

ARTICLE 22 SIGNS AND BILLBOARDS

UPDATED 1-09-2017

Sec. 22.01 GENERAL PROVISIONS

A. Purpose and Intent. This Article is intended to regulate the size, number, location, and manner of display of signs in the Township consistent with the following purposes.

1. To protect and further the health, safety, and welfare of residents, property owners, and visitors.
2. To prevent traffic hazards and pedestrian accidents caused by signs which obstruct vision, distract or confuse drivers, or are improperly secured or constructed.
3. To conserve and enhance community character.
4. To promote uniformity in the size, number, or placement of signs within zoning districts.
5. To promote the economic viability of commercial areas by minimizing visual clutter, and allow for placement of signs to safely direct motorists to their destination.
6. To balance the public's right to be informed and its desire to avoid visual pollution and hazardous conditions with the communication rights of businesses and other non-business uses.
7. To recognize that special circumstances or events may create a need for temporary signage for a limited and reasonable period of time.
8. The purpose of this Article does not include the regulation of the content or any information included on the sign.

B. Substitution Clause. Signs which contain non-commercial speech are permitted anywhere that advertising or business signs are permitted subject to the same regulations applicable to such signs. The owner of any sign which is otherwise allowed by the Article may substitute non-commercial language in lieu of any other commercial or non-commercial language. This substitution may be made without any additional approval or permitting. The purpose of this provision is to prevent an inadvertent favoring of commercial speech over non-commercial speech, or favoring of any particular non-commercial message over any other non-commercial message.

Sec. 22.02 DEFINITIONS

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

B. Directional Sign: A sign used primarily to give information about the location of either the driver of motorized vehicles or possible destinations. Although this is a content-based distinction, these signs are important to prevent public confusion and facilitate collision free flow of traffic.

C. Electronic Reader Board/Digital Display Sign: A sign or portion thereof that displays electronic, digital, pictorial, or text information in which alphanumeric characters, graphics, or symbols are defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs, or other illumination devices within the display area. Such signs can include computer programmable, microprocessor controlled electronic displays, and video display signs.

D. Festoons: A chain or garland of flowers, leaves, or ribbons, hung in a curve as a decoration.

E. Government Sign: A sign erected, permitted by, or required to be erected by a government agency.

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

G. Identification Sign: A sign intended to communicate information about services and facilities. Although this is a content-based distinction, these signs are important to prevent public confusion and facilitate collision-free flow of traffic.

H. Illuminated Sign: A sign that provides artificial light directly (or through any transparent or translucent material) from a source of light connected with the sign, or a

sign illuminated by a light shielded so that no direct rays from it are visible from any public right-of-way or from the abutting property.

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

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

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

L. Manual Sign: A sign on which the letters or pictorials are changed by hand.

M. Multi-Vision Sign: Any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image or images.

N. Mural: A design or representation painted or drawn on a wall.

O. Pennant: A flag or cloth that tapers to a point.

P. Permanent Sign: A sign installed on a support structure, not intended to be moved or removed, but to remain for an indefinite period of time.

Q. Projecting Sign: A display sign which is attached directly to the building wall that extends more than 15 inches from the face of the wall and projects in such a way that the message is not parallel to the wall to which it is attached.

R. Roof Line: The top of a roof or parapet wall, whichever is higher, but excluding any

cupolas, chimneys, or other minor projections.

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

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

U. Sidewalk Sign: An A-frame sign which is portable and designed to be placed on the sidewalk in front of the use it advertises. This may also be called a “Sandwich Board Sign.”

V. Sign: A device, structure, fixture, or placard that is intended for purposes of attracting attention.

W. Streamers: A long, narrow strip of material used as a decoration or symbol.

X. Temporary Sign: A sign not permanently attached to the ground, a structure, or a building. Temporary signs may include banners, portable signs, and any other signs displayed for a limited period of time.

Y. Traffic Warning Sign: A sign that indicates a hazard ahead on a road that may not be readily apparent to a driver, bicyclist, or pedestrian. Although this is a content-based distinction, these signs are important to prevent public confusion and facilitate collision-free flow of traffic.

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

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

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

Sec. 22.03 SIGNS PROHIBITED

A sign not expressly permitted by this Article is prohibited. Specifically, the following types of signs are expressly prohibited:

A. Any sign, including window signs, which have flashing, moving, oscillating, scrolling or blinking lights. This prohibition excludes electronic reader boards and digital display signs, which are permitted.

B. Roof signs except as allowed by Section 22.12.D.5

C. Pennants, streamers, and festoons.

D. Rotating signs.

E. Searchlights, laser lights, strobe lights, and lights of a similar nature.

F. Signs which are spray painted, unpainted plywood, particle board, or similar material.

G. Signs maintained by or for services, businesses, attractions, activities, lessors, owners that are no longer in operation shall not be permitted. A sign that remains after the operation ceases shall be considered abandoned and the sign face shall be removed or replaced with a blank face within 60 days after written notification from the Township to the sign owner, the property owner where the sign is located, or any other party having control over the sign.

H. A sign using the words “stop,” “danger,” or other words, phrases, symbols, or characters in such a manner as to interfere with, mislead, or confuse a vehicle driver. Although this is a content-based distinction, these signs must be prohibited to prevent

public confusion, risks to safety, and traffic collisions.

I. Any sign placed within the right-of-way or alley, except as expressly permitted by the Ottawa County Road Commission, Michigan Department of Transportation, or the Township Board.

Sec. 22.04 EXEMTP SIGNS

The following signs shall be exempt from the provisions of this Article. However, Sections 22.06 and 22.08 shall apply to all signs, including those listed below.

A. Signs which are 1.5 square feet or less in area. No more than one such sign shall be allowed for every 10 lineal feet of road frontage per parcel. Signs located within the required front yard shall be at least 10 feet apart.

B. Directional, identification, traffic warning, or government signs, provided the size of each sign does not exceed four square feet and three feet in height and each sign is located at least five feet from any lot line.

C. Flags of any nation, state, city, township, government, government authorized agency, or educational institution.

Sec. 22.05 Permits

A. A sign permit shall be required for the erection and construction of all permanent signs except those exempted by Section 22.04.

B. A sign permit shall be required for all temporary signs exceeding 20 square feet. The permit shall specifically state a date or a timeframe by which a temporary sign must be removed.

C. A sign permit is not required for ordinary maintenance of signs such as painting,

cleaning, light replacement, or alteration of sign message.

D. An application for a sign permit shall be made to the Township Zoning Administrator along with a fee as required by Township Board resolution. The application, at a minimum, shall include the following:

1. Name, address, and telephone number of applicant and the person, firm, or corporation erecting the sign.
2. Address or permanent parcel number of the property where the sign will be located.
3. A sketch showing the location of the building, structure, or lot upon which the sign is to be attached or erected, and showing the proposed sign in relation to buildings and structures along with setback from lot lines.
4. An accurate drawing to scale of the plans and specifications, method of construction and attachment to structures or ground. If required by the Township Zoning Administrator, the applicant shall provide engineered stress sheets (sealed plans) and calculations showing that the structure is designed according to the requirements of the Township Building Code for wind load restrictions.
5. Any required electrical permit shall be attached to the application.
6. The zoning district in which the sign is to be located.
7. Any other information which the Township Zoning Administrator may require in order to demonstrate compliance with this Article.
8. Signature of applicant or person, firm, or corporation erecting the sign.

9. For temporary signs which require a permit, the permit shall designate the days on which the sign may be displayed.

E. The Township Zoning Administrator shall issue a sign permit if all provisions of this Article and other applicable Township regulations are met. A sign authorized by a permit shall be installed within six months of the date of issuance of the sign permit or else the permit shall expire. In the case of an expired permit, a new permit may be issued upon filing of a new application and fee.

Sec. 22.06 REQUIREMENTS FOR ALL SIGNS

- A.** All signs including signs which do not require a permit are subject to the requirements of this Section, Section 22.08, and all other applicable requirements of this Ordinance.
- B.** All signs including supports and structural members shall be properly maintained as originally approved and shall not be allowed to become unsightly or a safety hazard through disrepair or as a result of the weather.
- C.** The construction of any sign shall be such that it will withstand all wind and vibration forces which can be normally expected to occur in the vicinity.
- D.** Signs may be internally or externally illuminated. The source of the light shall be fully shielded and directed to prevent the source of light from shining directly at traffic or onto adjoining property.
- E.** A light pole, utility pole, or other support structure not specifically designed as sign support structure, shall not be used for the placement of any sign unless specifically approved for such use.

F. A sign shall not, in the opinion of the Township Zoning Administrator, interfere with or obstruct the view of drivers or those on foot or bicycle, or create any type of safety hazard or distraction to drivers.

G. A sign shall not by reason of its position, shape, color, or other characteristic, interfere with, obstruct, cause confusion with an official traffic sign, signal, or device, or constitute a nuisance per se.

H. A wall sign shall not extend beyond the edge of the wall to which it is affixed or extend above the roof line of a building.

I. A sign and its supporting mechanism shall not extend beyond the lot lines of the property on which it is located.

J. A window sign may consist of illuminated letters including neon lights.

K. Unless otherwise specifically stated in Article 12 regulating PUDs and/or included in an approved PUD Development Plan, signs for uses or buildings located in the PUD District shall be subject to the sign limitations allowed for buildings or uses of a similar type built in the respective zoning districts.

L. To assist emergency personnel in case of an emergency, all on-site signs identifying a building or specific use shall have displayed thereon the address number of the property on which the building or use is located. The address number shall be displayed in a block text having a minimum height of four inches and a color that contrasts with the color of the background on which the address number is displayed.

Sec. 22.07 ELECTRONIC READER BOARDS/DIGITAL DISPLAY SIGNS

A. Electronic reader boards are allowed only as ground signs as follows:

1. In the R-3, R-4, GC, and industrial zoning districts and in any PUD zoning districts where the principal use is commercial, industrial, or multi-family;
2. On any parcel with frontage on M-45/Lake Michigan Drive, containing a non-residential or multi-family use; and
3. In all other zoning districts only by the granting of a Special Land Use permit in accordance with the requirements and procedures of Article 20.

B. Electronic reader boards shall comply with the following regulations:

1. An electronic reader board shall not consist of more than 75% of the allowable sign area except for signs which are 32 square feet or less in area.
2. The dwell time, defined as the interval of change between each individual message, shall be at least six seconds and a change of message must be accomplished within one second or less. The dwell time shall not include the one second or less to change the message.
3. An electronic reader board shall not have any flashing, blinking, scrolling, alternating, sequentially lighted, animated, rolling, shimmering, sparkling, bursting, dissolving, twinkling, fade-in/fade-out, oscillating, moving text or images, or simulated movement of text or images.
4. An electronic reader board shall not exceed a maximum illumination 6,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 325 nits (candelas per square meter) between dusk to dawn as measured at the sign's face at maximum

brightness. However, even if the sign complies with the illumination requirements above, the sign shall not be of such intensity or brilliance as to impair the vision of or be a distraction to a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle; or be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device, or signal.

5. Prior to the issuance of a sign permit for an electronic reader board, the applicant shall provide to the Township Zoning Administrator certification from the manufacturer of the sign that the illumination settings for the sign comply with the maximum illumination requirements of this Section.

6. An electronic reader board shall be equipped with a brightness control sensor that allows for the brightness to be adjusted either manually or automatically.

7. An electronic reader board sign shall not have a white background in order to reduce glare.

8. An electronic reader board is allowed as a window sign and shall comply with the requirements for electronic reader boards as set forth in this Article. Any flashing or strobe type lights within a building or structure which are visible from the exterior of the building or structure are prohibited.

9. Electronic reader boards legally in existence upon the effective date of this Article shall be required to comply with the illumination requirements of this Article and the requirements of Section 22.03 regarding flashing, movement,

scrolling, and other methods of message display within 60 days from the effective date of this Article.

10. Any premises or parcel on which a changeable message sign is located may also display a temporary sign in accordance with the requirements of this Article.

Sec. 22.08 SIGN MEASUREMENT

A. The area of a sign is the entire area within a circle, triangle, or parallelogram enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights on which the sign is placed. Where a sign has two or more faces, the combined area of all faces shall be included in determining the area of the sign, except that where two faces are placed back-to-back and are at no point more than two feet from one another, the area of the sign shall be taken as the area of one face. In the case of a sphere, the total area of the sphere is divided by two for purposes of determining the maximum permitted sign area.

B. The height of a sign shall be measured as the vertical distance from the highest point of the sign to the grade of the adjacent street or the average grade of the ground immediately beneath the sign, whichever is less.

Sec. 22.09 REGULATIONS FOR TEMPORARY SIGNS

A. A temporary sign may be installed concurrent with the event or occurrence and removed upon the end of the event. The Zoning Administrator shall have the

discretion to determine the beginning and end date of the event.

B. The Zoning Administrator shall have the discretion to determine when a temporary sign is a permanent sign and subject to the rules for permanent signs.

C. Permits are required for temporary signs that exceed 20 square feet in size. The permit shall designate the days on which the sign may be displayed. Display of the sign on any day other than those days designated on the permit shall be a violation of this Section.

D. A temporary sign permit may be issued as part of and in conjunction with a building permit. The sign permit issuance shall be noted on the building permit.

E. The size and number of temporary signs allowed shall be as specified within each zoning district provided in Sections 22.10 through 22.13.

F. Signs shall be anchored in a safe and secure manner. The anchoring of signs by tying or attaching weighted objects (such as cinder blocks or tires) is prohibited.

G. The sign shall be located a minimum of five feet from the edge of any road or street right-of-way or public or private sidewalk except for sandwich board signs as regulated herein.

H. A sign shall not be displayed if it is torn, bent, faded, not upright, unreadable, or otherwise unsightly.

I. Temporary signs held by a person shall not be displayed in the road right-of-way and shall not hamper the visibility of a driver on or off the site.

J. Temporary signs shall only be internally illuminated.

K. An electronic reader board/digital display sign may serve as a temporary sign and shall comply with the requirements of Section 22.07.

Sec. 22.10 SIGN REGULATION FOR THE AGRICULTURAL AND RURAL ESTATE ZONING DISTRICTS

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

A. One permanent ground sign per parcel not to exceed 16 square feet and six feet in height.

B. The following signs are permitted per parcel as part of an application for and approval of a Special Land Use permit according to the following requirements:

1. One permanent ground sign as follows:
 - a. One per parcel not to exceed 50 square feet in area.
 - b. The height of a ground sign shall be between three feet and 10 feet.
 - c. The sign shall be setback a minimum of 25 feet from the front lot line except as permitted by Section 22.16.
 - d. The sign may be illuminated.
2. Each use shall also be permitted to have one wall sign per public or private street frontage as follows:
 - a. The sign shall not exceed 50 square feet in area.
 - b. The wall sign shall be placed on that side of the building which directly faces the street.
 - c. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one foot. No

wall sign shall project above or beyond the roof or parapet to which it is attached.

d. A wall sign may be internally illuminated.

C. For parcels with frontage on M-45/Lake Michigan Drive, one permanent ground sign in accordance with Section 22.10(B).

D. Temporary signs are permitted as follows:

1. Temporary Signs are permitted, provided that the square footage of a single sign or the total square footage of all temporary signs shall not exceed 32 square feet.
2. Temporary signs shall comply with the requirements of Section 22.09.

E. Additional Signs. One or two permanent ground signs may be provided at each entrance to a subdivision, condominium or mobile home park. The area of one sign shall not exceed 32 square feet, and the total area of two signs shall not exceed 48 square feet. The sign must be setback at least 25 feet from the right-of-way line of any arterial or collector street and at least five feet from a local street. No sign shall exceed six feet in height.

Sec. 22.11 SIGN REGULATIONS FOR THE R-1 AND R-2 ZONING DISTRICTS

The following signs are permitted in the R-1 and R-2 Zoning Districts:

A. The following signs are permitted per parcel as part of an application for and approval of a Special Land Use permit according to the following requirements:

1. One permanent ground sign as follows:
 - a. One per parcel not to exceed 50 square feet in area.

- b. The height of the sign shall be between three feet and 10 feet.
 - c. The sign shall be setback a minimum of 25 feet from the front lot line except as permitted by Section 22.16.
 - d. The sign may be illuminated.
2. Each use establishment shall also be permitted to have one wall sign per public or private street frontage as follows:
- a. The sign shall not exceed 50 square feet in area.
 - b. The wall sign shall be placed on that side of the building which directly faces the street.
 - c. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one foot. No wall sign shall project above or beyond the roof or parapet to which it is attached.
 - d. A wall sign may be internally illuminated.
- B.** Temporary signs are permitted as follows:
- 1. Temporary Signs are permitted, provided that the square footage of a single sign or the total square footage of all temporary signs shall not exceed 16 square feet.
 - 2. Temporary signs shall comply with the requirements of Section 22.09.
- C.** Additional Signs. One or two permanent ground signs may be provided at each entrance to a subdivision, condominium or mobile home park. The area of one sign shall not exceed 32 square feet, and the total area of two signs shall not exceed 48 square feet. The sign must be setback at least 25 feet from the right-of-way line of any arterial or

collector street and at least five feet from a local street. No sign shall exceed six feet in height.

Sec. 22.12 SIGN REGULATIONS FOR THE R-3 AND R-4 ZONING DISTRICTS

The following signs are permitted in the R-3 and R-4 Zoning Districts:

A. One permanent ground sign **OR** wall sign as follows:

- 1. Ground Sign:
 - a. The ground sign shall not exceed 50 square feet in area.
 - b. The height of the sign shall be between three feet and 10 feet.
 - c. The sign shall be setback a minimum of 25 feet from the front lot line except as permitted by Section 22.16.
 - d. The sign may be illuminated.
- 2. Wall Sign:
 - a. The sign shall not exceed 48 square feet in area.
 - b. The wall sign shall be placed on that side of the building which directly faces the street.
 - c. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one foot. No wall sign shall project above or beyond the roof or parapet to which it is attached.
 - d. A wall sign may be internally illuminated.

B. For parcels with more than one principle building a ground sign or wall sign is permitted for each building. Such sign shall not exceed 24 square feet in size and may be illuminated. A ground sign shall not exceed six feet in height.

C. Temporary signs are permitted as follows:

1. Temporary signs are permitted, provided that the square footage of a single sign or the total square footage of all temporary signs shall not exceed 64 square feet and eight feet in height with no single sign being larger than 32 square feet.
2. Temporary signs shall comply with the requirements of Section 22.09.

D. In addition to the temporary signs allowed by subsection C of this Section, two separate temporary sign permits per parcel per calendar year may be issued for temporary signs which exceed 24 square feet in size and eight feet in height. For each such permit issued the following regulations shall apply:

1. The sign or signs shall be displayed for no more than 15 days for each permit issued.
2. More than one sign may be displayed.
3. The total area of all signs or a single sign shall not exceed 100 square feet except that inflatable signs may exceed 100 square feet in size as permitted by Subsection D.5 of this Section below.
4. For that month during which the above 15-day permit is utilized no other temporary signs shall be displayed.
5. An inflatable sign shall only be displayed as a sign allowed by this Section and in compliance with the following regulations:
 - a. An inflatable sign may exceed 100 square feet in area but shall not exceed a height of 20 feet as measured from the highest part of the sign to the point of contact with the ground, structure or building;

- b. An inflatable sign may be placed on a roof or the top of a structure;
- c. An inflatable sign shall touch and be in contact with the ground, the structure or the building to which it is attached; inflatable signs which float in the air are prohibited; and
- d. The method of attaching or securing an inflatable sign must be approved by the Township Zoning Administrator as part of the sign permit process.

Sec. 22.13 SIGN REGULATIONS FOR THE GENERAL COMMERCIAL ZONING DISTRICT

The following signs are permitted in the General Commercial Zoning District:

A. One permanent ground sign as regulated by Table 1 of this Article.

B. Where two or more businesses are located in the same building or on the same lot, signage for each business shall be combined on one sign. The maximum sign area shall be 50 square feet for the first zero to 100 feet of lot frontage on a public or private roadway. The sign area shall not exceed 100 square feet as provided in Table 1.

C. Wall Sign. Each commercial establishment shall be permitted a single wall sign on each wall that fronts on a public or private street as follows:

1. The maximum sign area permitted is based on the total building wall length fronting a public and/or private street as provided in Table 2. In the case of a corner lot the square footage of sign area is based on one-half the total building wall length fronting all streets or the building wall length fronting a single

individual street, whichever is the greatest.

2. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one foot. No wall sign shall project above or beyond the roof or parapet to which it is attached.

3. A wall sign may be internally illuminated.

D. Temporary signs are permitted as follows:

1. Temporary signs are permitted provided that the total square footage of all temporary signs shall not exceed 64 square feet and eight feet in height with no single sign being larger than 32 square feet.

2. Temporary signs shall comply with the requirements of Section 22.09.

3. Sidewalk signs are subject to the following regulations:

a. One sign is permitted for each public entrance to the use or commercial establishment.

b. The sign shall not exceed eight square feet per side and no more than four feet in height.

c. Signs shall be placed directly in front of the use or commercial establishment using the sign but no more than five feet from the public entrance doorway. The sign shall not be placed in a designated parking space or in a manner which obstructs pedestrian circulation or interferes with the opening of doors or parked vehicles and buildings.

d. The sign shall not be lighted.

e. The sign shall not be displayed during non-business hours.

TABLE 1. COMMERCIAL ZONE GROUND SIGN LIMITATIONS

Lot Frontage for Ground Signs	Minimum Setback (feet)	Maximum Height (feet)	Maximum Area – with one business (square feet)	Maximum Area with multi-businesses (square feet)
0 – 60 feet	10	10	32	50
61 – 100 feet	10	10	40	50
101 or more feet	10	10	50	100

TABLE 2. COMMERCIAL ZONE – WALL SIGN LIMITATIONS

Establishment size in lineal feet of building fronting on a public street.	Maximum signage
0 feet - 50 feet	1 1/2 square feet of sign area per lineal foot of building
51 feet - 100 feet	75 square feet plus 1 additional square foot of sign area for each lineal foot of building in excess of 50 feet
greater than 100 feet	125 square feet plus .5 additional square feet of sign area for each lineal foot of building in excess of 100 feet.

Sec. 22.14 SIGN REGULATIONS FOR THE INDUSTRIAL ZONING DISTRICT

The following signs are permitted in the Industrial Zoning District:

A. One permanent ground sign as follows:

1. One per parcel not to exceed 48 square feet in area.
2. The height of the sign shall not exceed 10 feet.
3. The sign shall be setback a minimum of 15 feet from the front lot line.
4. The sign may be illuminated.

B. Wall Sign. The area of a sign shall not exceed two percent of the total area of the wall to which it is attached or a maximum area of 100 square feet. Such signs shall be permanently attached to or constructed as part of the building or erected on a marquee, and they shall not extend above the roof line of the building to which they are attached.

C. Temporary signs are permitted as follows:

1. Temporary signs are permitted, provided that the total square footage of all temporary signs on the lot shall not exceed 64 square feet and eight feet in

height with no single sign being larger than 32 square feet.

2. Temporary signs shall comply with the requirements of Section 22.09.

D. Additional Signs. One ground sign may be provided at each entrance to an industrial park. The area of the sign shall not exceed 32 square feet and six feet in height. The sign must be setback at least 15 feet from the right-of-way line.

Sec. 22.15 NON-CONFORMING SIGNS

A. Intent. It is the intent of this Article to encourage eventual elimination of signs that, as a result of the adoption of this Article, become non-conforming. It is the intent, therefore, to administer this Article to realize the removal of illegal non-conforming signs while recognizing the established rights of private property owners.

B. Continuance. A non-conforming sign may be continued, and shall be maintained in good condition. A non-conforming sign may receive normal maintenance, and its message may be changed, but shall not be:

1. Replaced by another sign, except one that conforms to the provisions of this Article.
2. Structurally altered so as to prolong the life of the sign.
3. Expanded or relocated.
4. Re-established after damage or destruction, if the estimated expense of reconstruction exceeds 50% of the estimated replacement cost.

C. Removal. A non-conforming sign shall be removed:

1. If it has been abandoned.
2. In connection with the redevelopment of the property or expansion of the existing use or building by 25% or more.
3. If required by the Planning Commission in connection with approval of a Special Land Use Permit for the property.

**Sec. 22.16 SIGN SETBACK
REGULATIONS ON M-45/LAKE
MICHIGAN DRIVE**

For all lots on M-45/Lake Michigan Drive which meet the minimum frontage requirements of the zoning district in which the lot is located, ground signs as permitted by that zoning district shall comply with the minimum setback requirements as contained in Table 1 of this Article.

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