

CITY OF EASTPOINTE  
COUNTY OF MACOMB  
STATE OF MICHIGAN

ZONING ORDINANCE TEXT AMENDMENT

ORDINANCE NO. 21-1215

A ZONING ORDINANCE TEXT AMENDMENT TO CHAPTER 50, ZONING, ARTICLE XVIII, SIGNS, SECTION 50-193: CHANGEABLE MESSAGE SIGN, OF THE ORDINANCES OF THE CITY OF EASTPOINTE

The City of Eastpointe ordains:

**Section 1. Changeable Message Sign.**

Article XVIII of the Codified Ordinances of the City of Eastpointe is hereby amended to read as follows:

ARTICLE XVIII. SIGNS

**Sec. 50-193. Changeable Message Sign.**

- (1) *Electronically changeable messages.* Electronic changeable messages shall be part of the total square footage of display area permitted for the sign even if the message is contained in a separate cabinet, except the face of the message shall not consume more than 60 percent of the total permitted display area of the sign.
  - a. Electronic changeable messages shall be allowed in all zoning districts, except the B-2 District.
  - b. No digital sign shall be permitted to flash, blink, scroll, oscillate or have full animation, and is deemed a distraction/safety hazard to drivers or pedestrians. All digital signs shall have "instant" changes with no animated effects.
  - c. Any electronic message displayed shall remain unchanged for a minimum of ten seconds prior to switching messages.
  - d. The digital sign may be full color.
  - e. All digital signs shall maintain an automatic brightness control keyed to ambient light levels.
  - f. Digital signs shall be programmed to go dark if the sign malfunctions.
  - g. Signage should not be designed to emulate traffic safety signage.
  - h. On those properties where a digital sign has been approved by the city, there shall be no other temporary signage.

Prior to the issuance of a sign permit, the applicant shall provide written certification from

**CHAPTER 50, ZONING, ARTICLE XVIII, SIGNS, SECTION 50-193**

the sign manufacturer that the light intensity has been factory pre-set not to exceed the maximum permitted intensity level.

	Daytime	Nighttime
Brightness	500 nits	125 nits

- (2) *Manually changeable messages.* A manually changeable message sign shall be permitted, provided the area of the sign containing the message shall be part of the total square footage of display area permitted for the sign even if the message is contained in a separate cabinet, except the face of the message shall not consume more than 60 percent of the total permitted display area of the sign.

**Section 2. Severability.** If any section, clause, or provision of this Ordinance shall be declared to be unconstitutional, void, illegal, or ineffective by any Court of competent jurisdiction, such section, clause, or provision declared to be unconstitutional, void, or illegal shall thereby cease to be a part of this Ordinance, but the remainder of this Ordinance shall stand and be in full force and effect.

**Section 3. Repealer.** All Ordinances or parts of Ordinances in conflict herewith are hereby repealed only to the extent necessary to give this Ordinance full force and effect.

**Section 4. Publication.** The Clerk shall publish this Ordinance within ten days in a newspaper printed and circulating within the City of general circulation.

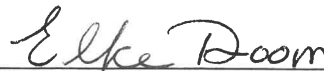
**Section 5. Effective Date.** This Ordinance shall become effective ten days after date of adoption by the City Council.

#### CERTIFICATION

We, Monique Owens, Mayor, and Elke Doom, City Clerk, for the City of Eastpointe, Macomb County, Michigan, do hereby certify that the foregoing Ordinance No. 21-1215 was duly adopted by the City Council after a second reading thereof at a regular meeting of said Council held on Tuesday, July 6, 2021.



Monique Owens, Mayor



Elke Doom, City Clerk