

ARTICLE 22 SIGNS AND BILLBOARDS

UPDATED 9-22-12

Sec. 22.01 SCOPE. This Section is intended to regulate and limit the construction or reconstruction of signs and billboards, to protect the public peace, morals, health, safety, and general welfare. Such signs as will not, by reason of their size, location, construction, or manner of display, endanger life and limb, confuse or mislead traffic, obstruct vision necessary for vehicular and pedestrian traffic safety, or otherwise endanger public welfare, shall be permitted as provided for herein. The following shall not be included in the application of the regulations cited herein:

- A. Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers, names of occupants of premises, or other identification of premises not having commercial connotations;
- B. Flags and insignia of any government unless when displayed in connection with commercial promotion;
- C. Legal notices; identification, information, or directional signs erected or required by governmental bodies;
- D. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts, or moving lights;
- E. Signs located on private property directing and guiding traffic and parking for that property not exceeding one (1)

square foot and bearing no advertising matter.

Sec. 22.02 DEFINITIONS. As used in this Section, the following words shall have the meanings hereinafter set forth in this Section.

- A. **Billboard** - A sign which directs attention to a business, commodity, service, or entertainment not necessarily sold upon the premises where such sign is located or to which it is affixed.
- B. **Identification Sign** - A sign that identifies the business, owner, or resident or the street address and which contains no other advertisement.
- C. **Illuminated Sign** - A sign that provides artificial light directly (or through any transparent or translucent material) from a source of light connected with such sign, or a sign illuminated by a light so shielded that no direct rays from it are visible from any public right-of-way or from the abutting property.
- D. **Institutional Bulletin Board** - A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center, or similar institution and the announcement of its institutional services or activities.
- E. **Marquee Sign** - An identification sign attached to a marquee, canopy, or

awning projecting from and supported by the building.

- F. On Site Sign** - An advertising sign relating in its subject matter to the premises on which it is located, or to products, accommodations, services, or activities on the premises.
- G. Plat Entry Sign** - A sign or pair of signs placed at the primary entrance to a subdivision, containing only the name of the subdivision. This term also refers to signs at the primary entrance to a Mobile Home Park.
- H. Political Sign** - Temporary signs or posters advertising a political issue or candidate for political office.
- I. Temporary or Portable Sign** - A sign that is not permanent or affixed to a building or structure and by its nature may be or is intended to be moved from one location to another.
- J. Wall Sign** - A sign attached to the wall of a building with the face of the sign generally parallel to the wall of the building to which it is attached.
- K. Temporary Agricultural Billboard** – An off-premise temporary billboard designed to assist motorists in locating seasonal agricultural products grown in Allendale Township by directing the motorist to a roadside produce stand or a "you-pick" operation.
- L. Ground Sign** - A sign resting directly on the ground or on a base, the height of which is not over three (3) feet in height.

M. Pole-mounted Sign - A sign supported by one or more Exposed up-rights, poles, or braces placed in or upon the ground surface and not attached to any building.

N. Pylon Sign - A sign resting directly on the ground or on a base, the height of which exceeds three (3) feet, but not more than ten (10) feet.

O. Abandoned Sign - A sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, or for which no legal owner can be found.

P. (Reserved for future use)

Q. Changeable Message Sign – Means one (1) of the following:

- 1. Manual:** A sign on which the letters or pictorials are changed manually or;
- 2. 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.

3. **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.

R. Temporary Community Event

Billboard - An off-premise sign, including a banner or poster, which directs attention to a community event or festival that is sponsored by a governmental, civic, or community organization of which the municipality is a member.

S. Temporary Special Event Banner - A

temporary on-premise sign used during a community event or festival that is sponsored by a governmental, civic, or community organization of which the municipality is a member, and which sign directs attention to products, accommodations, services or activities on the premises where the sign is located.

T. Athletic Field Signs - Signs placed on a

public or private athletic field which advertise a business, product, service, commodity, place or event.

Sec. 22.03 SIGNS PROHIBITED. A sign not expressly permitted by this Ordinance is prohibited. Rooftop signs are prohibited except that inflatable signs on rooftops are allowed per Section 22.16.F. Flags (other than flags permitted by Section 22.01.B.), pennants, (other than those permitted as community event billboards or special event

banners by Section 22.13 or athletic field signs per Section 22.15), posters (other than those permitted as a community event billboard by Section 22.13), spinners, and other similar devices, are also prohibited.

Sec. 22.04 MEASUREMENT OF AREA OF A SIGN.

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 such sign is placed. Where a sign has two (2) or more faces, the area of all faces shall be included in determining the area of the sign, except that where two (2) such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one (1) face. In the case of a sphere, the total area of the sphere is divided by two (2) for purposes of determining the maximum permitted sign area.

Sec. 22.05 GENERAL STANDARDS.

- A.** All signs shall be integrated with building and landscape design, and shall be erected on a base that conceals any supporting poles, posts or braces.
- B.** No sign shall contain any visible moving parts nor shall any sign be of a design that creates the appearance or impression of movement in any of the sign components or the message displayed.

- C. All signs shall pertain only to the business or activity conducted on the premises on which the sign is displayed, with the exception of bill boards, political signs and athletic field signs.
- D. 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 (4) inches and a color that contrasts with the color of the background on which the address number is displayed.

Sec. 22.06 ILLUMINATION OF SIGNS.

- A. Signs may be illuminated either by use of internally illuminated translucent panels or by use of an external light source. All sign illumination shall be accomplished in a manner that prevents intense glare or brilliant rays of light from being directed at any street or at any adjoining property.
- B. Illumination of signs shall not be flashing, blinking or intermittent, with the exception of changeable message signs otherwise permitted by this ordinance.

Sec 22.07 SIGN LOCATION. No sign shall be permitted within any public right-of-way or upon any utility pole.

Sec. 22.08 CONSTRUCTION AND MAINTENANCE. 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.

All signs shall be properly maintained and shall not be allowed to become unsightly through disrepair or action of the elements.

Sec. 22.09 HEIGHT. No sign shall exceed the maximum height of twenty-five (25) feet. This provision may be waived by the Board of Appeals for billboards in Industrial Districts.

Sec. 22.10 SIGN PERMIT. A sign permit is required for the erection, construction, or alteration of any sign exceeding twenty (20) square feet. Sign permits are also required for all temporary signs unless specifically exempted by this section 22.16.

The permit shall specifically state the date by which the sign must be removed.

Sec. 22.11 POLITICAL SIGNS. Political signs are allowed in all zoning districts subject to the size requirements set forth in the different districts.

Signs shall be removed within five (5) days after the election. For regular partisan elections on a state or national level, the local political party may assume the responsibility for removing the signs of all its candidates.

Political signs erected on large commercial billboards are subject to the same limitations in Section 22.13E and do not need to comply with the provisions of this Section.

This ordinance applies only to political signs erected outside of a building and not to political signs displayed inside windows in residential or commercial areas.

No political sign may be erected more than thirty (30) days before any election.

Only one (1) political sign per street frontage for each candidate or issue is allowed on any lot, parcel or tract of less than forty (40) acres.

Political signs may not be placed in the road right-of-way.

Sec. 22.12 SIGNS IN PUDS. Unless otherwise specifically stated in a PUD zoning ordinance and/or included in an adopted 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.

Sec. 22.13 SIGNS PERMITTED. Signs are permitted according to the District in which they are located or intended to be located. Signs meeting the requirements of this ordinance are allowed as a matter of right and do not need approval of the Planning Commission or Zoning Board of Appeals, but do need to obtain a permit from the Zoning Administrator. Certain types of signs are permitted in certain Districts according to the following regulations.

A. Agricultural District. The following types of signs are permitted.

1. **ON SITE ADVERTISING SIGN,** for principal uses other than dwellings, not exceeding sixteen (16) square feet in area and set back at least fifteen (15) feet from the front lot line.
2. **CENTENNIAL FARM SIGNS.**
3. **IDENTIFICATION SIGN,** one (1) per dwelling unit not exceeding two (2) square feet in area.
4. **PORTABLE SIGNS IN THE AG AND RE ZONE DISTRICTS.**
 - a. Permitted non-residential uses in these zoning districts may display a portable sign in accordance with the requirements of Section 22.16 herein.
 - b. For farm markets as defined herein which are not operated in a permanent building two portable signs may be displayed during the growing and harvesting season only. Such sign shall not exceed 16 square feet in size and shall not be lighted. No permit is required for this sign.
 - c. As an alternative to the sixteen (16) square feet sign a permit may be obtained for one (1) portable sign not to exceed twenty-four (24) square feet and eight (8) feet in height which may be displayed for not more than fourteen (14) days with in any six (6) month period. The days shall be consecutive. This sign shall not be lighted.
 - d. For farm markets which are operated in a permanent building portable signs may be displayed in accordance with the requirements of Section 22.16 herein.

5. **INSTITUTIONAL BULLETIN BOARD**, one (1) free standing ground or pylon sign per public or semi-public institution, not exceeding 50' square feet in area and 10' feet in height set back at least 25' feet from the front lot line except that a lesser setback is permitted for signs on Lake Michigan Drive per Section 22.17 herein. Such sign may be illuminated.

Each establishment shall also be permitted to have one wall sign per public or private street frontage no to exceed 50' square feet in area. The wall sign shall be placed on that side of the building which directly faces the street. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one (1) foot. No wall sign shall project above or beyond the roof or parapet to which it is attached. A wall sign may be internally illuminated.

6. **REAL ESTATE SIGN**, one (1) per premises or building and located on same premises or building only while said real estate is actually on the market for sale, rent, or lease; not exceeding thirty-two (32) square feet in area, provided a tract of land exceeding forty (40) acres may have two (2) such signs.
7. **POLITICAL SIGN**, one (1) per candidate or issue per lot, parcel or tract, not exceeding six (6) square feet in area and complying with the standards in Section 22.11.

8. **TEMPORARY AGRICULTURAL BILLBOARD** - One per premises located only on a corner lot; not exceeding sixteen (16) square feet in area; setback at least fifteen (15) feet from any right-of-way, and removed from premise during seasons when agricultural product is not normally considered in season. Such signs are encouraged to employ iconic messages in order to effectively convey the products sold and their seasonal nature.

9. **TEMPORARY COMMUNITY EVENT BILLBOARD** One (1) community event billboard per event per street frontage, which shall not be erected more than thirty (30) days prior to the event and which shall be removed immediately on the day following the event. All community event billboards must obtain a permit. No community event billboard shall exceed hundred (100) square feet in area; or then (10) feet in height. All community event billboards must be setback a minimum of fifteen (15) feet from the roadway. No colored, flashing, or glaring lights shall be allowed.

B. Single and Two Family Residential Districts. The following types of signs are permitted.

1. **IDENTIFICATION SIGN.** One (1) per dwelling unit, not exceeding two (2) square feet in area.

2. **INSTITUTIONAL BULLETIN BOARD**, One (1) free standing ground or pylon sign per public or semi-public institution, not exceeding 50' square feet in area and 10' feet in height set back at least 25' feet from the front lot line except that a lesser setback is permitted for signs on Lake Michigan Drive per Section 22.17 herein. Such sign may be illuminated.

Each establishment shall also be permitted to have one wall sign per public or private street frontage not to exceed 50' square feet in area. The wall sign shall be placed on that side of the building which directly faces the street. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than 1' foot. No wall sign shall project above or beyond the roof or parapet to which it is attached. A wall sign may be internally illuminated.

3. **REAL ESTATE SIGN**, one (1) per premises or building and located on same premises or building only while said real estate is actually on the market for sale, rent, or lease; not exceeding six (6) square feet in area.
4. **TEMPORARY ON SITE PLAT SIGN**. A temporary sign advertising a plat or condominium project; not to exceed thirty two (32) square feet in area and to be removed when the plat or condominium project is complete. Subject to approval for periods up to twelve (12) months by the Zoning Administrator. Permitted one (1) per major entrance, set back at least

fifteen (15) feet from the road right of way; not to exceed six (6) feet in height.

5. **PLAT ENTRY SIGN**, one (1) or two (2) per major entrance to a plat or condominium project, continuously and properly maintained provided that the sign area of one sign does not exceed thirty-two (32) square feet in area and the total area of two signs does not exceed forty-eight (48) square feet. The sign must be setback at least twenty-five (25) feet from the right-of-way line of any arterial or collector street. The sign may be no higher than six (6) feet from the ground level and must be base or decorative landscape wall mounted and not post supported.
6. **POLITICAL SIGN**, one (1) per candidate or issue per lot, parcel or tract, not exceeding six (6) square feet in area and complying with the standards in Section 22.11.
7. **TEMPORARY SIGNS**. For single and two (2) family dwellings in the R1, R2, R3 and R4 zoning districts one (1) per lot for the advertising of household goods or produce available on the premises, and not exceeding four (4) square feet in area. Permitted non-residential uses in these zoning districts may display a portable sign in accordance with the requirements of Section 22.16 herein.

8. **TEMPORARY COMMUNITY EVENT BILLBOARD.** One (1) community event billboard per event per street frontage, which shall not be erected more than thirty (30) days prior to the event and which shall be removed immediately on the day following the event. All community event billboards must obtain a permit. No community event billboard shall exceed one hundred (100) square feet in area; or ten (10) feet in height. All community event billboards must be setback a minimum of fifteen (15) feet from the roadway. No colored, flashing, or glaring lights shall be allowed.

C. **Multiple Family Residential Districts, Mobile Home Parks and Transitional Uses.** The following types of signs are permitted.

1. **MULTIPLE FAMILY RESIDENTIAL DEVELOPMENTS AND MOBILE HOME PARKS ENTRANCE SIGNS,** each multiple family residential development of two or more multiple family dwelling buildings and mobile home park shall be permitted up to two (2) signs per major entrance. A major entrance identified as a principal point of ingress and egress for development residents and shall exclude all points of access not intended as a principal means of access. Each sign shall be continuously and properly maintained. The sign area of one sign shall not exceed thirty-two (32) square feet in area and the total area of two signs shall not exceed forty eight (48) square feet in area. The sign shall be setback at least twenty-five

(25) feet from the right-of-way line of any public street. No sign shall be higher than six (6) feet from the ground level and shall have a foundation base or be mounted on a decorative landscape wall and shall not be post supported.

2. **REAL ESTATE SIGN,** one (1) per mobile home park or multiple family development and located on same premises only while units or places are actually available for sale, rent, or lease, not exceeding six (6) square feet in area.

3. **FREESTANDING IDENTIFICATION SIGN,** One (1) sign per apartment or condominium development showing the name of the development and the kind of units available. This paragraph also applies to other development types within multiple family zoned districts and transitional uses. The allowed sign shall be placed directly on the ground or on short poles and shall not exceed thirty two (32) square feet in area per side. The sign shall be placed ten (10) feet or more from the right-of-way line and it shall not exceed six (6) feet in height as measured from the mean grade, not to include artificially constructed berms. It may be illuminated.

4. **INSTITUTIONAL BULLETIN BOARD,** one (1) free standing ground or pylon sign per public or semi-public institution, not exceeding 50' square feet in area and 10' feet in height set back at least 25' feet from the front lot

line except that a lesser setback is permitted for signs on Lake Michigan Drive per Section 22.17 herein. Such sign may be illuminated.

Each establishment shall also be permitted to have one wall sign per public or private street frontage not to exceed 50' square feet in area. The wall sign shall be placed on that side of the building which directly faces the street. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than 1' foot. No wall sign shall project above or beyond the roof or parapet to which it is attached. A wall sign may be internally illuminated.

5. **WALL SIGN**, if no freestanding sign is erected, this type of sign is be allowed as a substitute and may contain only the name of the development and the type of units available. It shall not exceed forty-eight (48) square feet in area and may be illuminated.
6. **POLITICAL SIGN**, one (1) per candidate or issue per lot, parcel, or tract, not exceeding six (6) square feet in area and complying with the standards in Section 22.11.
7. **TEMPORARY SIGN**. See Section 22.16.
8. **TEMPORARY COMMUNITY EVENT BILLBOARD**. One (1) community event billboard per event per street frontage, which shall not be erected more than thirty (30) days prior to the event and which shall be removed

immediately on the day following the event. All community event billboards must obtain a permit. No community event billboard shall exceed one hundred (100) square feet in area; or ten (10) feet in height. All community event billboards must be setback a minimum of fifteen (15) feet from the roadway. No colored, flashing, or glaring lights shall be allowed.

D. Commercial Districts. The following types of signs are permitted.

1. **Freestanding Sign:** One (1) ground or pylon sign may be erected on each lot, subject to compliance with the maximum height and area limits contained in Table 1. Pole-mounted signs are prohibited.

Where two (2) or more businesses are located in the same building or on the same lot, signage for each business shall be combined on one (1) sign. The maximum sign area shall be fifty (50) square feet for the first zero (0) to one hundred (100) feet of lot frontage on a public or private roadway. At no time shall the sign area exceed one hundred (100) square feet as provided in Table 1.

Up to forty percent (40%) of the area of a freestanding sign may be composed of a changeable message sign, subject to the following limitations:

- a. There shall be no more than one (1) changeable message sign per parcel.

- b. For an electronic reader board, the dwell/on time, defined as the interval of change between each individual message shall be at least six (6) consecutive seconds and a change of message must be accomplished within one second or less.
- c. The message change shall be instantaneous, and shall not change with the appearance of a scrolling, moving or fading appearance or visual effect.
- d. The message displayed by a changeable message sign shall consist of text only, and shall not contain any other graphics or images. For purposes of this subsection, the term “text” shall mean only written words using typographical symbols, letters, numbers, and punctuation marks.
- e. Any premises or parcel on which a changeable message sign is located may also display a portable or temporary sign in accordance with the requirements of Section 22.16 herein.
2. **WALL SIGN:** Each commercial establishment shall be permitted a single wall sign on each wall that fronts on a public or private street. 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 foot of sign area is based on one half (1/2) the total building wall length fronting all streets or the building wall length fronting a single individual street, whichever is the greatest. All signs shall be placed flat against the building and shall not project beyond a wall or architectural feature by more than one (1) foot. No wall sign shall project above or beyond the roof or parapet to which it is attached. A wall sign may be internally illuminated.
3. **REAL ESTATE SIGN,** one (1) per premises or building and located on same premises or building only while said real estate is actually on the market for sale, rent, or lease; not exceeding thirty-two (32) square feet in area.
4. **INSTITUTIONAL BULLETIN BOARD,** one (1) per public or semi-public institution, located on premises, not exceeding fifty (50) square feet in area, and set back at least twenty-five (25) feet from the front lot line.
5. **POLITICAL SIGN,** one (1) per candidate issue per street frontage; not exceeding thirty-two (32) square feet in area and complying with the standards in Section 22.11.
6. **TEMPORARY SIGNS.** See Section 22.16
7. **VEHICLE SERVICE STATION SIGNS.** The following type and number of signs shall be allowed: One (1) freestanding sign; one (1) wall sign per street frontage (each wall sign not to exceed twenty (20) square feet in area). A vehicle service station may display a total of no more than five (5) signs on its property.

8. **DIRECTIONAL SIGNS.** In cases where the owner or tenant of a business can prove to the Zoning Administrator that directional signs are necessary for purposes of traffic safety, they are allowed. The total area for all directional signs shall not exceed six (6) square feet and they shall contain no advertising.
9. **TEMPORARY AGRICULTURAL BILLBOARD** - One per premises located only on a corner lot; not exceeding sixteen (16) square feet in area; setback at least fifteen (15) feet from any right-of-way, and removed from premise during seasons when said produce is not normally considered in season.
10. **TEMPORARY COMMUNITY EVENT BILLBOARD.** One (1) community event billboard per event per street frontage, which shall not be erected more than thirty (30) days prior to the event and which shall be removed immediately on the day following the event. All community event billboards must obtain a permit. No community event billboard shall exceed one hundred (100) square feet in area; or ten (10) feet in height. All community event billboards must be setback a minimum of fifteen (15) feet from the roadway. No colored, flashing, or glaring lights shall be allowed.
11. **TEMPORARY SPECIAL EVENT BANNER.** One (1) special event banner per event per street frontage, which shall not be erected more than one (1) day prior to the event and which shall be removed immediately on the day following the event. All special event banners must obtain a permit. No special event banner shall exceed thirty-two (32) square feet in area; or ten (10) feet in height. All special event banners must be setback a minimum of fifteen (15) feet from the roadway. No colored flashing, or glaring lights shall be allowed.

TABLE 1. COMMERCIAL ZONE - FREESTANDING SIGN LIMITATIONS.

Lot Frontage / Sign Type.	Min. Setback	Max. Height	Max. Area - one business	Max. Area - mult. bus.
0 - 60 feet				
Ground Sign	10 ft.	3 ft.	24 sq. ft.	50 sq. ft.
Pylon Sign	15 ft.	10 ft.	32 sq. ft.	50 sq. ft.
61 - 100 feet				
Ground Sign	10 ft.	3 ft.	32 sq. ft.	50 sq. ft.
Pylon Sign	15 ft.	10 ft.	40 sq. ft.	50 sq. ft.
101 or More feet				
Ground Sign	10 ft.	3 ft.	40 sq. ft.	100 sq. ft.
Pylon Sign	15 ft.	10 ft.	50 sq. ft.	100 sq. ft.

TABLE 2. COMMERCIAL ZONE - WALL SIGN LIMITATIONS

Establishment size in lineal feet of building fronting on a public street.	Maximum signage
0 feet to 50 feet	1½ square feet of sign area per lineal foot of building.
51 to 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.

E. Industrial Districts. The following types of signs are permitted in the I-1 and PID industrial districts:

- 1. WALL SIGN.** The area of a sign intended for identification of a specific building shall not exceed two percent (2%) of the total area of the wall to

which it is attached or a maximum area of one hundred (100) square feet. Such signs shall be permanently attached to or constructed as part of the building or erected on a marquee, and shall not extend above the roof line of the building to which they are attached.

2. **FREESTANDING, GROUND OR PYLON SIGN:** One ground or pylon sign for identification of each building may be placed in the front yard setback area. No sign shall be located nearer the front lot line or side lot line than one-half (½) the required yard setback. The sign shall not exceed an area of forty-eight (48) square feet in area.

Freestanding signs shall not exceed a height of ten (10) feet from the ground level provided, however, that a higher height may be authorized as a matter for Zoning Board of Appeals decision pursuant to Section 603 of the Michigan Zoning Enabling Act, Michigan Public Act 110 of 2006, as amended. In considering such authorization, the Board of Appeals shall consider the following standards:

- a. whether a sign of a taller height is necessary for the sign to be visible and to achieve its intended purpose;
- b. the height and size of principal and accessory buildings and structures and also other signs located on properties which are adjoining or in the same general neighborhood;
- c. whether the sign will adversely affect the view of any adjoining properties; and

- d. the general visual effect of the taller sign.

3. **INDUSTRIAL PARK IDENTIFICATION SIGN,** in addition to the above, one (1) sign may be erected at each industrial park entrance to identify the park and the industries within. Such signs may be a freestanding or attached to a wall or fence and shall be appropriately landscaped.
4. **BILLBOARDS.** Billboards are permitted where the erection or maintenance of same will not unreasonably affect the proper use of adjoining property, at least two hundred (200) feet from a freeway right-of-way line and one hundred (100) feet from any other right-of-way line; not exceeding a sign area of three hundred (300) square feet subject to Planning Commission approval for an initial period of up to sixty (60) months; renewal for a period not to exceed thirty-six (36) months is allowed subject to Planning Commission approval. Total height of the sign structure may not exceed thirty-five (35) feet. Every billboard shall be a minimum one thousand (1,000) feet from any other billboard.
5. **REAL ESTATE SIGN,** one (1) per premises or building and located on same premises or building only while said real estate is actually on the market for sale, rent, or lease; not exceeding thirty-two (32) square feet in area.

6. **POLITICAL SIGN**, one (1) per candidate or issue per street frontage, two (2) on corner lots or parcels, and one (1) where frontage faces on a single road; not exceeding thirty-two (32) square feet in area and complying with the standards in Section 22.11.

7. **TEMPORARY SIGN.** See Section 22.16.

8. **TEMPORARY COMMUNITY EVENT BILLBOARD.**

One (1) community event billboard per event per street frontage, which shall not be erected more than thirty (30) days prior to the event and which shall be removed immediately on the day following the event. All community event billboards must obtain a permit. No community event billboard shall exceed hundred (100) square feet in area; or ten (10) feet in height. All community event billboards must be setback a minimum of fifteen (15) feet from the roadway. No colored, flashing, or glaring lights shall be allowed.

Sec. 22.14 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 considered as much a subject of health, safety, and welfare as the prohibition of new signs in violation of this Article. 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 chapter.
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 the Zoning Administrator finds that the sign is abandoned, as defined in his Article.
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 Use Permit for the property.

Sec. 22.15 ATHLETIC FIELD SIGNS

- A. Signs shall be placed only on fences so that the sign or signs face are oriented primarily toward the athletic field and not nearby street.
- B. Signs shall only be displayed during the sport season for which the field is used. Signs shall be displayed no more than 10 days before the start of the season and shall be removed not less than 10 days after the end of the season.
- C. Signs shall be portable and may include banners.
- D. Signs shall not be placed above the top of the fence or higher than eight feet above the ground as measured from the ground at the bottom of the fence.
- E. More than one sign may be provided per field.
- F. All signs must be approved by the Zoning Administrator before being installed in order to insure compliance with this Section 22.15.
- G. Signs shall not be illuminated.
- H. Signs shall:
 - 1. Be securely fastened to the fence.
 - 2. Be properly maintained in good and safe structural condition at all times.
 - 3. Be removed if they become torn, faded, unreadable or otherwise unsightly.

- I. Signs shall be made of non-rigid material such as cloth, vinyl, plastic or similar flexible or bendable material which would not pose a hazard to athletic field users.

Section 22.16 PORTABLE SIGN REGULATIONS

- A. Portable signs are allowed in all zoning districts subject to the regulations of this Section 22.16.
- B. **Requirements for All Portable Signs**
 - 1. A sign permit must be obtained from Allendale Township in order to display a portable sign except as allowed herein.
 - 2. Portable signs, including signs held by a person, shall be located outside of the public right-of-way and shall not hamper the visibility of a driver on or off the site.
 - 3. Portable signs shall not be illuminated in any fashion.
 - 4. Portable signs shall be anchored in a safe and secure manner. The anchoring of portable signs by tying or attaching weighted objects (such as cinder blocks or tires) is prohibited.
 - 5. A portable sign shall be located a minimum of five (5) 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.

6. A portable sign shall not be displayed if it is torn, bent, faded, not upright, unreadable or otherwise unsightly.
 7. Wire frame signs as defined herein shall not be displayed from dusk to dawn.
- C. Duration/Frequency of Display.** A portable sign may be displayed for no more than ten (10) days within any calendar month except as permitted by Section 22.16.F. herein. The days of display shall be consecutive.
- D. Number of Signs Displayed.** Except as may be allowed by Section 22.16.F. herein the following number of portable signs may be displayed:
1. For parcels with only one (1) permitted principal use on portable sign may be displayed along each public street frontage.
 2. For parcels containing more than one (1) permitted principal use or commercial establishment two (2) portable signs may be displayed along each public street frontage.
- E. Size and Height.** Except as may be allowed by Section 22.16.F. herein the maximum size and height of a portable sign shall be as follows:
1. For all portable signs except wire frame signs a portable sign shall not exceed twenty-four (24) square feet in size and eight (8) feet in height as measured from the highest point of the sign to the average grade of the ground immediately beneath the sign.
2. Wire frame portable signs similar to those illustrated in Figure 22-02 shall not exceed four (4) square feet in size and three (3) feet in height.
- F. Portable Signs Exceeding 24 Square Feet.** In addition to the portable signs allowed by Section 22.16.C. and 22.16.E. above two (2) separate portable sign permits per parcel per calendar year may be issued for portable signs which exceed twenty four (24) square feet in size and eight (8) 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 fifteen (15) days for each permit issued. The days of display shall be consecutive.
 2. More than one (1) sign may be displayed
 3. The total area of all signs or a single sign shall not exceed one hundred (100) square feet except that inflatable signs may exceed one hundred (100) square feet in size as permitted by Section 22.16.F.5. below.
 4. For that month during which the above fifteen (15) day permit is utilized no other portable signs shall be displayed.
 5. An inflatable sign shall only be displayed as a sign permitted by this

Section 22.16.F. and in compliance with the following regulations:

- a. An inflatable sign may exceed one hundred (100) square feet in area but shall not exceed a height of twenty (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;
- d. The method of attaching or securing an inflatable sign must be approved by the Township Building Official as part of the sign permit process.

G. Sandwich Board/Sidewalk Portable Signs. Sandwich board/sidewalk portable signs similar to those illustrated in Figure 22-03 are permitted in all zoning districts subject to the following regulations;

1. One (1) sign is permitted for each public entrance to the use or commercial establishment.
2. The sign shall not exceed eight (8) square feet per side and no more than four (4) feet in height.

3. Signs shall not be placed in the street right-of-way and must be placed directly in front of the use or commercial establishment using the sign but no more than five (5) 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 of parked vehicles and buildings.
4. The sign shall not be lighted.
5. The sign shall not be displayed during non-business hours.
6. A sign permit is not required.

H. Permitted Portable Signs. The following signs are permitted to be displayed as portable signs;

1. **Banner signs, Flutter flag signs, Flag signs.** These are defined as a portable sign of fabric, plastic, or other non-rigid material without an enclosing structural framework attached to one (1) or more poles positioned in the ground in a non-permanent fashion or hung from a building or structure. See Figure 22-01 for examples of the types of signs permitted.
2. **Wire frame signs.** This is defined as a portable sign made of corrugated plastic, vinyl, cardboard, poster board or similar material which is supported by or attached to a metal frame. See Figure 22-02 for

examples of the types of signs permitted. Wire frame signs shall not be displayed from dusk to dawn.

- 3. **Inflatable signs.** This is defined as any three (3) dimensional object; 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. Inflatable signs are permitted only in conjunction with a permit issued under Section 22.16.F. herein.
- 4. **Sandwich/sidewalk signs.** See Section 22.16.G. and Figure 22-03.
- 5. Other types of portable signs are allowed provided they comply with the applicable requirements of this Section 22.16.

I. Prohibited Portable Signs. The following types of portable signs are prohibited:

- 1. Searchlights, laser lights, strobe lights, and lights of a similar nature.
- 2. Signs which are spray painted, unpainted plywood, particle board, or similar material, signs which have illegible letters or words or which have letters or graphics which are not uniform or neat in appearance.

Section 22.17 SIGN SETBACK REGULATIONS FOR LAKE MICHIGAN DRIVE

For all lots which have frontage on Lake Michigan Drive according to the

requirements of that zoning district freestanding signs as permit by that zoning district shall comply with minimum setback requirements as contained in Table 1 of this Article 22.

Updated September 22, 2012