



# Detroit Advertising and Sign Ordinance User Guide



Sponsored by  
Buildings, Safety Engineering and Environmental Department

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The sign regulations of Chapter 4 of the 2019 Detroit City Code are intended to balance public and private interests. The purpose of the ordinance is to provide for a safe, well-maintained, vibrant, and attractive City, while accommodating the protected rights of individuals and entities to inform, direct, identify, advertise, advocate, promote, endorse, and otherwise communicate information through signs, among multiple alternative channels for communication. The regulations summarized in this user guide are narrowly tailored to serve multiple significant governmental interests, including those listed in the ordinance. In furtherance of these significant governmental interests, this user guide outlines the regulations of various structural and dimensional standards of signs, including their construction, material, area, height, projection, illumination, location, and spacing, as well as their use and operation in specified locations, but does not regulate the message, content, or communicative aspect of signs, or distinguish between commercial and noncommercial speech. For more information please visit, [detroitmi.gov/DRC](http://detroitmi.gov/DRC).

So you want a new sign?

Signs come in all shapes and sizes, and can serve a wide variety of purposes. This guide is written to help you navigate through Detroit's Sign Ordinance with ease while helping you get the beautiful sign you want that follows all the rules.

**Turn to the next page for Advertising Signs.**  
**Turn to page 16 for Business Signs.**

Do you have questions related to the Advertising and Sign Ordinance User Guide? Contact us at,

[Signs@detroitmi.gov](mailto:Signs@detroitmi.gov)

(313) 224-2372

Based on Chapter 4 of the 2019 Detroit City Code, Advertising and Signs, the Detroit Sign Ordinance User Guide was developed in collaboration with Interboro Partners, Planning and Development Department, and Buildings, Safety Engineering and Environmental Department.

## Advertising Signs

An advertising sign is "a sign containing a commercial message that is intended to direct attention to a business, profession, commodity, service, or entertainment, that is conducted, sold, or offered elsewhere than on the premises where the sign is located or that is only incidentally conducted, sold, or offered on the premises where the sign is located."

# Types of Advertising Signs

There are a variety of advertising sign type categories which are important for every property owner to know. What type of sign you can use depends on where in Detroit your property is located. If you want an advertising sign, **turn to the next page to begin.**



**Pole/Pylon Signs** are supported by poles that rest on the ground. A pole sign is a type of ground sign. Pole signs are not allowed within the Central Business District.



**Wall Signs** are attached to, supported by, or painted on the exterior wall of a building, with the display of the sign parallel to the facade of the building.

# Sign Features

There are a variety of sign features that may pertain to each of the sign types, they fall under five categories which are important for every property owner to know. What type of sign features you can use depends on where in Detroit your advertising sign is located, specifically for illuminated and Dynamic/Animated Signs.



**Mechanical Signs** feature automated mechanical rotation, revolution, waving, flapping, or other physical movement of the sign or any of its components without causing a change to the sign's copy.



**Illuminated Signs** a sign for which an artificial source of light is used in order to make readable the sign's copy. Illuminated signs are either internally illuminated or externally illuminated. **Turn to page 26 to learn about sign illumination.**

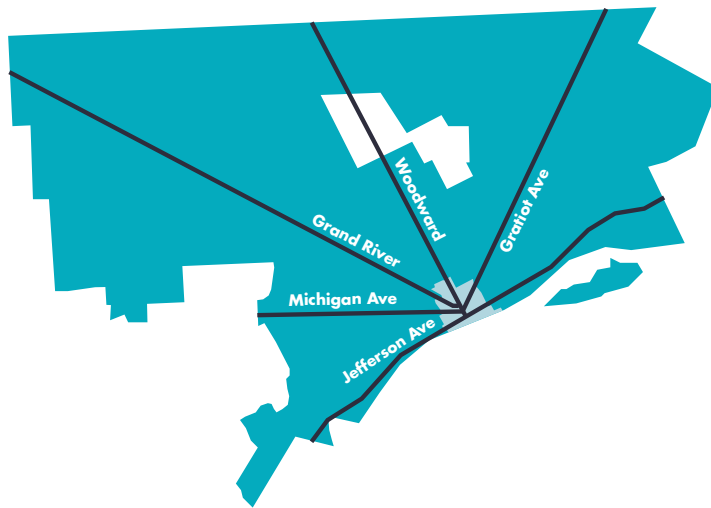


**Dynamic/Animated Signs** feature the ability, whether through digital or other technological means, to automatically change the sign copy, at any frequency, without the need to manually remove and replace the sign face or its copy. An animated sign is a type of dynamic film.

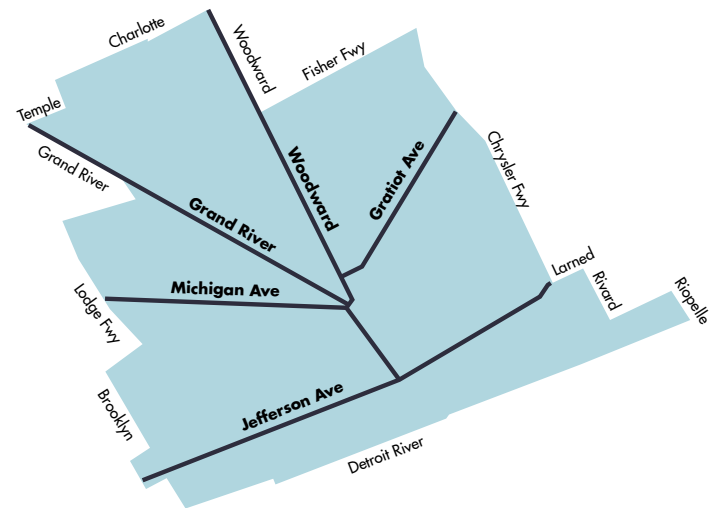
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# Where in Detroit are you?

Your Choices:



**This is Detroit.** The dark blue part is every neighborhood in Detroit, and the light blue part of the map is the Central Business District of Detroit. **If your sign is in the dark blue area, turn to page 12.**



**This is the Central Business District (CBD).** This map shows the official boundaries of the Central Business District. **If your sign is in the Central Business District, turn to the next page.**

# Where in the Central Business District are you?

Your Choices:

CBD 9



**This is the Central Business District.** The Entertainment District is the dark blue area of the map. If your sign is in the light blue area any local advertising sign may be externally illuminated, no local advertising sign may be dynamic.

**Turn to page 14.**



**This is the Entertainment District.** This map shows the official boundaries of the Entertainment District. If your sign is in The Entertainment District, any local or super advertising sign may be externally or internally illuminated.

**Turn to page 14.**

# Advertising signs outside the Central Business District

Your Choices:

Where in Detroit **8**

## Permissibility

New and all signs permissible only upon receiving a waiver, nonconforming signs subject to 10 year amortization.

No permit may be issued by the Department for the construction and erection of a new advertising sign, or for the alteration of an existing advertising sign, except upon approval of a waiver of such prohibition in accordance with Section 4-4-22 of this Code, as well as satisfaction, of each of the following departmental findings:

## Departmental Findings

### DPW

- finding that advertising sign will not impair traffic safety.

### PDD

- finding that advertising sign will not be detrimental to environmental aesthetics.

### CFO

- finding that neither applicant nor property owner owe City taxes or assessments.

### BSEED

- finding that neither applicant nor property owner is subject to outstanding violations.
- finding that all other governmental approvals have been secured for the proposed sign.

## Prohibition

Advertising signs are prohibited in low-density residential sign districts and recreation/open space sign districts

## Adjustment/Waiver Process

Every advertising sign located outside the CBD is subject to approval through adjustment/waiver process

## Area

672 sq ft if adjacent to freeway  
378 sq ft if adjacent to road >80 feet wide  
250 sq ft if adjacent to road <80 feet wide

Limits can be increased no more than 10%, subject to adjustment/waiver process.

## Clearance

15 feet

## Spacing

1,000 feet between externally illuminated ad signs  
1,750 feet from any internally illuminated/dynamic ad sign  
500 feet from hospitals, schools, playgrounds, parks  
500 feet from historic districts  
125 feet from freeway travel lanes  
25 feet from freeway boundaries  
125 feet from residential districts  
200 feet from Detroit River

## Height

45 feet if adjacent to freeway  
35 feet for all other locations

Limits can be increased no more than 10%, through adjustment/waiver process.

## Landscaping

If a premises is occupied solely by an advertising sign and no other building or structure, it must contain perimeter landscaping to a depth of 5 feet, which must be maintained in good health and quality.

# Advertising signs in the Central Business District

**Your Choices:**

Where in Detroit **8**

CBD **10**

**Construction Type**

Wall Sign or Painted Sign

**Number**

Not more than one advertising sign (local or super) per premises

**Illumination**

Outside Entertainment District:  
External illumination only, no dynamic operation.

Inside Entertainment District:  
Internal illumination and dynamic operation allowed in certain zones.

**Area**

Local Advertising Signs:  
Wall Signs - 700 sq ft  
Painted Signs - 875 sq ft

Super Advertising Signs:  
Wall Signs - 5,000 sq ft  
Painted Signs - 6,250 sq ft

**Height**

Local Advertising Signs:  
60 feet

Super Advertising Signs:  
Height of roofline

**Clearance**

Local Advertising Signs:  
None

Super Advertising Signs:  
10 feet

**Coverage**

Local Advertising Signs:  
80% of facade area

Super Advertising Signs:  
60% of facade area

**Number of permits allowed in the Central Business District**

Max 25 permits for local advertising signs.  
Max 45 permits for super advertising signs.  
Advertising sign permits are issued on a first-in-time basis.

**Term of permits**

Permits are valid for a limited term of 10 years.  
Permits are renewable only under limited circumstances. Otherwise, all properties must reapply prior to the beginning of each new permit cycle.

**Mitigation of harmful visual aesthetics of Super Advertising Signs**

Super advertising signs are far larger and more impactful than any other type of sign allowed under the Sign Ordinance.

The City may evaluate proposed super advertising sign as to their expected negative visual aesthetics.

If it determines that a super advertising sign's negative visual aesthetics are expected to be excessive, then the City can require a monetary contribution to support the creation of new art murals and other public art to mitigate the negative visual aesthetics.



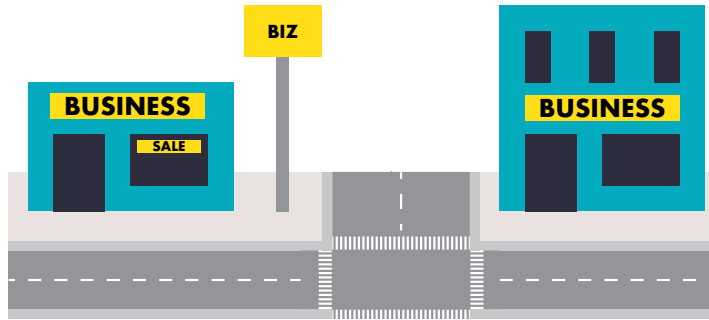
## Business Signs

A business sign is “a sign containing a commercial message that is intended to direct attention to a principal business or principal commodity, service, or entertainment that is conducted, sold, or offered on the premises on which the sign is located, or if the sign is located in the right-of-way then on the premises adjacent to the location of the sign, at a scale and intensity that is reasonably proportional to the degree of physical presence or economic activity of the business, commodity, service, or entertainment at such premises. Identification signs and sponsorship signs are types of business signs.”

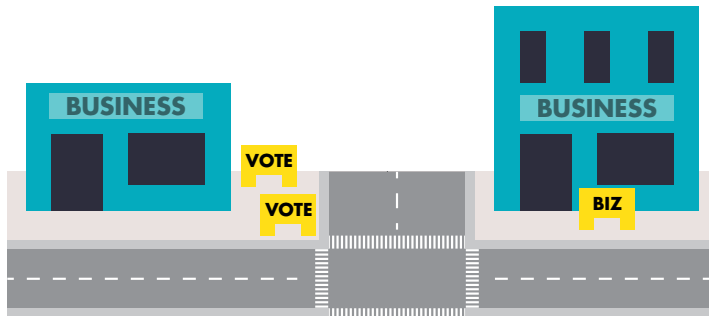
## Key Concepts

These basic concepts are about how your business sign relates to the city of Detroit, what a sign is, and the different types of signs that you can have.

# What are you looking for?



**Business Signs** tell people about something happening in the building or at the property where the sign is located. **If you want a business sign, continue to the next page.**



**Temporary Signs** are signs that are displayed for a limited period of time. Examples of applications of temporary signs are political signs, real estate signs, grand opening signs, and special event signs. **If you want a temporary sign, turn to page 106.**

# Sign Districts and Premises

**Low-density residential sign district** are the portions of the City that are located outside of the Central Business District and are designated in the Master Plan of Policies as low-density residential {RL} or low/medium-density residential {RLM}.

**High-density residential/mixed use sign district** the portions of the City that are located outside of the Central Business District, and are designated in the Master Plan of Policies as medium-density residential (RM), high-density residential (RH), neighborhood commercial (CN), or mixed residential-commercial (MRC).

**Low-density commercial/institutional sign district** are the portions of the City that are located outside the Central Business District and are designated in the Master Plan of Policies as mixed-town centers (MTC), institutional (INST), thoroughfare commercial (CT), retail centers (CRC), or mixed residential-industrial (MRI).

**High-density commercial/industrial sign district** are the portions of the City that are designated in the Master Plan of Policies as major commercial (CM), special commercial (CS), light industrial (IL), general industrial (IG), distribution/port industrial (IDP), or airport (AP); as well as the entire portion of the City located within the Central Business District regardless of Master Plan of Policies designation.

**Recreation/open space sign district** are the portions of the City that are located outside of the Central Business District and are designated in the Master Plan of Policies as regional parks (PR), recreation (PRC), private marinas (PMR), or cemetery (CEM).



**Premises** or properties is the land that your business sits on. This can be shared by more than one business and include additional features such as parking lots, garages, and private walkways for your business.

**Turn to the next page to learn about business signs.**

# Types of Business Signs

There are a variety of sign types in Detroit, but they all fall under ten categories which are important for every business owner to know. What type signs you can use depends on where in Detroit your business is located.



**Arcade Signs** are suspended underneath an awning, canopy, marquee, overhang, or other element of a building that forms a covered passageway for vehicles or pedestrians.



**Awning/Canopy Signs** are signs that are attached to an awning or canopy.



**Marquee Signs** are signs that are attached to and supported by a marquee.



**Monument Signs** are supported primarily by a framework or foundation other than support poles. A monument sign is a type of ground sign.



**Pole/Pylon Signs** are supported by poles that rest on the ground. A pole sign is a type of ground sign.



**Portable Signs** are designed to be moved easily but not permanently attached to the ground.



**Projecting Signs** project out from an exterior wall of a building, with the display of the sign perpendicular to the facade of the building.



**Roof Signs** are erected upon or above the highest point of the roofline of a building or structure.



**Wall Signs** are attached to, supported by, or painted on the exterior wall of a building, with the display of the sign parallel to the facade of the building.



**Window Signs** are signs that are attached to, painted on, or inside a window or transparent door.

## Sign Features

There are a variety of sign features that may pertain to each of the sign types, they fall under five categories which are important for every business owner to know. What type of sign features you can use depends on where in Detroit your business is located, specifically for illuminated and Dynamic/Animated Signs.



**Double Face Signs** have two sign faces, both of which are used as signs, for which the least angle of intersection between the sign faces does not exceed 45 degrees.



**Dynamic/Animated Signs** feature the ability, whether through digital or other technological means, to automatically change the sign copy, at any frequency, without the need to manually remove and replace the sign face or its copy. An animated sign is a type of dynamic sign.



**Illuminated Signs** are signs for which an artificial source of light is used in order to make readable the sign's copy. Illuminated signs are either internally illuminated or externally illuminated. **Turn to the next page to learn about sign illumination.**



**Mechanical Signs** feature automated mechanical rotation, revolution, waving, flapping, or other physical movement of the sign or any of its components without causing a change to the sign's copy.



**Raceway Signs** is a type of wall sign in which individual letters, graphics, and other copy elements are separate structural components that are connected by a common component, referred to as a raceway, that provides structural support for, and electrical or mechanical operation of, the sign.

# Light and Motion

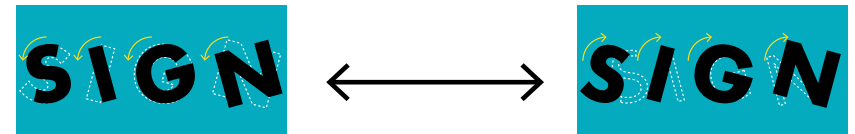
In certain areas of Detroit, light and motion can be added to signs. Here are some general definitions for every property owner to know.



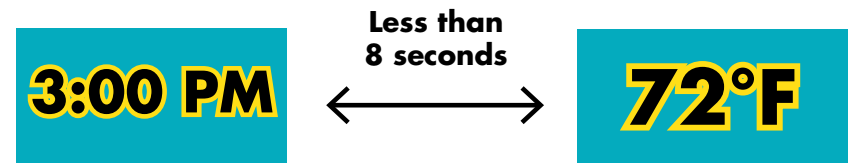
**Externally Illuminated Signs** are illuminated by a source of artificial light that is outside of the sign.



**Internally Illuminated Signs** are illuminated by a source of artificial light that is within the sign.



**Dynamic Signs** are equipped with components, equipment, or other technology capable of automated motion.



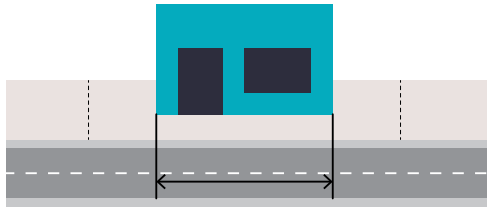
**Animated Signs** are a type of dynamic sign in which the copy of the sign depicts motion or changes the copy more frequently than once every 8 seconds.

**Turn to the next page to begin gathering information.**

## Gathering Information

This is the information that you need to know about your property in order to determine the sign that is right for you. Make sure to write down this information on scrap paper and bring it with you to the next section after this.

# Measure your Building and Premises



**Building Frontage** is the width of the front wall of your building that faces the street. Please measure the length in feet, and write it in the box below. If your building faces more than one street, measure those frontages separately and write them down also.

**What is your Building Frontage?**

  
**ft.**

**Premises Frontage** is the width of the property that faces the street. Please measure the length in feet, and write it in the box below. If your property borders more than one street, measure those frontages separately and write them down also.

**What is your Premises Frontage?**

  
**ft.**

**Turn to the next page.**



# Find your sign district

Address Bar

 <https://detroitmi.maps.arcgis.com>

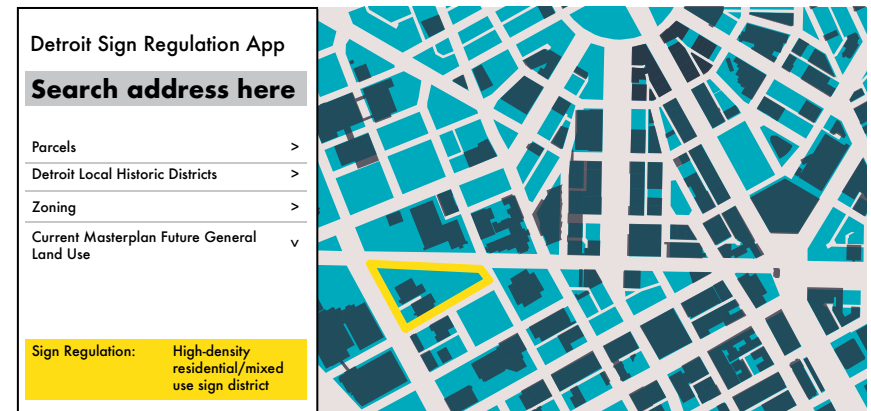
To help you find the Sign District for which your proposed sign will be installed, the City of Detroit has created an interactive map that can be accessed via the web. Please follow the steps below:

**Step 1:** Access a computer with internet access (If you do not have access to a computer or the internet, try your local library).

**Step 2:** Access the City of Detroit Sign Regulation Mapping Application by clicking on **"Sign Regulation Mapping Application"** found on the City of Detroit's **"Sign Permits"** webpage.

**Step 3:** Enter the building or property address in the "find address or place" bar.

**Step 4:** Record the Sign District name located in the box adjacent to "Sign Regulation"



Next, type the address of your business into the search bar or search for your business using the map. Once you identify your business in the map, click on it and it will tell you your land use designation on the left. Write the answer in the box below:

**What is your sign district?**

**Turn to the next page to begin choosing your sign.**

## Choosing your Sign

In this section, you will go through a series of simple choices to help you determine the best sign for your business.

# Do you already have a sign?

As you navigate through this section, each of your choices from previous pages will appear on the left hand side of the page, to help you keep track of your choices.

If you'd like to take a step backward or want to change one of your choices, look here to see which page numbers to turn to.



If you want to add a new sign, **turn to page 40.**

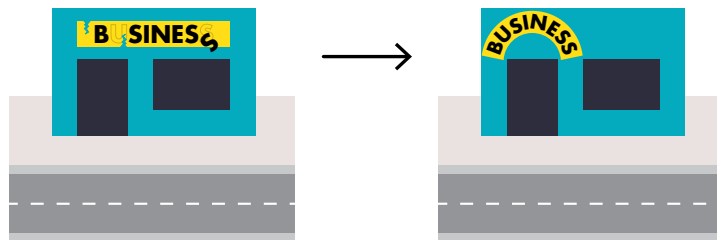


If you want to replace or restore an existing sign, **turn to page 38.**

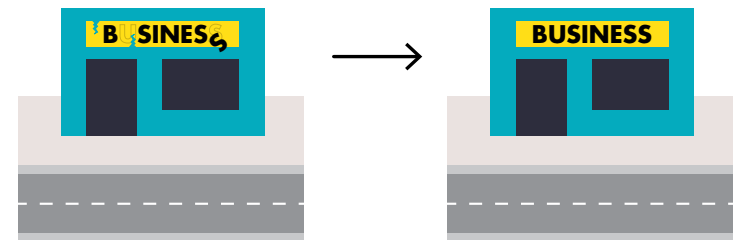
# Replace or restore an existing sign

## Your Choices:

Replace Sign 37



**Replace an Existing Sign** if you don't like the way the old sign looks and would like a new one. Make sure you remove all associated bracing, anchorages, rods, panels, and scaffolding, as well as any electrical connection. **If you want to make a new sign, turn to page 40.**



**Restore or Repair your Existing Sign** if your sign is weathered, faded, ripped, torn, cut, cracked, tattered, peeled if painted, or inoperative or otherwise broken or damaged.

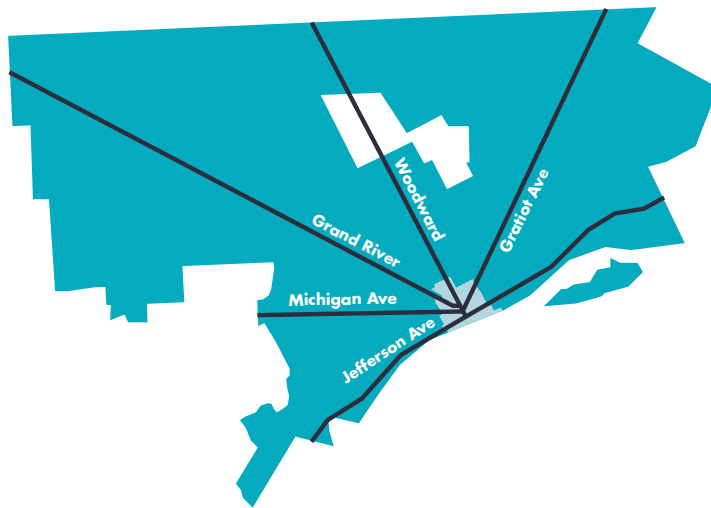
If you choose to change the message, or the visual appearance of any part of the original sign, such as colors or text style, this is considered making a new sign. **Turn to page 40.**

If you are not changing the visual appearance of the original sign, this is not considered making a new sign. You do not need a permit and you are free to restore your sign. **You have reached the end of this path.**

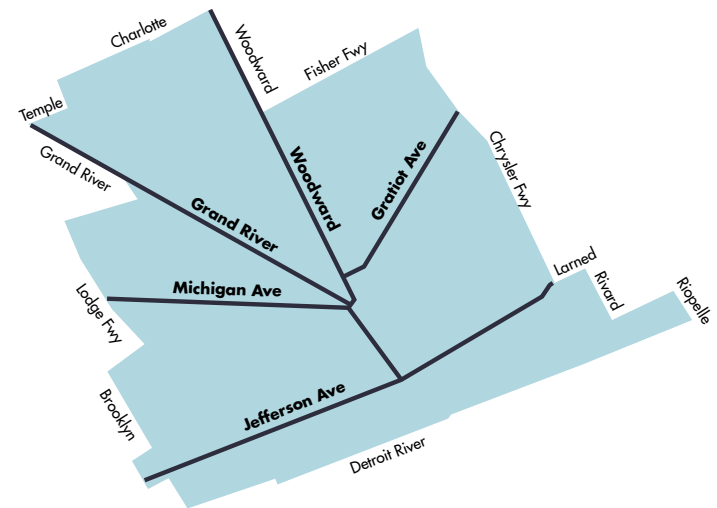
# Where in Detroit are you?

## Your Choices:

Make a New Sign **36**



**This is Detroit.** The dark blue part is every neighborhood in Detroit, and the light blue part of the map is the Central Business District of Detroit. **If your sign is in the dark blue area, turn to page 44.**



**This is the Central Business District (CBD).** This map shows the official boundaries of the Central Business District. **If your sign is in the Central Business District, turn to the next page.**

# Where in the Central Business District are you?

## Your Choices:

Make a New Sign **36**

CBD **41**



**This is the Central Business District.** The Entertainment District is the dark blue area of the map. **If your sign is in the light blue area, turn to page 52.**



**This is the Entertainment District.** This map shows the official boundaries of the Entertainment District. **If your sign is in The Entertainment District, turn to page 90.**

# Which sign district are you in?

Business sign rules depend on which sign district your business is in. You gathered this information in the previous section, but if you didn't you can find your sign district here: [detroitmi.maps.arcgis.com](http://detroitmi.maps.arcgis.com)

## Your Choices:

Make a New Sign 36

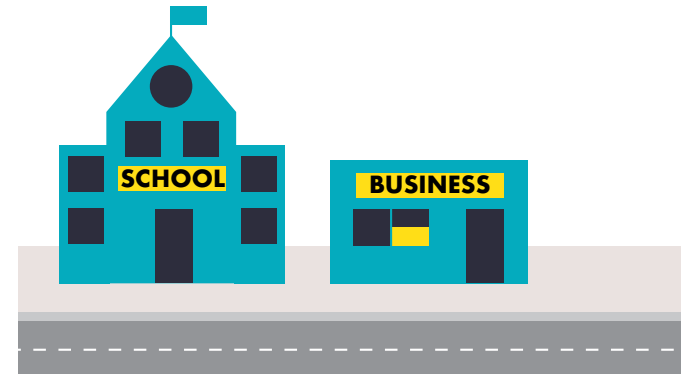
Not in CBD 40



If you are in a low-density residential sign district. **Turn to page 46.**



If you are in a high-density residential/mixed-use sign district. **Turn to page 46.**



If you are in a low density commercial/institutional sign district. **Turn to page 46.**



If you are in a high density commercial/industrial sign district. **Turn to page 50.**



If you are in a recreation/open space sign district. **Turn to page 50.**

# What type of building are you in?

**Your Choices:**

Make a New Sign **36**

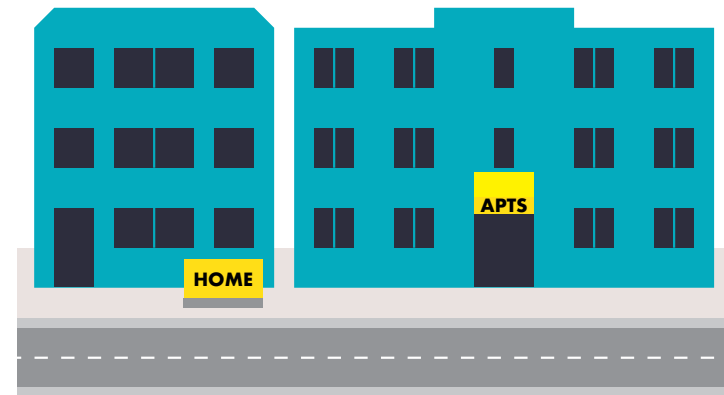
Not in CBD **40**

Low-Density Residential **44**

Low-density residential sign districts are mainly for living, not doing business, so business signs are limited here. The amount and type of business signs allowed depends on the type of building.



**Single-family homes, duplexes, and small apartments up to 4 units** usually can't have signs. However, you may be allowed to have a small sign if you run a business or home occupation out of your home. If this is the case, **turn to page 48.**



If you want a sign for any other building in a low-density residential sign districts, **turn to page 50.**



# Which signs can I have?

## 1 and 2 family homes and apartments up to 4 units

The following table shows the sign types allowed in your sign district and the specific rules that apply to each.

Your Choices:

Make a new sign 36

Not in CBD 40

Low-Density Residential 44

Residential Building Type 46

### Wall



Max Amount

**1 sign**  
per premises

Max Area

**6 sq ft**

Max Height  
**to top  
of wall**

External  
Illumination  
**NO**

Internal  
Illumination  
**NO**

Dynamic  
Signs  
**NO**

Fully-animated  
Signs  
**NO**

# How much signage can I have?

All sign districts other than high-density commercial/industrial sign district.

If your sign is in a high-density commercial/industrial sign district, turn to page 52.

**Your Choices:**

Make a New Sign **36**

Not in CBD **40**

Sign District **44**

Building Type **47**

**Maximum Aggregate Signage Area (MASA)** is the maximum amount of business signage you can have on your property, in square feet. Whether you have just one sign or many, their combined area can't be more than the MASA for your property.

Before you begin calculating your MASA, enter the information you gathered in the previous section below, or go ahead and gather the information now:

1. Enter the width of your **building frontage** in feet.

2. Enter the width of your **premises frontage** in feet.

3. Multiply your answer from step 1 by **2.6**.

**2.6 x** **answer:**  **sq. ft.**

4. Compare your answers from steps 2 and 3. Write the **larger** number below.

**answer:**  **ft.**

5. Is your answer from step 4 **larger than 500**?  
If yes, write the number 500 below.  
If no, write your answer from step 4 below.

**MASA =**  **sq. ft.**

Your answer from step 5 is your MASA. If you add up all the business signs on your property, the total area can't be larger than this number. Now, let's see what types of signs you can have! Continue to your sign district, based on the pages listed below.

**Page 54 for signs in low-density residential sign district.**

**Page 56 for signs in low-density residential sign district.**

**Page 60 for signs in low-density commercial/institutional and high-density commercial/industrial sign district.**

**Page 64 for signs in a recreation/open space sign district.**

# How much signage can I have?

## High-density commercial/industrial sign district and Central Business District.

### Your Choices:

Make a New Sign 36

Not in CBD 40

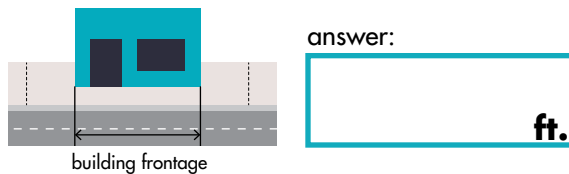
Sign District 44

Building Type 47

**Maximum Aggregate Signage Area (MASA)** is the maximum amount of business signage you can have on your property, in square feet. Whether you have just one sign or many, their combined area can't be more than the MASA for your property.

Before you begin calculating your MASA, enter the information you gathered in the previous section below, or go ahead and gather the information now:

1. Enter the width of your **building frontage** in feet.



2. Multiply your answer from step 1 by **3**.



3. Is your answer from step 2 **larger than 500**?

If yes, write the number 500 below.

If no, write your answer from step 2 below.

**MASA =**  **sq. ft.**

Your answer from step 3 is your MASA. If you add up all the business signs on your property, the total area can't be larger than this number. Now, let's see what types of signs you can have! Continue to your sign district, based on the pages listed below.

**Turn to page 60 for signs in a high-density commercial/industrial sign district.**

**Turn to page 68 for signs in high-density residential/mixed use sign district.**

# Which signs can I have?

## Low-density residential sign district

### Sign Types

Your Choices:	Wall	Window	Portable
Make a New Sign <b>36</b>			
Not in CBD <b>40</b>			
Sign District <b>44</b>	<b>Max Amount</b> <b>1 sign</b> per premises	<b>Max Amount</b> <b>1 sign</b> per wall	<b>Max Amount</b> <b>1 sign</b> as temporary
Building Type <b>47</b>	<b>Max Area</b> <b>10%</b> of facade area	<b>Max Area</b> <b>25%</b> of window area	<b>Max Area</b> <b>6 sq ft</b>
MASA <b>50</b>	<b>Max Height</b> <b>Not to exceed first story</b>	<b>Max Height</b> <b>Not to exceed first story</b>	<b>Max Height</b> <b>3 ft</b>
	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>NO</b>
	<b>Internal Illumination</b> <b>NO</b>	<b>Internal Illumination</b> <b>NO</b>	<b>Internal Illumination</b> <b>NO</b>
	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>NO</b>	<b>Dynamic Signs</b> <b>NO</b>
	<b>Fully-animated Signs</b> <b>NO</b>	<b>Fully-animated Signs</b> <b>NO</b>	<b>Fully-animated Signs</b> <b>NO</b>
			<b>Additional Info</b> Portable sign only permissible as temporary signage.

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**








### Sign Features

Double-face	Illuminated
<b>Max Amount</b> <b>1 sign</b> per premises	<b>Max Amount</b> <b>No Limit</b> 2,500 nits 6am-10pm 20 nits 10pm-6am
<b>Max Area</b> <b>MASA</b>	<b>Max Area</b> <b>MASA</b>
<b>Max Height</b> <b>Not to exceed first story</b>	<b>Max Height</b> <b>Not to exceed first story</b>
<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>
<b>Internal Illumination</b> <b>NO</b>	<b>Internal Illumination</b> <b>NO</b>
<b>Dynamic Signs</b> <b>NO</b>	<b>Dynamic Signs</b> <b>YES</b>
<b>Fully-animated Signs</b> <b>YES</b>	<b>Fully-animated Signs</b> <b>NO</b>

# Which signs can I have?

High-density residential/mixed use sign district, continued through page 58.

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

Sign Types		Arcade	Awning	Monument	Portable	Projecting	Wall	Window
<b>Your Choices:</b>								
Make a New Sign	36							
Not in CBD	40							
Sign District	44							
MASA	50							
		<p><b>Max Amount</b> <b>1 sign</b> per public entrance</p> <p><b>Max Area</b> <b>4 sq ft</b> per sign</p> <p><b>Max Height</b> <b>No Limit</b> bottom edge minimum 8'6" high</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per awning</p> <p><b>Max Area</b> <b>40%</b> of awning area</p> <p><b>Max Height</b> <b>top of awning</b> bottom edge min. 8'6" high</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>12 sq ft</b> per sign</p> <p><b>Max Height</b> <b>6 ft</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>6 sq ft</b> per sign</p> <p><b>Max Height</b> <b>3 ft</b></p> <p><b>External Illumination</b> <b>NO</b></p> <p><b>Internal Illumination</b> <b>NO</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One portable sign for each ground floor tenant in a Multi-tenant building.  One portable sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>6 sq ft</b> per sign. projection max. 3 ft</p> <p><b>Max Height</b> <b>building roof line</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One projecting sign for each ground floor tenant in a Multi-tenant building.  One projecting sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per facade</p> <p><b>Max Area</b> <b>40%</b> of facade area</p> <p><b>Max Height</b> <b>40 ft</b> or top of building whichever is less.</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One wall sign for each ground floor tenant in a Multi-tenant building.</p>	<p><b>Max Amount</b> <b>1 sign</b> per window or 1 sign/6 ft at first flr</p> <p><b>Max Area</b> <b>25%</b> of window or <b>80 sq ft</b> of cumulative area</p> <p><b>Max Height</b> <b>not to exceed fourth story</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> 50% max area if sign is vinyl mesh or semi-transparent.  Dynamic only if located at second, third, or fourth story.</p>

# Which signs can I have?

## High-density residential/mixed use sign district, continued.

Sign Features

**Double-face   Illuminated   Raceway**




Your Choices:

Make a New Sign 36

Not in CBD 40

Sign District 44

MASA 50





							
<b>Max Amount</b>	<b>1 sign</b> per premises	<b>No Limit</b> 3,500 nits 6am-10pm 40 nits 10pm-6am	<b>1 sign</b> per building				
<b>Max Area</b>	<b>MASA</b>	<b>MASA</b>	<b>1 sq ft</b> per linear foot of building				
<b>Max Height</b>	<b>No Limit</b>	<b>No Limit</b>	<b>building roof line</b>				
<b>External Illumination</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>				
<b>Internal Illumination</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>				
<b>Dynamic Signs</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>				
<b>Fully-animated Signs</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>				
			<b>Additional Info</b> One raceway sign for each ground floor tenant in a Multi-tenant building.				

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

# Which signs can I have?

Low-density commercial/institutional sign district  
 High-density commercial/industrial sign district,  
 continued through page 63.

## Sign Types




Your Choices:	Arcade	Awning	Marquee	Monument
Make a New Sign	36			
Not in CBD	40			
Sign District	44			
MASA	50			
				
	<p><b>Max Amount</b>  <b>1 sign</b>                      per public entrance</p> <p><b>Max Area</b>  <b>6 sq ft</b>                      per sign</p> <p><b>Max Height</b>  <b>No Limit</b>                      bottom edge minimum 8'6" high</p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>NO</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      per awning</p> <p><b>Max Area</b>  <b>60%</b>                      of awning area</p> <p><b>Max Height</b>  <b>top of awning</b></p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>NO</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      per facade of a marquee</p> <p><b>Max Area</b>  <b>Marquee facade area</b></p> <p><b>Max Height</b>  <b>Marquee height + 0.5 vertical marquee dimension</b></p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>YES</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      2 signs if frontage &gt;200'</p> <p><b>Max Area</b>  <b>20 sq ft</b>                      150 ft for multi-tenant shopping center</p> <p><b>Max Height</b>  <b>10 ft</b>                      15 ft for multi-tenant shopping center</p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>YES</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p> <p><b>Additional Info</b>                      4 ft clearance for any monument sign.</p>

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

Pole	Portable	Projecting	Roof
			
<p><b>Max Amount</b>  <b>1 sign</b>                      2 signs if frontage &gt;400'</p> <p><b>Max Area</b>  <b>12 sq ft</b>                      per sign in low-density commercial/institutional  <b>20 sq ft</b>                      per sign in high-density commercial/industrial</p> <p><b>Max Height</b>  <b>15 ft</b> if ROW &lt; 80'  <b>25 ft</b> if ROW &gt; 80'</p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>YES</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p> <p><b>Additional Info</b>                      Pole/pylon signs cannot be taller than the main building they serve.</p> <p><b>ROW = Right of Way</b></p> <p><b>Not permissible in TMSO areas.</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      per premises</p> <p><b>Max Area</b>  <b>10 sq ft</b>                      per sign</p> <p><b>Max Height</b>  <b>4 ft</b></p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>NO</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p> <p><b>Additional Info</b>                      One portable sign for each ground floor tenant in a Multi-tenant building.</p> <p><b>One portable sign for each building in multi-building campus.</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      per premises</p> <p><b>Max Area</b>  <b>12 sq ft</b>                      per sign</p> <p><b>Max Height</b>  <b>building roof line</b></p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>YES</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p> <p><b>Additional Info</b>                      One projecting sign for each ground floor tenant in a Multi-tenant building.</p> <p><b>One projecting sign for each building in multi-building campus.</b></p>	<p><b>Max Amount</b>  <b>1 sign</b>                      per premises</p> <p><b>Max Area</b>  <b>2 sqft</b> 100'-200'  <b>3 sqft</b> 200'-300'  <b>4 sqft</b> &gt; 300'</p> <p><b>Max Height</b>  <b>15 ft</b>                      above roof line</p> <p><b>External Illumination</b>  <b>YES</b></p> <p><b>Internal Illumination</b>  <b>YES</b></p> <p><b>Dynamic Signs</b>  <b>NO</b></p> <p><b>Fully-animated Signs</b>  <b>NO</b></p> <p><b>Additional Info</b>                      Max area is calculated per linear foot of building width at roofline.</p> <p><b>Max height should not exceed permissible building height.</b></p>

# Which signs can I have?

Low-density commercial/institutional sign district  
High-density commercial/industrial sign district,  
continued.

Your Choices:	Wall	Window	Raceway
Make a New Sign 36			
Not in CBD 40			
Sign District 44	<b>Max Amount</b> <b>1 sign</b> per facade	<b>Max Amount</b> <b>1 sign</b> per window or 1 sign/6 ft at first flr	<b>Max Amount</b> <b>1 sign</b> per building
MASA 50	<b>Max Area</b> <b>60%</b> of facade area	<b>Max Area</b> <b>25%</b> of window or <b>80 sq ft</b> of cumulative area	<b>Max Area</b> <b>60 sq ft</b> per sign
	<b>Max Height</b> <b>40 ft</b> or the height of the roof line whichever is less	<b>Max Height</b> <b>not to exceed fourth story</b>	<b>Max Height</b> <b>1 sq ft</b> per linear foot of building
	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>
	<b>Internal Illumination</b> <b>YES</b>	<b>Internal Illumination</b> <b>YES</b>	<b>Internal Illumination</b> <b>YES</b>
	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>NO</b>
	<b>Fully-animated Signs</b> <b>NO</b>	<b>Fully-animated Signs</b> <b>NO</b>	<b>Fully-animated Signs</b> <b>NO</b>
	<b>Additional Info</b> Roof signs must not exceed the maximum building height limit.	<b>Additional Info</b> 50% max area if sign is vinyl mesh or semi- transparent.  Dynamic only if located at second, third, or fourth story.	<b>Additional Info</b> One raceway sign for each ground floor tenant in a Multi-tenant building.

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

Sign Features	Double-Face	Dynamic	Illuminated	Mechanical
				
<b>Max Amount</b>	<b>1 sign</b>	<b>1 sign</b> per premises	<b>No Limit</b> 3,500 nits 6am-10pm 80 nits 10pm-6am	<b>1 sign</b> per premises
<b>Max Area</b>	<b>MASA</b>	<b>MASA</b>	<b>MASA</b>	<b>12 sq ft</b> per sign
<b>Max Height</b>	<b>No Limit</b>	<b>No Limit</b>	<b>No Limit</b>	<b>10 ft</b>
<b>External Illumination</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>Internal Illumination</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>Dynamic Signs</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
<b>Fully-animated Signs</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
<b>Additional Info</b>		One dynamic sign for each ground floor tenant in a Multi-tenant building.  19 total dynamic signs for a multi-building campus.	Illuminated by one or more stationary shielded light sources oriented toward sign face.  Mitigate forms of excessive illumination.	









# Which signs can I have?

Recreation/open space sign district, continued through page 66

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

## Sign Types

Your Choices:	Awning	Monument	Portable	Projecting	Wall	Window		
Make a New Sign <b>36</b>								
Not in CBD <b>40</b>								
Sign District <b>44</b>								
MASA <b>50</b>								
	<p><b>Max Amount</b> <b>1 sign</b> per awning</p> <p><b>Max Area</b> <b>40%</b> of awning area</p> <p><b>Max Height</b> <b>top of awning</b> bottom edge min. 8'6" high</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>12 sq ft</b> per sign</p> <p><b>Max Height</b> <b>6 ft</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>6 sq ft</b> per sign</p> <p><b>Max Height</b> <b>3 ft</b></p> <p><b>External Illumination</b> <b>NO</b></p> <p><b>Internal Illumination</b> <b>NO</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One portable sign for each ground floor tenant in a Multi-tenant building.</p> <p>One portable sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>6 sq ft</b> per sign. projection max. 3 ft</p> <p><b>Max Height</b> <b>building roof line</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One projecting sign for each ground floor tenant in a Multi-tenant building.</p> <p>One projecting sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per facade</p> <p><b>Max Area</b> <b>10%</b> of facade area</p> <p><b>Max Height</b> <b>40 ft</b> or top of building roofline whichever is less.</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>NO</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One wall sign for each ground floor tenant in a Multi-tenant building.</p>	<p><b>Max Amount</b> <b>1 sign</b> per building</p> <p><b>Max Area</b> <b>25%</b> of window area</p> <p><b>Max Height</b> <b>not to exceed fourth story</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> 50% max area if sign is vinyl mesh or semi-transparent.</p> <p>Dynamic only if located at second, third, or fourth story.</p>		

# Which signs can I have?

Recreation/open space sign district, continued.

## Sign Features

Your Choices:

Make a New Sign 36

Not in CBD 40

Sign District 44

MASA 50

### Double-face



Max Amount

**1 sign**  
per premises

Max Area

**MASA**

Max Height

**No Limit**

External Illumination

**YES**

Internal Illumination

**YES**

Dynamic Signs

**YES**

Fully-animated Signs

**YES**

### Illuminated



Max Amount

**No Limit**  
2,500 nits 6am-10pm  
20 nits 10pm-6am

Max Area

**MASA**

Max Height

**No Limit**

External Illumination

**YES**

Internal Illumination

**NO**

Dynamic Signs

**NO**

Fully-animated Signs

**NO**

**Additional Info**  
Any internally illuminated sign within 150 ft from residential dwelling units to be oriented away from such units.

### Raceway



Max Amount

**1 sign**  
per building

Max Area

**1 sq ft**  
per linear foot  
of building

Max Height

**building  
roof line**

External Illumination

**YES**

Internal Illumination

**YES**

Dynamic Signs

**NO**

Fully-animated Signs

**NO**









**Additional Info**  
One raceway sign for each ground floor tenant in a Multi-tenant building.

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

# Which signs can I have?

Central Business District,  
continued through page 71

## Sign Types






Your Choices:	Arcade	Awning	Marquee	Monument	Portable	Projecting	Wall	Window
Make a New Sign <b>36</b>								
In CBD <b>41</b>								
Not In Ent. District <b>42</b>								
MASA <b>50</b>								
	<p><b>Max Amount</b> <b>1 sign</b> per public entrance</p> <p><b>Max Area</b> <b>6 sq ft</b> per sign</p> <p><b>Max Height</b> <b>No Limit</b> bottom edge minimum 8'6" high</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>NO</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per awning</p> <p><b>Max Area</b> <b>60%</b> of awning area</p> <p><b>Max Height</b> <b>top of awning</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p>	<p><b>Max Amount</b> <b>1 sign</b> per facade of a marquee</p> <p><b>Max Area</b> <b>Marquee facade area</b></p> <p><b>Max Height</b> <b>Marquee height + 0.5 vertical marquee dimension</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>YES</b></p>	<p><b>Max Amount</b> <b>1 sign</b> 2 signs if frontage &gt;200'</p> <p><b>Max Area</b> <b>20 sq ft</b> 1.50 ft for multi-tenant shopping center</p> <p><b>Max Height</b> <b>10 ft</b> 1.5 ft for multi-tenant shopping center</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>YES</b></p> <p><b>Additional Info</b> 4 ft clearance for any monument sign.</p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>10 sq ft</b> per sign</p> <p><b>Max Height</b> <b>4 ft</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>NO</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> One portable sign for each ground floor tenant in a Multi-tenant building.  One portable sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per premises</p> <p><b>Max Area</b> <b>12 sq ft</b> per sign</p> <p><b>Max Height</b> <b>building roof line</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>YES</b></p> <p><b>Additional Info</b> One projecting sign for each ground floor tenant in a Multi-tenant building.  One projecting sign for each building in multi-building campus.</p>	<p><b>Max Amount</b> <b>1 sign</b> per facade</p> <p><b>Max Area</b> <b>60%</b> of facade area</p> <p><b>Max Height</b> <b>40 ft</b> or the height of the roof line whichever is less</p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>25%</b> of sign area</p> <p><b>Additional Info</b> Roof signs must not exceed the maximum building height limit.</p>	<p><b>Max Amount</b> <b>1 sign</b> per window or 1 sign/6 ft at first flr</p> <p><b>Max Area</b> <b>25%</b> of window or <b>80 sq ft</b> of cumulative area</p> <p><b>Max Height</b> <b>not to exceed fourth story</b></p> <p><b>External Illumination</b> <b>YES</b></p> <p><b>Internal Illumination</b> <b>YES</b></p> <p><b>Dynamic Signs</b> <b>YES</b></p> <p><b>Fully-animated Signs</b> <b>NO</b></p> <p><b>Additional Info</b> 50% max area if sign is vinyl mesh or semi-transparent.  Dynamic only if located at second, third, or fourth story.</p>

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

# Which signs can I have?

## Central Business District, continued.

### Sign Features

Your Choices:	Double-Face	Dynamic	Illuminated	Mechanical	Raceway
Make a New Sign <b>36</b>					
In CBD <b>41</b>					
Not In Ent. District <b>42</b>	<b>Max Amount</b> <b>1 sign</b>	<b>Max Amount</b> <b>1 sign</b> per premises	<b>Max Amount</b> <b>No Limit</b> 3,500 nits 6am-10pm 160 nits 10pm-6am	<b>Max Amount</b> <b>1 sign</b> per premises	<b>Max Amount</b> <b>1 sign</b> per building
MASA <b>50</b>	<b>Max Area</b> <b>MASA</b>	<b>Max Area</b> <b>MASA</b>	<b>Max Area</b> <b>MASA</b>	<b>Max Area</b> <b>12 sq ft</b> per sign	<b>Max Area</b> <b>60 sq ft</b> per sign
	<b>Max Height</b> <b>No Limit</b>	<b>Max Height</b> <b>No Limit</b>	<b>Max Height</b> <b>No Limit</b>	<b>Max Height</b> <b>10 ft</b>	<b>Max Height</b> <b>1 sq ft</b> per linear foot of building
	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>YES</b>	<b>External Illumination</b> <b>NO</b>	<b>External Illumination</b> <b>YES</b>
	<b>Internal Illumination</b> <b>YES</b>	<b>Internal Illumination</b> <b>YES</b>	<b>Internal Illumination</b> <b>YES</b>	<b>Internal Illumination</b> <b>NO</b>	<b>Internal Illumination</b> <b>YES</b>
	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>YES</b>	<b>Dynamic Signs</b> <b>NO</b>	<b>Dynamic Signs</b> <b>NO</b>
	<b>Fully-animated Signs</b> <b>YES</b>	<b>Fully-animated Signs</b> <b>YES</b>	<b>Fully-animated Signs</b> <b>YES</b>	<b>Fully-animated Signs</b> <b>NO</b>	<b>Fully-animated Signs</b> <b>NO</b>
		<b>Additional Info</b> One dynamic sign for each ground floor tenant in a Multi-tenant building.  19 total dynamic signs for a multi-building campus.	<b>Additional Info</b> Illuminated by one or more stationary shielded light sources oriented toward sign face.  Mitigate forms of excessive illumination.	<b>Additional Info</b> One raceway sign for each ground floor tenant in a Multi-tenant building.	

The following table shows the sign types allowed in your sign district and the specific rules that apply to each. Once you choose the sign you would like, **turn to page 72.**

# How many buildings are on your premises?

**Your Choices:**

Make a New Sign 36

Where in Detroit 40

Sign District 44



If there is one building on your premises, **turn to page 74.**



If there are multiple buildings on your premises, **turn to page 76.**

# How many business tenants are in your building?

**Your Choices:**

Make a New Sign 36

Where in Detroit 40

Sign District 44

Single Premises Single Building 72



If your building has one business tenant, **turn to page 100.**



If your building has multiple business tenants, **turn to page 78.**

# How many tenants does your premises have?

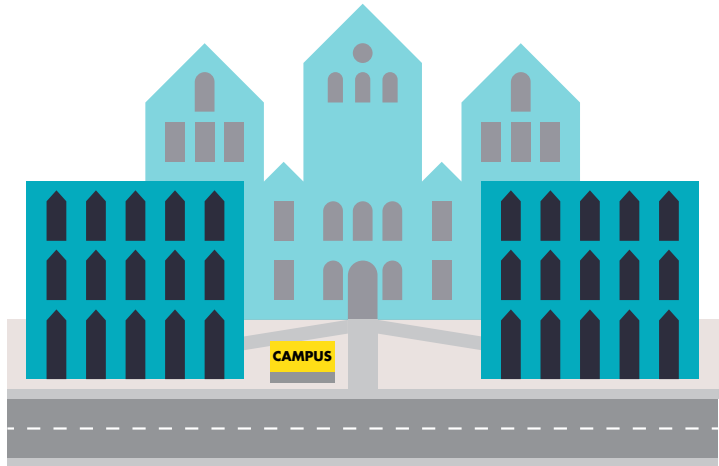
**Your Choices:**

Make a New Sign 36

Where in Detroit 40

Sign District 44

Single Premises Mult. Building 73



If the same tenant occupies multiple buildings on a single premises, for example, a **campus** like a college or hospital, **turn to page 84.**



If different tenants occupy multiple buildings on a single premises, for example, a **complex** like a building park, **turn to page 86.**

# What type of building are you in?

## Your Choices:

Make a New Sign 36

Where in Detroit 40

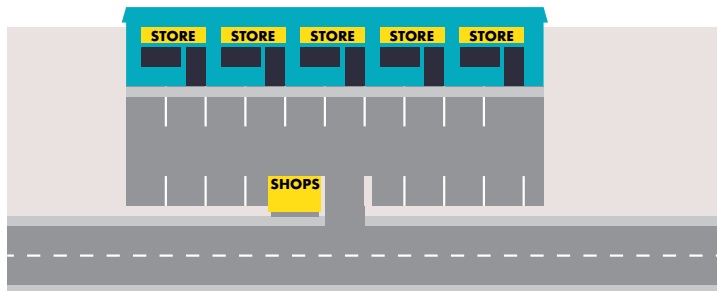
Sign District 44

Single Premises Single Building 72

Single Building Mult. Tenants 75

The amount of signage that each business tenant can have is determined by the owner of the building. If you are a tenant, talk to your landlord to find out how much signage you can have.

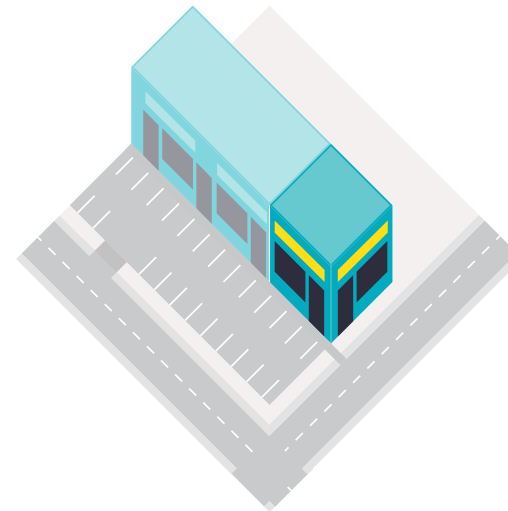
If you are a building owner or just curious how much signage your whole building can have, continue below.



If you want signs for a Shopping Center with four or more business tenants, **turn to page 80.**



If you want signs for all other Multiple Tenant Buildings, **turn to page 100.**



If you'r business or building is located on a corner premises, **turn to page 82.**



If you want signs for a commercial parking lot or structure, **turn to page 88.**

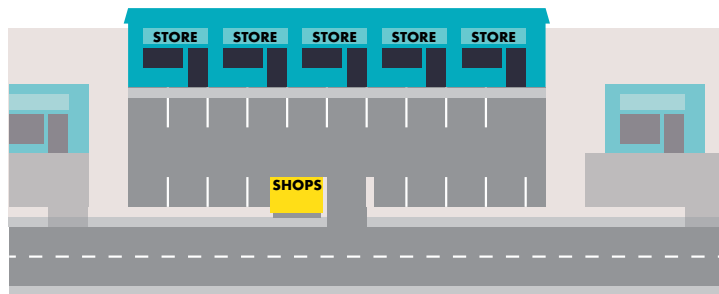


# Shopping Center Ground Signs

**Your Choices:**

- Make a New Sign 36
- Where in Detroit 40
- Sign District 44
- Single Premises Single Building 72
- Single Building Mult. Tenants 75
- Shopping Center 78

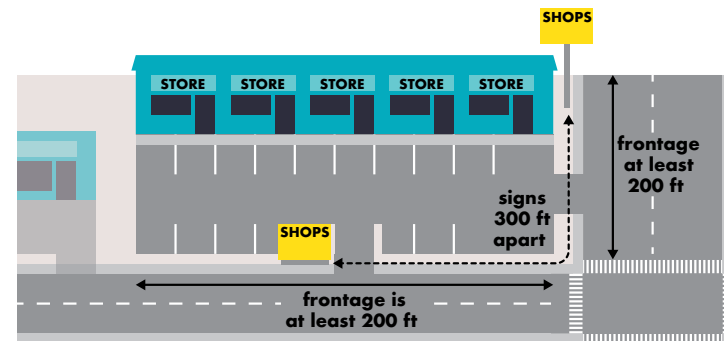
Shopping centers are allowed to have at least one ground sign, such as a monument or pole sign—even if the shopping center is in a sign district that doesn't usually allow those types of signs.



Does the shopping center have one main frontage on a major or secondary road?

If so, the shopping center can have one ground sign. This ground sign can be up to 150 square feet, and it is not included in the shopping center's MASA.

**Turn to page 100.**



Does the shopping center have two main frontages on major or secondary roads, and are both frontages at least 200 feet long?

If so, the shopping center can have two ground signs. These two signs must be at least 300 feet apart from each other, measuring along the road.

Each ground sign can be up to 150 square feet. These signs are not included in the shopping center's MASA.

**Turn to page 82.**

# Shopping Centers with Corner or End Units

**Your Choices:**

Make a New Sign 36

Where in Detroit 40

Sign District 44

Single Premises Single Building 72

Single Building Mult. Tenants 75

Shopping Center 78

Two Main Frontages 81

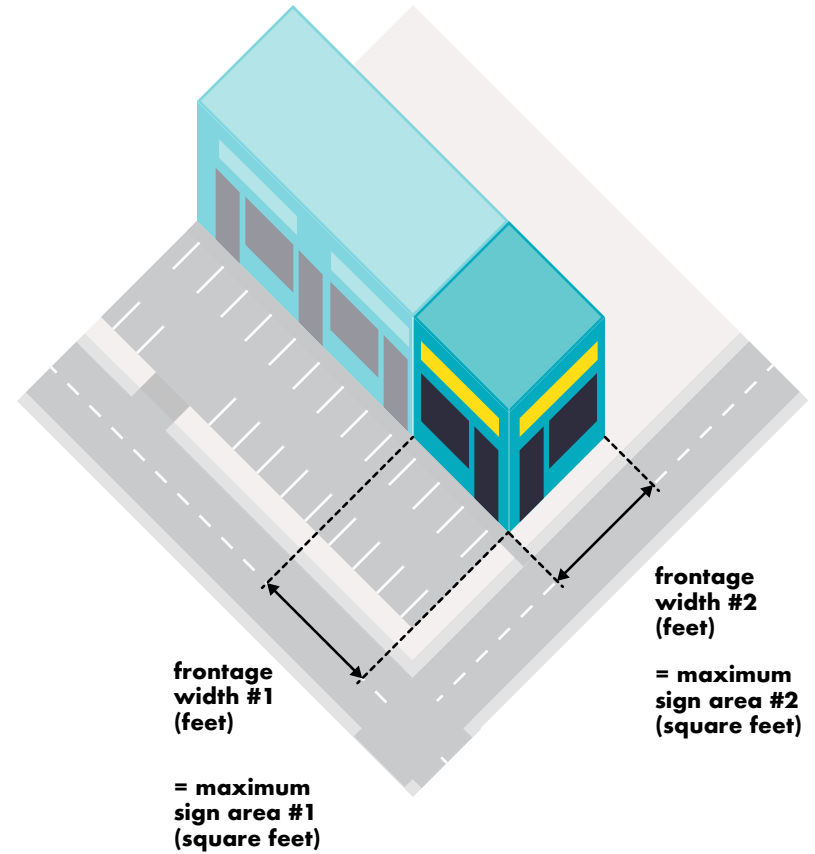
Shopping centers with multiple frontages may have end units that face both frontages.

Any ground sign located on a corner premises must be set back at least 15 feet from the corner formed by the intersection of any two rights-of-way adjacent to the premises.

Remember, all business signage, except for ground signs, is included in the MASA for the entire shopping center.

For any corner premises that fronts onto a freeway, major thoroughfare, or secondary thoroughfare, the MASA shall be calculated, and shall apply, separately for each frontage of the premises. For any corner premises that does not front onto a freeway, major thoroughfare, or secondary thoroughfare, the MASA shall be calculated based only on the longest frontage of the premises.

**Turn to page 100.**



# Campus Building Signs

## Your Choices:

Make a New Sign 36

Where in Detroit 40

Sign District 44

Single Premises Mult. Building 73

Mult. Building One Tenant 76

Each individual campus building can have its own signage.

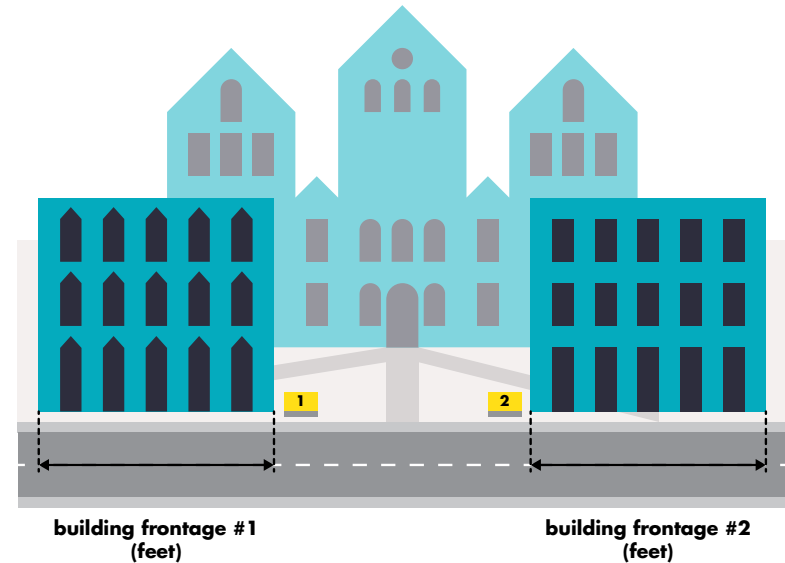
On any multi-building campus, the MASA for the premises and any additional aggregate business sign allowances may be allocated among the various buildings and open spaces within the campus as determined by the owner of the campus or its agent.

The MASA calculation you use depends on the district. If you'd like to review the steps for calculating the MASA for your district, **turn back to page 44.**

On any multi-building campus, the total number of dynamic signs must be not more 19 than the total number of buildings on the campus.

On any multi-building campus, not more than one portable sign and projecting sign is permissible for each building within the campus.

**turn to page 100.**



# Multi-tenant Complex Building Signs

## Your Choices:

Make a New Sign 36

Where in Detroit 40

Sign District 44

Single Premises Mult. Building 73

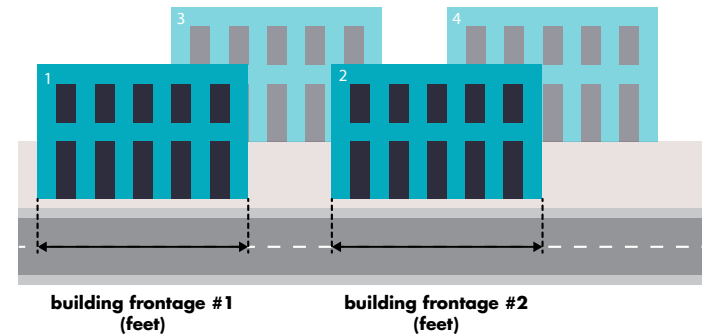
Mult. Building Mult. Tenant 77

On any premises containing a multi-tenant building or structure not more than one portable sign, projecting sign, raceway sign, temporary sign, and wall sign is permissible for each ground floor tenant space.

No premises, or ground floor tenant space in a multi-tenant building or structure, may be issued more than two permits for a temporary sign within any calendar year.

On any premises containing a multi-tenant building or structure, the MASA for the premises and any additional aggregate business sign allowances may be allocated among the various tenants as determined by the building owner; or its agent, and each tenant, provided that such allocation is reasonably proportional to the relative degree of each tenant's physical occupation and economic activity at the premises.

The MASA calculation you use depends on the district. If you'd like to review the steps for calculating the MASA for your district, **turn back to page 44.**



**turn to page 100.**

# Commercial Parking Lot or Structure Signs

## Your Choices:

Make a New Sign 36

Where in Detroit 40

Sign District 44

Building Type Parking 79

On any premises that operates as a commercial parking lot as defined in Section 32-1-1 of this Code, not less than one business sign must be located at each point of ingress into the lot for purposes of compliance with Section 32-1-20 of this Code. On any such premises located in the Central Business District, any ground sign must be constructed as a monument sign (not to exceed 20 square feet).

On any premises containing a parking structure, no more than two directional signs may be located at each point of ingress or egress, not more than 12 square feet each, which may be either internally or externally illuminated, and may be dynamic but not animated.

Commercial parking lots and structures should be licensed as open parking stations.

They must have signs that display parking hours and rates (Sec. 32-1-20 - Signs denoting hours and rates.) These required signs don't count towards the business sign's maximum square footage.

**Turn to page 100.**

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# Which zone are you in?

## Your Choices:

Make a New Sign 36

CBD 41

Entertainment District 43

The Entertainment District has four different types of zones, each with its own type of sign character:

**Zone 1: Entertainment Core** is intended to provide a maximally vibrant and energetic and well contained space through high-intensity signage. Oversized, intense, and dynamic signs, including animated signs, are encouraged. All dynamic signage must be screened from the surrounding area by intervening buildings or structures to minimize light spillover. **Turn to page 92.**

**Zone 2: Theater District** is intended to accommodate and encourage large marquees, projecting signs, and other vibrant signage typical of signature live theater venues. Context-appropriate dynamic and illuminated signs are also encouraged. **Turn to page 94.**

**Zone 3: Woodward North Corridor** is intended to allow large projecting and dynamic signs, with sensitivity to the residential premises located adjacent to the Entertainment District. Pedestrian-friendly signage and context-appropriate illumination are encouraged. Dynamic signs, but not animated signs, are permissible on a limited basis. **Turn to page 96.**

**Zone 4: Entertainment Buffer** is intended to be a vibrant, pedestrian-oriented retail, restaurant, and bar district that is sensitive to surrounding residential areas. Pedestrian-friendly signage and context-appropriate illumination are encouraged. Dynamic signs, but not animated signs, are permissible on a limited basis. The entertainment buffer is also designed to screen the intense signage of the Entertainment Zone from, and minimize light spillover into, adjacent areas. **Turn to page 98.**



In the map of the Entertainment District drawn above, the four different of zones are represented in different colors:

- Zone 1** - Brush Street, Witherel Street, E Montcalm Street, E Adams Avenue
- Zone 2** - Woodward Ave South, Madison Street, Brush Street, Broadway Street, W Montcalm Street, W Columbia Street, W Elizabeth Street, Henry Street
- Zone 3** - Woodward Ave North
- Zone 4** - All other streets

# Entertainment District Zone 1 - Entertainment Core

## Your Choices:

Make a New Sign 36

CBD 41

Entertainment District 43

Zone 1 90

### Vertical Zone

10' -40'

### Total Area

15 sq ft per linear foot of building frontage

### Brightness

3,500 Nits

### Animation Hours

All times

### Illumination Hours

All times

### Architectural Lighting

All times

Oversized, intense, and dynamic signs, including animated signs, are **encouraged** in all zones. The top of the sign may not exceed top of the vertical zone

Dynamic and animated signs are permissible at any location where the sign is oriented toward, and reasonably screened by, a building or other opaque structure, the height of which is not less than the height of the sign. Dynamic signs may operate as such without time restrictions.

Within the applicable vertical zone, a sign may cover or conceal architectural features, provided that, if a sign covers a window, it must be constructed of vinyl mesh or other semi-transparent material.



Turn to page 102.

# Entertainment District Zone 2 - Theater District

## Your Choices:

Make a New Sign 36

CBD 41

Entertainment District 43

Zone 2 90

## Vertical Zone

10' -40'

## Total Area

6 sq ft per linear foot of building frontage

## Brightness

Follow Ordinance

## Animation Hours

Not permitted

## Illumination Hours

6 am - Subsequent 2 am

## Architectural Lighting

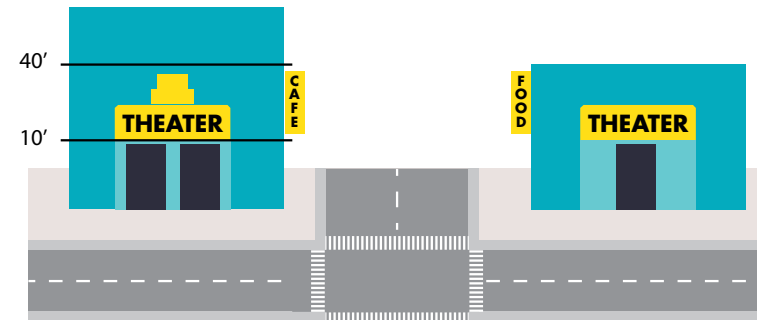
All times

## Roof signs are permissible in any number.

Large marquees, projecting signs, and other vibrant signage typical of signature live theater venues, dynamic signs, and illuminated signs are **encouraged** in all zones. The top of the sign may not exceed top of the vertical zone.

Dynamic signs, but not animated signs, are permissible at any location where the sign is oriented toward, and reasonably screened by, a building or other opaque structure, the height of which is not less than the height of the sign. Any such sign may operate as such only during the hours **between 6 am and the subsequent 2 am**. During all other hours the sign may only operate as a static sign.

A sign may cover or conceal architectural features, provided that, if a sign covers a window, it must be constructed of vinyl mesh or other semi-transparent material.



Turn to page 102.



# Entertainment District Zone 3 - Woodward Ave N

## Your Choices:

Make a New Sign 36

CBD 41

Entertainment District 43

Zone 3 90

### Vertical Zone

10' -25'

### Total Area

3 sq ft per linear foot of building frontage

### Brightness

Follow Ordinance

### Animation Hours

6 am - subsequent 2 am

### Illumination Hours

Always

### Architectural Lighting

Always

Projecting signs, pedestrian-friendly signage and context-appropriate illumination are **encouraged** in all zones. The top of the sign may not exceed top of the vertical zone.

A temporary sign may cover or conceal architectural features, provided that, if a sign covers a window, it must be constructed of vinyl mesh or other semi-transparent material.



Turn to page 102.

# Entertainment District

## Zone 4 - Entertainment Buffer

### Your Choices:

Make a New Sign 36

CBD 41

Entertainment District 43

Zone 4 90

### Vertical Zone

10' -40'

### Total Area

4.5 sq ft per linear foot of building frontage

### Brightness

Follow Ordinance

### Animation Hours

6 am - subsequent 2am

### Illumination Hours

Always

### Architectural Lighting

Always

Projecting signs, pedestrian-friendly signage and context-appropriate illumination are **encouraged** in all zones. The top of the sign may not exceed top of the vertical zone.



Turn to page 102.

# Traditional Main Street Overlay Areas

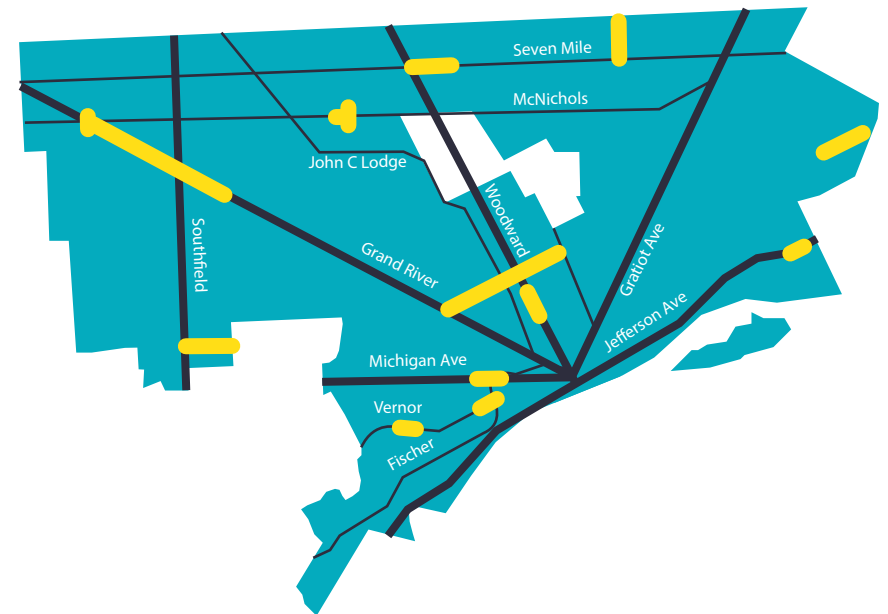
**Traditional Main Street Overlay Areas (TMSO)** are designated areas that have been identified as regionally, culturally, historically or architecturally significant areas. These streets have traditional main street physical qualities which make them pedestrian friendly and walkable.

Are you in a TMSO? To find out, check the Zoning Ordinance or consult the **"TMSO Design Standards and Guidelines Handbook"**.

TMSOs have special rules about signs you may need to follow in addition to the rules in the sign ordinance. These guidelines are explained in detail in PDD's TMSO Handbook.

The following are the official TSMO Areas:

- West Seven Mile
- Grand River
- Bagley/Vernor
- Livernois/West McNichols
- East Jefferson
- Woodward Avenue
- Grand Boulevard
- Michigan Avenue
- Vernor/Springwells
- Lahser
- West Warren
- East Warren
- Van Dyke



If you are not in a TMSO, or if you are in a TMSO and finished consulting the TMSO Handbook, **turn to page 102.**

# Historic Buildings & Districts

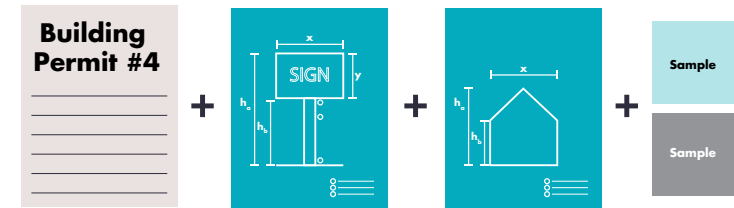
**Historic Districts** are historically and culturally significant areas that have been designated for special protection by City Council.

There are over 100 historic districts located across Detroit. Some districts are small, covering less than a single block or even a single building; others cover entire neighborhoods.

In historic districts, you need to get approval from the Historic District Commission (HDC) for any changes to the exterior of a building or site—that includes putting up a sign.

To find out if you are in a historic district, go online and check out the **City of Detroit Historic District Map** or visit, **detroitmi.gov/hdc** for more information.

If you are not in a historic district, **turn to page 104.**



If you need to put up a new sign in a historic district, you will have to bring the following items to the HDC.

- A completed **HDC Project Review Request**
- Scaled and dimensioned drawings of signs with photo simulations
- Building elevations
- Color and material samples

If you're replacing an existing sign, you'll need to include a detailed description of that sign's colors, materials and location(s)—and you need to explain why the sign needs to be replaced.

To find out more about Detroit's historic districts and their guidelines, check out the HDC website, **"What You Need to Know about Local Historic Districts."**

For signs on premises zoned PC, PCA, PD, SD4 (3 acres or more), and SD5, additional review and approval will be required. The additional review/approval may involve, P&DD, CPC, and/or City Council.

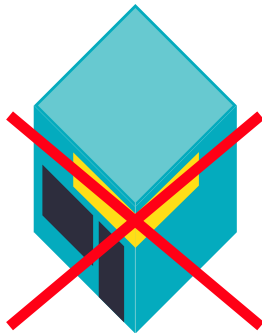
Once you are ready, **turn to page 104.**

# Prohibited Signs

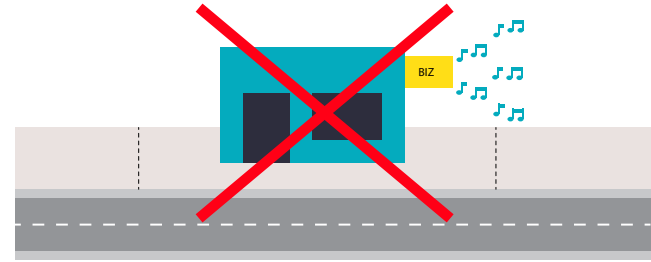
Before you get into permitting, there are some city wide rules about signs that you should know.



First, your sign should not substantially cover or conceal architectural features of a building, except within designated zones of the Entertainment district.



Your advertising sign should not wrap two or more facades of a building or structure.



Signs that produce sound; that cause interference with radio, telephone, television, or other communication transmissions; that produce or reflect motion pictures, except where authorized as animated signs; that emit visible smoke, vapors, particles, or odors; or that are illuminated by or otherwise equipped with a strobe or flashing light, whether internal or external to the sign.



Any dynamic sign that is located on or otherwise affixed to a currently registered motor vehicle.



Signs affixed to, attached to, painted on, or otherwise supported by natural features like rocks or trees and by a fence or screening wall.

**Turn to page 108.**

# Temporary Signs

## Number

One temporary sign is permissible per premises. Except that, for a multi-tenant building or structure, one, but not more than one, temporary sign may be permitted for any one ground floor tenant at any one time.

## Total Area

- Low-density residential sign district:  
6 sq ft.
- High-density residential/mixed use sign district:  
1 sq ft per linear foot of building, but in no case less than 6 sq ft and no greater than 12 sq ft.
- Low-density commercial/industrial sign district:  
9 sq ft per linear foot of building frontage, but in no case less than 12 square feet and no greater than 32 square feet.
- High-density commercial/industrial sign district:  
9 sq ft per linear foot of building frontage, but in no case less than 12 square feet and no greater than 32 square feet.
- Recreation/open space sign district:  
1 sq ft per linear foot of building, but in no case less than 6 sq ft and no greater than 12 sq ft.

## Animation

Never allowed.

## Illumination

External only.

## Dynamic

A temporary sign may be dynamic only where an identical permanent sign of the same construction, location, and other physical parameters may be dynamic, but under no circumstances may a temporary sign be animated.

## Clearance

Any temporary sign shall be located so as to avoid obstruction of or interference with the safe and efficient flow of pedestrian and vehicular traffic, or impact the accessibility of ingress or egress of any building or structure.



Temporary signs cannot not obstruct windows or doors or constitute a safety hazard of any kind; graphic window clings are permitted provided visibility is maintained.

## Portable Temporary Signs

For any premises located in a low-density residential sign district or high-density residential/mixed use sign district that is currently occupied, whether wholly or partially, for residential purposes, portable temporary signs, in any number but not exceeding 6 square feet in area for any single sign or 18 square feet in aggregate area for all signs, are permissible.

## Permitting

You will need a permit from the Buildings, Safety Engineering and Environmental Department. No temporary sign may be permitted for a period of time exceeding 90 days. No premises, or ground floor tenant space in a multi-tenant building or structure, may be issued more than two permits for a temporary sign within any calendar year.

Temporary signs follow a different set of rules than business signs. For more information, go to Article IV, Division 7 (Secs. 4-4-181 through 4-4-186) in the Detroit Advertising and Sign Ordinance.

**Turn to the next page.**

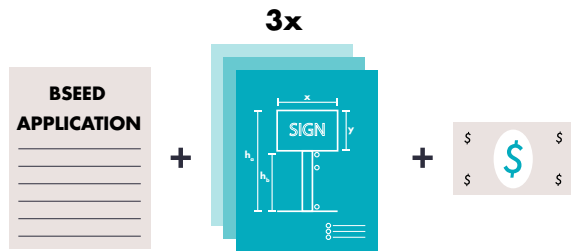
## Permitting

Every business owner will need to obtain a permit in order to get their sign licensed. This section breaks down the application process.

# It's time to get a permit.

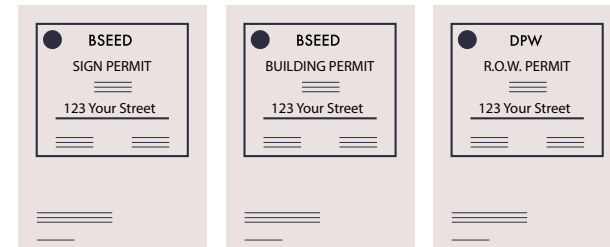


First, find a licensed sign erector for both Detroit and Michigan. Your sign erector will help you design your sign and figure out the technical specifications.



Once you have designed your sign, and selected your registered sign erector, the erector may apply for a Sign Permit on your behalf through the City of Detroit's electronic permit application portal **ACCELA**.

Information on how to apply can be found at **[Detroitmi.gov/bseed](https://detroitmi.gov/bseed)**



Once your application has been approved by BSEED and DPW, BSEED will issue a permit to erect the sign. Your sign erector may need to get other permits before they can install your sign.

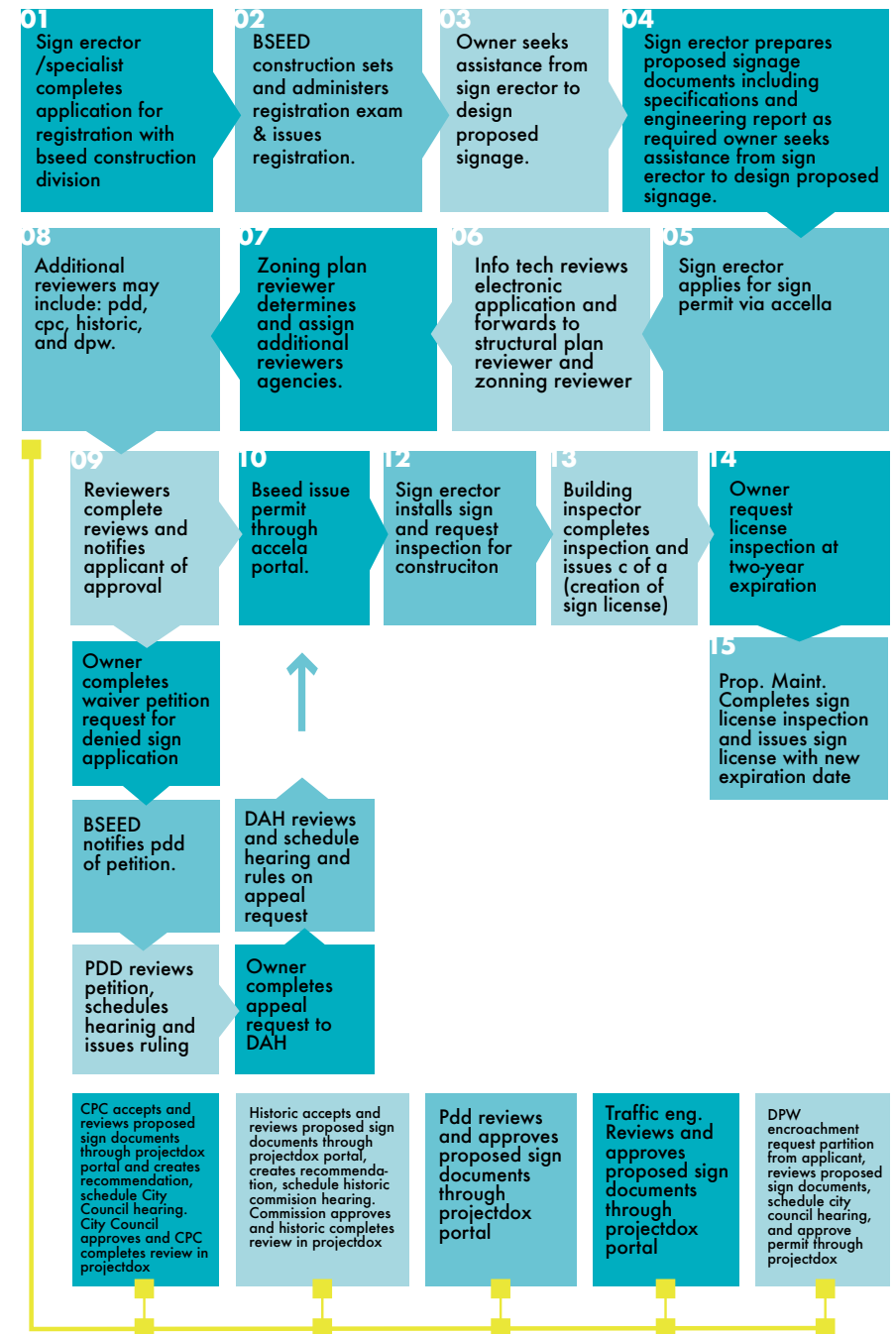
If your sign is located in a historic district, your sign permit application and drawings will be reviewed by the Detroit Historic District Commission for approval.

If your sign erector will block the sidewalk or road when installing your sign, they will need to get a right-of-way/sidewalk permit.

Did you get all your permits?  
**If no, go to page 118.**



# Sign ordinance permitting process chart



# Sign Application Checklist

City of Detroit  
 Building Safety Engineering and Environmental Department

## ADVERTISEMENT SIGN APPLICATION CHECKLIST

### Purpose

The purpose of this Application Checklist is to assist applicants in submitting an application for the erection or alteration of any sign on a premises for which a permit is required under Section 4-4-17 of the Detroit City Code. Permit request for each sign shall require a separate application. The Buildings Safety Engineering and Environmental Department (BSEED) accepts an application only if it is complete with all applicable information, documents and fees received.

ADDRESS: \_\_\_\_\_

Owner: \_\_\_\_\_

Sponsor: \_\_\_\_\_

Sign Professional: \_\_\_\_\_

Registration Number: \_\_\_\_\_

- 1. Sponsorship Sign? Yes \_\_\_\_\_ No \_\_\_\_\_
- 2. Building Occupancy Statuses (Vacant, Occupied): \_\_\_\_\_
- 3. Central Business District
- 4. Entertainment District
  - a. Zone 1: Entertainment Core
  - b. Zone 2: Theater District
  - c. Zone 3: Woodward North Corridor
  - d. Zone 4: Entertainment Buffer
- 5. Other Overlay District (PD, PC, PCA, TMSO, SD3, SD5): \_\_\_\_\_
- 6. Density Sign District
  - a. Low-density commercial/institutional
  - b. High-density residential/mixed use

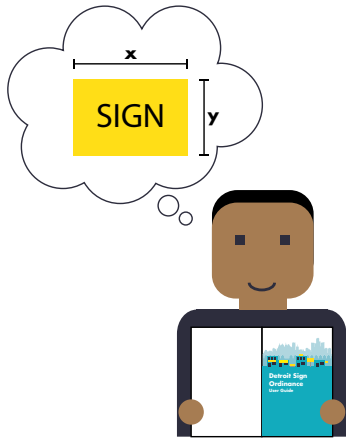
- a. High-density commercial/industrial
- b. Low-density residential
- 7. Proposed Sign:
  - a. New Sign
  - b. Sign Replacement
  - c. Sign Alteration
  - d. Sign Re-Facing
- 8. Illumination Type
  - a. Internal
  - b. External
  - c. None
  - d. Hours of illumination \_\_\_\_\_
  - e. Level of luminance \_\_\_\_\_ nits
- 9. Building Type
  - a. Single Business Building
  - b. Multi-Business Store Fronts
  - c. Multi-Tenant Office Building
  - d. Multi-Tenant Commercial Building
- 10. Building Frontage (facing each street side in linear ft) \_\_\_\_\_
- 11. Premises Frontage (total of each street facing sides in linear ft) \_\_\_\_\_
- 12. Business/Store Frontage (Multiple Store Fronts only) \_\_\_\_\_
- 13. Sign Use
  - a. Advertisement
  - b. Business
  - c. Directional
  - d. Art Mural

# Sign Application Checklist

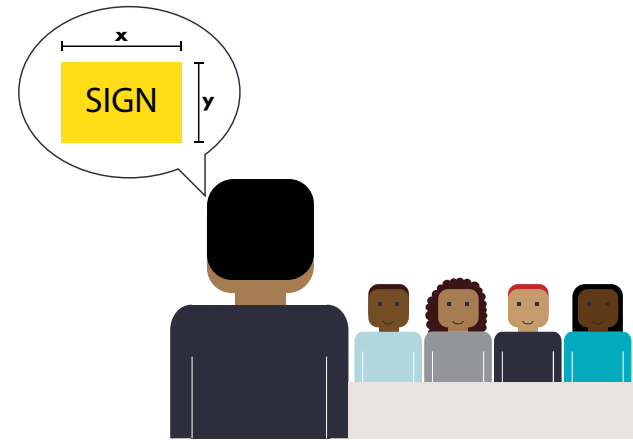
continued

- 14. Sign Type
  - a. Wall
  - b. Pole (Ground)
  - c. Monument (Ground)
  - d. Window
  - e. Billboard
  - f. Marquee
  - g. Arcade
  - h. Roof
  - i. Painted Wall
  - j. Banner (Temporary)
  - k. Awning
  - l. Portable
- 15. Sign Configuration
  - a. Mechanical
  - b. Dynamic
  - c. Animated
  - d. Static
- 16. Total Number of sign sides \_\_\_\_\_
- 17. Sign Measurements
  - a. Length and width of sign \_\_\_\_\_ Ft.
  - b. Height of sign from grade to top of sign \_\_\_\_\_ Ft.
  - c. Height of sign from grade to bottom of sign \_\_\_\_\_ Ft.
  - d. Length sign projects from building \_\_\_\_\_ Ft.
  - e. Distance of sign projecting into right-of-way \_\_\_\_\_ Ft.
  - f. Height of sign above sidewalk \_\_\_\_\_ Ft.
- 18. Sign Material: \_\_\_\_\_
- 19. Sign Attached To: \_\_\_\_\_
- 20. Distance between proposed and nearest existing advertisement sign (advertisement sign only) \_\_\_\_\_ Ft.
- 21. Approval Letter from Board of Zoning Appeal for zoning variance
- 22. Approval letters from other governmental agencies (List agency, i.e. MDOT, Historic, DPW):  
\_\_\_\_\_

# Was your permit application denied?



Your first option is to comply with the sign regulations. If you need to do this, **go back to the beginning of this section.**



Your second option is to request a Planning and Development (PDD) petition for a Sign Waiver and Adjustment Hearing to allow your sign to be permitted as-is.

If your PDD hearing isn't successful, you will have to re-design your sign and try again. **Go back to the beginning of this section.**

Was your PDD hearing successful? **Go to the next page.**



# CONGRATULATIONS!

## **You've got a licensed sign!**

Enjoy your new sign, but don't forget to renew your sign license every year.

## **You are all done!**

You are required to make sure your sign remains in good repair and operation. You will be issued a Sign License to operate your sign along with your Certificate of Acceptance following your permit inspection. This Sign License has a term of two years and must be renewed, subject to inspection, through the Property Maintenance Division of the Building Safety Engineering and Environmental Department.

Do you have questions related to the Advertising and Sign Ordinance User Guide? Contact us at,

[Signs@detroitmi.gov](mailto:Signs@detroitmi.gov)

(313) 224-2372

# Glossary

These are some useful definitions about all things signs. For more a more expanded and detailed set of definitions, you can check the Detroit Advertising and Sign Ordinance under Chapter 4.

# Glossary

<b>Advertising sign</b>	A sign containing a commercial message that is intended to direct attention to a business, profession, commodity, service, or entertainment, that is conducted, sold, or offered elsewhere than on the premises where the sign is located or that is only incidentally conducted, sold, or offered on the premises where the sign is located.
<b>Alteration</b>	A change of the size, shape, area, height, material, illumination, material, or any other dimensional parameter of an existing sign. A change to or replacement of the copy of the display or sign face of an existing sign is not a sign alteration.
<b>Animated sign</b>	A type of dynamic sign in which the copy of the sign depicts motion or automatically changes copy more frequently than once every eight seconds.
<b>Arcade sign</b>	A sign that is suspended underneath an awning, canopy, marquee, overhang, or other element of a building that forms a covered passageway for vehicles or pedestrians.
<b>Awning sign</b>	A sign that is a section of, or is attached to, an awning or canopy.
<b>Building frontage</b>	The portion of a building's façade that is visible as projected along the building's front lot line and all other lot lines abutting a major or secondary thoroughfare.
<b>Business sign</b>	A sign that directs attention to the principal business or profession conducted, or to the principal type of commodity, service, or entertainment sold or offered on the premises on which the sign is located or to which it is affixed. Identification signs and sponsorship signs are types of business signs.
<b>Directional sign</b>	A permanent sign devoted to identifying points of ingress or egress on the property, orienting pedestrians and vehicles within the property, or directing the flow of pedestrian or vehicular traffic throughout the property.
<b>Double-face Sign</b>	A sign with two (2) sign faces, both of which are used as signs, for which the least angle of intersection between the sign faces does not exceed forty-five (45) degrees.

<b>Dynamic sign</b>	Any sign that is equipped with components, equipment, or other technology capable of automated motion of the sign face, the sign structure, or any other sign component, or the depiction of motion caused by any method other than manual removal or replacement of the sign copy. Types of dynamic signs include, but are not limited to: (1) signs that incorporate technologies or other methods that enable the sign to automatically change the copy of the sign without the need to manually replace the sign face or its components; (2) signs that include components capable of mechanically rotating, revolving, waving, or flapping, or any other type of physical motion, and (3) signs that incorporate technologies or other methods that enable the sign to display copy that is animated for any period of time.
<b>Entertainment District</b>	The purpose of the Entertainment District is to create a vibrant entertainment district, with a significant amount of vibrant and dynamic signage. In some zones, additional signage types and area is permitted than elsewhere in the downtown. The most intense signage, with regard to size, brightness, and sign types, are located immediately adjacent to the stadiums and arena where it is screened from adjacent buildings. These regulations are designed to encourage innovative, high intensity developments while simultaneously protecting the adjacent areas, especially those that are designated as local historic districts.
<b>Freeway advertising sign</b>	An advertising sign located in a freeway-adjacent area, the sign face of which is legible from the freeway. Freeway and Freeway-adjacent area means the area measured from the nearest edge of the right of way of a freeway and extending three thousand (3,000) feet perpendicularly and then along a line parallel to the right-of-way line.
<b>Ground sign</b>	A sign that is supported by one or more structural uprights, poles, braces, frames, or solid foundations that rest upon the ground. Monument signs and pole signs are types of ground signs.
<b>Historic District</b>	An historic district shall include an area or group of areas, not necessarily having contiguous boundaries, that contains one resource or a group of resources that are related by history, architecture, archeology, engineering, or culture of particular significance to the city, the state or the United States of America. Only City of Detroit historic districts identified in Chapter 21 of the 2019 Detroit City Code are subject to special review and approval.
<b>Heritage sign</b>	A type of painted sign that was in existence as of January 1, 2005 and is not illuminated.
<b>Identification sign</b>	A type of business sign that directs attention to a principal business or profession conducted on the premises where the sign is located.

<b>Illuminated sign</b>	A sign for which an artificial source of light is used in order to make readable the sign's copy. Illuminated signs include internally illuminated signs and externally illuminated signs, as well as reflectorized, glowing or radiating signs. For the purposes of this definition: (1) an "externally illuminated sign" is a sign that is illuminated by a source of artificial light that is not contained within the sign itself, such as spot lighting or halo lighting, and (2) an "internally illuminated sign" is a sign that is illuminated by a source of artificial light that is contained within the sign itself and is designed to emit such artificial light directly or through transparent or translucent material from a source of light within the sign.	<b>Portable Sign</b>	A sign of durable material, that is designed to be moved easily and rests upon but is not permanently affixed to the ground. Examples of portable signs include A-frame signs, lawn signs, sandwich board signs, and portable message boards.
<b>MASA</b>	Maximum Aggregate Signage Area (MASA) is the maximum amount of business signage you can have on your property, in square feet. Whether you have just one sign or many, their combined area can't be more than the MASA for your property.	<b>Projecting sign</b>	A sign that is attached to or supported by, and projects from, an exterior wall or parapet of a building, with the display of the sign oriented in a direction that is approximately perpendicular to the facade of the wall or parapet. Although marquees may project from an exterior wall of a building, marquee signs are not projecting signs.
<b>Monument sign</b>	A sign that is supported primarily by an internal structural framework or opaque structural foundation other than support poles. A monument sign is a type of ground sign.	<b>Roof Sign</b>	A sign that is erected upon or above the highest point of the roofline, parapet or fascia of a building or structure. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees are not roof signs.
<b>Multi-tenant complex</b>	Also known as a business or industrial complex Include buildings like office parks and industrial parks. These property contain multiple buildings occupied by multiple tenants.	<b>Shopping Center</b>	is a single building with four or more business tenants.
<b>Obsolete sign</b>	A sign, whether an advertising sign or a business sign, that directs attention to a business, commodity, service, or entertainment that is no longer available for purchase or patronage.	<b>Sign face</b>	The area or display surface used for the copy of the sign.
<b>Painted sign</b>	A sign that is painted upon a wall or other exterior surface of a building or structure. Neither an art mural nor an art mural sponsorship plaque is a type of painted sign.	<b>Temporary sign</b>	A sign that is intended for a limited period of display. Examples of applications of temporary signs are political signs and real estate signs.
<b>Parcel frontage</b>	the sum of the length of the front lot line of the parcel and the lengths of all other lot lines of the parcel abutting a major or secondary thoroughfare.	<b>Traditional Main Street Overlays (TMSO)</b>	Designated areas that have been identified as regionally, culturally, historically or architecturally significant areas. These streets have traditional main street physical qualities which make them pedestrian friendly and walkable.
<b>Pole sign</b>	A sign that is supported by one or more uprights, poles, or braces that rest upon the ground, with air space between the ground and the sign face. A pole sign is a type of ground sign.	<b>Wall sign</b>	A sign that is attached to, erected against supported by, or painted or projected upon the exterior wall of a building, with the display of the sign oriented in a direction that is approximately parallel to the facade of the wall.
		<b>Window sign</b>	A sign that is: (1) affixed to or painted on a window or door, or (2) located in the interior of a structure within three (3) feet of the structure's perimeter and is visible from the structure's exterior.
		<b>Vertical zone</b>	The area that comprises the range of elevations of a building facade in which a business sign may be attached, affixed, painted, projected, or otherwise located. , with the exception of window signs and the 3 square feet of signage.