

CHARTER TOWNSHIP OF FENTON
Ordinance No. 718
Adopted December 21, 2009

An ordinance to amend Sign Regulation Ordinance No. 693 for the purpose of adding provisions regarding digital signs.

THE CHARTER TOWNSHIP OF FENTON, GENESEE COUNTY, MICHIGAN
ORDAINS:

ARTICLE I. Section 2 (Definitions) of Ordinance No. 693 is hereby amended to add the following definitions:

Digital Sign: a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This includes any moving, flashing, blinking, or animated display and any display that incorporates lights manipulated through digital input, or any other method or technology that allows the sign face to present a series of images or displays.

Flashing sign: A sign that contains an intermittent or sequential flashing light source. An electronic message sign shall not be considered flashing provided it complies with Article 6. d. of this Ordinance.

ARTICLE II. Section 5 (Prohibited Signs) of Ordinance No. 693 is hereby amended to add the following:

m. Full motion video signs

ARTICLE III. Section 6 (General Standards for Permitted Signs) of Ordinance No. 693 is hereby amended to add the following provisions:

d. Digital Signs.

- 1) Digital signs in residential or agricultural zoning districts or within 1000 ft. of a residential districts shall be shut off from 11:00 p.m. to 5:00 a.m.
- 2) Digital signs shall not use red as the predominant color in a display.
- 3) The light intensity of digital signs shall be automatically reduced at night to compensate for the greater contrast created by the reduction in background lighting.
- 4) Digital signs in office, commercial, or industrial zoning districts or as part of office, commercial or industrial uses in PUDs shall limit changes in displays to not more than once every minute and signs in residential or agricultural districts or as part of residential or agricultural uses in PUDs shall limit changes in displays to not more than once every hour. Displays and transitions between displays shall be static and shall not include any flashing or moving text or graphics. The limitation on the frequency of sign changes

does not apply to signs or portions of signs displaying time and temperature.

ARTICLE IV. Severability.

Each and every article of this amendatory ordinance, and each provision of each article section and subsection is declared to be separable and severable, and a judicial determination that any article, section, subsection or provision of this ordinance is invalid or unenforceable, shall not affect the validity or enforceability of any other article, section, subsection or provision.

ARTICLE V. Effective Date.

This amendatory ordinance shall be published as required by law and shall take effect immediately after its enactment and publication.

Enacted at a regular meeting of the Charter Township of Fenton Board of Trustees held on the 21st day of December 2009.

Bonnie Mathis, Supervisor

Robert Krug, Clerk