Why regulate signs?
Shelby Township regulates signs to ensure that they contribute to the character of the community, are placed in proper locations, and are not detrimental to the public safety and welfare.
Shelby Township recognizes the legitimate needs of businesses to have signs for identification and informational purposes.
The standards of Section 5.05 of the Zoning Ordinance are intended to promote traffic safety for motorists and pedestrians, avoid conflicts between different types of land uses, prevent the blighting impact created by an excessive number of unregulated signs, and enhance the visual appearance of the Township.

When is a temporary sign permitted?
Temporary signs may only be permitted for the following purposes:
- To advertise a businesses that lack a permanent sign.
- To advertise a change of use.
- To advertise a change in the basic services or products offered.
Applicants are encouraged to contact the Planning & Zoning Department prior to submission of a temporary sign permit application to determine whether the site qualifies for a temporary sign.

How many signs can I have and where can I put them?
The number of signs, their size and placement are all regulated by the Shelby Township Zoning Ordinance. Sign requirements and standards differ by zoning district as well as the speed limit of the adjacent roadway.
Sign permit applications must demonstrate compliance with all applicable standards. Be sure that your application illustrates the proposed sign placement on the site and demonstrates compliance with sign setback requirements of Section 5.05 of the Zoning Ordinance. Required setbacks are measured from the centerline of the road right-of-way. Typically the required setback results in a minimum distance of 11 feet between the sidewalk and the sign (Figure 1).
Applications must also demonstrate maintenance of “clear vision triangles” (Figure 2). Signs and other visual obstructions are prohibited within required clear vision areas.
What are the application requirements for permanent signs?

☐ One (1) completed Application Form with original signature of the business owner. (Note: Form should not be signed by the sign company or installer).

☐ One (1) completed Applicant Information Form with one (1) readable copy of both sides of the applicant’s driver’s license attached (fax copies will not be accepted).

☐ Two (2) copies of a sketch plan illustrating the proposed sign location; accurately dimensioned setbacks from property lines and right-of-way centerline; location of all existing buildings, roads, parking areas, signs, entrances, and exits on the site; and linear frontage of the unit occupied in a shopping center (if applicable).

☐ Two (2) copies of a drawing of the proposed sign including:
- Height above finished grade (ground signs only).
- Total building wall area upon which sign will be displayed (wall signs only).
- Sign style (box, cabinet, individual channel letters, etc.) and sign surface (material, color, dimensions, area).
- Method and color of illumination, if any.
- Lettering of sign, printed in the size and weight substantially approximating the style that will appear on the sign.
- Logos, emblems, and all other features.

☐ Applications for residential entrance signs must also include:
- Description of Applicant’s and any other parties’ property interest(s) in the site.
- Evidence of the right to construct the proposed sign on the site.
- Existing and proposed sign and landscaping easements on the site.
- Existing and proposed Residential Entrance Construction and Maintenance Agreement.

☐ Review fee.

What are the procedures for approval of a permanent sign?

The Planning Director has sole authority to approve or deny a permanent sign application.

The Director may refer any application to the Planning Commission for their review and approval.

Application to Planning & Zoning Department

Review by Planning Director

Approval

Denial

Review and Permitting by Building Department

Review fees for permanent signs are due at the time the application is submitted.
Sign Permit

Temporary Signs

What are the application requirements for temporary signs?

☐ One (1) completed Application Form with original signature of the business owner. (Note: Form should not be signed by the sign company or installer).

☐ One (1) completed Applicant Information Form with one (1) readable copy of both sides of the applicant’s driver’s license attached (fax copies will not be accepted).

☐ Two (2) copies of a sketch plan illustrating the proposed sign location; accurately dimensioned setbacks from property lines and right-of-way centerline; location of all existing buildings, roads, parking areas, signs, entrances, and exits on the site.

☐ Two (2) copies of a drawing of the proposed sign including:
  ___ Height above finished grade (ground signs only).
  ___ Total building wall area upon which sign will be displayed (wall signs only).
  ___ Sign style (box, cabinet, individual channel letters, etc.) and sign surface (material, color, dimensions, area).
  ___ Method and color of illumination, if any.
  ___ Lettering of sign, printed in the size and weight substantially approximating the style that will appear on the sign.
  ___ Logos, emblems, and all other features.

What are the procedures for approval of a temporary sign?

The Planning Director has sole authority to approve or deny a temporary sign application.

Application to Planning & Zoning Department

Review by Planning Director

Permit Issued  Permit Denied

Copy to Code Enforcement

Review fees for temporary sign applications are due at the time of approval.
**Common Questions**

**Do I need a building permit?**
A building permit is required for all permanent signs. A building permit must be obtained prior to sign installation.

Building permits are not required for temporary signs.

**Are time and temperature signs allowed?**
Time and temperature devices may be approved in all commercial and industrial zoning districts provided that they are designed as integrated features of the approved wall or ground sign.

**Are address signs required?**
All businesses shall prominently display their address on the permitted ground sign. Street addresses shall be large enough to be read from the street. All numbers shall contrast with the surface they are applied to and shall be mounted high enough to be visible from the street. Addresses shall not be obstructed from view by site landscaping. Shopping centers with individual tenants shall provide the address range for the tenants.

Addresses shall not be included in the maximum sign area calculations.

**Who do I contact if I have more questions?**
Contact the Shelby Township Planning and Zoning Department at:

Phone: (586) 726-7243
Email: planning@shelbytwp.org
Address: 52700 Van Dyke
Shelby Township, MI 48316
APPLICATION FORM
SIGN PERMIT

Office Use
Application No.  Date Received  Review Fee  Receipt No.

I. TYPE OF REQUEST
- PERMANENT SIGN
- WALL SIGN
- GROUND / MONUMENT SIGN
- TENANT PANEL
- OTHER (specify)
- TEMPORARY SIGN
- A-FRAME SIGN
- BANNER
- REAL ESTATE SIGN
- OTHER (specify)

II. APPLICANT (A completed Applicant Information Form must accompany this application.)

APPLICANT'S NAME ____________________________

ADDRESS ______________________________________

CITY ___________________ STATE ___________ ZIP ________

PHONE ___________________ EMAIL ________________

III. PROPERTY INFORMATION

BUSINESS / DEVELOPMENT NAME ___________________

BUSINESS / DEVELOPMENT ADDRESS __________________

BUSINESS / DEVELOPMENT TYPE
- RESIDENTIAL
- COMMERCIAL
- OFFICE
- INDUSTRIAL
- OTHER (specify)

SHOPPING CENTER NAME (if applicable) _______________

IV. SIGN DETAILS

PROPOSED SIGN AREA (square feet) _______________ PROPOSED HEIGHT (feet) __________

V. DATES (PLEASE CHECK IF APPLICABLE)
- TWO MONTHS UP, TWO MONTHS DOWN
- ONE MONTH UP, ONE MONTH DOWN

STARTING DATE _______________ OTHER (SPECIFY) __________

VI. SIGN PLAN INFORMATION

DRAWINGS PREPARED BY ____________________________

CONTACT NAME __________________________ PHONE __________

ADDRESS __________________________________ EMAIL __________

CITY ___________________ STATE ___________ ZIP ________

VII. SIGNATURE

The undersigned deposes that the foregoing statements and answers and accompanied information are true and correct.

SIGNATURE OF APPLICANT ____________________________
(Print/type name of applicant)
APPLICANT INFORMATION FORM

Office Use
Application No. ____________ Date Received ____________

□ Yes □ No
Copy of driver’s license attached?

I. TYPE OF APPLICATION (The appropriate Application Form must accompany this form.)

□ SITE PLAN□ SPECIAL LAND USE □ TREE PERMIT □ CLASS A NONCONFORMING USE
□ ZONING BOARD OF APPEALS □ REZONING □ MINOR TEMPORARY USE
□ CONDOMINIUM SUBDIVISION □ SUBDIVISION □ SIGN PERMIT

II. APPLICANT INFORMATION

NAME __________________________

ADDRESS _______________________

CITY ___________________________ STATE ____________ ZIP ____________

PHONE __________________________ EMAIL __________________________

DATE OF BIRTH _______________________

DRIVER’S LICENSE NUMBER __________________________

(A copy of both side of the applicant’s driver’s license must be attached. Fax copies will not be accepted.)

III. SIGNATURE

The undersigned deposes that the foregoing statements and answers and accompanied information are true and correct.

________________________________

SIGNATURE OF APPLICANT

________________________________

(Print/type name of applicant)