

ARTICLE 7.00

SIGNS

Section 7.01 -- PURPOSE

These regulations are intended to permit signs and other displays that are needed for the purposes of identification or advertising, subject to the following objectives:

- (a) **Safety.** The requirements with regard to placement, installation, maintenance, size and location of signs are intended to minimize distractions to motorists, maintain unobstructed vision for motorists, protect pedestrians, and otherwise minimize any threat to public health or safety.
- (b) **Aesthetics.** Signs should enhance the aesthetic appeal of the Township. Thus, these regulations are intended to: 1) regulate signs that are out-of-scale with surrounding buildings and structures, 2) prevent an excessive accumulation of signs, and 3) encourage signs that enhance the appearance and value of the business districts.
- (c) **Equal protection and fairness.** These regulations are designed to be fair to each property owner by establishing uniform standards that provide adequate exposure of signs to the public for all property owners.
- (d) **Land use planning objectives.** The placement and design of signs should further the land use planning objectives of the Township, and protect neighborhood character and the value of surrounding properties.

Section 7.02 -- SCOPE OF REQUIREMENTS

It shall be unlawful for any person, firm, or corporation to erect, construct, or alter any sign in the Township of Williamstown except in conformance with the provisions of this Article, including the issuance of a permit, except as otherwise provided herein. (*revised 12/1/98*)

Section 7.03 -- DEFINITIONS

Words and phrases used in this Article shall have the meaning set forth in this section. Words and phrases not defined in this section but defined in the Article 1.00 shall be given the meanings set forth in Article 1.00. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise.

Accessory Sign: A sign which pertains to the use of the premises on which it is located.

Animated Sign: A sign which uses lights, moving parts, or other means to depict action, create an image of a living creature or person, or create a special effect or scene.

Awning Sign: A sign which is painted on, printed on, or attached flat against the surface of an awning.

Banner Sign: A sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame.

Billboards: See "Off-Premise Advertising Sign".

Bulletin Board: A type of "changeable copy" sign which displays the name of an institution, school religious institutions, library, community center, fraternal lodge, golf course, country club, park or other recreational facility, and which displays announcements of its services and activities upon the premises.

Changeable Copy Sign: A sign on which the message changes automatically (for example, electronic or electric time and temperature signs).

Community Special Event Sign: Signs and banners, including decorations and displays celebrating a traditionally-accepted patriotic or religious holiday, or special municipal non-profit association, or school activities.

Construction Sign: A temporary sign identifying the designer, contractors and sub-contractors, and material suppliers participating in construction on the property on which the sign is located.

Cylindrical Sign: A ground sign which is in the shape of a cylinder or barrel. A cylindrical sign has a footprint that is more or less in the shape of a circle.

Directional Sign: A sign which is intended to direct the flow of vehicular and pedestrian traffic to, from, and within a development site.

Festoon: A string of ribbons, tinsel small flags, pinwheels or flags, typically strung overhead in loops.

Flashing Sign: A sign which contains an intermittent or sequential flashing light source.

Freestanding Sign: A sign which is erected upon or supported by the ground, including "pole signs" and "ground signs."

Gasoline Price Sign: A sign which is used to advertise the price of gasoline. In the event that the brand identification sign is attached to or is a part of the sign advertising price, that portion of the sign used for advertising price shall be considered the gasoline price sign.

Ground Sign: See "Pedestal Sign."

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

Illuminated Sign: A sign that is lit by artificial light by either emission or reflection.

Incidental Sign: A small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises. Examples of incidental signs include credit card signs, signs indicating the hours of business, no smoking signs, signs used to designate bathrooms, and signs providing information on credit cards and business affiliations.

Inflatable Sign: A temporary sign consisting of a non-porous bag or balloon inflated with a gas.

Mansard: A sloped roof or roof-like facade. Signs mounted on the face of a mansard roof shall be considered wall signs.

Marquee: A permanent roof-like structure or canopy, supported by and extending from the face of the building.

Marquee Sign: A sign attached to or supported by a marquee structure.

Moving Sign: A sign in which the sign itself or any portion of the sign moves or revolves. A "rotating sign" is a type of moving sign. Such motion does not refer to the method of changing the message on the sign.

Nameplate: A non-electric on-premise identification sign giving only the name, address, and/or occupation of an occupant or group of occupants.

Neon Sign: See "Outline Tubing Sign."

Nonconforming Sign:

- A. A sign which is prohibited under the terms of this Ordinance, but was erected lawfully and was in use on the date of enactment of this Ordinance, or amendment thereto.
- B. A sign which does not conform to the requirements of this Ordinance, but for which a variance has been granted.

Obsolete Sign: A sign that advertises a product that is no longer made, a business that is no longer in operation, or an activity or event that has already occurred.

Off-Premise Advertising Sign: A sign which contains a message unrelated to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where such sign is located. A "billboard" is a type of off-premise advertising sign.

On-Premise Advertising Sign: A sign which contains a message related to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where the sign is located.

Outline Tubing Sign: A sign consisting of glass tubing, filled with a gas such as neon, which glows when electric current is sent through it.

Parapet: The extension of a false front or wall above a roof line. Signs mounted on the face of a parapet shall be considered wall signs.

Pedestal Sign: A three-dimensional self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is painted or posted. A pedestal sign may also consist of a base-mounted cylindrical structure upon which a message is painted or posted.

Pennant: A triangular, tapering flag, several of which are typically strung together on or across a site or building for the purpose of attracting attention.

Pole Sign: A type of freestanding sign that is elevated above the ground on a pole.

Political Sign: A temporary sign relating to matters to be voted on in a local, state, or national election or referendum.

Portable Sign: A sign designed to be moved easily and not permanently affixed to the ground or to a structure.

Poster Panel: A type of temporary sign that is used to draw attention to matters that are temporary in nature, such as price changes or sales. "A" frame or sandwich signs are types of poster panel signs.

Projecting Sign: A sign, other than a flat wall sign, that projects more than twelve (12) inches from the face of the building or structure upon which it is located. A projecting roof sign is one that projects beyond the face or exterior wall surface of the building upon which the roof sign is mounted.

Public Sign: A sign erected in the public interest by or upon orders from a local state, or federal public official. Examples of public signs include: legal notices, safety signs, traffic signs, memorial plaques, signs of historical interest, and similar signs.

Real Estate Sign: A temporary sign which makes it known that real estate upon which the sign is located is for sale, lease, or rent.

Real Estate Development Sign: A sign that is designed to promote the sale or rental of lots, homes, or building space in a real estate development (such as a subdivision or shopping center) which is under construction.

Residential Entranceway Sign: A sign which marks the entrance to a subdivision, apartment complex, condominium development, or other residential development.

Roof Line: The top edge of a roof or building parapet, whichever is higher, excluding cupolas, pylons, chimneys, or similar minor projections.

Roof Sign: Any sign that extends above the roof line or is erected over the surface of the roof.

Rotating Sign: See "Moving Sign."

Sign: Any device, structure, fixture, or placard which uses words, numbers, figures, graphic designs, logos or trademarks for the purpose of informing or attracting the attention of persons.

Temporary Sign: A sign not constructed or intended for long term use. Examples of temporary signs include signs which announce a coming attraction, a new building under construction, a community or civic project, or other special events that occur for a limited period of time.

Time and Temperature Signs: Signs which display the current time and/or temperature.

Vehicle Sign: Signs painted or mounted on the side of a vehicle, including signs on the face of a truck trailer.

Wall Sign: A sign attached parallel to and extending not more than twelve (12) inches from the wall of a building. Painted signs, signs which consist of individual letters, cabinet signs, and signs mounted on the face of a mansard roof shall be considered wall signs. Permanent signs which are not affixed directly to a window or are positioned next to a window so that they are visible from the outside, shall also be considered wall signs.

Window Sign: A sign located in or on a window which is intended to be viewed from the outside. Permanent window signs which are not affixed directly to a window or are positioned next to a window so that they are visible from the outside, shall be considered wall signs.

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Section 7.04 -- ENFORCEMENT

A. Plans, Specifications, and Permits

1. Permits

It shall be unlawful for any person to erect, alter, relocate, or structurally change a sign or other advertising structure, unless specifically exempted by the Article, without first obtaining a permit in accordance with the provisions set forth herein. A permit shall require payment of a fee, which shall be established by the Township Board.

2. Applications

Application for a sign permit shall be made upon forms provided by the Building Official. The following information shall be required:

- a. Name, address, and telephone number of the applicant.
- b. Location of the building, structure, or lot on which the sign is to be attached or erected.
- c. Position of the sign in relation to nearby buildings, structures, and property lines.
- d. Plans showing the dimension, lettering style, color, materials, method of construction, method of illumination, and method of attachment to the building or in the ground.
- e. Copies of stress sheets and calculations, as required by the Building Code.
- f. Name and address of the person, firm, or corporation owning, erecting, and maintaining the sign.
- g. Information concerning required electrical connections.
- h. Insurance policy or bond, as required in this Article.
- i. Written consent of the owner and/or lessee of the premises upon which the sign is to be erected.
- j. Other information required by the Building Official to make the determination that the sign is in compliance with all applicable laws and regulations.

3. Review of Application

a. Planning Commission Review

Sign permit applications submitted in conjunction with the proposed construction of a new building or addition to an existing building shall be reviewed by the Planning Commission as a part of the required site plan review. Proposed signs must be shown on the site plan.

b. Building Official Review

Unless otherwise specified herein, the Building Official shall review the sign permit application for any sign proposed on a site or existing building where no other new construction is proposed.

c. Issuance of a Permit

Following review and approval of a sign application by the Planning Commission or Building Official as appropriate, the Building Official shall have the authority to issue a sign permit.

4. **Exceptions**

A new permit shall not be required for ordinary servicing or repainting of an existing sign message, cleaning of a sign, or changing of the message on the sign where the sign is designed for such changes (such as lettering on a marquee or numbers on a gasoline price sign). Furthermore, a permit shall not be required for certain exempt signs listed in Section 7.05, sub-section A. However, an electrical permit shall be required for all signs that make use of electricity.

B. Inspection and Maintenance

1. **Inspection of New Signs**

All signs for which a permit has been issued shall be inspected by the Building Official when erected. Approval shall be granted only if the sign has been constructed in compliance with the approved plans and applicable Zoning Ordinance and Building Code standards.

In cases where fastenings or anchorages are to be eventually bricked in or otherwise enclosed, the sign erector shall advise the Building Official when such fastenings are to be installed so that inspection may be completed before enclosure.

2. **Inspection of Existing Signs**

The Building Official shall have the authority to routinely enter onto property to inspect existing signs.

3. **Maintenance**

All signs shall be maintained at all times in a safe, secure, and aesthetically attractive manner. Exposed surfaces shall be cleaned and painted as necessary. Broken and defective parts shall be repaired and replaced. Tattered, faded, or torn window signs shall be removed.

4. **Signs in Violation of Ordinance Declared a Public Nuisance**

Any sign which is erected, constructed, maintained, enlarged, altered, moved or converted in violation of any of the provisions of this chapter is hereby declared to be a public nuisance per se, and may be abated by order of any court of competent jurisdiction.

5. **Correction of Violations**

- a. If the Building Official finds that any sign is in violation of this ordinance, he/she shall notify one or more of the responsible persons to correct the violations by repair, removal or other action, within a timetable established by the Building Official.
- b. The notice provide in Subsection (a) may be accompanied or followed by a written order, sent to the responsible persons, requiring correction of violations by repair, removal or other action within thirty (30) days. Where there is imminent danger to public safety, immediate removal or action may be required, pursuant to this Ordinance or other applicable Ordinances.
- c. For purposes of this Section, responsible persons includes persons who own, erect or maintain a sign, the owner and/or operator of the business to which a sign pertains and the owner and/or operator of the building, structure or premises upon which the sign is located.

C. Removal of Obsolete Signs

Any sign that no longer identifies a business that is in operation, or that identifies an activity or event that has already occurred, shall be considered abandoned and shall be removed by the owner, agent, or

person having use of the building or structure. Upon vacating a commercial or industrial establishment, the proprietor shall be responsible for removal of all signs used in conjunction with the business within thirty (30) days after vacating the business.

However, where a conforming sign structure and frame are typically reused by a current occupant in a leased or rented building, the building owner shall not be required to remove the sign structure and frame in the interim periods when the building is not occupied, provided that the sign structure and frame are maintained in good condition.

D. Nonconforming Signs

No nonconforming sign shall be altered or reconstructed, unless the alteration or reconstruction is in compliance with Article 3.00 of this Ordinance, except that nonconforming signs shall comply with the following regulations:

1. Repairs and Maintenance

Normal maintenance shall be permitted, provided that any nonconforming sign that is destroyed by any means to an extent greater than fifty percent (50%) of the sign's pre-catastrophe fair market value, exclusive of the foundation, shall not be reconstructed. Normal maintenance shall include painting of chipped or faded signs; replacement of faded or damaged surface panels; or, repair or replacement of electrical wiring or electrical devices.

2. Nonconforming Changeable Copy Signs

The message on a nonconforming changeable copy sign or nonconforming bulletin board sign may be changed provided that the change does not create any greater nonconformity.

3. Substitution

No nonconforming sign shall be replaced with another nonconforming sign. However, the parcel containing the message may be replaced with a different message without affecting the legal nonconforming status of a sign, provided that the sign structure or frame is not altered.

4. Modifications to the Principal Building

Whenever the principal building on a site on which a nonconforming sign is located is modified to the extent that site plan review and approval is required, the nonconforming sign shall be removed.

E. Appeal to the Zoning Board of Appeals

Any party who has been refused a sign permit for a proposed sign or received a correction or removal order for an existing sign may file an appeal with the Zoning Board of Appeals, in accordance with Section 27.05 of this Ordinance.

Section 7.05 -- GENERAL PROVISIONS

A. Permitted Exempt Signs

A sign permit shall not be required for the following signs, which shall be permitted subject to applicable provisions herein:

1. Address numbers with a numeral height no greater than six (6) inches for residences and eighteen (18) inches for businesses.
2. Nameplates identifying the occupants of the building, not to exceed two (2) square feet.
3. Memorial signs or tablets.

4. Signs on a bus, truck, trailer, or other vehicle while operated and used for transport in the normal course of a business, provided that the primary use of the vehicle displaying the sign shall not be for the purpose of advertising a business on the premises where the vehicle is parked.
5. Public signs, including the authorized signs of a government body or public utility, including traffic signs, legal notices, railroad crossing signs, warnings of a hazard, and similar signs.
6. Up to five (5) flags per parcel bearing the official design of a nation, state, municipality, educational institution, or noncommercial organization. (*revised 2/3/98*)
7. Incidental signs, provided that total of all such signs shall not exceed two (2) square feet.
8. Traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
9. One (1) private parking lot and driveway identification sign, not to exceed three (3) square feet per sign and six (6) feet in height.
10. Permanent signs on vending machines, gas pumps, or ice containers indicating only the contents of such devices, provided that the sign area of each device shall not exceed four (4) square feet.
11. Real estate signs which advertise the rental, sale or lease of the property on which they are located, subject to the requirements in Section 7.05, sub-section C.
12. "Help wanted" signs soliciting employees for the place of business where posted, provided that the maximum area for all such signs shall be four (4) square feet.
13. Any sign which is located completely within an enclosed building, and which is not visible from outside the building.
14. Plaques or signs designating a building as a historic structure, and names of buildings and date of construction when cut into a masonry surface or when constructed of bronze or similar material.
15. "No Trespassing," "No Hunting," and "No Dumping" signs.
16. Signs used to direct vehicular or pedestrian traffic to parking areas, loading areas, or to certain buildings or locations on the site, subject to the following conditions:
 - a. Directional signs shall not contain logos or other forms of advertising.
 - b. Directional signs shall not exceed four (4) square feet in area, or four (4) feet in height.
 - c. Directional signs may be located in the front setback area.
17. Temporary window signs, subject to the requirements in Section 7.05, sub-section C.
18. Historical markers, including centennial farm signs.

B. Prohibited Signs

The following signs are prohibited in all districts:

1. Any sign not expressly permitted.

2. Signs which incorporate flashing or moving lights; however, time and temperature or stock market signs shall be permitted.
3. Banners, pennants, festoons, spinners, and streamers, unless specifically permitted elsewhere in this Article.
4. String lights used for commercial purposes, other than holiday decorations, which shall be permitted for a period not to exceed sixty (60) days.
5. Moving signs, including any sign which has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement achieved by electrical, electronic, or mechanical means, including intermittent electric pulsations or movement caused by normal wind current.
6. Any sign or sign structure which:
 - a. Is structurally unsafe;
 - b. Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment;
 - c. Is capable of causing electric shock to person who come in contact with it; or
 - d. Is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
7. Any sign erected on a tree or utility pole, except signs of a government or utility, except for "No Trespassing," "No Hunting," or "No Dumping" signs.
8. Obsolete signs, as specified in Section 7.04, sub-section C.
9. Portable signs, except where expressly permitted in this Ordinance.
10. Signs affixed to a parked vehicle or truck trailer which is being used principally for advertising purposes, rather than for transportation purposes.
11. Any sign which obstructs free access to or egress from a required door, window, fire, or other required exit.
12. Any sign which by reason of its size, location, content, coloring, or manner of illumination, constitutes in the opinion of the Ingham County Sheriff a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, by distracting drivers, or by obstructing, or detracting from the visibility of any traffic sign or control devices on public streets and roads.
13. Any sign which makes use of the words "Stop", "Look", or "Danger", or any other words, phrases, symbol or characters, in such a manner as to interfere with, mislead, or confuse traffic.
14. Any sign containing obscene, indecent, or immoral matter.
15. Any sign unlawfully installed, erected, enlarged, altered or maintained.
16. Roof signs.
17. Projecting signs.

18. Sandwich signs (except when used to advertise seasonal agricultural commodities).
19. Signs on street furniture, including but not limited to, signs on benches and trash receptacles.
20. Real estate signs no longer valid due to the sale, rental or lease of the property.

C. Temporary Signs

Temporary signs shall be permitted as specified in the table on the following page. *(revised 3/6/01)*

D. Off-Premise Advertising Signs

Freestanding off-premise advertising signs shall be permitted only in the I-1, Light Industrial District subject to the following requirements:

1. Maximum Size

No off-premise advertising sign shall exceed seventy-two (72) square feet in area per sign face. *(revised 10/7/97)*

2. Maximum Height

The maximum height for such signs shall be twenty-five (25) feet.

3. Setbacks

- a. Off-premise advertising signs shall comply with the setback requirements for the district in which they are located.
- b. No part of any such sign shall be located closer than 300 feet to any park, school church, hospital cemetery, or government building.

TEMPORARY SIGN STANDARDS
(Section 7.05, sub-section C)

Type of Sign	District Permitted	Type of Sign Permitted	Maximum Size	Maximum Height	Maximum Number	Permit Required	Required Setback	Permitted Duration
Construction Sign	All	Ground or Wall	32 sq. ft.	10 ft.	1	Yes	[a]	From: issuance of bldg. permit To: issuance of C. of O.
Real Estate - sale or lease of individual home or residential lot	Residential, Agricultural	Portable Ground	6 sq. ft.	6 ft.	1[b]	No	[d]	Remove within 30 days of sale or lease
Real Estate - sale or lease of individual business or vacant lot	Office, Commercial, Industrial	Portable Ground or Wall	6 sq. ft.	6 ft.	1[b]	No	[d]	Remove within 30 days of sale or lease
Real Estate - sale or lease of unplatted vacant land	All	Portable Ground	32 sq. ft.	10 ft.	1[b]	Yes	[d]	Remove within 30 days of sale or lease
Real Estate Development Sign	All	Portable Ground	32 sq. ft.	10 ft.	[c]	Yes	[d]	Remove within 30 days after all units lots are sold or leased
Grand Opening Sign	Commercial	Ground or Wall	16 sq. ft.	10 ft.	1	No	[a]	30 days
Garage Sale Sign	All	Ground or Wall	2 sq. ft.	5 ft.	2	No	[d]	4 consecutive days
Community Special Event Sign	All	Ground or Wall [e]	32 sq. ft. [e]	10 ft. [e]	2[e]	Yes	[a]	Duration of the event
Political Sign	All	Ground or Wall	16 sq. ft.	10 ft.	1 per candidate or issue per lot or parcel	No	[d]	Must be removed within 10 days after election [h]
Temporary Window Sign	Commercial and Office	Paper, Plastic, or Fabric	[f]	[f]	[f]	No	--	Maximum display period: 30 days [g]
Seasonal Signs Advertising Agricultural Commodities	All	Portable Ground	16 sq. ft.	10 ft.	1 per parcel	No	[d]	During the seasonal selling period

Footnotes

- [a] The temporary sign shall comply with the setback requirements for the district in which it is located.
- [b] On a corner parcel two (2) signs, one (1) facing each street, shall be permitted.
- [c] One sign shall be permitted for each frontage on a secondary or major thoroughfare.
- [d] The temporary sign may be located in the required setback area, but shall not be located within the road right-of-way.
- [e] Community special event signs may include ground or wall signs, subject to obtaining a permit from the Building Official. Banners, pennants, or similar displays may be permitted subject to Building Official approval. *(revised 12/1/98)*
- [f] The total of all window signs, temporary and permanent, shall not exceed one-third (1/3) of the total window area and shall not exceed two (2) square feet in office district. The area of permanent window signs shall also be counted in determining compliance with standards for total area of wall signs.
- [g] Temporary window signs that are faded, yellowed, ripped or otherwise damaged shall be removed immediately.
- [h] Any costs incurred by the Township in removing political signs shall be assessed against the candidate, the committee designated pursuant to Section 24 of 1976 PA 388, as amended, MCL 169.224, and such other person or entity responsible for erecting the sign. In any prosecution for violation of the requirements concerning political signs, proof that a sign contains a message advocating the election of a candidate shall be deemed prima facie evidence that such candidate is responsible for the erection and maintenance of such sign. In addition, where a sign is located on private property, proof that a person or entity is the owner or is in control of such property shall be deemed prima facie evidence that such person or entity is responsible for the erection and maintenance of such sign.

4. Distance from Other Signs

- a. There shall be a minimum of 1,000 feet between off-premise advertising signs along any public road or highway.
- b. There shall be a minimum of one hundred (100) feet between any off-premises advertising sign and any other on-premise sign.

5. Location

Off-premises advertising signs shall not be located on or over the roofs of buildings.

6. Special Land Use Review

Off-premise advertising signs shall be subject to Special Land Use review (Section 27.03).

Section 7.06 -- SIGN DESIGN STANDARDS

A. Construction Standards

General Requirements

All signs shall be designed and constructed in a safe and stable manner in accordance with the Township's adopted building code, electrical code, and other applicable codes and ordinances. All electrical wiring associated with a freestanding sign shall be installed underground.

B. Illumination

1. General Requirements

Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it. Signs and billboards shall be lit from above only. All illuminated outdoor advertising signs shall be equipped with an automatic time controller that prevents the operation of the lighting fixtures between the hours of 11:00 p.m. and sunrise.

2. Non-Glare, Shielded Lighting

Use of glaring, unshielded or unfiltered lights or bulbs shall be prohibited. Lights shall be shielded so as not to project onto adjoining properties or thoroughfares.

3. Traffic Hazards

Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.

4. Bare Bulb Illumination

Illumination by bare bulbs or flames is prohibited.

5. Exceptions

Signs constructed of translucent material and lit wholly from within do not require shielding (dark backgrounds with light lettering are preferred). *(revised 3/6/01)*

C. Location

1. Within a Public Right-of-Way

No sign shall be located within, project into, or overhang a public right-of-way, except as otherwise permitted herein.

2. Compliance with Setback Requirements

All signs shall comply with the setback requirements for the district in which they are located, except as otherwise permitted herein.

3. Sight Lines for Motorists

Signs shall comply with the requirements for unobstructed motorist visibility in Section 2.09.

D. Measurement

1. Sign Area

Sign area shall be computed as follows:

a. General Requirements

Where a sign consists of a generally flat surface or sign face on which lettering and other information is affixed, the sign area shall be computed by measuring the entire face of the sign. In the case of freestanding, ground, pedestal, and cylindrical signs, the area of the sign shall include the entire structure (including posts or poles) upon which the sign is located. If the sign or sign structure has openings (for example, between the structure and the sign), the sign area shall be computed by measuring the area of the envelope required to enclose the entire sign and sign structure. *(revised 3/6/01)*

b. Individual Letters

Where a sign consists of individual letters and logo affixed directly to a building, the area of the sign shall be computed by measuring the area of the envelope required to enclose the lettering and logo.

c. Freestanding Sign

The area of a double-faced freestanding sign shall be computed using only one (1) face of the sign provided that: 1) the outline and dimensions of both faces are identical (i.e., the outlines of back-to-back faces shall be coterminous), and 2) the faces are back-to-back so that only one face is visible at any given time. The area of a double-faced signs shall be computed using the area of the larger face if the two (2) faces are of unequal area.

d. Ground Sign or Pedestal Sign

The area of a ground or pedestal sign shall be computed by measuring the entire vertical surface of a face upon which the letters and logo are attached. In the case of a multi-faced ground sign, the area of the sign shall be computed using only one face of the sign.

e. Cylindrical Sign

The area of a cylindrical ground sign shall be computed by multiplying the diameter of the cylinder by its height.

2. Sign Height

The height of a freestanding sign shall be measured from ground level at or beneath the midpoint of the face of the sign to the highest point of the sign or supporting structure. For the purposes of determining sign height, "ground level" shall be measured from the finished grade, or if there has been filling, from the native grade.

3. Setback and Distance Measurements

The following guidelines shall be used to determine compliance with setback and distance measurements:

- a. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the two signs.

- b. The distance between a sign and a parking lot or building shall be measured along a straight horizontal line that represents the shortest distance between the outer edge of the parking lot or building.
- c. The distance between a sign and a building or property line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the building or property line.

E. Sign Design Features

The following standards shall apply to signs in office and commercial districts:

1. Location

Signs shall not cover architectural details such as arches, transom windows, moldings, columns, capitals, sills, cornices and similar details.

2. Material

Sign materials shall complement the construction materials and architectural style of the building facade.

3. Lettering Style

Lettering style shall be clean and simple to assure readability and shall be in harmony with the style of architecture of the building. No more than two (2) different type styles shall be used on each sign.

4. Colors

No more than three (3) colors that are in harmony with the building color and architecture may be used per sign.

Section 7.07 -- RESIDENTIAL DISTRICT SIGNS

The following signs shall be permitted in all districts zoned for residential or agricultural use (including the R-1, R-1-S, RR, RE, AG-SF, AG-C, RM-1, and MHP Districts). (*revised 12/1/98*)

A. Nameplate and Street Address

A nameplate sign an street address shall be permitted in accordance with Section 7.05, subsection A.

B. Temporary Signs

Real estate signs, garage sale signs, and other temporary signs shall be permitted in accordance with Section 7.05, sub-section C.

C. Management Office Identification

Rental or management offices in the RM-1 or MHP districts shall be permitted one (1) identification sign not to exceed six (6) square feet in area.

D. Residential Entranceway or Identification Signs

Permanent residential entranceway or identification signs shall be permitted in accordance with the following regulations:

- 1. There shall be no more than one (1) such sign located at each entrance to a subdivision or other residential development.

2. Entranceway structures shall not exceed eight (8) feet in height and forty-eight (48) square feet in size.
3. The sign shall cover no more than fifty percent (50%) of the entranceway structure.
4. Such signs shall be set back a minimum distance of ten (10) feet from any property line of right-of-way line.
5. Such signs shall comply with the requirements for Unobstructed Sight Distance, Section 2.09.

E. Signs for Nonresidential Uses

Permitted principal nonresidential uses in residential districts, such as schools, colleges, museums, municipal buildings, churches, and country clubs, shall be permitted to erect the following signage:

1. **Number.** There shall be no more than one (1) sign per parcel.
2. **Size.** The maximum size of each sign shall be eighteen (18) square feet.
3. **Location.** Freestanding signs shall be located no closer than ten (10) feet to any right-of-way line, property line, driveway, or vehicular approach.
4. **Height.** The maximum height of any freestanding sign shall be five (5) feet.
5. **Churches.** Churches and other religious institutions shall be permitted one (1) additional sign for each school, parsonage, or other related facility. One (1) additional sign shall also be permitted per parcel for the purposes of advertising special church events, such as bingo or church picnics. All such signs shall conform to the standards for area, location, and height as outlined in this sub-section.

Section 7.08 -- NONRESIDENTIAL DISTRICT SIGNS

The following on-premise advertising signs shall be permitted in districts zoned for nonresidential use, including districts zoned OS-1, B-1, B-2, I-1 and M (*revised 10/7/97*):

A. Signs for Residential District Uses in a Nonresidential District

Signs for nonconforming residential district uses in a nonresidential district shall be governed by the sign regulations for residential district uses set forth in Section 7.07.

B. Signs for Nonconforming Nonresidential Uses

Signs for nonconforming nonresidential uses in an office, commercial or industrial district (for example, a nonconforming commercial use in an industrial district) shall be governed by the sign regulations which are appropriate for the type of use, as specified in this Section.

C. Temporary Signs

Real estate signs and other temporary signs shall be permitted in accordance with Section 7.05, sub-section C.

D. Wall Signs

Wall signs shall be permitted in office, commercial and industrial districts subject to the following regulations:

1. Number

One (1) wall sign, which may be an on-premise or off-premise advertising sign, shall be permitted per street or highway frontage on each parcel. Tenants who occupy a corner space in a multi-tenant structure shall be permitted to have one (1) sign on each side of the building. Where several tenants use a common entrance in a multi-tenant structure, only one (1) wall sign shall be permitted, but the total sign area should be allocated on an equal basis to all tenants.

2. Size

The total area of a wall sign shall not exceed one and one-half (1 1/2) square feet per lineal foot of building frontage, but in no case shall the wall sign exceed forty-eight (48) square feet in area. In the case of a multi-tenant building or shopping center where each tenant has its own entrance and building frontage, these size requirements shall apply to each tenant individually (*revised 10/7/97*).

3. Location

One wall sign may be located on each side of a building that faces a street or highway.

4. Vertical Dimensions

The maximum vertical dimension of any wall sign shall not exceed one third (1/3) of the building height.

5. Horizontal Dimensions

The maximum horizontal dimension of any wall-mounted sign shall not exceed three two-thirds (2/3) of the width of the building.

6. Height

The top of a wall sign shall not be higher than whichever is lowest:

- a. The maximum height specified for the district in which the sign is located.
- b. The top of the sills at the first level on windows above the first story.
- c. The height of the building facing the street on which the sign is located.

E. Freestanding Signs

Freestanding signs shall be permitted in office, commercial and industrial districts subject to the following regulations:

1. Number

One (1) freestanding sign, which may be an on-premise or off-premise advertising sign, shall be permitted per street or highway frontage on each parcel. However, only one sign shall be permitted on lots having frontage on more than one street if a single sign can be located such that it is visible from both streets. In multi-tenant buildings or shopping centers the sign area may be allocated for use by individual tenants. (*revised 10/7/97*)

2. Size

The total area of a freestanding sign shall not exceed one-half (1/2) of a square foot per lineal foot of lot frontage, but in no case shall a freestanding sign exceed forty-eight (48) square feet in area. One (1) freestanding sign up to seventy-two (72) square feet in size may be permitted for a mixed use or non-residential Planned Development, subject to review in accordance with section 27.04. (*revised 10/7/97, 12/1/98*)

3. Setback from the Right-of-Way

Freestanding signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than fifteen (15) to the existing or planned right-of-way line. If a parcel is served by a service road, no portion of a freestanding sign shall be closer than five (5) feet to the edge of the road.

4. Setback from Residential Districts

Freestanding signs shall be located no closer than fifty (50) feet to any residential or agricultural district.

5. Height

The height of a freestanding sign in any nonresidential district shall not exceed six (6) feet. However, freestanding signs up to fifteen (15) feet in height may be permitted by the Township Board, subject to Special Land Use review, Section 27.03.

F. Marquee Signs

Marquee signs shall be permitted for theaters located in commercial districts subject to the following requirements:

1. Construction

Marquee signs shall consist of hard incombustible materials. The written message shall be affixed flat to the vertical face of the marquee.

2. Vertical Clearance

A minimum vertical clearance of ten (10) feet shall be provided beneath any marquee.

3. Projection

Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to marquee signs, provided that marquee signs shall comply with the setback requirements for the district in which they are located.

4. Number

One (1) marquee shall be permitted per lot.

5. Size

The total size of a marquee sign shall not exceed one and one-half (1 1/2) square per foot lineal foot of building frontage.

6. Compliance with Size Requirements for Wall Sign

The area of permanent lettering on a marquee sign shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.

G. Awnings and Canopies

Signs on awnings and canopies in commercial office, and industrial districts shall be permitted, subject to the following standards:

1. Coverage

The total area of the lettering and logo shall not exceed twenty-five percent (25%) of the total area of the awning or canopy that would be visible in a drawing of a facade on which the awning is located.

2. Compliance with size Requirements for Wall Signs

The area of signs on awnings or canopies shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.

3. Projection

Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to awning and canopy signs, provided that such signs shall comply with the setback requirements for the district in which they are located.

H. Gasoline Price Signs

Gasoline price signs shall be permitted subject to the following standards:

1. Number

In addition to other permitted signs, gasoline filling stations shall be permitted one (1) gasoline price sign per street frontage.

2. Size

Gasoline price signs shall not exceed twenty (20) square feet in area.

3. Setback

Gasoline price signs shall comply with the setback and height requirements specified for freestanding signs in the district in which the signs are located.

I. Incidental Signs

Incidental signs, as defined in Section 7.03, shall be permitted in accordance with Section 7.05, sub-section A.

J. Window Signs

Temporary and permanent window signs shall be permitted on the inside in commercial and office districts provided that the total combined area of such signs (including incidental signs) shall not exceed one-quarter (1/4) of the total window area. The area of permanent window signs shall be counted in determining compliance with standards for total area of wall signs on the parcel. Temporary window signs shall comply with the requirements in Section 7.05, sub-section C.

K. Time/Temperature/Stock Market Signs

Time, temperature, and stock market signs shall be permitted in commercial and office districts subject to the following conditions:

1. Frequency of Message Change

The message change shall not be more frequent than once every three (3) seconds.

2. Size

The area of these types of signs shall be included within the maximum sign area permitted on the site.

3. Number

One (1) such sign shall be permitted per street frontage.

L. Underhanging Signs

One (1) underhanging sign shall be permitted for each business, subject to the following conditions:

1. Vertical Clearance

A minimum vertical clearance of eight (8) feet shall be provided between the bottom edge of the sign and the surface of the sidewalk.

2. Orientation

Underhanging signs shall be designed to serve pedestrians rather than vehicular traffic.

3. Size

Underhanging signs shall not exceed six (6) square feet in area.