

## CHAPTER XX SIGNS

(Ord.No. 95-2; 4/6/95)  
 (Ord. No. 95-6; 7/17/95)  
 (Ord. No. 02-03; 9/5/02)  
 (Ord. No. 05-01; 10/7/05)

(Ord. No. 07-02; 8/20/07)  
 (Ord. No. 08-04; 9/2/08)  
 (Ord. No. 09-07; 12/21/09)

**SECTION 20.01 DESCRIPTION and PURPOSE.** This chapter is intended to regulate the size, number, location and manner of display of signs in Alpine Township in a manner consistent with the following purposes.

- (a) To protect and further the health, safety and welfare of Alpine Township residents, property owners and visitors.
- (b) To minimize traffic hazards and pedestrian accidents caused by signs which obstruct vision, distract or confuse drivers, or are improperly secured or constructed.
- (c) To conserve and enhance community character.
- (d) To promote uniformity in the size, number or placement of signs within districts.
- (e) To promote the economic viability of commercial areas by minimizing visual clutter and allowing for proper placement of signs to safely direct motorists to their destination.
- (f) To balance the public's right to be informed and its desire to avoid visual pollution and hazardous conditions with the rights of business and non-business uses to communicate.
- (g) It is further recognized that special circumstances or events may create a need for portable signage for a limited and reasonable period of time.

### SECTION 20.02 DEFINITIONS

"A" Frame Sign: A portable sign capable of standing without support or attachments.

Abandoned Sign: A sign which no longer identifies or advertises a currently operating business, lessee, service, owner, product, or activity, or for which no legal owner can be found.

Agricultural Industry Sign: A sign which identifies items, products, breeds of animals, poultry or fish, materials, or farming methods used on a farm and also including signs for farm organizations.

Awning: A retractable or fixed shelter constructed of non-rigid materials on a supporting framework that projects from the exterior wall of a building. An awning is the same as a canopy.

Awning Sign: Letters, numerals or other drawings painted on, printed on, or attached flat against the surface of an awning or canopy.

Balloon Sign: See Inflatable Sign.

Banner Sign: A portable sign of fabric, plastic, or other non-rigid material without an enclosing structural framework.

Billboard: A sign which advertises an establishment, product, service or activity at a location other than the premises on which the sign is located. A billboard is also called an off premise sign.

Commercial Establishment: A business operating independent of any other business located in a freestanding building; in a strip mall, a business completely separated from other businesses by walls from the ground up and with a door which may regularly be used by the public for exclusive ingress and egress to that business; in an enclosed structure with a shared climate controlled area, a business completely separated from other businesses by walls from the ground up and with a door or entrance which may regularly be used by the public for exclusive ingress and egress to that business and which may be closed to the public even while the common area is open to the public; and in an office building, a business holding itself out to the public as a single entity, independent of other businesses or persons.

Community Service Group Sign: A sign which displays the name or logo of an agency, organization or group whose primary purpose is to promote or provide community or public service such as the Rotary Club, Jaycee's, Lion's Club or Ambuc's.

Community Special Event Sign: A portable sign erected for a limited time to call attention to special events of interest to the general public which are sponsored by governmental agencies, schools or other groups which are non-profit or whose purpose is charitable, philanthropic, religious or benevolent.

Construction Sign: A sign which identifies the owners, financiers, contractors, architects, and engineers of a project under construction.

Directional Sign: A sign which gives directions, instructions, or facility information for the use of the lot on which the sign is located, such as parking or exit and entrance signs.

Exempt Sign: A sign for which a sign permit is not required.

Farm Identification Sign: A sign which identifies the name of the farm, or the family or person operating the farm.

Festoons: A string of ribbons, tinsel, flags, pennants or pinwheels.

Flag Sign: A flag which contains the name, logo or other symbol of a business, company, corporation, or agency of a commercial nature.

Flashing Sign: A sign which contains a rapidly intermittent or changing light source.

Freestanding Sign: A sign not attached to a building or wall which is supported by one or more poles or braces or which rests on the ground or on a foundation resting on the ground.

Government Sign: A sign erected or required to be erected by Alpine Charter Township, Kent County, or the State or Federal government.

Ground Sign: A freestanding sign supported by a base which rests directly on the ground. The width of the base shall be at least 50 percent of the width of the sign in order to be a ground sign.

Holiday Decorations: In a commercial or industrial zoning districts includes, but is not limited to, strings of lights for nationally recognized holidays. Holiday decorations as defined shall not contain any commercial advertising and specifically excludes inflatable holiday decorations in commercial or industrial zoning districts.

Illegal Sign: A sign which does not meet the requirements of this Ordinance and which has not received legal nonconforming status.

Incidental Sign: A small sign, emblem or decal informing the public of goods, facilities or services available on the premises, e.g. a credit card sign or restroom sign or sign indicating hours of business, or signs on gas pumps.

Inflatable sign: (Balloon sign) Any three dimensional object, including a tethered balloon, capable of being filled with air or gas depicting a container, figure, product or product trademark, whether or not such object contains a message or lettering.

Mansard: A sloped roof or roof-like façade architecturally comparable to a building wall.

Mansard Sign: A sign that is mounted, painted on, or attached to a mansard.

Memorial Sign - A sign, tablet, or plaque memorializing a person, event, structure or site.

Marquee: A permanent structure constructed of rigid materials that projects from the exterior wall of a building.

Marquee Sign: A sign affixed to the surface of a marquee.

Mural: An artistic design or representation painted or drawn on a wall which does not advertise an establishment, product, service, or activity.

Nameplate: A non-illuminated, on-premise sign giving the name, address or occupation of an occupant or group of occupants.

Neon Tubing: Electric discharge tubing manufactured in shapes that form letters, parts of letters, skeleton tubing, outline lighting, other decorative elements, and filled with various inert gases. Neon tubing is considered signage. (Ord. No. 08-04; 9/2/08)

Non-Commercial Sign: A sign either portable or non-portable not advertising commerce, trade, or location and not otherwise defined herein. For example, a sign identifying or promoting a candidate for public office.

Non-Conforming Sign: A sign which was legally erected prior to this Ordinance but which does not conform to this Ordinance.

Painted Wall Sign: A sign which is applied with paint or similar substance on the face of a wall or the roof of a building.

Placard: A sign not exceeding two (2) square feet which provides notices of a public nature, such as "No Trespassing", "No Hunting" signs or "Gas Main" signs.

Pole Sign: A freestanding sign which is supported by a structure, or poles, or braces which are less than 50 percent of the width of the sign.

Portable Sign: A sign that is not permanent or affixed to a building or structure and by its nature may be or is intended to be moved from one location to another including but not limited to "A" frame signs, signs on movable trailers, devices such as banners, pennants, search lights, rotating signs, sidewalk or curb signs, and inflatable signs.

Projecting Sign: A double-faced sign attached to a building or wall that extends more than twelve (12) inches but not more than thirty-six (36) inches from the face of the building or wall.

Reader Board Sign: means one of the following:

1. Manual: A sign on which the letters or pictorials are changed manually or;
2. Electronic Reader Board: A sign with a fixed or changing display or message composed of a series of lights that may be changed through electronic means excluding video signs and flashing signs.

Real Estate Sign: A sign advertising the real estate upon which the sign is located as being for sale, rent, or lease.

Residential Subdivision Sign: A sign identifying or recognizing a platted subdivision, site condominium, multi-family or other residential development.

Roof Line: The top of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys, or other minor projections.

Roof Sign: A sign erected above the roof line of a building.

Rotating Sign: A sign in which the sign itself or any portion of the sign moves in a revolving or similar manner. Such motion does not refer to methods of changeable copy.

Sign: A device, structure, fixture, figure or placard which may or may not use graphics, symbols, emblems, numbers, lights or written copy designed specifically for the purpose of advertising, identifying, or directing attention to an establishment, product, service, person, place, organization, institution or activity.

Snipe Sign: A sign that is attached to a utility pole, tree, fence, or to any object located or situated on public property.

Subdivision Identification Sign: A sign identifying or recognizing a platted subdivision, condominium development, commercial, industrial or residential development.

Temporary Sign: See Portable Sign.

Under Canopy Sign: A sign suspended beneath a canopy, ceiling, roof, or marquee.

Wall Sign: A sign painted or attached directly to and parallel to the exterior wall of a building extending no greater than twelve (12) inches from the exterior face of a wall to which it is attached.

Window Sign: A sign installed inside a window and intended to be viewed from the outside.

Vehicle Sign: A sign painted on, incorporated in, or attached directly to any mode of transportation, including but not limited to automobiles, trucks, boats, trailers, semi-trailers or airplanes.

Video Sign: A sign which displays moving images as on a television.

**SECTION 20.03 PROHIBITED SIGNS.** A sign not expressly permitted by this Ordinance is prohibited. Without limitation, the following types of signs are expressly prohibited:

- (a) Festoons, pennants, streamers, and flag signs except as defined and permitted herein.
- (b) Flashing signs, including those located in windows.
- (c) Abandoned signs.
- (d) Rotating signs.
- (e) Signs imitating or resembling official traffic or government signs or signals.
- (f) Vehicle signs not used during the normal course of business which are conspicuously parked or located so as to advertise, identify, or bring attention to an establishment, product, service, person, service or activity. [See Section 20.08(c)]
- (g) Roof signs.
- (h) Sexually graphic signs.
- (i) Snipe signs.
- (j) Searchlights, laser lights, strobe lights, and lights of a similar nature.
- (k) Video signs.
- (l) Lighted or unlighted signs utilizing florescent or neon colors such as “hot pink”, “lime green”, “bright orange”, “day glow” or similar colors. Such signs are prohibited because they are distracting to drivers and may pose a safety hazard. Except for allowed window signs, visible neon tubing is prohibited. (Ord. No. 08-04; 9/2/08)
- (m) Inflatable signs,
- (n) Inflatable holiday decorations in commercial or industrial zoning districts.

**SECTION 20.04 SIGNS EXEMPTED.** The following signs shall be exempted from the provisions of this Ordinance except for the regulations of Section 20.07.

- (a) Government signs two square feet or less.
- (b) Non-commercial signs two square feet or less.
- (c) Window signs.
- (d) Memorial signs.
- (e) Murals.
- (f) Signs for essential services which are two square feet or less.
- (g) Placards.
- (h) Community service group or agency signs two square feet or less.
- (i) Nameplates two square feet or less.
- (j) Newspaper box signs.
- (k) Farm identification signs.
- (l) Incidental signs two square feet or less.
- (m) Flags or insignia of any nation, state, township, community organization, educational institution or flags of a non-commercial nature. Such flags shall only be displayed on a flag pole.
- (n) Holiday Decorations as defined by this Ordinance for nationally recognized holidays within commercial or industrial zoning districts. Holiday decorations shall be erected no more than 30 days before a nationally recognized holiday and shall be removed no later than 10 days after the holiday in commercial or industrial zoning districts.

**SECTION 20.05 SIGNS NOT NEEDING A PERMIT.** The following signs shall not require a permit but shall be subject to all other applicable regulations of this Ordinance.

- (a) Government signs.
- (b) Non-commercial signs.
- (c) On-site directional signs

- (d) Construction signs.
- (e) Home occupation signs as permitted by Section 2.40(e).
- (f) Signs for residential yard, garage, and estate sales and auctions.
- (g) Real estate signs advertising the premises on which the sign is located for sale, rent or lease.
- (h) Agricultural industry signs.
- (i) Help wanted signs of a temporary nature not to exceed 32 square feet.
- (j) "A" frame signs.
- (k) Community special event signs.

## **SECTION 20.06 SIGN PERMITS AND APPLICATION**

- (a) Permits Required: A sign permit shall be required for the erection, use, construction or alteration of all signs except those exempted herein. For purposes of this section alteration shall mean changing the copy to promote, advertise, or identify a different use or commercial establishment. Alteration shall not mean normal maintenance of a sign.
- (b) Application: An application for a sign permit shall be made to the Township Building Official or Zoning Administrator along with payment of a fee as required by Township Board resolution. The application, at a minimum, shall include the following:
  - (1) Name, address, and telephone number of applicant and the person, firm or corporation erecting the sign.
  - (2) Address or permanent parcel number of the property where the sign will be located.
  - (3) A sketch showing the location of the building, structure, or lot upon which the sign is to be attached or erected, and showing the proposed location of the sign in relation to buildings and structures along with setback from lot lines.
  - (4) Construction documents showing dimensions, materials, and required details of construction including loads, stresses, and anchors per the State Building Codes.

- (5) All signs requiring electrical service shall be reviewed for compliance with the State Electrical Code. Approval of electrical signs shall be noted on or attached to the sign permit.
  - (6) The zoning district in which the sign is to be located.
  - (7) Any other information which the Building Official/Zoning Administrator may require in order to demonstrate compliance with this Ordinance.
  - (8) Signature of applicant or person, firm or corporation erecting the sign.
- (c) Issuance of Sign Permit: The Building Official/Zoning Administrator shall issue a sign permit if all provisions of this Ordinance and other applicable Township ordinances are met. A sign authorized by a permit shall be installed or under construction within six months of the date of issuance of the sign permit or the permit shall expire. A new permit may be issued upon filing of a new application and fee.

## **SECTION 20.07 DESIGN, CONSTRUCTION AND LOCATION STANDARDS**

- (a) All signs shall be properly maintained and shall not be allowed to become unsightly through disrepair or as a result of the weather.
- (b) Sign supports, braces, guys and anchors shall be maintained in such a manner so as not to cause a hazard.
- (c) Signs shall be constructed to withstand all imposed loads as required by the State Building Codes.
- (d) Signs may be internally or externally illuminated. The source of the light shall be enclosed and directed to prevent the source of light from shining directly or indirectly onto traffic or adjacent or nearby properties.
- (e) Wall signs greater than 40 square feet in size shall be constructed of metal or other approved non-combustible materials.
- (f) Any pole sign, including awnings to which signs are affixed or displayed shall maintain a minimum clear space of eight feet from the bottom of the sign to the ground.
- (g) Support structures, poles or braces for pole signs must be less than 50% of the sign width and cannot be more than 3 feet wide on any one side.
- (h) For ground signs, the width of the base shall be at least 50 percent of the width of the sign.

- (i) Signs shall not be placed in, upon or over any public right-of-way, approved private road easement, alley, or other access easements, except as may be otherwise permitted by the Kent County Road Commission, the Michigan Department of Transportation or Alpine Township.
- (j) A light pole or other supporting member shall not be used for the placement of any sign unless specifically designed and approved for such use.
- (k) A sign shall not be erected in any place where it may, by reason of its position, shape, color, or other characteristics, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device, or constitute a nuisance per se.
- (l) A wall sign shall not extend beyond the edge of the wall to which it is affixed, and no wall sign shall extend above the roof line of a building.
- (m) A sign and its supporting mechanism shall not extend beyond any lot lines of the property on which it is located. (Ord. 02-02; 9/5/02)

#### **SECTION 20.08 SIGN REGULATIONS APPLICABLE TO ALL DISTRICTS.**

The following sign regulations are applicable to all zoning districts.

- (a) All signs shall be stationary and shall pertain only to the business or activity conducted on the premises except as otherwise permitted by this Ordinance for billboards, non-commercial signs, community special event signs, signs advertising farm products or operations as permitted herein.
- (b) All wall and freestanding signs may include reader boards subject to the following regulations:
  - (1) For signs which are 50 square feet or less in area the reader board shall not comprise more than 75% of the sign area.
  - (2) For signs which exceed 50 square feet in area the reader board shall not comprise more than 50 % of the sign area.
  - (3) An electronic reader board shall not have any logos, insignia or images or any scrolling, animated or flashing text.
  - (4) The copy on an electronic reader board shall at all times remain completely unchanged for a minimum of 10 seconds. (Ord. 07-02; 8/20/07)
- (c) Vehicles which bear signs may be parked on site provided they are located in such a manner that they do not function as signs as prohibited by Section 20.03 (f) herein.

- (d) Real estate signs are permitted in any District but shall be removed within 30 days after completion of the sale or lease of the property.
- (e) Construction signs are permitted within any District, subject to the following restrictions:
  - (1) Construction signs shall be no larger than 32 square feet and not exceed eight feet in height and shall be located no closer than 10 feet from the street right-of-way and all other property lines.
  - (2) Construction signs shall not be erected until a building permit has been issued for the project that is the subject of proposed sign and construction activity has begun.
  - (3) Construction signs shall be removed immediately upon the issuance of any Occupancy Permit for the building or structure which is the subject of the construction sign, or the placement of a permanent sign advertising the principal use, whichever comes first.
- (f) Community special event signs, including banner signs, are permitted in any District, subject to the following restrictions:
  - (1) Such signs may be located either on or off the lot on which the special event is held.
  - (2) The display of such signs shall be limited to the 14 days immediately preceding the special event that is being advertised.
  - (3) Such signs shall have a maximum size of 32 square feet in area, and a maximum height above ground level of six feet and shall be set back from any side or rear property line a minimum of 15 feet. The front setback shall be as required for signs in the District in which the sign is to be located.
  - (4) Such signs shall be removed within 24 hours of the conclusion of the special event that is being advertised.
- (g) Directional signs are permitted in any district subject to the following restrictions:
  - (1) A directional sign may contain a logo of an on-premise commercial establishment, but not the name of the commercial establishment.
  - (2) Such sign shall not exceed three square feet in area or four feet in height, and shall be set back at least five feet from any lot line and edge of any driving lane.

- (3) Directional signs shall be limited to traffic control functions only.
- (h) Garage, yard, estate sales, auctions, and roadside stand signs are permitted in any district subject to the following restrictions:
- (1) One sign per premise is permitted, located on the premises on which such sale is being conducted, and set back a minimum of five feet from any side or rear property line.
  - (2) Such sign shall not exceed six square feet in area or three feet in height.
  - (3) Such sign shall be erected no more than three days prior to the day(s) of the sale and shall be removed within one day after the completion of the sale.
- (i) Signs advertising the sale of farm products or farm operations which are not located on the property that contains the farm are permitted in any district subject to the following restrictions:
- (1) No more than three such signs from any seller shall be displayed within the Township.
  - (2) Such signs shall be no larger than 32 square feet and no higher than six feet above grade.
  - (3) The minimum front setback shall be as required for signs in the zoning district in which the sign is to be located.
  - (4) Such signs shall not be placed on land where another sign is located or which contains a principal use except for a single family dwelling or farm operation.
- (j) Non-commercial signs are permitted in all zoning districts subject to the following restrictions:
- (1) Such signs shall be subject to the regulations of the zoning district in which the sign is located.
  - (2) Non-commercial signs erected on billboards are subject to the regulations of Section 20.15.
  - (3) Non-commercial signs may remain until such signs are in disrepair and are deemed not to comply with Section 20.07 of this Ordinance.

- (k) Portable signs are allowed in all zoning districts subject to the following restrictions:
- (1) Only one portable sign shall be permitted on a lot at any one time for a period not to exceed a total of 30 days in any calendar year. Such sign shall be displayed for no more than ten consecutive days. For each day that the portable sign is displayed beyond the permitted ten consecutive days of display, two days will be subtracted from the 30 days per year allowed for portable sign display for that lot.
  - (2) A portable sign shall not exceed 32 square feet in area and shall be back lit only and not have any flashing, colored or glaring lights.
  - (3) Portable signs shall be placed outside of the public right-of-way or private road easement and shall not hamper the visibility of a driver on or off the site.
  - (4) "A" Frame Signs shall only be permitted in the C-1, C-2, C-3, B-PUD and C-PUD districts and shall be limited to one such sign per commercial establishment, with a maximum size of six square feet and three feet in height. Such signs shall only be placed on a private walkway no more than 10 feet from the front of the commercial establishment using the sign. Such signs shall not obstruct pedestrian circulation and shall be removed during non-business hours.
  - (5) Banner signs shall only be attached to buildings or approved permanent sign posts except if such signs are for a community special event as defined herein.
  - (6) Portable signs which are displayed or held by a person are prohibited except if such signs are for a community special event or are a non-commercial sign as defined herein.
  - (7) A sign permit must be obtained before placing a portable sign on any lot.  
(Ord. 07-02; 8/20/07)

#### **SECTION 20.09 NONCONFORMING SIGNS, ILLEGAL SIGNS, AND SIGNS ACCESSORY TO NONCONFORMING USES**

- (a) Every legal permanent sign which does not conform to the height, size, area or location requirements of this Chapter as of the date of the adoption of this Ordinance, is hereby deemed to be nonconforming.
- (b) Nonconforming signs shall not be replaced, moved, altered, expanded, enlarged, or extended; however, nonconforming signs may be maintained so as to continue the useful life of the sign.

- (c) For the purposes of this Chapter, a nonconforming sign may be diminished in size or dimension or the copy of the sign amended or changed without jeopardizing the privilege of nonconforming use.
- (d) A sign accessory to a nonconforming use may be erected in the Township in accordance with the sign regulations for the district in which the property is located.
- (e) Non-conforming signs shall not:
  - (1) be changed to another non-conforming sign;
  - (2) be repaired, (restored to a sound or good condition after damage or decay) except if such repair brings the sign into conformance with this ordinance or
  - (3) be repaired if such repair involves any of the following:
    - (i) An expense which exceeds 50 percent of the signs appraised value as determined by the Building Official;
    - (ii) Necessitates the replacement of both the sign frame and sign panels;
    - (iii) Replacement of the signs primary support pole(s) or other support structure;
    - (iv) Replacement of the sign panels if the sign has no framework.

## **SECTION 20.10 MEASUREMENT OF SIGNS**

- (a) The area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of writing, representation, emblem, logo, or any other figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign.
- (b) The area of a freestanding or projecting sign that has two or more faces shall be measured by including the area of all sign faces, except if two such faces are placed back-to-back and are of equal size, and are no more than two feet apart at any point the area of the two back-to-back faces shall be counted as one face. If the two back-to-back faces are of unequal size, the larger of the two sign faces shall be counted as the one face.

- (c) The height of a sign shall be measured as the vertical distance from the highest point of the sign to the grade of the adjacent street or the average finished grade of the ground immediately beneath the sign, whichever is less. The height of a sign shall not be increased by any earthen berms.

### **SECTION 20.11 AGRICULTURAL AND RURAL AGRICULTURAL DISTRICTS.**

The following signs are permitted in the Agricultural and Rural Agricultural Zoning Districts.

- (a) Signs as permitted and regulated by Section 20.04, 20.05, 20.07 and 20.08.
- (b) **Wall Sign** - For permitted uses other than dwellings.
- (1) One sign per street or approved private road frontage to be placed on that side of the building which directly faces the street or approved private road.
  - (2) A wall sign shall not exceed 100 square feet.
- (c) **Ground Sign** - For permitted uses other than dwellings.
- (1) One per parcel not to exceed 32 square feet in area.
  - (2) The height of a ground sign shall not exceed six feet above grade.
  - (3) Ground signs shall be set back a minimum of 10 feet from the front lot line and a minimum of 50 feet from all other lot lines.
- (d) **Pole Signs**
- (1) Permitted only for Special Land Uses in the Agriculture Zoning District and only if the proposed use is located on an expressway or major arterial as identified in the Alpine Township Master Plan.
  - (2) Pole signs shall not exceed 64 square feet in area and 25 feet in height.
  - (3) Pole signs shall be set back a minimum of 20 feet from the front lot line and a minimum of 100 feet from all other lot lines.
- (e) **Non-Commercial Signs** - Each sign shall not exceed 32 square feet in area and six feet in height. Such signs shall be set back a minimum of 10 feet from the front lot line and 50 feet from all other lot lines.
- (f) **Agricultural Industry Signs** - Such signs shall not exceed 32 square feet per sign. Such signs shall not be limited in number or placement except they shall

not be placed to create a hazard or visibility problem for motorists, pedestrians, or cyclists.

(g) **Real Estate Sign**

- (1) For single and two family dwellings one sign per parcel. Such signs shall not exceed six square feet in area and six feet in height and shall be set back a minimum of 10 feet from all lot lines.
- (2) For new subdivisions, site condominiums, and mobile or manufactured home parks one temporary real estate sign advertising the project is permitted at the main entrance. Such sign shall not exceed 32 square feet in area or six feet in height and shall be set back a minimum of 20 feet from all lot lines. The sign shall be removed when 75 percent of the lots are sold or built upon, whichever comes first.
- (3) For non-residential uses a real estate sign not to exceed 32 square feet in area is permitted. Such sign shall not exceed six feet in height and shall be set back a minimum of 20 feet from all lot lines.

**SECTION 20.12 RESIDENTIAL DISTRICTS.**

The following signs are permitted in the R-1, R-2, R-3, R-4, and OSN-PUD Zoning Districts.

- (a) Signs as permitted and regulated by Sections 20.04, 20.05 and 20.07 and 20.08.
- (b) **Wall Sign** - For non-residential uses only:
  - (1) One sign per street or approved private road frontage to be placed on that side of the building which directly faces the street or approved private road.
  - (2) A wall sign shall not exceed 100 square feet.
- (c) **Ground Sign**
  - (1) For permitted non-residential uses: One per parcel not to exceed 24 square feet in area. The height of a ground sign shall not exceed five feet above grade. Ground signs shall be set back a minimum of 15 feet from all lot lines.
  - (2) For Residential Subdivision Identification Signs the following regulations shall apply:

- (i) A ground sign identifying the development is permitted only if provisions acceptable to the Township are made for the maintenance of the sign.
  - (ii) One per parcel not to exceed 24 square feet in area. The height of a ground identification sign shall not exceed 5 feet above grade. Ground identification signs shall be set back a minimum of 15 feet from all lot lines. If the residential development contains more than one parcel, such ground identification signs are allowed at each entrance street or approved private road to the development except that not more than two such ground identification signs shall be allowed per development.
  - (iii) Ground identification signs shall be constructed primarily with carved wood, brick, stone wrought iron, terra cotta, glazed tile or similar decorative material in order to reflect and enhance the residential character of the area.
- (d) **Non-Commercial Sign** - Each sign shall not exceed six square feet in area and six feet in height. All signs shall be set back a minimum of 10 feet from all lot lines.
- (e) **Real Estate Sign**
- (1) For single and two family dwellings one sign per parcel. Such signs shall not exceed six square feet in area and six feet in height and shall be set back a minimum of 10 feet from all lot lines.
  - (2) For new subdivisions, site condominiums, and mobile or manufactured home parks one temporary real estate sign advertising the project is permitted at the main entrance. Such sign shall not exceed 32 square feet in area or six feet in height and shall be set back a minimum of 20 feet from all lot lines. The sign shall be removed when 75 percent of the lots are sold or built upon, whichever comes first.
  - (3) For non-residential uses a real estate sign not to exceed 32 square feet in area is permitted. Such sign shall not exceed six feet in height and shall be set back a minimum of 20 feet from all lot lines.

**SECTION 20.13 COMMERCIAL / OFFICE DISTRICTS.**

The following signs are permitted in the C-1, C-2, C-3, O-S, B-PUD, and C-PUD Zoning Districts.

- (a) Signs as permitted and regulated by Sections 20.04, 20.05, 20.07 and 20.08.
- (b) **Wall Signs**
  - (1) Each commercial establishment shall be permitted to have one wall sign. For each commercial establishment on a corner lot, one wall sign per public or approved private street frontage is permitted. For each commercial establishment that gains its primary access from an approved commercial service drive that also provides the primary access for at least two other individual lots' and whose building and parking lot setbacks and landscaping treat the approved commercial service drive as a front yard, one wall sign is allowed per commercial establishment along the approved commercial service drive. Each commercial establishment shall have no more than one sign per wall. These wall signs shall be subject to the following regulations:
    - (i) Commercial establishments with 0 to 70 lineal feet of wall are permitted a signage area not to exceed one and one-half (1-1/2) square feet for every one lineal foot of the wall to which the sign will be attached. For those commercial establishments with less than 32 feet of lineal wall frontage a sign of up to 48 square feet is permitted. (See Schedule A). No wall sign shall exceed 250 square feet.
    - (ii) Commercial establishments with more than 70 lineal feet of wall are permitted, in addition to the signage area identified above, an additional signage area equal to one and one-half (1-1/2) square feet for every three lineal feet in excess of 70 feet of the wall to which the sign will be attached.
  - (2) Wall signs shall not face a residential zoning district unless the district and the building are separated by a public or approved private street or other non-residential zoning district.
  - (3) The sign shall be attached to the same wall which was used to determine its size.
  - (4) In addition to the size of a wall sign permitted above, each commercial establishment may be allowed an additional two square feet of wall sign for every one square foot reduction in the amount of the permitted pole sign area. This additional wall sign area may be added to a permitted wall sign to increase its size or may be a separate sign. However, no wall may

contain more than one sign unless additional signs are approved by the Planning Commission or the Site Plan Review Committee at the time of Site Plan Review. In order to allow additional signs the Planning Commission or Site Plan Review Committee must first determine that such additional signs will meet the intent of this Chapter.

- (5) Awning signs are regulated as wall signs. Awning signs are allowed instead of wall signs, not in addition to wall signs.
- (c) **Freestanding Sign** - One ground sign or pole sign per lot subject to the following regulations:
- (1) Address Numbers - All freestanding signs are required to post the address number either on the sign or on the pole facing the public right-of-way.
    - (i) Address numbers must be in a contrasting color to the background.
    - (ii) Addresses must be at least four inches in height.
    - (iii) Addresses of three square feet or less will not count against the total allowable signage.
    - (iv) In no circumstances may the total address square footage equal more than 50% of the total sign. (Ord. No. 02-03; eff. 09/05/02)
  - (2) Ground Sign - One sign not to exceed 50 square feet shall be permitted for each lot and shall also be subject to the following:
    - (i) The height of a ground sign shall not exceed six feet above grade.
    - (ii) Ground signs shall be set back a minimum of 15 feet from the front lot line and 15 feet from the side lot lines.
    - (iii) The width of the base shall be at least 50 percent of the width of the sign.
  - (3) Pole Sign - A sign of 64 square feet or less shall be permitted for each lot and shall also be subject to the following:
    - (i) For lots with only one commercial establishment which have frontage on a State of Michigan highway or a road with at least four lanes excluding turn lanes a sign may exceed 64 square feet in area according to the following:
      - (A) The size of a sign may be increased by two square feet for every five feet of lineal lot frontage over 160 feet up to a maximum sign area of 128 square feet. (See Schedule B).

- (B) In addition to the above, for each foot that a sign is set back from the minimum front sign setback requirement of this section, the size of a sign may be increased by one additional foot. In no case shall a sign exceed 160 square feet.
- (ii) For those lots with more than one commercial establishment, which have frontage on a State of Michigan highway or road with at least four lanes excluding turn lanes, the size of the pole sign may be increased by 50 percent of the size allowed by Section 20.13(c)(3)(i) up to a maximum size of 160 square feet.
  - (iii) For lots with only one commercial establishment which have frontage on a road with not more than two lanes excluding turn lanes a sign shall not exceed 64 square feet. (Ord. 07-02; 8/20/07)
  - (iv) For lots with more than one commercial establishment, which have frontage on a road with not more than two lanes excluding turn lanes, the size of the pole sign may be increased by 25 percent of the size allowed by Section 20.13(c)((3)(iii) up to a maximum of 80 square feet. (Ord. 07-02; 8/20/07)
  - (v) For two or more lots that share common property lines and primary access onto a public road, approved private road or an approved commercial service drive, the lots are allowed to share a single common pole sign. An appropriate operation and maintenance agreement for the shared sign is required. The size of the shared sign shall be determined by the combined public road frontage of all the lots sharing the sign as follows: for lots fronting on a State of Michigan highway or a road with at least four lanes excluding turn lanes the maximum sign size is 160 square feet; for lots fronting on a road with not more than two lanes excluding turn lanes the maximum sign size is 80 square feet. The shared pole sign shall be the only freestanding sign allowed for all of the lots that share the sign. In no case may a single lot have more than one freestanding sign. (Ord. 07-02; 8/20/07)
  - (vi) The support structure or poles for a pole sign shall be set back a minimum of 20 feet from the front lot line and 15 feet from the side lot line. The front setback may be reduced by two feet for every five feet over 15 feet which the sign is set back from the side lot line. In no case shall a sign support or pole be placed closer than 10 feet from the front lot line. (See Schedule C)
  - (vii) Pole signs shall not exceed 35 feet in height and shall have a minimum height between the bottom of the sign and the ground of

eight feet. The support structure(s) for a pole sign shall be less than 50 percent of the sign width and shall not be more than three feet wide on any one side.

- (d) **Non-Commercial Signs** - Each sign shall not exceed 32 square feet in area and six feet in height. Such signs shall be set back a minimum of 15 feet from the front lot line and at least 15 feet from all other lot lines.
- (e) **Real Estate Signs** - One per lot not to exceed 32 square feet in area and six feet in height. Such signs shall be set back a minimum of 15 feet from the front lot line and 15 feet from all other lot lines.
- (f) **Vehicle Service Station Signs** - Establishments which provide repair services and/or gasoline for vehicles either as a principal or accessory use may display directional signs over individual doors or bays. The size of such signs shall not exceed three square feet. Customary lettering, insignias or symbols which are a permanent or structural part of the gasoline pump shall also be permitted.
- (g) **Restaurant Menu Board Signs** – Restaurants that have drive-through facilities may have no more than two menu board signs. Each sign shall not exceed 32 square feet in size and six feet in height. Each sign shall be setback 15 feet from all property lines. (Ord. 07-02; 8/20/07)
- (h) **Flag Signs** - One per lot not to exceed 24 square feet. The flag sign shall be displayed on a pole. If the flag sign shares the same pole as the United States flag, the flag sign shall be the smaller of these two flags and shall be placed below the United States flag.
- (i) **Billboard signs** are permitted in accordance with Section 20.15 herein. (Ord. No. 08-04; 9/2/08)

#### **SECTION 20.14 INDUSTRIAL DISTRICTS**

The following signs are permitted in the I-1 and I-2 zoning districts.

- (a) Signs as permitted and regulated by Sections 20.04, 20.05, 20.07, and 20.08.
- (b) **Wall Signs**
  - (1) Each industrial establishment shall be permitted to have one wall sign. For each industrial establishment on a corner lot, one wall sign per public or approved private street frontage is permitted. Each commercial establishment shall have no more than one sign per wall.
  - (2) The size of the wall sign shall be subject to the following regulations:

- (i) Industrial establishments with 0 to 250 lineal feet of wall area are permitted a signage area not to exceed one square foot for every two and one-half (2 and 1/2) lineal feet of wall. For those industrial establishments with less than 125 feet of lineal wall frontage a sign of up to 50 square feet is permitted (See Schedule D).
  - (ii) Industrial establishments with more than 250 lineal feet of wall are permitted in addition to the above, an additional signage area equal to one square foot for every five lineal feet in excess of 250.
- (3) Wall signs shall not face a residential zoning district unless the district and the building are separated by a public or private street or another non-residential zoning district.
- (4) The sign shall be attached to the same wall which was used to determine its size.
- (c) **Ground Sign** - One ground sign per lot subject to the following regulations:
  - (1) The sign shall not exceed 50 square feet in area.
  - (2) The height of a ground sign shall not exceed six feet in height.
  - (3) Ground signs shall be set back a minimum of 15 feet from the front lot line and 15 feet from side lot lines.
- (d) **Industrial Park Identification Sign** – A ground sign identifying an industrial development is permitted only if provisions acceptable to the Township are made for the maintenance of the sign. One sign may be erected at each industrial park entrance in accordance with the requirements for ground signs to identify the park and the industries within. Such signs may be ground signs or attached to a wall and shall be constructed primarily with carved wood, brick, stone wrought iron, terra cotta, glazed tile or other similar decorative material. Such signs shall be appropriately landscaped. If lit, lighting shall be low level.
- (e) **Non-Commercial Signs** - Each sign shall not exceed 32 square feet in area and six feet in height. Such signs shall be set back a minimum of 15 feet from the front lot line and 25 feet from all other lot lines.
- (f) **Real Estate Signs** - One sign per lot not to exceed 32 square feet in area and six feet in height. Such sign shall be set back a minimum of 15 feet from the front lot line and 25 feet from all other lot lines.
- (g) **Flag Signs** - Each flag sign shall not exceed 24 square feet and shall be displayed on a pole. If the flag sign shares a pole with the United States flag, the

flag sign shall be the smaller of these two flags and shall be placed below the United States flag. More than one flag sign is permitted.

- (h) **Billboard signs** are permitted in accordance with Section 20.15 herein. (Ord. No. 08-04; 9/2/08)

## **SECTION 20.15 BILLBOARDS**

- (a) Billboards are permitted only on lots located in the C-1, C-2, C-3, O-S, I-1 and I-2 zoning districts which abut a State of Michigan highway.
- (b) A billboard which is established on a lot shall constitute the principal use of that lot. Any other principal use permitted in that zoning district shall not be established on the same lot as the billboard.
- (c) The billboard shall comply with the size, height and placement regulations of that zoning district in which it is located.
- (d) The lot upon which the billboard is to be placed shall conform to the minimum lot area and width regulations of the zoning district in which the billboard is located.

## **SECTION 20.16 REMOVAL OF SIGNS**

- (a) Signs on Public Property. Any sign installed or placed in the public right-of-way or otherwise on public property, except in compliance with provisions of this Chapter, shall be and subject to confiscation and may be immediately removed by the Township. In addition to other available remedies, the Township shall have the right to recover from the owner or person placing an unauthorized sign the full costs of removal and disposal of the sign.
- (b) Signs not in Conformance with Ordinance. Any sign and appurtenant structure shall be removed by the owner within 72 hours of receipt of notice from the Zoning Administrator or designee stating that the sign is unsafe, not properly maintained, or otherwise does not comply with the requirements of this Ordinance. Such notice shall also state that the sign will be removed unless the unsafe or improper condition is corrected by the owner.

Upon failure to remove or correct the unsafe or improper condition within 72 hours of receipt of notice, the Zoning Administrator or designee may take whatever action is necessary to have the sign and appurtenant structure removed or to otherwise abate the unsafe or improper condition. In addition, the Zoning Administrator or designee shall take whatever action is necessary to recover from the owner of the sign the full costs of removing and disposing of the sign or abating the unsafe or improper condition.

- (c) Abandoned signs. Abandoned signs are not permitted and must be removed by the owner of the lot on which the sign is located. If the owner does not remove the sign, or if no owner can be found, the Township may remove the sign. The Township shall have the right to recover from the owner of the sign the full costs of removing and disposing of the sign. (Ord. 07-02; 8/20/07)

**SECTION 20.17 VIOLATIONS AND PENALTIES.** Any person, firm, corporation, trust, partnership or other legal entity which violates or refuses to comply with any provision of this chapter of this Ordinance shall be responsible for a municipal civil infraction and shall be punished by a civil fine of fifty dollars (\$50.00) for a first violation and three hundred (\$300.00) for a second or subsequent violation. In addition to the penalties set forth above, a person, firm, corporation, trust, partnership or other legal entity which violates or refuses to comply with any provision of this chapter shall be subject to the penalties and provisions contained in subsections (a-e) of Section 24.05. (Ord. No. 95-6; 7/17/95)

**SCHEDULE A**  
**Area of Wall Sign**  
**Per Section 20.13 (b) (1) (i)**  
**(Commercial/Office Districts)**

<u>Lineal Feet of Wall To Which the Sign is Attached</u>	<u>Permitted Sign Size (Sq. feet)</u>
<b>0-32</b>	<b>48</b>
33	49.5
<b>34</b>	<b>51</b>
35	52.5
<b>36</b>	<b>54</b>
37	55.5
<b>38</b>	<b>57</b>
39	58.5
<b>40</b>	<b>60</b>
41	61.5
<b>42</b>	<b>63</b>
43	64.5
<b>44</b>	<b>66</b>
45	67.5
<b>46</b>	<b>69</b>
47	70.5
<b>48</b>	<b>72</b>
49	73.5
<b>50</b>	<b>75</b>
51	76.5
<b>52</b>	<b>78</b>
53	79.5
<b>54</b>	<b>81</b>
55	82.5
<b>56</b>	<b>84</b>
57	85.5
<b>58</b>	<b>87</b>
59	88.5
<b>60</b>	<b>90</b>
61	91.5
<b>62</b>	<b>93</b>
63	94.5
<b>64</b>	<b>96</b>
65	97.5
<b>66</b>	<b>99</b>
67	100.5
<b>68</b>	<b>102</b>
69	103.5
<b>70</b>	<b>105</b>
Over 70	1-1/2 sq. ft. for every 3 feet over 70

No wall sign shall exceed 250 square feet.

**SCHEDULE B**  
**Area of Pole Sign on a Road**  
**With Four or More Lanes**  
**Per Section 20.13 (c) (3) (i) (A)**  
**(Commercial/Office Districts)**

<u>Lineal Feet of Frontage</u>	<u>Permitted Sign Size (Sq. feet)</u>
<b>0-160</b>	<b>64</b>
165	66
<b>170</b>	<b>68</b>
175	70
<b>180</b>	<b>72</b>
185	74
<b>190</b>	<b>76</b>
195	78
<b>200</b>	<b>80</b>
205	82
<b>210</b>	<b>84</b>
215	86
<b>220</b>	<b>88</b>
225	90
<b>230</b>	<b>92</b>
235	94
<b>240</b>	<b>96</b>
245	98
<b>250</b>	<b>100</b>
255	102
<b>260</b>	<b>104</b>
265	106
<b>270</b>	<b>108</b>
275	110
<b>280</b>	<b>112</b>
285	114
<b>290</b>	<b>116</b>
295	118
<b>300</b>	<b>120</b>
305	122
<b>310</b>	<b>124</b>
315	126
<b>320</b>	<b>128</b>

**SCHEDULE C**  
**Front Setback Requirements for**  
**Pole Sign Support Structures**  
**Per Section 20.13 (c) (3) (vi)**  
**(Commercial/Office Districts)**

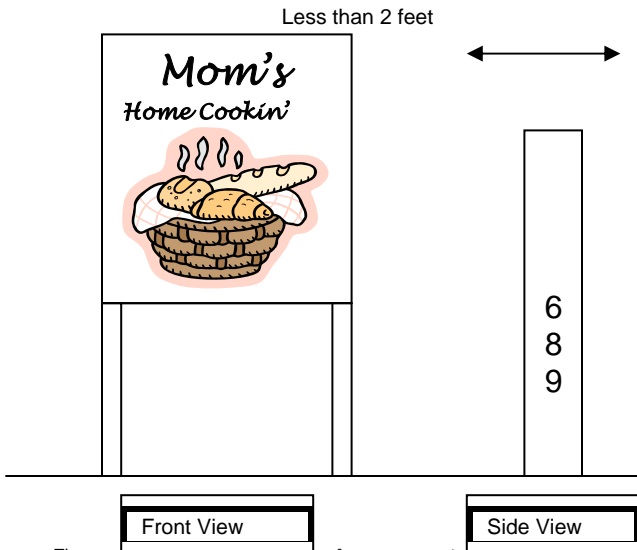
<u>If the Side Setback for the Sign Is at Least:</u>	<u>The Front Setback for the Sign May Be No Less Than:</u>
15 ft. (Minimum)	20 ft.
20 ft.	18 ft.
25 ft.	16 ft.
30 ft.	14 ft.
35 ft.	12 ft.
40 ft.	10 ft.

A pole sign support structure shall not be closer than 10 feet from the front line.

**SCHEDULE D  
Area of Wall Sign  
Per Section 20.14 (b) (2) (i)  
(Industrial Districts)**

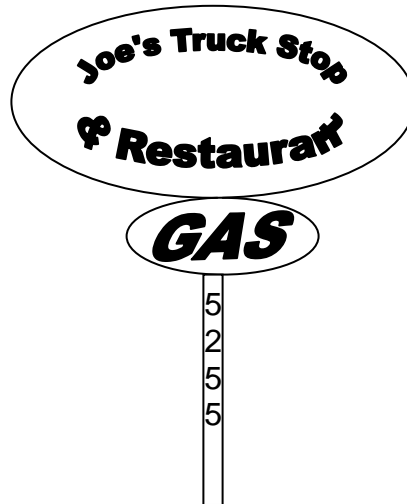
<u>Lineal Feet of Wall To Which Sign is Attached</u>	<u>Permitted Sign Size (Sq. feet)</u>
0-125	50
<b>127.5</b>	<b>51</b>
130	52
<b>132.5</b>	<b>53</b>
135	54
<b>137.5</b>	<b>55</b>
140	56
<b>142.5</b>	<b>57</b>
145	58
<b>147.5</b>	<b>59</b>
150	60
<b>152.5</b>	<b>61</b>
155	62
<b>157.5</b>	<b>63</b>
160	64
<b>162.5</b>	<b>65</b>
165	66
<b>167.5</b>	<b>67</b>
170	68
<b>172.5</b>	<b>69</b>
175	70
<b>177.5</b>	<b>71</b>
180	72
<b>182.5</b>	<b>73</b>
185	74
<b>187.5</b>	<b>75</b>
190	76
<b>192.5</b>	<b>77</b>
195	78
<b>197.5</b>	<b>79</b>
200	80
<b>202.5</b>	<b>81</b>
205	82
<b>207.5</b>	<b>83</b>
210	84
<b>212.5</b>	<b>85</b>
215	86
<b>217.5</b>	<b>87</b>
220	88
<b>222.5</b>	<b>89</b>
225	90
<b>227.5</b>	<b>91</b>
230	92
<b>232.5</b>	<b>93</b>
235	94
<b>237.5</b>	<b>95</b>
240	96
<b>242.5</b>	<b>97</b>
245	98
<b>247.5</b>	<b>99</b>
250	100
<b>Above 250</b>	<b>1 sq. foot for every 5 lineal feet in excess of 250</b>

Figure 1 Sign Measurement



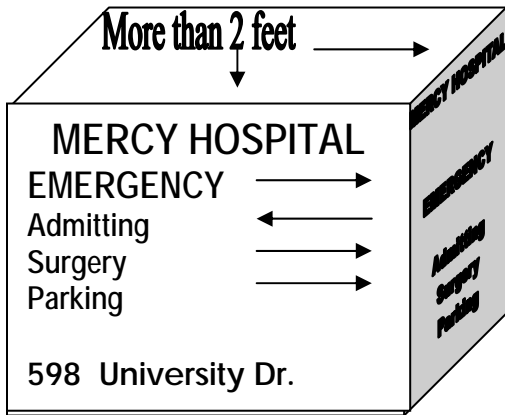
The area of these back to back sign faces are counted as one face as they are of equal size and less than two feet apart.

Figure 2 Sign Measurement



Address numbering must face road and be at least 2 square feet in size and of a contrasting color or material. If total is less than 3 square feet, the address is not counted in computing the total allowable sign square footage.

FIGURE 3 Sign Measurement



Include all sides in computing sign area, as faces are more than two feet apart.

**Address is in contrasting color**

Figure 4 Wall Sign

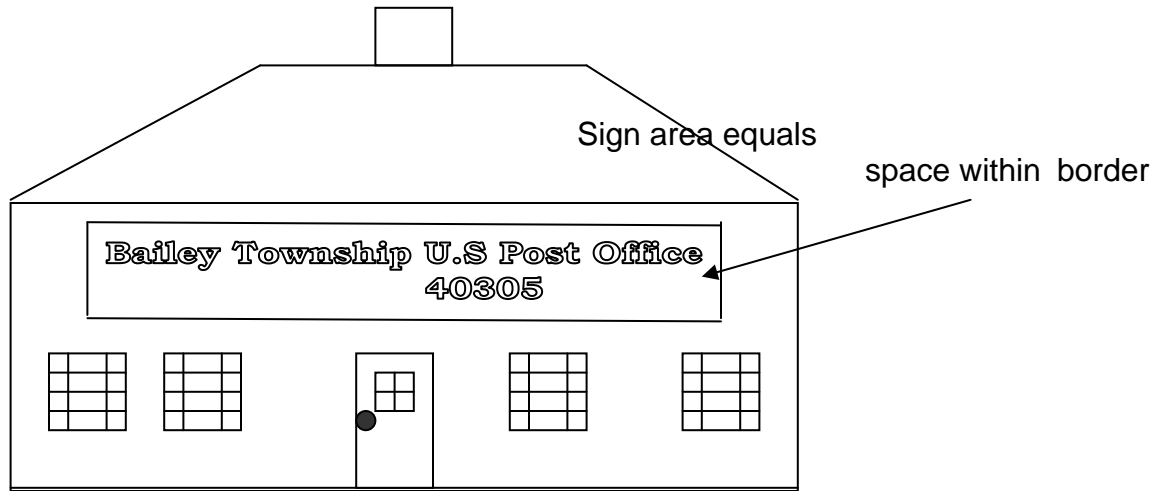


Figure 5 Ground Sign

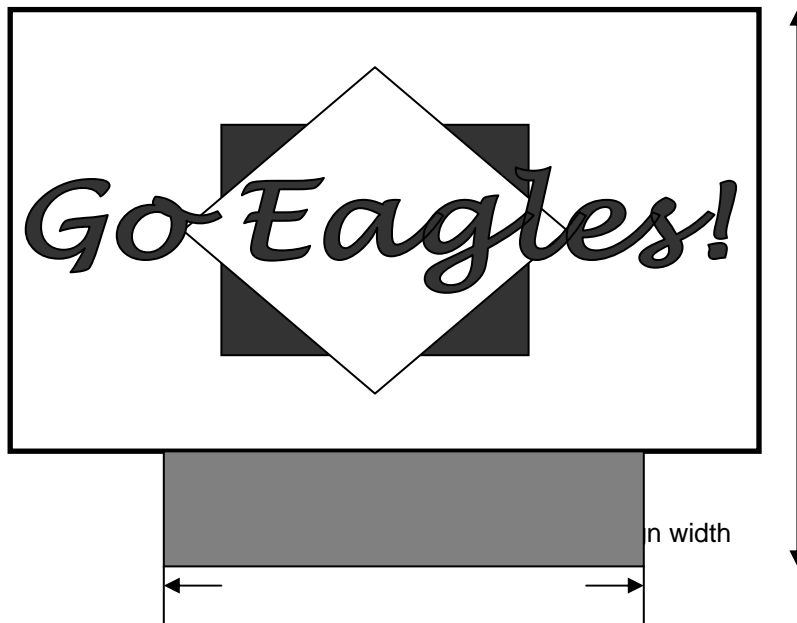


Figure 6 Pole Sign

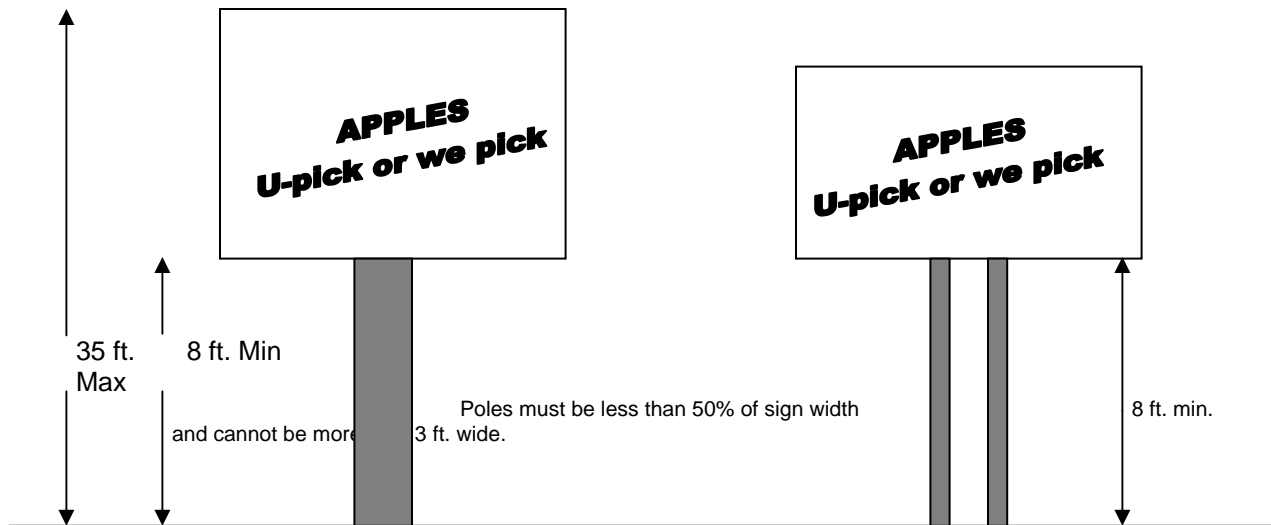


Figure 7 Directional Sign

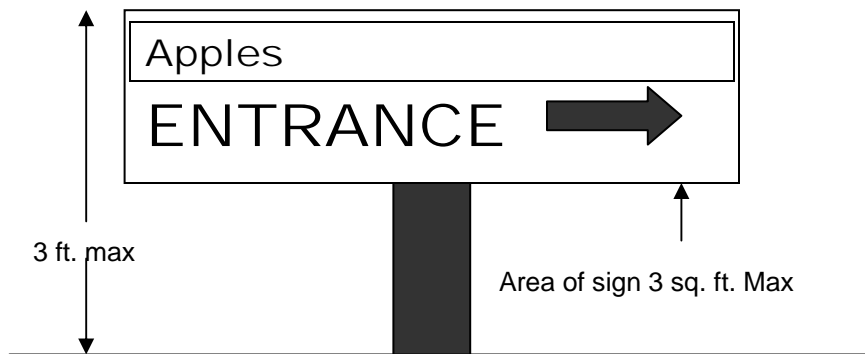


Figure 8 Sign Measurement

Sign area equals space within dotted lines



Figure 9 Sign Measurement



Figure 10 Wall Sign Measurement

