f., may be approved by the Township Planning & Zoning Coordinator, based on compliance with the following standards:

- a. The applicant shall provide a statement demonstrating the need for the signs based on the location of the site in the Township in relation to existing transportation routes. The intent of this provision is to provide directions to sites located in remote locations not easily accessible from the Township's principal transportation routes. These signs are not intended to be used for advertising purposes. Providing clear and legible directions will also improve the flow of traffic and reduce the potential for accidents. In consideration of the need for off-site directional signs, the Township Planning & Zoning Coordinator shall consider the following factors:
 - (1) The accessibility of the site in relation to major thoroughfares.
 - (2) Signs shall be limited to uses which are seasonal, recreational or agricultural in nature.
 - (3) Anticipated traffic volumes to the site and the expected number of users should justify the need for the sign.
- b. Information contained on the sign shall be limited to the name of the business, address, direction arrow, or directions to the site. Advertising shall not be allowed on the sign.
- c. The area of the sign shall be limited to twelve (12) square feet, with a maximum height of six (6') feet.
- d. The location of the sign shall observe all applicable setback requirements of Section 6.01.
- e. The design and appearance of the sign shall conform to the standards for Recreational and Cultural Interest Area Signs, as specified in the *Michigan Manual of Uniform Traffic Control Devices*. Such signs shall have a brown background, with white lettering. The lettering and type of sign materials shall otherwise comply with the standards contained in this manual. Symbols and/or logos to distinguish a particular business may be permitted, subject to compliance with all other applicable criteria contained herein.

*Amended: 06-08-92 (161-07-92)
03-26-97 (161-24-97)
09-17-08 (161-80-08)*