



# MEMORANDUM OF UNDERSTANDING SIGN ILLUMINATION & DISPLAY COMPLIANCE

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The following requirements apply for all sign illumination and electronic changeable message (ECM) signs in Holland Charter Township. The requirements are included in the Holland Charter Township Code of Ordinances, Appendix A – Zoning, Article 13, Section 13.9. By signing this memorandum of understanding you indicate your understanding of the display requirements set forth below and will ensure that the changeable/digital sign will be operated in accordance with these and all other requirements.

### Section 13.9 - Sign Illumination

- A. *Code Compliance.* A sign's wiring and electronic components shall be installed in accordance with the State of Michigan Electrical Code.
- B. *Prohibited Illumination.* Flashing, animation, moving, oscillating, blinking, intermittent illumination, or variable intensity light is prohibited on all signs and billboard sign faces.
- C. *External Illumination.*
  - 1. Sign lighting shall be of low intensity with effective provisions made to minimize spillover of light beyond the actual sign face.
  - 2. The light source shall be enclosed and directed to prevent light from shining directly onto traffic or neighboring property.
- D. *Internal Illumination.* Sign faces shall be opaque so that individual lamps are muted and cannot be distinguished behind the sign face.
- E. *Electronic Changeable Message (ECM) Signs.*
  - 1. Number. Lots of record are limited to one (1) ECM sign each.
  - 2. Display. ECM image displays shall be static.
  - 3. Interval. ECM displays shall not change more frequently than once every eight (8) seconds. Transitions from one static image to the next shall appear instantaneously.
  - 4. Brightness. Brightness of ECM signs shall be measured as follows:
    - a. At least 30 minutes following sunset, a foot candle meter shall be used to obtain an ambient light reading for the location. This is done while the sign is off or displaying black copy. The reading shall be made with the meter aimed directly at the center of the sign area from a distance determined with the following formula: The square root of the product of the sign area multiplied by 100. Example using a 12-square foot sign:
    - b. Measurement Distance =  $\sqrt{(12 \text{ Sq. Ft.} \times 100)} = 34.6$  feet as the determined setback.
    - c. The sign shall then be turned on to full white copy to take another reading with the meter at the same location.
    - d. If the difference between the readings is 0.3 foot candles or less, the brightness is properly adjusted and the sign is in compliance.
- F. *Neon.* Neon illumination is prohibited.

NOTE: The above contains the display requirements for changeable signs. Please be advised that the use, size, and location of changeable signs, must comply with all other relevant regulations and ordinances of the Township.

By signing below, you have ensured that the changeable sign complies with the above regulations.

\_\_\_\_\_  
Owner Name

\_\_\_\_\_  
Owner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Property Address