

Delta Charter Township Sign Ordinance

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Delta Township

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In General

**Article
I**



Section 32-1 Short Title

This chapter shall be known as the "Charter Township of Delta Sign Ordinance."

Section 32-2 Purpose

This article is intended to apply reasonable regulations concerning the use of signs and outdoor advertising structures, in order to achieve the following objectives:

- A. Prevent excessive visual clutter and degradation of the visual environment in the township, which is likely to occur in the absence of reasonable regulations regarding the use of signs.
- B. Provide adequate opportunity for various types of land uses to identify their location, the nature of the use and manage the use of signs as a means of communication to the general public.
- C. To ensure that the size, design, type and placement of signs does not conflict with safe and efficient movement of vehicular traffic in the township.
- D. To ensure that signs and sign structures are designed, constructed, installed, operated, and maintained so as not to constitute a safety hazard.
- E. To protect and promote the health, safety and general welfare of the township and its residents.
- F. To provide opportunities for the public to express freedom of speech while not regulating the message displayed on the sign.
- G. To encourage signs that will facilitate economic development in the community.
- H. To enhance the protection of property values.

Section 32-3 Authority

This chapter is enacted pursuant to Act No. 359 of the Public Acts of Michigan of 1947 (MCL 42.1 et seq.), as amended.

Section 32-4 Substitution

Any sign that can be displayed under the provisions of this ordinance may contain a non-commercial message.

Definitions

**Article
II**

Section 32-5 Definitions

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign that no longer correctly advertises or directs a person to a bona fide business, person, goods, product, activity or service because of abandonment of use and vacation of property for a period of 18 months or longer.

Administrator means an individual or individuals appointed by the Township Manager charged with administering and enforcing the Delta Township Sign Ordinance.

Air dancer sign means an inflatable sign intended to draw attention by movement of air through the inflated core, also known as a sock sign (Figure 1).

Awning/canopy sign means a sign that is part of or located on a canopy or awning that is attached to and projects from a building wall.

Banners.

1. The term "banner" means a sign intended to be hung either with or without a frame, possessing characters, letters, illustrations or ornamentations applied to paper, plastic or fabric of any kind (Figure 2).
2. The term "banner" does not include national flags, flags of political subdivisions, symbolic flags of any institution or feather signs.

Bench sign means a sign located on any part of the surface of a bench or seat placed anywhere outside a building.

Billboard sign means a freestanding sign elevated by a single pole or pylons which generally advertises an establishment, service, merchandise, use, entertainment, activity, product or message which is not conducted, sold, produced, manufactured, or furnished upon the parcel or lot on which the sign is located, and additionally shall include those signs as regulated by the state pursuant to Public Act No. 2 of 2014.

Building means any structure, either temporary or permanent, having a roof supported by columns, walls, or any other supports, which is used for the purpose of housing, sheltering, storing, or enclosing persons, animals, or personal property, or carrying on business activities. This definition

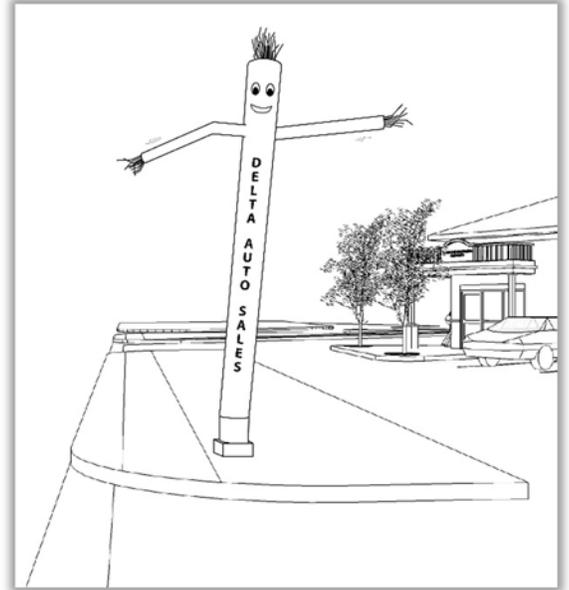


Figure 1 Air Dancer Sign



Figure 2 Banner Sign

includes mobile homes, tents, sheds, garages, greenhouses, and other accessory structures.

Business center/Strip commercial means a single building containing two or more business establishments. Lodging uses with on-premises restaurants shall be included within this definition.

Business complex means a land parcel containing two or more buildings, each containing one or more individual business establishments.

Business establishment means a business operating independently of any other business on the same parcel or in the same building, separated from other businesses by walls, and with one or more doors that provide exclusive ingress and egress to that business.

Commemorative sign means a sign, tablet or plaque commemorating or memorializing a person, event, structure or site.

Commercial means a land use or activity involving the sale of goods and services for financial gain.

Construction sign means a temporary sign related to a current construction activity on an active job site.

Corner locations means those properties with frontage on two or more public streets.

Directional sign, on-premises, means a sign whose primary purpose is to direct the movement or parking of vehicles within the premises. Examples of signs which are included in this definition include directional signs at driveway entries from the public road, signs directing the movement of traffic within a parking area or driveway, signs identifying barrier-free parking spaces, signs identifying rear access doors in a multi-business establishment, signs prohibiting parking in loading areas or signs identifying loading dock names or numbers at a product distribution facility. A sign intended to convey instructions and enhance traffic safety. Examples of instructional signs include designs with directories, signs providing directions and signs identifying on-site facilities. An instructional sign may include the name of the business and logo.

Display area means the entire area within a circle, triangle or parallelogram enclosing the extreme limits or writing, lighting, representation, emblem or any figure of similar character, together with any frame or other material forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed (Figure 3). Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign; except that where two such faces are placed back to back and are at no point more than one (1) from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger

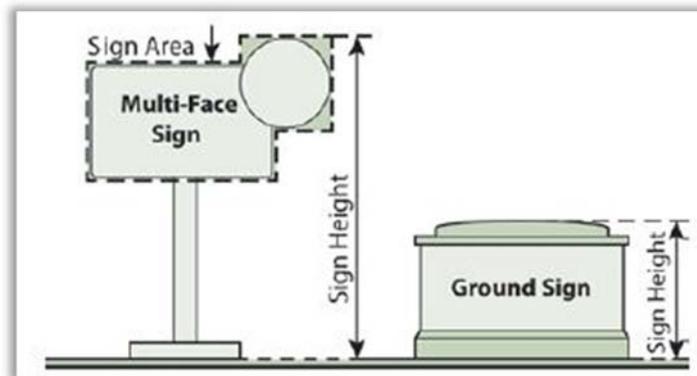


Figure 3 Display Area and Sign Height



face if the two faces are of unequal area.

1. *Exception 1:* The display area of signs painted directly on building wall surfaces shall be that area within the circle, triangle or parallelogram enclosing the extreme limits of writing, letters or numbers.
2. *Exception 2.* The area of an awning/canopy sign shall be measured as provided in the main body of this definition, and the sign shall be treated as if it were a wall sign attached to the same wall to which the awning or canopy is attached, for purposes of determining maximum allowed sign area.

Electronic changeable message sign means a sign whose informational content can be changed or altered by means of electronically controlled electronic impulses.

Embedded electronic message device means an accessory that is made part of a sign, sign face, or sign structure with a total area that is less than that of the sign face to which it is attached, and displays only static numbers. Embedded electronic message device does not include electronic changeable message sign.

Encroaching sign means a sign that projects beyond the private property line into and over public right-of-way or a sign that projects beyond a required setback line.

Expressway business means a motel, hotel, service station or restaurant that lies 2,000 feet or less from an expressway on-ramp or off-ramp right of way.

Feather sign, means a freestanding sign typically constructed of a shaft, driven in the ground or standing with supports, with an attached pennant that is vertically elongated and attached to the shaft (Figure 4). Also known as a feather flag.

Fence sign means any type of permanent or temporary sign affixed to a fence or freestanding wall.

Flag, business, means a flag displaying the name, insignia, emblem or logo of a profit-making entity. The term “business flag” does not include feather signs.

Flag, public, means a flag displaying the name, insignia, emblem, or logo of any nation, state, municipality, educational institution, civic/religious/fraternal organization or branch of the U.S. military.

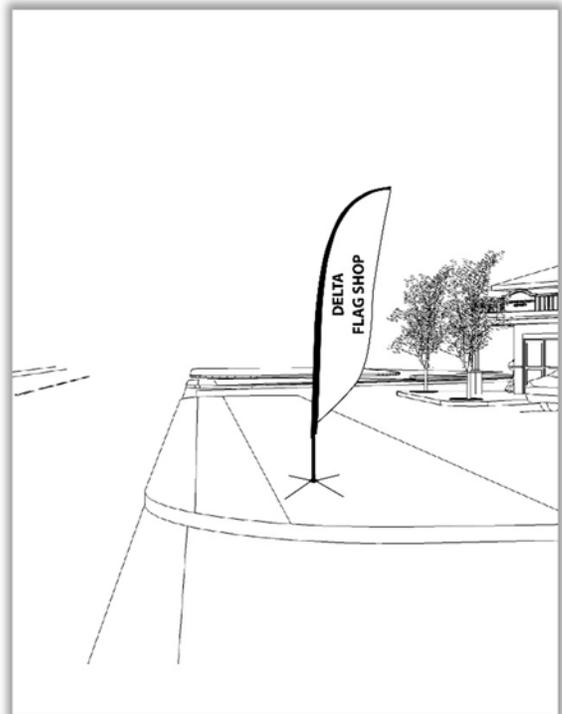


Figure 4 Feather Sign

Freestanding sign means a sign structurally separated from a building, supported by one or more

posts or braces or attached directly to the ground or a standard, including but not limited to pole signs, ground signs, monument signs or post-mounted hanging signs.

Foot candle, means a measure of illumination on a surface that is one foot from a uniform source of light of one candle and equal to one lumen per square foot.

Frontage means the side of the property facing a thoroughfare.

Grade, average, means the arithmetic average of the lowest and highest grade elevations in an area within five (5) feet of the foundation line of a building or structure.

Grade, finished, means the lowest point of elevation between the exterior wall of the structure and a line five (5) feet from the exterior wall of the structure.

Grade, natural, means the elevation of the ground surface in its natural state, before man-made alterations.

Ground sign means a freestanding sign that is supported by one or more short uprights, a standard, or upon the ground (Figure 5).

Height of sign means the maximum vertical distance from the uppermost extremity of a sign or sign support to the average ground level at the base of the sign (Figure 3).

Home occupation sign means any sign used for the purpose of advertising services in conjunction with a lawful home occupation.

Identification sign means a sign that provides identifying information, with or without the street address.

Industrial park means a grouping of several industrial businesses on contiguous parcels, accessed by the same public or private street and sharing a common location identity.

Inflatable sign means a tethered sign consisting of an envelope inflated with pressurized or heated air, or a lighter-than-air gas, and displayed for the purpose of advertising or attracting attention.

Institutional sign means a sign established by a social, educational, religious, quasi-public or non-profit organization.

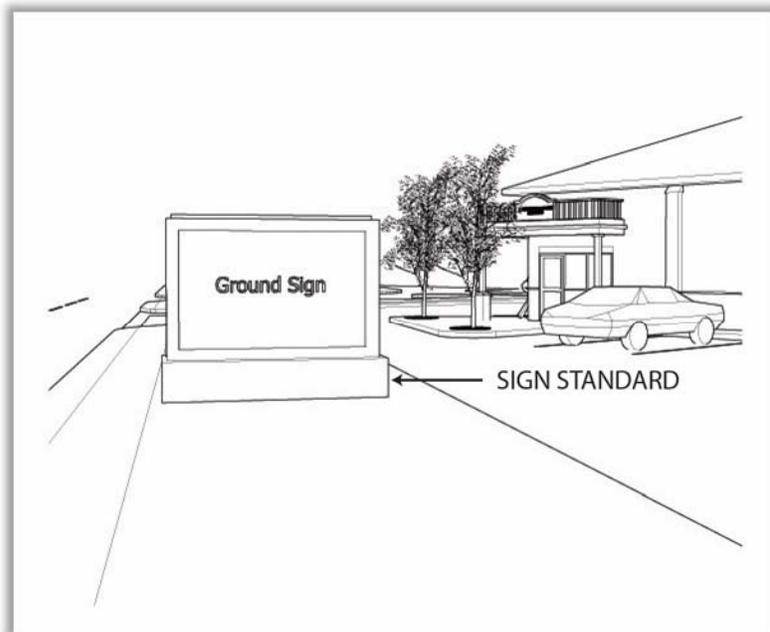


Figure 5 Ground Sign

Logo means an emblem, letter, character, trademark or symbol used to represent any firm, organization, entity or product.

Marquee sign means a sign placed on marquee over an entrance to a theater, museum, art gallery, hotel, motel, convention center or hall, exhibition hall or other similar use, that includes changeable copy that relates to the principal use on the premises and does not project horizontally beyond the marquee (Figure 6).



Figure 6 Marquee Sign

Menu board means a sign board on which a menu of food or services are posted or advertised for drive-in or drive-through businesses.

Mural mean a painting or other work of art executed directly on a wall.

Nonconforming sign means any sign that does not conform to the requirements of this chapter.

Obsolete sign means a sign that no longer correctly advertises or directs a person to a bona fide business, person, goods, product, activity or service.

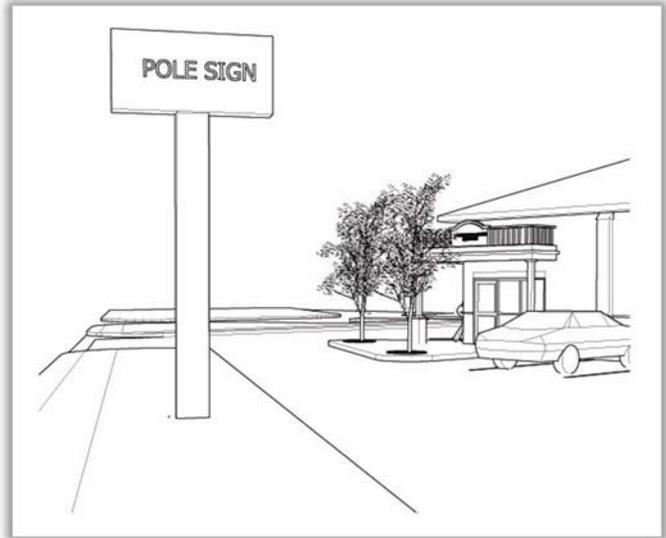


Figure 7 Pole Sign

Off-premises sign means a sign which advertises a business, product, service, event, person or subject which is not sold, produced, manufactured or furnished at the property on which said sign is located.

On-premises product display means an area on a property created to aesthetically display a manufacturer's product for advertisement or similar purpose.

On-premises sign means a sign that advertises a business, product, service, event, person or subject which is located on the same premises as the business, product, service, event, person or subject being advertised.

Pole sign means a sign having a sign face that is elevated above the ground by one or more uprights, pylons or poles (Figure 7).

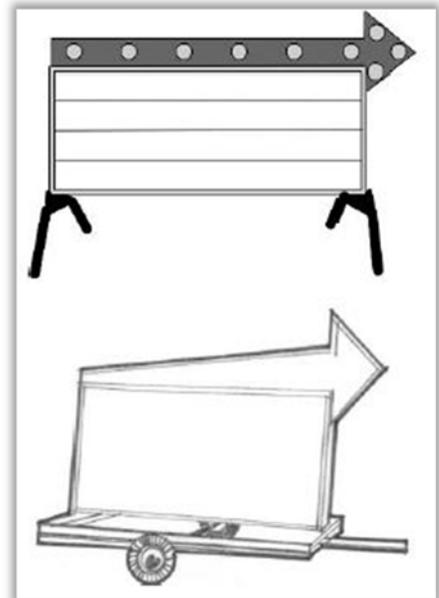


Figure 8 Portable Signs

Political sign means a sign that contains a message or graphic related to an election conducted by a governmental entity in the township.

Portable sign means a sign supported on a mobile chassis or other than a motor vehicle or legs (Figure 8).

Projecting sign means a sign attached to and projecting perpendicularly from a building wall, excluding awning/canopy signs, as defined herein. One face only shall be used for computation of the display area of a projecting sign (Figure 9).

Real estate sign means a sign announcing or advertising the availability of an improved or unimproved lot, parcel or building, or portion thereof, for sale, lease or rent.

Roof sign means a sign that is erected, constructed and maintained upon or above the roof of a building, or parapet wall and that is wholly or partially supported by such building.

Sandwich board sign means a temporary sign structure placed on the ground that consists of two (2) back-to-back sign faces that are hinged together at the top and separated at the base a sufficient distance to solidly support the structure in an upright position (Figure 10).

Searchlight means a powerful outdoor electric light with a concentrated beam that can be turned in the required direction.

Semi-nudity means a state of dress in which opaque clothing fails to cover the genitals, anus, anal cleft or cleavage, pubic area, vulva, or nipple and areola of the female breast.

Setback, required, means the minimum required horizontal separation distance between a public or private road right-of-way or property line, to any part of a sign, including any aboveground portions of a sign that project beyond the point of attachment of the sign to the ground (Figures 11-12).

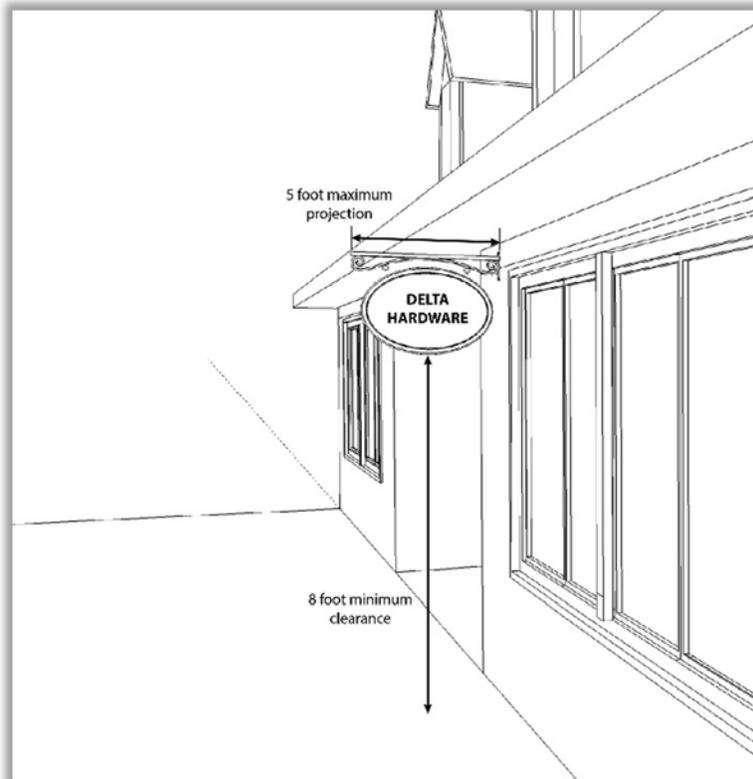


Figure 9 Projecting Sign



Figure 10 Sandwich Board Sign

Signs means and includes every individual announcement, declaration, demonstration, display, illustration, insignia, surface or space when erected or maintained out of doors in view of the general public for identification, advertisement or promotion of the interests of any person. This definition shall include billboard signs and signs painted directly on walls of structures.

Specified anatomical area means less than completely and opaquely covered human genitals, pubic region, buttocks, or female breasts below a point immediately above the top of the areola; or human male genitals in a discernibly turgid state, even if covered.

Specified sexual activity means the fondling or other erotic touching of covered or uncovered human genitals, pubic region, buttocks, or female breast.

Standard means the base of a ground or monument sign (Figure 4).

Supports and **uprights** mean those members constructed of wood or metal posts or pylons, masonry, concrete or other similar materials necessary for the structural support of a pole sign.

Temporary sign means a sign intended to be displayed for a limited period of time, and which is not permanently attached to a building wall or to the ground (Figure 13).

Unified business development means a commercial development planned as a coordinated project in accordance with an approved signage plan.

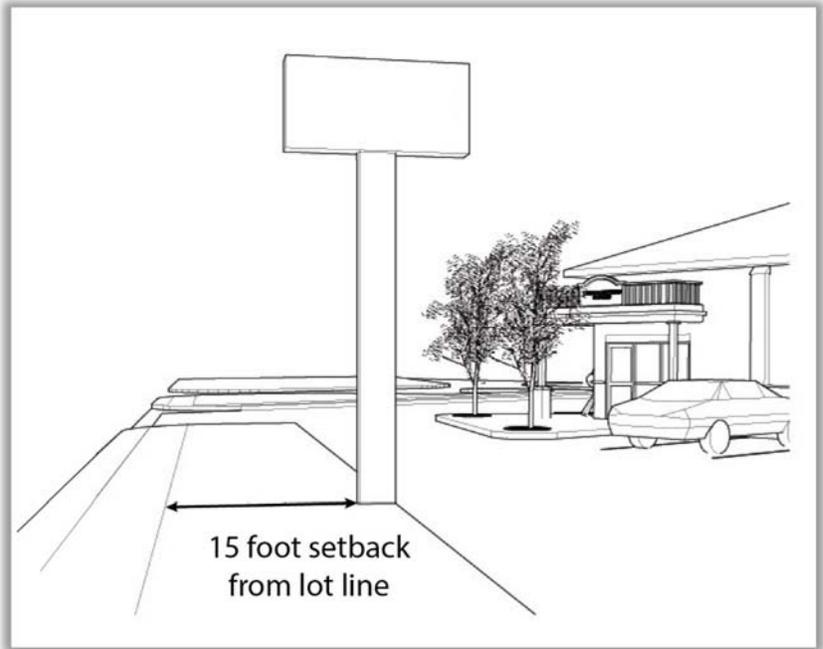


Figure 11 Setback, Required- Pole Sign

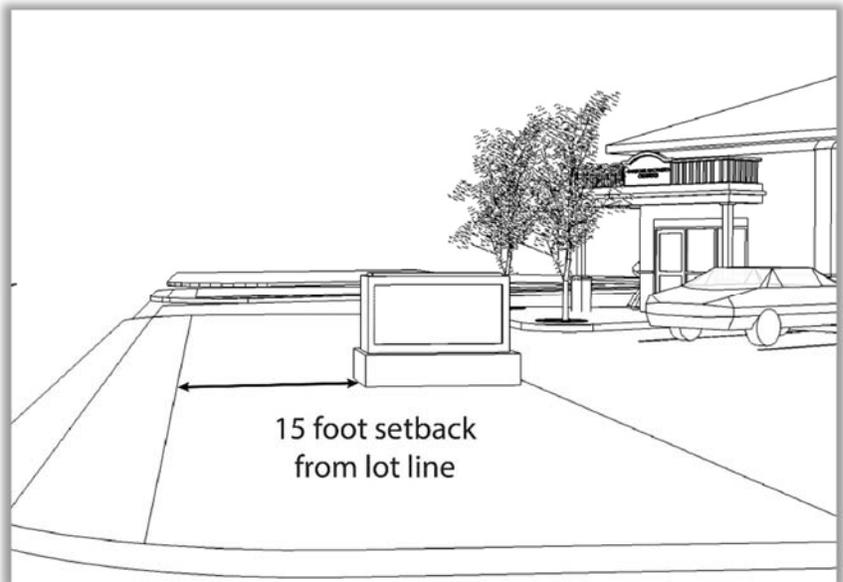


Figure 12 Setback, Required- Ground Sign

Uppermost building line means the uppermost horizontal line of a building formed by a roof, wall or parapet wall.

Wall sign means a sign that is attached directly to a wall, mansard roof, roof overhang, parapet wall, or above a marquee of a building with the exposed face of the sign in a plane parallel to the building wall or to the surface on which it is mounted, not projecting more than 12" from the wall, and which does not have any part of such sign or sign supports extending above the uppermost building line not including chimneys, flagpoles, electrical or mechanical equipment, TV antennas or any other similar equipment or extensions. This definition shall include writing, letters or numbers placed or painted directly on a building wall surface.



Figure 13 Temporary Sign

Window sign means a sign attached to the inside or outside surface of a window on a building wall or door, or placed within six inches of the inside face of a window and intended to be viewed from outside the building.

Wayfaring Sign means a sign for a publicly or privately owned activity or attraction that is nationally or regionally known, that is of outstanding interest to the traveling public, and that is one of the following: a) A natural phenomenon, b) A scenic attraction, c) A historic, educational, cultural, scientific, or religious site, d) An outdoor recreational area.



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Administration & Enforcement





Section 32-6 Administrator

This chapter shall be administered by an individual or individuals appointed by the Township Manager, or designee, who shall have the authority to issue sign permits and enforce this chapter. This individual will be referred to as the Administrator in this ordinance.

Section 32-7 Sign permits

- A. *Sign permit required.* No person shall erect, replace, apply, structurally alter or add to any sign without first obtaining a permit, unless exempt by this ordinance.
- B. *Application procedure.* Application for a permit to erect, replace, apply, structurally alter or add to a sign shall be made to the Administrator, by submission of the required forms, fees, exhibits and information by the owner of the property on which the sign is to be located, or by his agent or lessee. The application shall contain the following information:
 - 1. The property owner's name, address and signature.
 - 2. The applicant's name, address and signature.
 - 3. The address and permanent parcel number of the property on which the sign is or will be located.
 - 4. The identification of the type of sign (ground, pole, temporary wall) and method of illumination (internal, external, ECM).
 - 5. The name of business or name of premises to which the sign belongs or relates.
 - 6. Plans drawn to an accurate, common scale, depicting the following:
 - a. The dimensions, display area and a scaled drawing of the proposed sign, in accordance with Section 32-21 C.
 - b. For ground signs and pole signs, a site plan drawn to scale, accurately identifying the location of the proposed sign and setbacks from the nearest public or private road right-of-way and property line. If there are proposed grade changes, such as adding a berm, this shall be noted on the site plan.
 - c. For ground signs and pole signs, the height of the sign.
 - d. For wall signs, the height and width of the building wall or tenant-controlled portion of building wall to which the sign will be attached.
 - e. For ECM signs, the interval of the message changes and display area.
 - f. The luminance of externally illuminated signs at the sign face and the source of illumination for internally illuminated signs, measured in foot candles.
- C. *Scope.* Sign permits issued on the basis of plans and other information submitted as part of the permit application authorize only the design and construction set forth and described in the permit application, and no other design or construction.
- D. *Conformity with plans required.* The Administrator shall not approve plans or issue sign permits for any sign that does not conform to the provisions of this chapter.
- E. *Records maintained.* The Administrator shall maintain a record of all sign permits issued, and such record shall be open for public inspection.
- F. *Permit fees.* An application for a sign permit shall be accompanied by payment of a fee, in an amount established by resolution of the township board.
- G. *Permit not required for sign maintenance and change of message.*
 - 1. Maintenance. Painting, repainting, cleaning, maintenance, repair and change of sign message or graphics shall not be considered erection or alteration of a sign that



requires issuance of a sign permit, provided that no structural alterations or additions to the display area are made. Further, signs refaced with a covering, including, but not limited to, banners and/or coverings made of fabric or other material, shall be considered temporary and permitted for a duration of only 60 days, after which the covering shall be replaced with a permanent sign face.

2. Re-lettering and Rewording Changeable Copy. The changing of advertising copy or message, either electronically or manually, on an approved sign, such as a theater marquee, institutional bulletin board and similar approved signs which are specifically designed for use of changeable copy.

Section 32-8 Violations and penalties

- A. *Compliance*. Failure to comply with the provisions of this chapter shall constitute a violation of this Ordinance and shall be punishable as a municipal civil infraction as prescribed in section 1-7.
- B. *Enforcement*. This chapter shall be enforced by the Administrator, who is hereby designated as the authorized township official to issue municipal civil infraction citations, directing alleged violators to appear in court, or issue municipal civil infraction violation notices, directing alleged violators to appear at the township municipal violations bureau as provided by this Code.

Section 32-9 Nonconforming signs

- A. *Intent*. It is the intent of this chapter to permit the continuance of legal nonconforming signs until they are removed or destroyed and to encourage overall compliance with this ordinance.
- B. *Legal Nonconforming Signs*. Existing signs that were lawfully established in conformance with all applicable regulations in effect prior to the effective date of the ordinance from which this chapter is derived shall be permitted to remain, although such sign may not conform to the provisions of this chapter.
- C. *Illegal Nonconforming Signs*. Signs installed without a sign permit shall be considered an illegal nonconforming sign and shall be either removed or made to conform to this chapter and a permit obtained. Nothing in this code shall be construed to give a nonconforming status to any sign erected without a sign permit.
- D. *Change and Compliance*. Nonconforming signs shall not be structurally changed, altered or enlarged unless such change, alteration or enlargement diminishes the nonconformity or complies with the requirements of this code.
- E. *Normal Maintenance*. Legal nonconforming signs may be painted, cleaned, maintained, repaired and messages, graphics and face changes may be permitted if compliant with this code.
- F. *Relocation*. Nonconforming signs shall not be moved completely or in part to another location unless the sign at the new location conforms to this chapter.
- G. *Rebuilding after Damage*. Any nonconforming sign, sign structure, frame or standard destroyed by any means shall not be restored or rebuilt if the damage exceeds fifty percent (50%) of present day replacement value considering a sign of equal and similar size, materials, construction and quality. The sign owner shall provide two estimates acceptable to the Administrator for an official determination concerning restoration and repair eligibility.



Section 32-10 Inspections, Removal, Maintenance and Safety

- A. *Inspection.* Signs for which a permit is required may be inspected periodically by the Administrator for compliance with this ordinance and other township codes.
- B. *Removal of Signs.*
1. The Administrator may order the removal of any sign erected or maintained in violation of this chapter. Thirty (30) days written notice to remove the sign or to bring it into compliance shall be given to the owner of a permanent sign or a notice of such violation placed on the building, structure, premises, or sign in violation. The Administrator may remove a temporary or portable sign immediately and without notice. Any sign removed by the Administrator and/or designee, pursuant to the provisions of this section shall be held by the Township for redemption by the owner. To redeem, the owner shall pay all costs incurred by the Township for removal. Permanent signs not redeemed within thirty (30) days of its removal may be disposed of in any manner deemed appropriate by the Township. Temporary signs not redeemed within seven (7) days of their removal may be disposed of in any manner deemed appropriate by the Township. The costs incurred for sign removal shall be assessed to the owner on the property tax roll. The cost of removal shall include any and all incidental expenses incurred by the Township in connection with the sign's removal. Signs which are erected without a permit or which do not comply with provisions of this chapter, may be removed and impounded by the Administrator or his designee. Signs impounded by the township may be disposed of if not claimed and removed from the place of impoundment within seven calendar days of the impoundment. Any signs located within the road right-of-way may be removed by the Administrator without warning.
 2. Signs that are no longer functional or are in disrepair for more than sixty (60) days shall be removed, at the expense of the property owner, within thirty (30) days following notice of non-compliance. The property owner shall be notified by U.S. mail. Failure to comply will automatically revoke the permit after noncompliance has been determined by the zoning administrator and notice has been given to the property owner as reflected by the records of the Administrator. If the sign is not removed within thirty (30) days, the Administrator shall cause the sign to be removed and assess the cost of removal against the property.
 3. Upon demolition of buildings on West Saginaw Highway, east of Elmwood Road, all pole signs associated with the property and structure shall be removed. Pole signs associated with structures demolished prior to the effective date of this ordinance shall be removed within twelve (12) months of the effective date of the ordinance.
 4. Pole signs associated with commercial structures and sites that have been completely abandoned or vacant for more than eighteen (18) months are considered abandoned and shall be removed. Failure to remove a pole sign within eighteen (18) months of abandoning or vacating a property shall constitute a violation of this ordinance. Pole signs considered abandoned on the effective date of this ordinance shall be removed within twelve (12) months.
- C. *Obsolete Signs.* Obsolete signs are those on vacant, unoccupied premises or discontinued use. These signs shall be subject to the following:
1. Full Removal. The owner of a vacant or unoccupied property shall remove all graphics, text copy or other business or premises identification from the subject sign.
 2. Panel Removal. In the event the sign is an internally illuminated sign or any sign with



removable graphic display panels, the panels containing the sign graphic or message shall be removed and replaced by a blank and opaque panel containing no graphic or message.

3. Violation after Notice. Failure to remove the sign message from a vacant or unoccupied property within forty-five (45) days of official notice shall constitute a violation of this ordinance.

Section 32-11 Discontinued or new zoning districts

If any zoning district is discontinued in the zoning ordinance or if a new zoning district is created after the enactment of this ordinance, signs in the affected areas shall be reviewed against the sign standards for the most restrictive residential or commercial zoning district, as applicable, until the Sign Code is amended.



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Sign Board of Appeals

**Article
IV**

Section 32-12 Established

A township Sign Board of Appeals is hereby established.

Section 32-13 Membership

- A. *Membership.* The township Sign Board of Appeals shall consist of seven (7) members: a member of the township planning commission appointed by the planning commission, a member of the township board appointed by the township board, with terms of service concurrent with service on the planning commission and on the township board, and five additional members appointed by the township board from among electors residing within the township.
- B. *Term Limits.* Terms not exceeding three years.
- C. *Alternates.* The township board may appoint not more than two (2) alternate members for the same term as regular members to the Sign Board of Appeals. An alternate member may serve as a regular member of the Sign Board of Appeals in the absence of a regular member if the regular member is absent from or will be unable to attend two or more consecutive meetings of the Sign Board of Appeals or is absent from or will be unable to attend meetings for a period of more than thirty (30) consecutive days. An alternate member may also be called upon to serve as a regular member for the purpose of reaching a decision on a case in which the regular member has abstained for reasons of conflict of interest. The alternate member appointed shall serve in the case until a final decision is made. The alternate member has the same voting rights as a regular member of the Sign Board of Appeals. The alternate member shall serve at the call of the chairperson of the Sign Board of Appeals.

Section 32-14 Authority

- A. *Administrative Appeals.* Any person allegedly aggrieved by a decision of the Administrator relative to the placement, area, height and construction of a sign may appeal such decision to the Sign Board of Appeals.
- B. *Variations.* The Sign Board of Appeals shall have the authority to grant variations from the provisions of this ordinance whenever the strict application of requirements may pose demonstrable hardship or practical difficulty with regard to placement, area, height and construction of a sign. An appeal for variance from such requirements shall be filed with the Administrator on a form provided for such purpose.
- C. *Limitations of power.*
1. The Sign Board of Appeals shall not take any action that results, in effect, in a legislative change to the terms of this chapter.
 2. The Sign Board of Appeals shall not have the authority to add to the types of signs permitted on any premises.

Section 32-15 General Procedures

- A. *Form and Fee.* Any person filing an appeal with the township Sign Board of Appeals shall fill out the necessary appeal form provided by the Administrator and shall pay a filing fee, as established by resolution of the township board.

- B. *Agenda.* The Administrator shall place an appeal request on a regular meeting agenda of the Sign Board of Appeals within forty-five (45) days of filing.
- C. *Public notice.* The Administrator shall give due notice of all hearings to all owners of record of real property within three-hundred (300) feet of the premises in question; such notice shall be delivered by first class mail addressed to the respective owners at the address given in the last assessment roll.
- D. *Representation.* All persons appealing shall be required to appear in person or to be represented by a duly authorized agent to speak on behalf of their request and furnish supporting information and evidence as applicable.
- E. *Decision.* Within ninety (90) days of filing, the Sign Board of Appeals shall render a final decision in accordance with the provisions of this chapter.
- F. *Effective Date.* Decisions of the Sign Board of Appeals shall become effective following the chairperson's certification of the Board's decision.

Section 32-16 Administrative Appeal

- A. *Appeals.* The Sign Board of Appeals shall have the authority to render a decision pertaining to applications for administrative appeals and interpretations filed as hereinafter provided:
 - 1. Where it is alleged by the appellant that there is an error in any order, requirement, permit, interpretation, decision or refusal made by the Administrator or any other township official, body, or agency in enforcing the provisions of this chapter.
 - 2. The Sign Board of Appeals may reverse or affirm, wholly or in part, or may modify the order, requirement, permit, interpretation, decision or refusal as in its opinion ought to be done, and to that end shall have all the powers of the administrative official from whom the appeal was taken.
- B. *Interpretations.* The Administrator shall have the authority to request interpretations of the provisions of this chapter from the Sign Board of Appeals.

Section 32-17 Variances

- A. *Criteria for Variances.* A variance shall not be granted unless the Sign Board of Appeals determines that each of the following criteria and/or standards have been affirmatively satisfied:
 - 1. Where there are practical difficulties or unnecessary hardships that will exist if the variance is not granted. The appellant must demonstrate that the alleged practical difficulty or unnecessary hardship, or both, are exceptional and peculiar to the appellant's situation and result from conditions that do not generally exist throughout the township.
 - 2. The fact that other larger signs constructed under prior sign ordinances exist in the area shall not be sufficient reason to declare practical difficulty or unnecessary hardship.
 - 3. The Sign Board of Appeals shall not grant a variance if it is determined that the practical difficulty or unnecessary hardship is self-created.
 - 4. The terms "practical difficulties" and "unnecessary hardships" shall relate to the use of a particular parcel of land. Practical difficulty or unnecessary hardship shall not be deemed solely economic, as in relating to the cost of the sign, the size of the sign, or to the fact that the sign has already been constructed. The fact that the sign is only

- available in a standardized size and/or material (example: franchised business signs) shall not constitute a practical difficulty or unnecessary hardship.
5. The practical difficulty or unnecessary hardship that is alleged to result from a failure to grant the variance, must include substantially more than mere inconvenience or the mere inability to attain a higher financial return.
 6. It must be demonstrated by the appellant that granting the variance will result in substantial justice being done, while consideration is given to the impacts on the public health, safety and welfare.
 7. The granting of the variance shall not impose a negative impact on the rights of others.

Section 32-18 Action

- A. *Concurrent vote.* The concurring vote of a majority of the members of the Sign Board of Appeals appointed and serving shall be necessary to:
 1. Revise any order, requirement, decision, interpretation or determination of the Administrator or any other township official or agency; or
 2. Decide in favor of the applicant any matter upon which they are required to pass or to effect any variance of this chapter.
- B. *Findings of fact.*
 1. Appeal. The Sign Board of Appeals shall prepare an official record for all appeals and shall base its decision on this record.
 2. Variance. The official record for each variance must record a finding of fact for each criteria and/or standard in section 32-17 A.
- C. *Official Record.* The Sign Board of Appeals shall prepare an official record for each appeal and shall base its decision on this record. The official record shall include:
 1. The relevant administrative records and administrative orders issued herein relating to the appeal.
 2. The appeal form.
 3. The requisite written findings of fact, the conditions attached, the decisions and orders by the Sign Board of Appeals in disposing of the appeal, signed by the chairman of the board.

Section 32-19 Review by Circuit Court

Any party aggrieved by a final decision of the board of appeals may obtain a review thereof both on the facts and the law, in county circuit court.

Sign Regulations

**Article
V**

Section 32-20 Generally

The regulations in this article shall govern the type, use, size, height and number of signs permitted on any parcel of land in the township, based on the zoning district designation of the subject property, as shown on the official zoning map of the township, as amended, adopted as part of the township zoning ordinance, as amended.

Section 32-21 General Requirements

A. *Permitted Signs.* No sign may be erected unless it is expressly authorized by this ordinance.

B. *Clear Vision Area.*

1. No sign shall be erected or maintained in such a way as to obstruct vision between a height of three (3) and ten (10) feet within the triangular area formed by the intersection of the street right-of-way lines and a line connecting two points which are located on those intersecting right-of-way lines thirty (30) feet from the point of the intersection of the right of way lines (Figure 14).
2. No sign shall be erected or maintained in such a way as to obstruct vision between a height of three (3) and ten (10) feet within the triangular area formed by the intersection of a street right-of-way line and a driveway and a line connecting two points which are located on the right-of-way line and the driveway twenty (20) feet from the point of intersection of the right-of-way line and driveway (Figure 15).
3. The three (3) foot height limit shall be measured from the lowest elevation of the segment of the intersecting road and driveway's centerlines which lies between the point of the intersection of the center lines and the extension of the line drawn through the points twenty (20) feet from the intersection of the right-of-way line and driveway.

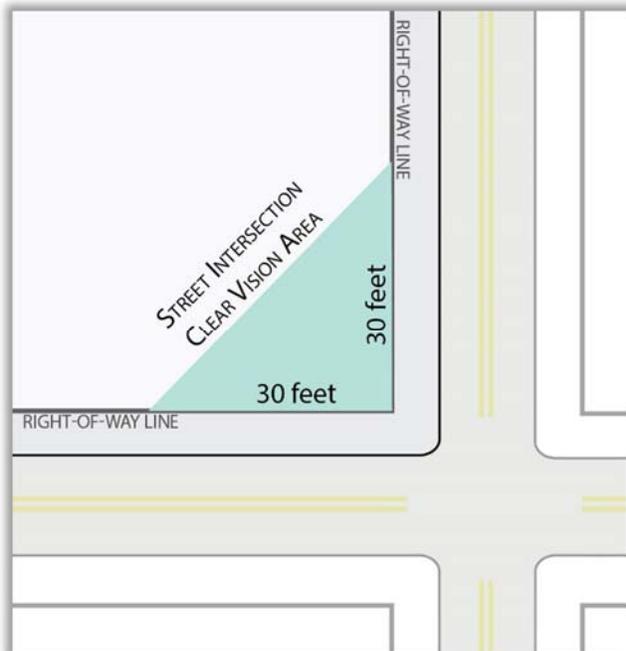


Figure 14 Street Intersection Clear Vision Area

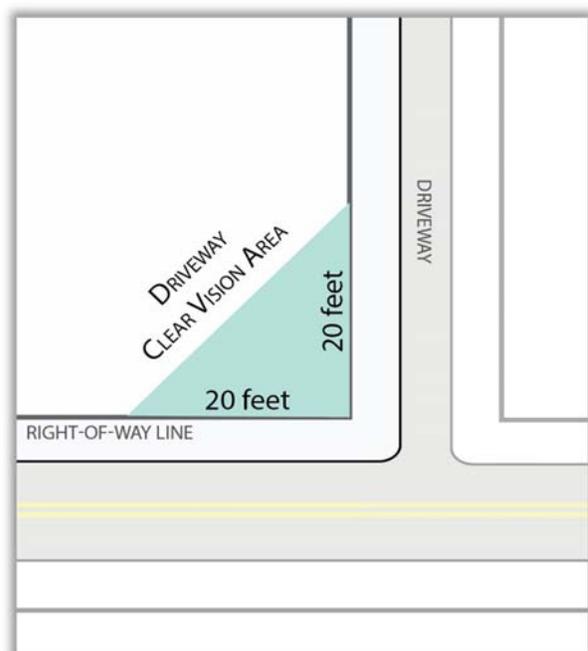


Figure 15 Driveway Clear Vision Area

C. *Sign Measurement.* No sign shall exceed the maximum sign area allowed for the district in which it is located. The sign area is to be expressed in square feet, computed to the nearest tenth of a square foot, and shall be calculated as follows:

1. Area. The area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of writing, representation, emblem, logo or any other figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign (Figure 16).

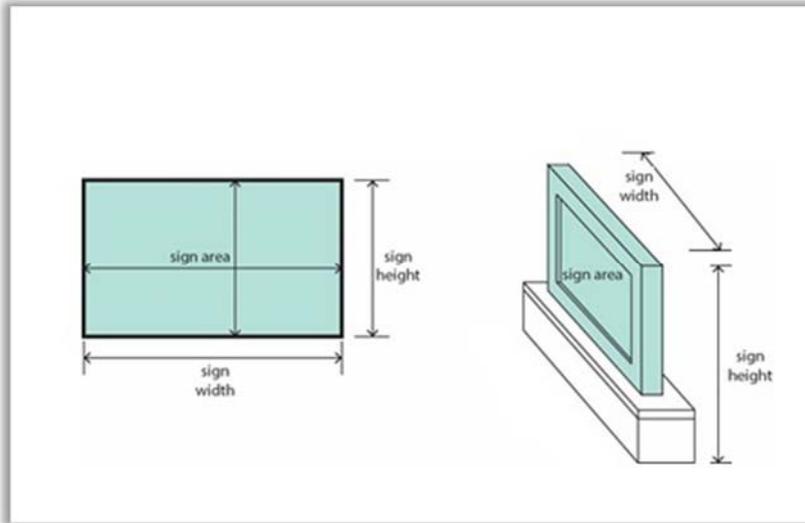


Figure 16 Sign Area Measurement

2. Double-Faced sign. The area of a ground or projecting sign that has two or more faces shall be measured by including the area of all sign faces, except if two faces are placed back-to-back and are no more than two feet apart at any point, the area of one face shall be counted toward the maximum size requirement. If the two back-to-back faces are of unequal size, the larger of the two sign faces shall be counted as the one face.
3. Wall sign. For a sign consisting of individual letters and/or a logo affixed directly onto a building, the area of the sign shall be computed by measuring the area of the envelope required to enclose the lettering and logo.
4. Height. The height of a sign shall be measured as the vertical distance from the highest point of the sign to the finished grade of the ground immediately beneath the sign, including the sign standard. Artificially constructed earthen berms shall count against the maximum height.
5. Business Centers/Strip Commercial.
 - a. Wall signs. For buildings with multiple tenants, the sign area for wall, projecting, canopy or awning signs shall be determined by taking that portion of the front wall of the building applicable to each tenant and computing the sign requirements for that portion of the total wall (Figure 17).

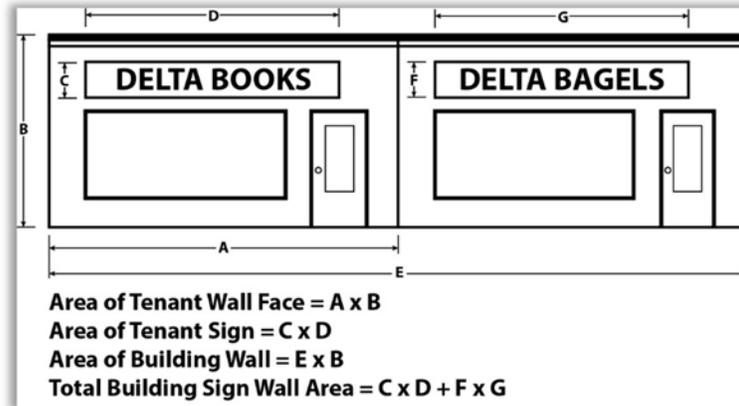


Figure 17 Wall Sign Measurement

- b. Freestanding signs. Properties that contain multiple freestanding signs shall incorporate a common design theme among sign structures to maintain a unified character. Freestanding sign structures shall have similar construction, color, design and quality.

Section 32-22 Exemptions

Signs. The following signs are exempt from the permit requirements, provided, all other applicable requirements of this Ordinance are met:

- A. Barber poles provided that bottoms of barber poles shall be attached to the building wall and must be at least eight feet from the ground or sidewalk, but the top must be lower than the height of the building. Barber poles must not extend more than twelve (12) inches from the exterior face of the wall to which it is attached.
- B. Incidental sign, no greater than two (2) square feet in area, such as a prohibition on hunting or trespassing.
- C. Construction sign not exceeding thirty-two (32) square feet shall be permitted. The sign shall be set back a minimum of fifteen (15) feet from any right-of-way line. The sign may be erected when a building permit is issued for construction and shall be removed within thirty (30) days following issuance of a certificate of occupancy for the building or project to which the sign relates. Construction signs must abide by section 32-28.
- D. Public art or murals not containing any words, logos, products or service representations.
- E. Interior signs located completely within an enclosed building, and not visible from outside the building or which are primarily directed at persons within the premises upon which the sign is located.
- F. Historical markers, including plaques or signs describing a property's designation as a historical site or structure, not exceeding two (2) square feet in area; provided, an officially designated state or federal historical marker shall not be subject to a size limitation.
- G. Integral signs, such as names of building, date of erection, monumental citations, commemorative tablets and the like when carved into stone, concrete or similar material or made of bronze, aluminum, or other permanent type construction and made an integral part of the structure.

- H. Window signs, provided that the maximum size of any window sign shall not exceed twenty five percent (25%) of the area of the window on which it is displayed. Painted messages, text, graphics, posters, balloons, paper advertisements and similar items affixed to the window shall constitute a window sign.
- I. Any identification, address, or for sale sign affixed to a wall, mailbox, post, lamppost or pillar, and which is not larger than two (2) square feet in display surface. Address signs provided that numeral height no greater than six (6) inches for residences and eighteen (18) inches for businesses and other nonresidential uses. Anything larger will count toward the total permitted display area.
- J. Traffic control or other municipal signs such as, but not limited to, directional signs placed in rights-of-way, legal notices, railroad crossing signs, danger, accessible parking, fire lane and other temporary emergency signs that conform to the requirements of the Manual of Uniform Traffic Control Devices.
- K. Public flags.
- L. Business flags, but shall be limited to the display of no more than two (2) flags on the premises.
- M. On-premises parking lot and internal driveway directional signs, subject to the following limitations:
 - 1. Maximum size shall be four (4) square feet, except for Industrial-zoned properties which can be twelve (12) square feet.
 - 2. On-premises directional signs shall be located a minimum of fifteen (15) feet from the public right-of-way. Directional signs under four (4) square feet require a one (1) foot setback from any property line. Directional signs four (4) square feet or over require a fifteen (15) foot setback from any property line.
 - 3. Multiple on-premises directional signs shall be mounted on the same structure, unless the need to do otherwise can be demonstrated by the applicant to create a hardship that is nonfinancial in nature, in order to limit the detriment to environmental aesthetics and sight obstruction.
- N. Political signs, subject to the following limitations:
 - 1. Political signs shall be removed within fourteen (14) calendar days after the election to which they pertain and shall not exceed a height of eight (8) feet.
 - 2. For properties located in the RA, RB and RC zoning districts, the maximum size of any individual sign shall be twelve (12) square feet. The aggregate size of all political signs displayed on the premises shall be thirty two (32) square feet.
 - 3. For all zoning districts, other than the RA, RB and RC zoning districts, the maximum size of any individual sign shall be 32 square feet. The aggregate size of all political signs displayed on the premises shall not exceed sixty four (64) square feet.
- O. Signs maintained by the United States of America, the state, any agencies or political subdivisions thereof and educational institutions.
- P. Signage affixed to the face of a fuel pump at an auto service station, not to include appurtenances affixed to the pump.
- Q. Menu boards for drive-in/drive-through businesses.
- R. Cart corrals with a maximum height of ten (10) feet above grade and twelve (12) square feet in display area.
- S. Scoreboard and athletic field sponsorship signs facing playing fields not primarily visible from the public right-of-way.
- T. Holiday decorations.

- U. Human directional signs.
- V. Signs approved by MDOT, including wayfinding signs
- W. Any signs required by local, state or federal law.

Section 32-23 Prohibited signs

The following signs are prohibited in the township:

- A. Signs which are placed within or encroach into a public right-of-way, including signs placed on utility poles, utility cabinets, traffic control signs, structures or devices unless permitted by the agency having jurisdiction over the road and outside of clear vision triangles.
- B. Roof signs.
- C. Any sign which, by reason of its size, location, coloring or manner of illumination constitutes a traffic hazard or a detriment to traffic safety, by obstructing the vision of drivers, or by obstructing or detracting from the visibility of any traffic control device on public streets and roads.
- D. Sign displays that interfere with, mislead or confuse drivers.
- E. Signs and sign structures that are structurally unsafe, constitute a hazard to safety and health, that are not kept in good repair or have bare bulbs exposed.
- F. Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way.
- G. Any sign displaying of images of nudity, semi-nudity, specified anatomical areas or specified sexual activity, or using obscene material or words. The Administrator shall also consider the following criteria when providing a determination:
 1. An average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest, is offensive or profane;
 2. The material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and
 3. The material, taken as a whole, must lack serious literary, artistic, political or scientific value.
- H. Display or parking of a motor vehicle or trailer upon a lot or premises in a location visible from a public right-of-way, for the primary purpose of displaying a sign attached to, painted on or placed on the vehicle or trailer, with the exception of vehicles used regularly in the course of conducting the principal use located on the premises (Figure 18).
- I. Use of pennants, string lights, ribbons, or other such features which are hung or strung across any property, and which are not an integral, physical part of a building or other permanent structure on the property.
- J. Inflatable signs.
- K. Signs having any visible portion either in motion or having the appearance of being in motion, whether on a continuous basis or at intervals, and regardless of whether the motion or appearance of motion is caused by natural or artificial sources, with the exception of electronic changeable message signs.
- L. Off-premises signs, except for billboard signs as permitted in the Limited Industrial (I1) and General Industrial (I2) Districts.

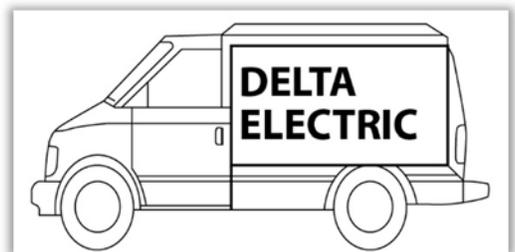


Figure 18 Sign on Motor Vehicle

- M. Billboard signs used for on-premises advertising.
- N. Bench signs.
- O. Home occupation signs.
- P. Signs are not permitted on that portion of any parcel that is less than twenty five (25) feet in width or depth.
- Q. Any sign that is not expressly permitted.
- R. Feather signs, wind sock signs and air dancers.
- S. Searchlights
- T. Digital displays on pole signs or elevated pole signs that do not abut the sign face.
- U. Empty sign frames and structures.
- V. Pole signs on West Saginaw Highway east of Elmwood Road.

Section 32-24 Residential (RA, RB, RC, RD, and RE) Districts

In the NR, A-1, A-2, RA, RB, RC, RD and RE districts, the requirements in the following schedule A shall govern sign use, area, type, height and numbers, in addition to requirements elsewhere in this chapter.

Section 32-25 Signs permitted in the Office (O) District

In the O district, the requirements in the following schedule B shall govern sign use, area, type, height and numbers, in addition to requirements elsewhere in this chapter.

Section 32-26 Signs permitted in Local Service Commercial (B-1) and Community Commercial (B-2) Districts

In the B-1 and B-2 districts, the requirements in the following schedule C shall govern sign use, area, type, height and numbers, in addition to requirements elsewhere in this chapter.

Section 32-27 Signs permitted in Limited Industrial (I1) and General Industrial (I2)

In the I1 and I2 districts, the requirements in the following schedule D shall govern sign use, area, type, height and numbers, in addition to requirements elsewhere in this chapter.

SCHEDULE A - Section 32-24 Signs permitted in Residential (NR, A-1, A-2, RA, RB, RC, RD and RE) Districts

Use	Sign Type	Maximum # of signs	Maximum Display Area	Location	Maximum Height	Electronic Standards	Other
<i>Residential Gateway</i>	Ground or Wall/ fence entrance sign	Ground: 2 signs per entrance Wall/ fence entrance sign: 2	20 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	8 ft.	*EMC signs Not allowed for residential gateways	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade. ➤ Landscaping requirements per Section 32-35 ➤ Where two signs per street entrance are used, signs shall be of identical size, design and materials
	Wall sign, canopy, projecting, marquee or Awning	Not allowed for residential gateways					
<i>Institutional Use (including, but not limited to places of worship & schools)</i>	Ground sign	1	40 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Ground: 8 ft.	*EMC signs allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade. ➤ Landscaping requirements per Section 32-35
	Wall sign, canopy, projecting, marquee or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 10 % of wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*No ECM signs shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	

SCHEDULE B - Section 32-25 Signs permitted in Office (O) District							
Use	Sign Type	Maximum # of signs	Maximum Size	Location	Maximum Height	Electronic Standards	Other
<i>Individual building containing 1 business</i>	Ground	1	40 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	8 ft., including a 2 ft. minimum sign standard	*ECM signs allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade. ➤ Landscaping requirements per Section 32-36
	Wall sign, canopy, projecting or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not on sloped wall & not above peak or parapet	*No ECM sign shall be located within 200 feet from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit
	Marquee	1	6 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Business center/ Strip commercial (1 multi-tenant building on 1 parcel)</i>	Pole or ground sign	1 per street frontage	60 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 20 ft. Ground sign: 8 ft.	*ECM displays not permitted on pole signs. Allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, marquee or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, , not on sloped wall & not above peak or parapet	*ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		

Use	Sign Type	Maximum # of signs	Maximum Size	Location	Maximum Height	Electronic Standards	Other
<i>Business complex (multiple buildings on one parcel)</i>	Pole or ground sign	1 per driveway access	60 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 20 ft. Ground sign: 8*ECM display area limited to 50% of total display area permitted. ft.	*ECM displays not permitted on pole signs. Allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, marquee or Awning	No maximum per tenant	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary faces. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.		Below uppermost building line, not on sloped wall & not above peak or parapet	* No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Expressway Business (hotel, motel, service station or restaurant that lies 2,000 feet or less from an expressway on or off-ramp.</i>	Pole or ground	1	75 sq. ft. per sign	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*ECM displays not permitted on pole signs. Allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary faces. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not on sloped wall & not above peak or parapet	* No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit

Use	Sign Type	Maximum # of signs	Maximum Size	Location	Maximum Height	Electronic Standards	Other
<i>Expressway Business (hotel, motel, service station or restaurant that lies 2,000 feet or less from an expressway on or off-ramp.</i>	Elevated pole sign	1	6 sq. ft. for each ft. of sign height, up to a max of 300 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	90 ft.		<ul style="list-style-type: none"> ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road ➤ Min. height above grade of 60 ft.
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Institutional Use (including, but not limited to places of worship & schools)</i>	Ground sign	1	40 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Ground sign: 8 ft.	<p>*ECM displays not permitted on pole signs. Allowed with a permitted wall or ground sign and in accordance with Sec. 32-34</p> <p>* No ECM sign shall be located within 200 ft. from a dwelling unit.</p> <p>*ECM display area limited to 50% of total display area permitted.</p>	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade ➤ Landscaping requirements per Section 32-36
	Wall sign, canopy, projecting, marquee or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 10 % of wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not above peak or parapet & not on sloped roof		<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit

SCHEDULE C - Section 32-26 Signs permitted in Local Service Commercial (B-1) and Community Commercial (B-2) Districts

Use	Sign Type	Maximum # of signs	Maximum Display Area	Location	Maximum Height	Electronic Standards	Other
<i>Individual building containing 1 business</i>	Pole or Ground	1 located adjacent to each street frontage	75 sq. ft. per sign	15 ft. setback from all lot lines and outside the clear vision triangle.	Ground sign: 8 ft., Pole sign: 30 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of wall area to which it is attached; a building is limited to 2 primary faces. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On the wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12 inch projection max. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building and are limited to an 8 ft. height clearance ➤ New Awning signs require a building permit
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Business Center (1 multi-tenant building/ strip commercial)</i>	Pole or ground sign	1 per street frontage (2 maximum street frontages)	Pole sign: 100 sq. ft. or 1 sq. ft. for each 1 ft. of building wall facing the street frontage, whichever is greater up to a max. of 300 sq. ft. Ground sign: 150 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road

Use	Sign Type	Maximum # of signs	Maximum Display Area	Location	Maximum Height	Electronic Standards	Other
<i>Business Center (1 multi-tenant building/ strip commercial)</i>	Wall sign, canopy, projecting, or Awning	No maximum per tenant	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On the wall	Below uppermost building line, not above peak or parapet & not on sloped roof		<ul style="list-style-type: none"> ➤ Wall signs: 12 inch projection max. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building and are limited to an 8 ft. height clearance ➤ New Awning signs require a building permit
	Marquee	1 per business	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
Business Complex (Multiple buildings on one parcel each containing one or more businesses)	Pole or ground sign	1 per driveway access	Pole sign: 100 sq. ft. or 1 sq. ft. for each 1 ft. of building wall facing the street frontage, whichever is greater up to a max. of 300 sq. ft. Ground sign: 150 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, marquee or Awning	No maximum per tenant	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On the wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*ECM display area limited to 50% of total display area permitted.	
	Marquee	1 per business	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		

Use	Sign Type	Maximum # of signs	Maximum Display Area	Location	Maximum Height	Electronic Standards	Other
<i>Individual businesses with two or more buildings (examples: Auto sales, lumber yards, etc.)</i>	Pole or ground sign	2	75 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, marquee or Awning	No maximum per tenant	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On the wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12 inch projection max. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building and are limited to an 8 ft. height clearance ➤ New Awning signs require a building permit
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Expressway Business (hotel, motel, service station or restaurant that lies 2,000 feet or less from an expressway on or off-ramp.</i>	Pole or ground	1	75 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road
	Wall sign, canopy, projecting, or Awning		Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On the wall	Below the uppermost building line, not above peak or parapet & not on sloped roof	*ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12 inch projection max. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building and are limited to an 8 ft. height clearance ➤ New Awning signs require a building permit

Use	Sign Type	Maximum # of signs	Maximum Display Area	Location	Maximum Height	Electronic Standards	Other
<i>Expressway Business (hotel, motel, service station or restaurant that lies 2,000 feet or less from an expressway on or off-ramp.</i>	Elevated pole sign	1	6 sq. ft. for each ft. of sign height, up to a max of 300 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	90 ft.		<ul style="list-style-type: none"> ➤ 2 ft. standard (base) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road ➤ Min. height above grade of 60 ft.
	Marquee	1	24 sq. ft.	Underside of building overhang or eave	Not above peak or parapet & not on sloped roof		
<i>Institutional Use (including, but not limited to places of worship & schools)</i>	Ground sign	1	40 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Ground sign: 8 ft.	<p>*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34</p> <p>*No ECM sign shall be located within 200 ft. from a dwelling unit.</p> <p>*ECM display area limited to 50% of total display area permitted.</p>	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36
	Wall sign, canopy, projecting, marquee or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 10 % of wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not above peak or parapet & not on sloped roof		

SCHEDULE D - Section 32-27 Signs permitted in Limited Industrial (I1) and General Industrial (I2) Districts

Use	Sign Type	Maximum # of signs	Maximum Size	Location	Maximum height	Electronic Standards	Other
<i>Individual business in one building (including individual businesses with 2 or more buildings)</i>	Pole or ground sign	1	Pole: 100 sq. ft. or 1 sq. ft. for each 1 ft. of building wall length whichever is greater up to a maximum of 300 sq. ft. Ground: 75 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36
	Wall sign, canopy, projecting or Awning	No maximum	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit
<i>Multi-tenant industrial building</i>	Pole or ground sign	1	Pole: 100 sq. ft. or 1 sq. ft. for each 1 ft. of building wall length whichever is greater up to a maximum of 300 sq. ft. Ground: 150 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign: 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36
	Wall sign, canopy, projecting or awning	No maximum per tenant	Cumulative total sq. footage of signs on primary facades shall not exceed 15 % of leased wall area to which it is attached; a building is limited to 2 primary facades. Signs on secondary facades shall not exceed 5 % of the wall area to which it is attached.	On wall	Below uppermost building line, not above peak or parapet & not on sloped roof	*No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ Wall signs: 12" maximum projection. ➤ Projecting signs may extend a max. of 5 ft. from the wall of a building, but are limited to an 8 ft. height clearance. ➤ New awning signs require a building permit

<i>Use</i>	<i>Sign Type</i>	<i>Maximum # of signs</i>	<i>Maximum Size</i>	<i>Location</i>	<i>Maximum height</i>	<i>Electronic Standards</i>	<i>Other</i>
Any parcel	Billboard sign	No maximum	672 sq. ft. maximum if located on a parcel adjoining a limited access freeway right-of-way. 300 sq. ft. if not located on a parcel adjoining a limited access freeway right-of-way.	*1,500 ft. minimum spacing between billboard signs on the same side of a public road *Minimum setback of 75 ft. from a public right-of-way, except that no setback is required from a limited access state highway right-of-way. *Minimum setback of 500 ft. from the property boundary of a residential district use, or from property boundary of a place of worship, a public park, or a public or private elementary or secondary school		*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	
Industrial Park	Pole or ground sign	1 per driveway access	Pole sign: 100 sq. ft. or 1 sq. ft. for each 1 ft. of building wall length whichever is greater up to a maximum of 300 sq. ft. Ground sign: 75 sq. ft.	15 ft. setback from all lot lines and outside the clear vision triangle.	Pole sign: 30 ft. Ground sign 8 ft.	*EMC displays allowed with a permitted wall or ground sign and in accordance with Sec. 32-34 *No ECM sign shall be located within 200 ft. from a dwelling unit. *ECM display area limited to 50% of total display area permitted.	<ul style="list-style-type: none"> ➤ 2 ft. standard (base) or bottom of sign face at least 2 ft. above grade (ground sign) ➤ Landscaping requirements per Section 32-36 ➤ New pole signs see Sec. 32-30 for wind load requirements. ➤ Pole signs are prohibited east of Elmwood Road

Section 32-28 Temporary Signs – General Regulations

- A. *Permit required.* A temporary sign shall not be placed on any lot, parcel or premises, with the exception of single-family, two-family and multiple-family residential uses, unless a permit authorizing such temporary sign has been issued by the Administrator.
- B. *Required application contents.* Application for a permit to display a temporary sign shall be in accordance with the application procedure outlined in 32-6 B.
- C. *Portable sign.* If the temporary sign is a portable sign, a refundable deposit in the amount of \$150.00 shall be submitted, to financially guarantee conformance with the provisions contained herein, including removal of the sign on or before the permit expiration date.
- D. *Standards for display of temporary signs.* The display of temporary signs, including banners, shall conform to the provisions of schedule E in section 32-101. In addition, the following standards shall apply to display of temporary signs for all nonresidential uses, in all zoning districts:
1. A maximum of five (5) permits authorizing display of a temporary sign for nine (9) consecutive days shall be issued in any calendar year for any individual business premises.
 2. The beginning of the display period for a temporary sign shall not be more than 14 calendar days from the date of the issuance of the permit.
 3. There shall not be more than one temporary sign displayed per business on a property at any one time.
 4. A temporary sign over three feet in height above grade shall be set back a minimum of 10 feet from any right-of-way line and not within the clear vision triangle as per section 32-20 (B) of this Ordinance.
 5. Portable signs shall be subject to the following additional standards:
 - a. Illuminated portable signs shall be installed in conformance with all state and township electrical codes. No flashing or moving lights shall be used on any portable sign.
 - b. All portable signs and components shall be firmly anchored to the ground in a manner that ensures that the sign will not constitute a safety hazard in the event of high winds, as determined by the building official.
 - c. Any portable sign displayed in violation of this chapter may be impounded by the township as per section 32.9 (B).

Section 32-29 Permitted Temporary Signs

The requirements for permitted temporary signs in the following schedule E shall govern sign use, area, type, height, and numbers, in addition to requirements elsewhere in this chapter:

SCHEDULE E - Section 32-29 Permitted Temporary Sign Standards

<i>Use</i>	<i>Sign Type</i>	<i>Permit Required?</i>	<i>Maximum # of signs</i>	<i>Maximum Display Area</i>	<i>Maximum Height</i>	<i>Maximum Duration</i>	<i>Location Standards</i>
Single-family & 2 family subdivisions & condominiums in all districts	Construction sign (Signs illustrating or advertising lots for sale in a subdivision)	No	1 per development	32 sq. ft.	8 ft.	Until 90% of the lots are sold	May not encroach on or over right-of-way line. Minimum 15 ft. setback for any sign over 3 ft. in height *Must comply with clear vision standards Section 32-21
Single-family & 2 family residential uses in all districts	Ground sign	No	No maximum	Total area of all signs may not exceed 12 sq. ft.	5 ft.	7 days	May not encroach on or over right-of-way. Minimum 15 ft. setback for any sign over 3 ft. in height *Must comply with clear vision standards Section 32-21
	Real estate sign (For sale/ lease)	No	1 per lot/ parcel	6 sq. ft.	8 ft.	5 days after the purpose of the sign is fulfilled	
	Political signs	No	No maximum	See Sec 32-22 (14)	8 ft.	14 days after the election to which they pertain	
Multiple-family residential use in RC, RD & RE Districts	Construction sign (Signs illustrating or advertising lots for sale)	No	1 per development	32 sq. ft.	8 ft.	Coinciding with expiration of building permit	May not encroach on or over right-of-way. Minimum 15 ft. setback for any sign over 3 ft. in height *Must comply with clear vision standards Section 32-21
	Real estate sign (For sale/ lease)	No	1 per development	10 sq. ft.	5 ft.	5 days after the purpose of the sign is fulfilled	
	Political signs	No	No maximum	See Sec 32-22 (14)	8 ft.	14 days after the election to which they pertain	

<i>Use</i>	<i>Sign Type</i>	<i>Permit Required?</i>	<i>Maximum # of signs</i>	<i>Maximum Display Area</i>	<i>Maximum Height</i>	<i>Maximum Duration</i>	<i>Location Standards</i>
Non-residential uses in all districts	Construction sign (Name of project/ future development, architects, builders/ lenders...)	No	1 per lot or parcel	32 sq. ft.	8 ft.	Upon occupancy of any part of the premises	May not encroach on or over right-of-way. Minimum 15 ft. setback for any sign over 3 ft. in height *Must comply with clear vision standards Section 32-21
	Real estate (for sale/ lease)	No	1 per lot or premises	32 sq. ft.	8 ft.	5 days after the purpose of the sign	
	Political signs	No	No maximum	See Sec 32-22 (14)	8 ft.	14 days after the election to which they pertain	
	Portable sign or other temporary sign	Yes	1 per premises , of either type	Portable sign: 32 sq. ft. Other: 24 sq. ft.	Portable sign: 8 ft. Other: Below roofline	Max. of 5 permits for 9 consecutive days per calendar year *See Sec. 32-27	

Section 32-30 Wind load

Signs and sign structures shall be designed and constructed to resist wind forces of not less than twenty (20) pounds per square foot on signs up to sixty (60) feet in height and not less than thirty (30) pounds per square foot for signs over sixty (60) feet in height. Signs shall be designed in compliance with the Michigan Building Code.

Section 32-31 Bracing

All bracing systems for signs shall be designed and constructed to transfer lateral forces to the foundation. For signs on buildings, all loads shall be transmitted through the structural frame of the building to the ground in such manner as to not overstress any of the elements thereof. Uplift due to overturning shall be adequately resisted by proper anchorage to the ground or the structural frame of the building.

Section 32-32 Anchorage

Signs attached to masonry, concrete or steel shall be safely and securely fastened thereto by means of metal anchors, bolts or approved expansion screws of sufficient size and anchorage to safely support the loads applied.

Section 32-33 Electrical

All permanent or temporary electrical installations shall comply with the current electrical code of the township. The full number of illuminating elements shall be kept in satisfactory working condition or be immediately repaired or replaced. Signs that are only partially illuminated shall meet all electrical requirements for that portion directly illuminated. All electrical wiring shall be in conduit and not exposed to the elements. All electrical signs shall have a disconnecting switch located in a readily accessible place. All electrical signs shall have a disconnecting switch capable of being reached quickly for operation, renewal, or inspections without requiring those to whom ready access is requisite to climb over or remove obstacles or to resort to portable ladders, and so forth.

Section 32-34 Display of street address of premises on signs

- A. *Street Address.* The street address number shall be displayed on the primary freestanding identification sign for each premises on land located in an Office (O), Local Service Commercial (B-1), Community Commercial (B-2), Light Industrial (I-1) or General Industrial (I-2) District, as shown on the township zoning map (Figure 19). The display of street address numbers shall conform with the following standards:
1. Address numbers shall be displayed on the sign face or on the supporting structure of the sign, at a minimum height of two feet above grade.
 2. The height of the numbers shall be a minimum of four inches.
 3. The street address number shall be displayed using Arabic numerals, in a readily legible text style, and in a contrasting color from the background surface on which the number is placed.

4. If the premises which are identified by a primary freestanding identification sign contains more than one street address number, the street address number displayed on the sign shall identify the lower and upper ends of the address range to which the sign pertains.
5. Display of street address numbers on a sign structure shall not be considered a sign subject to the regulations contained in schedules B through E of this article, unless the height of the address numbers exceeds eight inches, in which case the street address number shall be considered a sign, subject to the limitations on size and number of signs contained in this chapter.

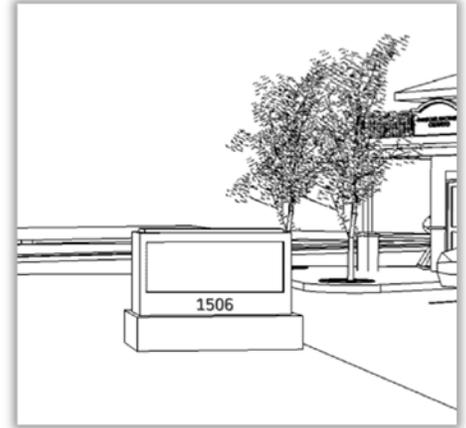


Figure 19 Address on Sign

Section 32-35 Electronic changeable message signs (ECM)

- A. *Regulations generally.*
 1. Movement prohibition. Messages shall be stationary and the use of animation, flashing, traveling, scrolling or blinking characters is prohibited.
 2. Minimum message copy interval. The message copy on electronic changeable message signs shall appear in intervals of no less than fifteen (15) seconds and transition between messages shall be instantaneous. Roll, splice, unveil, venetian, zoom, fade, dissolve, exploding, scroll and other methods of transition between messages shall not be permitted.
 3. Pole sign prohibition. Electronic changeable message signs shall be prohibited on pole signs. The prohibition in this subsection shall not apply to billboard signs and elevated pole signs.
 4. The ECM portion on a pole sign or elevated pole sign must abut the primary sign face.
 5. Display area. No more than fifty percent (50%) of the maximum display area of a sign shall be devoted to an ECM display.
 6. Display brightness shall be adjusted as ambient light levels change and shall be subject to review and regulation, as determined by the Administrator. Luminance shall not exceed 0.3 foot-candles above the ambient (i.e., naturally illuminated environment) light measurement when measured from the sign face.
 7. ECM components are not permitted within 200 feet of any dwelling unit.

Section 32-36 Illumination

- A. *General requirements*
 1. Illumination of the sign face by externally mounted light fixtures shall not exceed 100 footcandles as measured on the sign face. Luminance is a measure of the light on the surface of the sign. A footcandle is a measure of luminance equal to one lumen per square foot.
 2. The light from any illuminated sign shall be so shaded, shielded, or directed that the light intensity or brightness will not be objectionable to the surrounding areas. No light shall shine directly onto adjacent property or the roadway.

- B. *Externally lit signs.* Externally lighted signs are allowed in all commercial and industrial districts and for non-residential uses in residential districts, except home occupations, and shall comply with the following standards.
1. Sign lighting shall be of low intensity with effective provisions made to minimize spillover of light beyond the actual sign face.
 2. The light source shall be enclosed and directed to prevent light from shining directly onto traffic or neighboring property.
- C. *Internally lit signs.* Internally lighted signs are allowed in all commercial and industrial districts. Sign faces shall be opaque so individual lamps are muted and cannot be distinguished behind the sign face.

Section 32-37 Ground sign landscaping

Ground signs shall be landscaped with low-profile shrubbery or ground cover as approved by the Administrator to prevent damage and to screen and protect electrical components of the structure. Landscaping must extend at least two (2) feet from the base of the sign standard (Figure 20). If landscaping is not possible, such as cases where signs are in parking areas, other measures to protect the sign must be used. Other measures may include curbs, bollards or other methods acceptable to the Administrator.

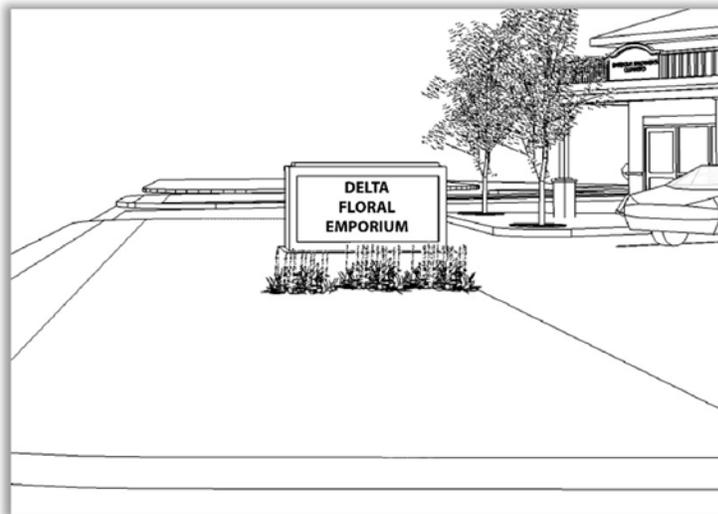


Figure 20 Ground Sign Landscaping

Section 32-38 On-premises product displays

- A. *General.* Product manufacturers located on industrially zoned properties adjacent to Interstate 69 or Interstate 96 in the I-1 and I-2 zoning districts may provide an on-premises product display of their manufactured merchandise.
- B. *Permit required.* An on-premises product display shall not be installed unless a permit authorizing said display has been issued by the Administrator.
- C. *Required application contents.* Application for a permit to install an on-premises product display shall be made to the Administrator by submission of the required forms, fees, exhibits

and other required information by the owner, or the owner's agent or lessee, of the property on which the on-premises product display is proposed to be located. The application shall contain the following information:

1. The name, mailing address and telephone number of the property owner, business owner and applicant for the permit.
 2. Identification of the street address and parcel number of the parcel on which the on-premises product display is proposed to be installed.
 3. A site plan, drawn to scale, accurately identifying the location of the proposed on-premises product display on the subject property.
 4. A scaled drawing that accurately depicts the proposed on-premises product display and which accurately depicts the dimensions and display area of the proposed on-premises product display.
 5. A brief written explanation listing the specific reason(s) an on-premises product display is needed.
 6. A nonrefundable application fee as set forth within section 32-7.F
- D. *Standards for displays.* The following standards shall apply to all on-premises product displays under this section:
1. Products to be displayed shall be manufactured or assembled on the premises where the on-premises product display is to be located. Products to be displayed shall be actual size and in no way modified so as to be larger or smaller in dimension.
 2. On-premises product display colors should accent, blend with, or complement surroundings and be compatible with materials and colors of nearby structures.
 3. On-premises product displays shall be permanently constructed and shall consist of high quality durable materials.
 4. On-premises product displays shall be maintained in good repair, structurally sound and in a sanitary condition. When required, all exposed surfaces shall be protected from the elements and against decay, peeling, or rust by periodic application of weather-coating materials such as paint or similar surface treatment.
 5. On-premises product displays shall not exceed five hundred (500) square feet in total area.
 6. On-premises product displays shall not exceed twenty (20) feet in total height; total height including any berm or any other object a product is proposed to be displayed upon. Products shall not be displayed on poles or roofs.
 7. No portion of an on-premises product display shall be located within ten (10) feet of any property line.
 8. On-premises product displays shall serve only to advertise and/or display a product; products to be displayed shall not be offered for sale from the location of said display.
 9. As allowed pursuant to the township's electrical code, on-premises product displays may be illuminated but said illumination shall not constitute a traffic hazard.
 10. On-premises product displays without signage shall be exempt from the calculation of the permitted sign area. On-premises product displays that propose to incorporate signage shall comply with the requirements of this chapter.
- E. *Penalty.* Failure to comply with the provisions of this section shall constitute a violation of this chapter and shall be punishable as set forth within section 32-8.
- F. *Abatement of violation.* The imposition of the penalties herein prescribed shall not preclude any township official from instituting appropriate action to restrain, correct, remove, or otherwise abate a violation of this section.

Unified Business Development

**Article
VI**

Section 32-39 Purpose and Intent

It is the intent of the unified business development (UBD) regulations to allow flexibility in signage under a unified plan. The regulations are intended to result in a comprehensive signage plan which results in less signage overall than would typically result.

Section 32-40 Eligibility Requirements

- A. *Minimum Acreage.* In order to qualify for unified business development (UBD) designation, the subject parcels must consist of a minimum of ten (10) acres.
- B. *Consent.* All property owners with a UBD shall sign the UBD application thereby consenting to compliance with the UBD regulations.
- C. *Zoning.* Properties must be commercially zoned in order to qualify for UBD designation.

Section 32-41 Procedure

The processing of a unified business development (UBD) shall be as follows:

- A. *Application.* Submittal of an application as provided by the Administrator. A fee shall be paid as established by a resolution of the township board.
- B. *Site Plan.* A site plan shall accompany the UBD application. The site plan shall include:
 - 1. A legal description of the site, dimensions of site boundary lines, total site area, north arrow, legend, graphic scale and title block containing the project name.
 - 2. Location of buildings, structures, streets, parking lots, driveways, landscaped areas and easements proposed or existing on the property.
- C. *Signage Plan.* A signage plan shall accompany the UBD application. The signage plan shall include the following:
 - 1. Computation of the maximum total sign area, the maximum area for individual signs, and the number of freestanding signs, both existing and proposed, on the property.
 - 2. An accurate indication on the site plan of the proposed location of all signs.
 - 3. An indication of sign materials, colors, height, size and illumination.
- D. *Review and Report.* The Community Development Department shall prepare a written analysis of the proposed UBD site plan and signage plan. The site plan, signage plan and staff report shall be forwarded to the Sign Board of Appeals.
- E. *Sign Board of Appeals Review.* The Sign Board of Appeals shall review the site plan, signage plan and staff report when considering a UBD request. The Sign Board of Appeals shall have final authority as to whether a UBD designation shall be granted in whole or in part.

Section 32-42 Review Criteria

When reviewing the proposed unified business development (UBD) site plan and signage plan, the Sign Board of Appeals shall apply the following criteria to determine its acceptance and the plan shall include the following elements:

- A. The proposed signage shall not be contrary to the public interest or to the purpose of this chapter.
- B. The UBD shall not cause a substantial adverse effect upon properties in the immediate vicinity of the subject parcel.

- C. The signage plan shall provide common name identification to the public.
- D. Shared access to parking and shared driveways within the development.
- E. Shared signage shall be provided including the identification of the common name of the development.
- F. The physical layout of the project shall result in a cohesive and unified development. However, the development may include out parcels for lease or for sale, which may be intersected by public streets.
- G. The area proposed for the UBD shall not be a combination of individual parcels, solely assembled for the purposes of creating the UBD.
- H. Signs shall be organized such that visual clutter is reduced and signs are integrated with other elements of the property such as architecture and landscaping.
- I. Signs shall be designed and constructed in a manner that allows pedestrians and motorists to identify, interpret and respond in an efficient and safe manner to information contained on the signs.
- J. The primary purpose of signs within the UBD shall be for identification rather than advertising.

Section 32-43 Waiver Authority

The Sign Board of Appeals shall have authority to waive the following provisions of this chapter:

- A. Off-premises signs, not to include signs placed in public rights-of-way, may be permitted.
- B. The maximum display area and maximum height of permitted individual signs may be increased by a maximum of twenty five percent (25%).
- C. Properties may be permitted to have an individual business sign in addition to being permitted a business center sign.

Section 32-44 Sign Restrictions

The following requirements shall apply to all signs within a unified business development (UBD):

- A. The total sign area permitted for all signs within a UBD shall not exceed seventy five percent (75%) of the sign area permitted under the sign ordinance regulations.
- B. Mobile signs, as defined herein, shall not be permitted on properties for which a UBD has been approved.
- C. Within the area of the UBD, spacing between business center signs shall be a minimum of five hundred (500) feet.

Section 32-45 Amendments

A unified business development (UBD) signage plan may be amended by filing a new site plan and signage plan along with an application and the fee with the Building Division. The plan shall be submitted to the Sign Board of Appeals and the criteria in sections, 32-39, 32-40 and 32-41 applied.

Section 32-46 Existing Signs

If a unified business development (UBD) application is filed for a property on which existing signs are located, the signage plan shall include a schedule for bringing into conformance, no later than three (3) years from the date of the Sign Board of Appeals approval of the UBD, all signs not

conforming to the UBD signage plan.

Section 32-47 Binding Effect

- A. Following approval of the signage plan for the unified business development (UBD), no sign shall be erected, placed, painted, or maintained, except in conformance with the approved plan. Normal maintenance and repair of signs shall not be subject to the signage plan for the UBD.
- B. The signage plan for the UBD shall be enforced in the same way as any provision of this chapter.
- C. The UBD signage plan shall be binding on the property owners and their successors, assigns, tenants, and subtenants. A copy of the UBD signage plan shall be filed at the township clerk's office.
- D. The existence of a UBD shall be noted in all leases pertaining to properties on which a UBD has been granted by the Sign Board of Appeals. A deed restriction, acknowledging the existence of a UBD on the subject parcel, shall be recorded at the county register of deed's office and said restriction shall be binding on the property owners and their successors, assigns, tenants and subtenants. In addition, any sale of property on which a UBD has been granted shall include a disclosure regarding the UBD on the property.