

**ARTICLE 17**  
**SIGN REGULATIONS**

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**Sec. 17-01 Intent**

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The intent of this Article is to regulate signs and to minimize outdoor advertising within the Township to protect public safety, health and welfare; minimize abundance and size of signs to reduce visual clutter, motorist distraction, and loss of visibility; promote public convenience; preserve property values; and enhance the aesthetic appearance and quality of life within the Township. The requirements contained herein are intended to be content neutral. The following objectives are accomplished by establishing the minimum amount of regulations necessary concerning the size, placement, construction, illumination, and other aspects of signs in the Township in order to:

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(a) Protect the public right to receive messages, including religious, political, economic, social, philosophical and other types of information protected by the First Amendment of the U.S. Constitution.

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(b) Maintain and improve the image of the Township by encouraging signs of consistent size which are compatible with and complementary to related buildings and uses, and harmonious with their surroundings.

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(c) Recognize that the proliferation of signs is unduly distracting to motorists and non-motorized travelers, reduces the effectiveness of signs directing and warning the public, causes confusion, reduces desired uniform traffic flow, and creates potential for accidents.

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(d) Recognize that the principal intent of commercial signs, to meet the purpose of these requirements and serve the public interest, should be for identification of an establishment on the premises, and not for advertising special events, brand names or off-premise activities, as these can be advertised more appropriately by other methods.

(e) Eliminate potential conflicts between business signs and traffic control signs, which could create confusion and hazardous consequences.

(f) Enable the public to locate goods, services and facilities without excessive difficulty and confusion by restricting the number and placement of signs.

(g) Prevent placement of signs which will conceal or obscure signs of adjacent uses.

(h) Prevent off-premise signs from conflicting with other land uses.

(i) Prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.

(j) Prohibit portable commercial signs in recognition of their significant negative impact on traffic safety and aesthetics.

15 **Sec. 17-02 Scope of Requirements**

It shall be unlawful for any person, firm, or corporation to erect, place, construct, or alter any sign in the Township except in conformance with the provisions of this Article, subject to issuance of a permit, except as otherwise provided herein.

20 **Sec. 17-03 Exempt Signs**

The following signs are specifically exempt from the provisions of this Article provided they are not located in the public right-of-way or in conflict with the provisions of *Section 13-02*:

(a) **Device Signs.** Permanent signs on vending machines or other containers indicating only the contents of such devices, provided that the sign area of each device shall not exceed three (3) square feet.

(b) **Employment Signs.** "Help wanted" signs soliciting employees for the place of business where posted, provided that the maximum area for all such signs shall not exceed six (6) square feet.

(c) **Enclosed Signs.** Any sign that is located completely within a building and is not visible from the outside.

(d) **Historical Signs.** Plaques or signs designating a building or premises as a historic structure or premises not to exceed six (6) square feet.

(e) **Incidental Signs.** Incidental signs, provided that the total of all such incidental signs shall not exceed two (2) square feet.

5 (f) **Non-Conforming Signs.** Legal nonconforming signs existing on the effective date of the adoption of the Ordinance. Removal of the sign shall constitute an elimination of the non-conforming status.

10 (g) **Public Signs.** 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.

15 (h) **Traffic Control Signs.** Private traffic control and parking signs that conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.

#### Sec. 17-04 Prohibited Signs

The following signs are strictly prohibited within the Township:

20 (a) Any sign not expressly permitted.

(b) **Banners.** Banners, pennants, spinners, and streamers, unless specifically allowed elsewhere in this Article.

25 (c) **Commercial Vehicles used as Signs.** No commercial vehicle may be parked on a business premises or an industrial lot for a time period exceeding forty-eight (48) hours for the intended purpose of advertising a product or serving as a business sign.

30 (d) **Emergency Vehicles Simulation Signs.** Signs that simulate or could in any way be confused with the lighting of emergency vehicles or traffic signals.

35 (e) **Exterior String Lights.** String lights used in connection with a commercial enterprise, other than holiday decorations which are strung no more than sixty (60) days before the holiday and removed within ten (10) days following the holiday for which they were erected.

(f) **High Intensity/Flashing Light Signs.** Signs using high intensity or flashing lights, spinners or animated devices; neon signs in Residential Districts.

(g) **Moving Signs.** Signs having moving members or parts or appearance of movement.

5 (h) **Non-Regulatory Signs.** Signs placed in any public right-of-way, attached to a utility pole, or affixed to a tree.

(i) **Obsolete Signs.** As defined in *Section 25-10*.

10 (j) **Off-Premise Signs.** As defined in *Section 25-10*, except for billboards, as regulated in *Section 17-06 (b)(5)*.

(k) **Portable Signs.** Except where expressly allowed in this Article.

15 (l) **Public or Private Tower Signs.** Any type of signage including logos shall not be permitted on a public or private radio, television, cellular phone, or water towers with the exception of the name of the municipality, unless approved by the Township Board.

20 (m) **Roof Signs.** As defined in *Section 25-10*.

25 (n) **Signs that Confuse Traffic.** Signs that make use of the words "Stop", "Look", "Go", "Slow", "Caution", or "Danger", or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or confuse traffic.

(o) **Signs that Obstruct Access.** Signs that prevent free and unobstructed access to any door, window, fire escape, or other required exit.

30 (p) **Signs that Obstruct Vision.** Signs that obstruct any approved traffic control device, road sign, or signal from view; interferes with site distance necessary for traffic safety; or distracts from visibility of existing traffic signs or devices.

35 (q) **Road Furniture Signs.** Signs which displays a message on road furniture, such as benches, pedestrian lights, and decorative trash receptacles.

40 (r) **Structurally Unsafe Signs.** Signs which are deemed structurally unsafe or are constructed in violation of the requirements of any adopted Township Construction Code.

(Ord. #246, 12/25/09)

**Sec. 17-05 General Requirements for Permitted Signs**

5 Signs which are permitted as accessory uses serving a commercial or informational purpose may be permitted subject to the requirements of this section; provided, that no such sign shall be erected or altered until approved by the Township and until a permit has been issued.

10 (a) **Determination of Sign Display Area.** No sign shall exceed the maximum sign display area allowed for a district. The sign display area is to be expressed in square feet, computed to the nearest tenth of a square foot, and shall be computed as follows:

15 (1) **Single-Face Sign.** The allowable area for a single-face sign shall be measured by calculating the square footage of the sign face as measured by enclosing the most protruding points or edges of a sign within a parallelogram or rectangle, including any frame.

20 (2) **Wall Signs.** Where a sign consists of individual letters and/or a 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.

25 (3) **Double-Face Signs.** Where a sign has two (2) or more faces, the area of only the larger face shall be considered when calculating maximum size, provided all faces are part of the same structure, back-to-back and are separated by no more than two (2) feet, including any frame.

(b) **Design Requirements**

30 (1) **Architectural Features.** All signs shall be placed in a manner that does not obstruct or intrude upon architectural features of a building.

35 (2) **Materials.** Sign materials shall be designed to complement the original construction materials and architectural style of the building façade to promote an overall unified and aesthetic effect as permitted in the various zoning districts. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.

(c) **Illumination**

5 (1) **General Requirements.** Signs may be illuminated only by steady, stationary, shielded light sources using approved electrical devices directed solely at the sign, or internal to it.

10 (2) **Timer Controls.** Each illuminated sign shall be equipped with a functional timer control. No sign shall be illuminated after 10:00 p.m. or one half (1/2) hour following the close of the business, whichever is later. No sign shall be illuminated before 6:00 a.m., or one half (1/2) hour prior to the beginning of the opening of the business, whichever is earlier.

15 (3) **Nonglare, Shielded Lighting.** Use of glaring undiffused lights or bulbs shall be prohibited. Lights shall be shaded and/or shielded downward so as not to project onto adjoining properties or thoroughfares.

(4) **Traffic Hazards.** Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.

20 (5) **Bare Bulb Illumination.** Illumination by bare bulbs or flames is prohibited.

25 (6) **Internal Illumination.** The use of internal illumination is prohibited on properties visible from U.S.23 and I-96.

(7) **Wiring.** Underground wiring shall be required for all illuminated signs not attached to a building.

30 (d) **Location**

(1) **Public Right-of-Way.** No sign shall be located within, project into, or overhang a public right-of-way, except as otherwise allowed herein.

35 (2) **Setbacks**

a. All permanent signs, unless otherwise provided for, shall be set back a minimum of ten (10) feet from any public road right-of-way line in all non-industrial districts and setback twenty (20) feet from any public road right-of-way in the industrial district. This distance shall be

measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.

b. Temporary signs must be set outside of the public road right-of-way.

c. Side yard setbacks for signs shall be the same as that required for the main structure or building, and provided that all non-residential signs shall be setback at least one hundred (100) feet from any residential district.

(3) **Measurement.** The following guidelines shall be used to determine compliance with setback and distance measurements:

a. **Two Signs.** The distance between two (2) signs shall be measured along a straight horizontal line that represents the shortest distance between the two (2) signs including the base/monument.

b. **Sign and Property Line.** The distance between a sign and a property line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the property line including the base/monument.

c. **Sign and Other.** 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 sign and the outer edge of the parking lot or building including the base/monument.

(e) **Construction Requirements.** The following construction requirements apply to all permanent signs.

(1) **Fastenings.** All signs must be erected in such a manner and with such materials to remain safe and secure during the period of use and all bolts, cables, and other parts of such signs shall be kept painted and free from corrosion. No sign may be placed upon a tree or utility pole, except signs of a unit of government or utility.

(2) **Support Location.** No pole, cable or support of any nature shall be placed on any publicly owned property, road right-of-way, or proposed road right-of-way.

(3) **Sign Safety**

- 5 a. All signs erected, constructed, reconstructed, altered or moved shall be constructed in such a manner and of such materials so that they shall be able to withstand wind pressure of at least twenty (20) pounds per square foot.
- 10 b. All signs shall be erected so that any part including cables, guys, etc. shall have a minimum clearance of four (4) feet from any electrical conductor, electric light pole, road lamp, traffic light, or other public utility pole or standard.
- 15 c. All signs shall be designed to comply with minimum wind pressure and other requirements set forth in the adopted Building Code. Signs with electrical connections shall comply with Electrical Code requirements, including the application, inspection, and approval of an electrical permit.

20 (4) **Sanitation.** Property surrounding any ground sign shall be kept clean, sanitary and free from obnoxious and offensive substances, free from weeds, rubbish, and flammable material.

25 (5) **Safety Triangle.** No sign shall be located within, project into, or overhang the triangular area formed at the intersection of any two road right-of-way lines (existing or proposed) by a straight line drawn between said right-of-way lines at a distance along each line of twenty-five (25) feet from their point of intersection.

30 (Ord. #246, 12/25/09), (Ord. #231, 12/27/05)

**Sec. 17-06 Specific Sign Requirements**

- 35 (a) The number, display area, and height of signs within the various zoning districts are provided in Table 17-06 and its accompanying set of additional requirements.
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**CHARTER TOWNSHIP OF BRIGHTON ZONING ORDINANCE**

**Table 17-06  
Specific Sign Requirements**

<b>Type of Sign</b>	<b>Districts Permitted</b>	<b>Max. Height</b>	<b>Max. Size (sq ft) (1)</b>	<b>Max. Number</b>	<b>Permit Required</b>	<b>Additional Requirements</b>
<b>Aerial Balloon</b>	All Non-Residential Zoning Districts	40 ft., not including the height of the structure to which the balloon is attached		2 per 12 month period	yes	<b>(3)</b>
<b>Awning/ Canopy</b>	All Non-Residential Zoning Districts	---	---	---	yes	<b>(4)</b>
<b>Banner</b>	All Non-Residential Zoning Districts		16	1	yes	<b>(5)</b>
<b>Billboard</b>	All Non-Residential Zoning Districts				yes	<b>(6)</b>
<b>Business Center</b>	All Non-Residential Zoning Districts	5 ft.	32 per face	1 wall or double faced freestanding	yes	<b>(7)</b>
<b>Community Event</b>	All Zoning Districts	--	10	--	no	<b>(8)</b>
<b>Construction</b>	All Residential Zoning Districts	--	12	1 wall & 1 single faced freestanding	no	<b>(9)</b>
	All Non-Residential Zoning Districts	--	32			
<b>Development Entry</b>	All Residential Zoning Districts	42 in.	20 per face	1 each entrance	yes	<b>(10)</b>
<b>Device Signs</b>	All Non-Residential Zoning Districts	--	3	1 per vending machine or container	no	
<b>Directional</b>	All Non-Residential Zoning Districts	--	4	1 wall or double faced freestanding	yes	<b>(11)</b>
<b>Employment</b>	All Non-Residential Zoning Districts	--	6	--	no	
<b>Flags</b>	All Zoning Districts	30 ft.	--	3	no	<b>(12)</b>
<b>Freestanding</b>	All Non-Residential Zoning Districts	42 in.	32 per face	1	yes	<b>(2) (13)</b>

**CHARTER TOWNSHIP OF BRIGHTON ZONING ORDINANCE**

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<b>Type of Sign</b>	<b>Districts Permitted</b>	<b>Max. Height</b>	<b>Max. Size (sq ft) (1)</b>	<b>Max. Number</b>	<b>Permit Required</b>	<b>Additional Requirements</b>
<b>Garage Sale</b>	All Zoning Districts		6		no	<b>(14)</b>
<b>Gasoline Service Station</b>	All Non-Residential Zoning Districts	--	12 per face	2 wall or double faced freestanding	yes	<b>(15)</b>
<b>Historic</b>	All Zoning Districts	--	6 per face	--	no	--
<b>Home Occupation</b>	All Zoning Districts	--	3	--	yes	--
<b>Identification</b>	All Zoning Districts	--	1	1 wall or double faced freestanding	no	<b>(16)</b>
	All Non-Residential Zoning Districts	6 ft.	3	1 parking lot sign & 1 driveway sign	no	--
<b>Incidental</b>	All Zoning Districts	--	2 (total of all)	--	no	--
<b>Marketing</b>	All Zoning Districts	42 in.	32	1 per 6 mo. Period	yes	
<b>Marquee (Canopy)</b>	All Non-Residential Zoning Districts	--	--	--	yes	<b>(17)</b>
<b>Memorial</b>	All Zoning Districts	--	--	--	no	--
<b>Model</b>	All Zoning Districts	--	6	--	no	--
<b>Murals</b>	All Zoning Districts	--	--	--	no	<b>(18)</b>
<b>Political</b>	All Zoning Districts	--	--	1 per issue or candidate	no	<b>(19)</b>
<b>Public</b>	All Zoning Districts	--	--	--	no	--
<b>Real Estate</b>	All Zoning Districts	42 in.	6 per face	1 wall or double faced freestanding	no	<b>(20)</b>
<b>Recreation/ Institutional</b>	All Zoning Districts	42 in.	20 per face	1 freestanding	yes	<b>(21)</b>
<b>Sandwich/Menu Boards</b>	All Non-Residential Zoning Districts	--	16 each	2	yes	<b>(22)</b>
<b>Traffic Control</b>	All Zoning Districts	--	--	--	no	--
<b>Vehicle</b>	All Zoning Districts	--	--	--	no	<b>(23)</b>
<b>Wall</b>	All Non-Residential Zoning Districts	--	--	--	yes	<b>(24)</b>
<b>Warning</b>	All Zoning Districts	--	3	--	no	--

<b>Table 17-06 Specific Sign Requirements</b>						
<b>Type of Sign</b>	<b>Districts Permitted</b>	<b>Max. Height</b>	<b>Max. Size (sq ft) (1)</b>	<b>Max. Number</b>	<b>Permit Required</b>	<b>Additional Requirements</b>
<b>Window</b>	All Non-Residential Zoning Districts	--	20% of glass surface	--	no	<b>(25)</b>

(b) Signs noted in Table 17-06 shall comply with the following requirements:

- 5                   (1) The Planning Commission may permit a fifteen percent (15%) increase in the allowable sign area where the site has shared access with an adjoining site in accordance with **Section 16-05**, the sign has a brick base, and additional landscaping is provided around the base of the sign.
- 10                   (2) **West Grand River Sign District.** The West Grand River Sign District consists of properties with a minimum of fifty (50) feet of frontage on West Grand River Avenue from the City of Brighton city limits to the township line with Genoa Township. This special district is unique due to its compactness, being less than a mile in length, and is bounded at each end by other municipalities with existing sign heights up to fifteen (15)
- 15                   feet. Further, the district contains an expressway exit ramp bringing in travelers, unfamiliar with the area, in search of businesses to fulfill their needs. Requirements for signs located within the West Grand River Sign District are as follows:
- 20                   a. The maximum height of freestanding signs shall not exceed fifteen (15) feet.
- b. Multifaced signs shall not exceed seventy-two (72) square feet per face.
- 25                   (3) **Aerial Balloon**
- a. Limited to placement on the premises where the business or product advertised is located or sold and only allowed for thirty (30) calendar
- 30                   days per calendar year.
- b. May exceed the roof line or parapet of the structure to which it is anchored or attached.

c. Must be firmly attached to a structure and shall not be free floating or anchored by cables that would allow the aerial balloon to drift or float above the anchor site.

5 d. Shall not contain any dangerous or explosive gas.

**(4) Awning/Canopy Sign**

10 a. The maximum aggregate surface display area shall be ten percent (10%) or forty (40) square feet, whichever is greater, of the total area of the awning on which it is displayed.

15 b. Signs displayed on not more than three (3) exterior walls of the main structure.

c. The maximum aggregate total of the surface display area of all wall, window and awning/canopy signs on any premises is one hundred twenty (120) square feet for any premises.

20 **(5) Banner Sign**

a. Firmly attached to the wall of the main building.

25 b. Limited to advertising the opening of a new business or special/seasonal sale.

c. A maximum display time of an aggregate total of thirty (30) calendar days per calendar year.

30 d. Not to be used as a permanent display.

**(6) Billboard**

35 a. **Special Use.** The erection of any billboard requires special land use approval per *Article 19*, conditioned upon the terms of this and other Township Ordinances. Following a special land use approval, a sign permit may be granted, subject to compliance with all of the following requirements:

5 1. **Allowable Zoning Districts.** Billboards are allowed as a principal use subject to special land use approval in the B-2 and I-1 Zoning Districts abutting I-96 and U.S. 23 Freeways on a premise where no other main structure exists. The billboard must be constructed in such a manner as to be viewed principally from the freeway(s) and not from auxiliary roadways, side road, traffic intersections, or residential areas.

10 2. **Location.** Billboards shall be constructed so that its principal view is fully screened from an interchange area involving merging traffic. Any billboard shall comply with the following:

15 i. Shall be located at least five hundred (500) feet from any residentially zoned area, historic district or outdoor park/recreational facility.

20 ii. The premises must have a roadway easement to a non-freeway primary or secondary road such that the persons maintaining and servicing the sign may reach the site without danger from high speed traffic.

25 b. **Billboard Construction Details.** A billboard shall be constructed according to building requirements, codes, and zoning regulations then in effect for Brighton Township that may apply to it and its surrounding premises. A billboard shall comply with the following height requirements:

30 1. A maximum height of twenty (20) feet in height above the median ground level within a five hundred (500) feet radius of the site.

35 2. Shall be prohibited from:

i. Extending above the tree line or horizon when viewed from any portion of the roadway that it faces.

ii. Being located on or over the roofs of buildings.

iii. Projecting over any public easement or right-of-way.

5 c. **Surface Display Area.** A billboard shall have a maximum of two hundred (200) square feet in surface display area and shall be limited to one (1) face. Faces may not be joined horizontally or vertically. Only one (1) business or organization may advertise on any one (1) face.

d. **Spacing and Setbacks.** A billboard shall maintain all of the following spacing and setback requirements:

10 1. A minimum of two thousand (2,000) feet between any other billboard, measured in all directions and including billboards in adjacent Townships, Villages, Municipalities, and Counties.

15 2. A minimum of one hundred (100) feet between any allowable on-premises sign.

3. At least three hundred (300) feet from any park, school, church, hospital, cemetery, or government building.

20 e. **Setbacks.** Billboards shall comply with all setback requirements for a structure in the district in which they are located.

25 f. **Sign Face Limitations.** A billboard shall be prohibited from having moving, flashing, oscillating or other distracting parts visible to drivers or vehicles.

30 g. **Colors.** Billboard colors used shall not include fluorescent or brilliant shades that may be distracting, except that commonly used company logo colors may be used if the logo does not exceed five percent (5%) of the face area of the sign when including these fluorescent or brilliant colors.

35 h. **Illumination.** A billboard may be illuminated subject to all of the following requirements:

1. Illumination must be directed in such a manner that all incidental light generated falls on the sign face.

2. All lights must be shielded such that the light is not visible to traffic or surrounding homes or businesses.

5 3. The intensity of the lighting shall be low enough and a color such that the reflected lights from the sign do not create a traffic hazard nor interfere with the normal vegetation growth on the billboard site.

10 4. Billboards within view of any Residential District may not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.

15 i. **Landscaping.** The billboard site shall be planted with low growing shrubbery in front of and at the road end of the sign and evergreen trees behind the sign such that the framework or superstructure of the sign is generally not readily visible to passing traffic.

20 j. **Non-use.** Any billboard not in use shall have the unused surface display a scenic view, consistent with the Township scenery, or a public service display.

k. **Maintenance and Unsafe Conditions.** Any billboard that collapses, topples or disintegrates shall be made safe within thirty (30) days or the site shall be cleared of the debris.

25 l. **State Compliance Required.** All billboards shall comply with applicable requirements and conditions of P.A. 106 of 1972 as amended, "The Highway Advertising Act of 1972."

30 m. **Identification Plate.** The framework, foundations or superstructure of the billboard shall have a metal identification plate, as defined, firmly attached thereto.

35 (7) **Business Centers.** Each business center with at least two hundred (200) feet of major road frontage may be allowed one (1) on-premises freestanding or one (1) wall sign, subject to the following:

a. May be directly or indirectly illuminated.

b. May be double-faced.

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- c. Shall not reduce the number of signs or sign area otherwise allowed for the premises included within the business center, but shall prohibit any other freestanding signs from being permitted within the business center.

**(8) Community Event Signs**

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- a. Placing of all signs shall be approved and the locations designated by the Building Official.
  - b. Signs shall be installed no sooner than twenty-one (21) days preceding the event and removed no later than seven (7) days following the event.
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**(9) Construction Signs**

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- a. Signs shall be removed from premises within thirty (30) days after issuance of the occupancy permit or temporary occupancy permit.
  - b. The message shall pertain only to the building or project under construction and information related thereto such as its developers, contractors, engineers, brokers and architects.
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**(10) Development Entry Signs**

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- a. Freestanding signs of low profile design.
  - b. May be directly or indirectly illuminated.

**(11) Directional Signs**

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- a. Located immediately adjacent to a driveway and within five (5) feet of the property line at each exit or entrance to the premises.
  - b. A low profile sign design.
  - c. May be directly or indirectly illuminated.
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(12) **Flags.** Includes flags or insignia bearing the official design of a nation, state, municipality, educational institution, or non-commercial organization

5 (13) **Freestanding Signs.** One (1) on-premises freestanding sign may be allowed for those premises having at least fifty (50) feet of arterial road frontage. Freestanding signs shall be subject to all of the following:

10 a. Freestanding signs shall be of a low profile design.

b. Signs shall be located completely outside of the existing road right-of-way.

15 c. Freestanding signs may be directly or indirectly illuminated.

d. Freestanding signs may include changeable but non-moving, non-scrolling copy and the copy may only change once a day.

20 e. **Joint Applicants.** If, due to inadequate frontage on a major road under the provisions of *Section 17-05 (b)(4)* above, a commercial premises is prohibited from having a freestanding sign, the owner may obtain a joint permit for a sign with one (1) or more adjacent commercial premises, subject to all of the following requirements:

25 1. The aggregate frontage of all joint applicants exceeds fifty (50) feet of frontage of an arterial road.

30 2. A limit of one (1) freestanding sign shall be allowed for the aggregate frontage of all joint applicants.

3. An applicant shall be limited to participating in one (1) joint application for a sign permit.

35 (14) **Garage Sale Signs.** Must be erected no more than ten (10) business days before and are removed within one (1) business day after the announced sale.

40 (15) **Gasoline Service Stations.** Each gasoline service station may be allowed the following signs in addition to the signs otherwise allowed by this Article:

a. Gasoline pump signs not exceeding three (3) square feet per pump containing customary information regarding the brand, type of gasoline sold, and service provided.

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b. Shall be a low profile sign.

c. May not project into the public right-of-way.

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d. May contain up to two (2) pump island signs located on the structural supports identifying "self-serve" and "full-serve" operations, provided that there is no business identification or advertising copy on such signs and that such signs do not exceed four (4) square feet in area.

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**(16) Identification Signs**

a. For the sole purpose of designating an assigned house number, owner name, occupant, or building name.

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b. Identification signs shall not be counted in the total sign area allowed on the premises, however, such signs in excess of one (1) square foot in surface display area may be allowed as part of the total sign area otherwise allowed by this Ordinance.

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**(17) Marquee Signs.** Signs on marquees, and canopies may be allowed, subject to compliance with all of the following requirements:

a. A total area of the lettering and logo shall not exceed twenty-five (25) percent of the total area of the marquee, or canopy (excluding supports) that is visible from the road.

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b. The display area of the sign on a marquee, or canopy shall be counted toward determining compliance with the requirements for total allowable area of wall signs allowed on the parcel.

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c. Marquee signs are prohibited from projecting over any public easement or right-of-way, however, other limitations imposed by this Article concerning projecting signs shall not apply to marquee, or canopy signs.

5 d. Any lettering used solely for the purpose of presenting the numerals of a road address shall not be included within the computed sign area on a marquee, or canopy, provided that the height or width of the numerals does not exceed the height or width of other letters or numerals on the marquee, or canopy.

e. Awnings and canopies shall not be internally illuminated.

10 (18) **Murals.** Murals shall be allowed providing no text, commercial logos or other identifiable commercial representation are included.

(19) **Political Signs**

15 a. Placed with the permission of the owner or entity in charge of the premises where located.

20 b. The owner of the property or the person in charge thereof shall be responsible for the removal of the signs.

c. Located in an area that can be accessed without trespass to other owners of adjoining properties.

25 d. Removed within seven (7) days after the election at which the vote for the question or person is held.

(20) **Real Estate Signs**

30 a. Must be removed ten (10) days after the sale, lease, or rental of the property upon which erected.

b. Freestanding signs shall be of low profile design.

(21) **Recreational/Institutional Signs**

35 a. A freestanding sign of a low profile design.

b. May be directly or indirectly illuminated.

- c. Limited to placement at the entrance of a structure or facility on the premises.

**(22) Sandwich/Menu Board**

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- a. A maximum display time of an aggregate total of ninety (90) calendar days per calendar year.

**(23) Vehicle Signs**

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- a. The sign may either be painted or permanently attached to the vehicle.
- b. Sign denotes only the products, business, or services offered by the owner of a licensed, insured vehicle.
- c. The primary use of the vehicle displaying the sign is not for the purpose of advertising a business on the premises where the vehicle is parked.

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**(24) Wall Signs**

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- d. The maximum aggregate surface display area shall be ten percent (10%) or forty (40) square feet, whichever is greater, of the total area of the wall on which it is displayed.
- e. Sign shall not extend more than twelve (12) inches beyond the surface of the portion of the building wall area upon which it is painted, erected, or fastened.
- f. Signs displayed on not more than three (3) exterior walls of the main structure.
- g. The maximum aggregate total of the surface display area of all wall signs on any premises is one hundred twenty (120) square feet for any premises.

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- e. Wall signs may be directly or indirectly illuminated.

(25) **Window Signs**

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- a. The area of permanent window signs shall be counted in determining compliance with requirements for total area of wall signs.
  - b. Window signs that are faded, yellowed, ripped, or otherwise damaged shall be removed immediately.

10 (Ord. #246, 12/25/09), (Ord. #231, 12/27/05)

10 **Sec. 17-07 Application Requirements**

- 15 (a) **Permits Required.** No person shall erect, place, construct, structurally alter, inflate any aerial balloon or add to any sign for which a permit is required, nor attach any sign to an existing sign, that shall either increase the area thereof or constitute a structural alteration thereof or an addition thereto, without first obtaining all permits to do so in the manner hereinafter provided.
- 20 (b) **Exceptions to Permit.** No permit shall 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 of signs which are stated as being allowable without a permit.

25 **Sec. 17-08 Application Procedure**

- 30 (a) **Application Form.** Application for a permit for a sign shall be filed with the Township Planner and shall provide the following information:
- (1) Name, address, and telephone number of the applicant.
  - (2) Location of the building, structure, or lot on which the sign is to be attached or erected.
  - (3) Position of the sign in relation to buildings, structures, and property lines within one hundred (100) feet of the proposed sign.
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(4) Plans showing the dimensions, materials, method of construction, and attachment to the building or in the ground.

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(5) Copies of stress sheets and calculations, if deemed necessary, showing the structure as designed for dead load and wind pressure.

(6) Name and address of the person, firm, or corporation owning, erecting, and maintaining the sign.

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(7) Information concerning required electrical connections.

(8) A bond, as may be required by this Article.

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(9) Written consent of the owner or lessee of the premises upon which the sign is to be erected.

(10) Other information required by the Township Planner to make the determination that the sign is in compliance with all applicable laws and regulations.

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**(b) Application Review**

(1) **Planning Commission Review.** All locations for placement of a sign submitted in conjunction with the proposed construction of a new building or addition to an existing building or as part of a site plan review required by this Zoning Ordinance shall be reviewed by the Planning Commission as a part of the required site plan review. The location, size and height of all existing and proposed signs must be shown on the site plan.

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(2) **Township Planner Review.** The Township Planner shall review the sign permit application for any sign proposed on a site or existing building where no other new construction is proposed.

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(3) **Issuance of a Permit.** Following review and approval of a sign application by the Township Planner, as appropriate, the Township Planner shall have the authority to issue a sign permit upon payment by the applicant of the required fees.

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(4) **Denial of a Permit.** The Township Planner shall deny the application for any sign that does not comply with the requirements of this Ordinance or is found to be inconsistent with any of the requirements herein.

5 **Sec. 17-09 Sign Inspection and Maintenance**

(a) **Sign Inspection**

10 (1) **Responsibility for Compliance.** The owner of any property on which a sign is located is declared to be responsible for the permit, erection, inspection, safety, condition, and removal of a sign and the area in the vicinity thereof.

15 (2) **Inspection of New Signs.** All signs for which a permit has been issued shall be inspected by the Township Planner when erected. Approval shall be granted only if the sign has been constructed in compliance with the approved plans and applicable requirements of Township Ordinances and Codes.

20 (3) **Inspection before Enclosure.** 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.

25 (4) **Inspection of Existing Signs.** The Building Official or Township Planner may, at such times as deemed necessary, inspect any sign allowed under this Section, and if upon inspection a sign is found to be unsafe or in a condition that does not comply with all the provisions of this Section, the Building Official Department or Township Planner shall give notice of  
30 such condition to the owner for such sign and cause to be made the necessary repairs or alterations, or remove the sign.

(b) **Sign Maintenance**

35 (1) **Maintenance of Signs.** All signs for which a permit is required and all supports therefore shall:

a. Be kept in compliance with the plans and specifications filed and approved for issuance of the construction permit.

b. Be kept and maintained in a safe condition, consistent with adopted building and mechanical codes.

5 c. At all times conform to all the provisions of this Article.

(2) **Correction of Defects.** If the Building Official or Township Planner finds that any sign is unsafe, insecure, improperly constructed, or poorly maintained, the sign erector, owner of the sign, or owner of the land shall make the sign safe and secure by completing any necessary reconstruction or repairs, or entirely remove the sign in accordance with the timetable established by the Building Official or Township Planner. Existing signs determined to be unsafe and an immediate hazard to health or safety shall be removed or repaired within twelve (12) hours of notification.

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(c) **Removal of Obsolete Signs.** Any sign that no longer identifies a business that is in operation; or identifies an activity or event that has already occurred shall be considered abandoned and shall be removed by the owner of the property within seven (7) calendar days of the cessation of operation. The owner of the property shall be responsible for removal of all signs and sign faces used in conjunction with a business upon vacation of a commercial or industrial establishment. Where a sign structure and frame can typically be reused by a new 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.

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(d) **Nonconforming Signs**

(1) **Continuance.** Any sign lawfully existing at the time of the adoption of this Article that does not fully comply with all provisions shall be considered a legal nonconforming sign and may be permitted to remain as long as the sign is properly maintained and not detrimental to the health, safety and welfare of the community except as herein provided.

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(2) **Restrictions.** A nonconforming sign shall not be altered or reconstructed, unless the alteration or reconstruction is in compliance with the provisions of this Section. For the purpose of this Article only, the term "altered" or "reconstructed" shall not include any of the following:

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- a. Normal maintenance.
- b. Changing of surface sign space to a lesser or equal area.
- 5 c. Ornamental molding, frames, trellises, or ornamental features or landscaping below the base line.
- d. The addition, construction, installation, or changing of electrical wiring or electrical devices.
- 10 e. Changing backgrounds, letters, figures, or characters, or other embellishments.

15 (3) **Requirements.** Nonconforming signs shall comply with the following requirements:

- a. **Repairs and Maintenance.** Normal maintenance shall be allowed, provided that any nonconforming sign that is destroyed by any means to an extent greater than fifty percent (50%) of the sign's pre-existing 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.
- 20 b. **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.
- 25 c. **Substitution.** No nonconforming sign shall be replaced with another nonconforming sign.
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### Sec. 17-10 Appeal to the Zoning Board of Appeals

35 Any party who has been refused a sign permit for a proposed sign may file an appeal with the Zoning Board of Appeals (ZBA) within thirty (30) calendar days of the decision, in accordance with provision of the Township Zoning Ordinance. If a party is seeking a variance for a sign proposal from the requirements of the Ordinance, the ZBA shall have the authority to grant a variance where the strict application of the regulations would result in peculiar or exceptional practical

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difficulties upon the applicant, provided such relief may be granted without substantially impairing the intent and purposes of this Ordinance. The ZBA shall consider the following in arriving at a decision. In granting a variance the ZBA may attach such conditions regarding the location, character, and other features of the proposed sign as it may deem reasonable. In granting a variance, the ZBA shall state the grounds and findings upon which it justifies granting the variance.

(a) **Visibility.** Conforming signs could not be easily seen by passing motorists due to the configuration of existing buildings, trees, or other obstructions.

(b) **Safety.** Conforming signs could not be seen by passing motorists in sufficient time to allow safe deceleration. In determining whether such circumstances exist, the Zoning Board of Appeals shall consider the width of the road, the number of moving lanes, the volume of traffic, and speed limits.

(c) **Clutter.** Existing signs on nearby parcels would substantially reduce the visibility or advertising value of a conforming sign on the subject parcel.

(d) **Natural Features.** Construction of a conforming sign would require removal or severe alteration to natural features on the parcel, such as but not limited to: removal of trees, alteration of the natural topography, or obstruction of a natural drainage course.

(e) **Obstruction.** Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger the health or safety of passersby.

(f) **Enhancement.** Variance from certain sign regulations would be offset by increased building setback, increased landscaping, or other such enhancements to the premises, so that the net effect is an improvement in appearance, compared to the result that would be otherwise achieved with construction of a conforming sign.

(g) **Scale.** A sign that exceeds the allowable height or area requirements of the Ordinance would be more appropriate in scale because of the unusually large size or frontage of the premises or building.

## Sec. 17-11 Fees/Costs

5 (a) **Fees.** Any application for a sign permit or other request for other action pursuant to the regulations set forth in this Article shall be subject to and accompanied by a fee as established by resolution of the Board of Trustees. Such fees shall be collected in advance of any application review, inspection, or issuance of any permit or approval. Upon notification of deficient payment of fees, the Township Planner shall cause any permits to be suspended and reject applications for new permits directly associated with the request.

10 (b) **Township Costs.** All costs incurred by the Township in removing signs not in accord with this Article shall become a lien on the property on which said sign is erected and may be collected at law from those responsible for said sign or equity by foreclosure and sale of the land upon which the sign was erected or may be assessed to the property and collected as a property tax.