

## CHAPTER 30 SIGNS

**Section 30.1. Description and Purpose.** This chapter is intended to regulate the size, number, location and manner of display of signs in the Township in a manner consistent with the following purposes:

1. To protect and further the health, safety and welfare of the Township 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 districts.
5. To promote the economic viability of commercial areas by minimizing visual clutter, and allowing for proper 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 desires of businesses and non- business uses to communicate by means of signs.
7. To maintain and enhance the Townships aesthetic environment in a manner that is consistent with the public health, safety and welfare.

No sign shall be erected, altered, placed, established, painted, created, or maintained in the Township except in compliance with the standards, procedures, and requirements of this chapter.

### **Section 30.2. Definitions.**

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

**Advertising Area.** The actual total exterior surface area of a sign that is used, or that could be used, for advertising and/or identification purposes.

**Alteration.** As used in this chapter, the term "alteration" (or "alter," "altered" etc.) means any change in a sign, including, without limitation, any change in a signs dimensions, shape, area, height, number or orientation of sign faces, structural support, location on the property, materials or lighting. A change solely in the wording of the copy of a sign shall not constitute an "alteration" for purposes of this chapter, unless the result of the change would cause the sign to be reclassified to a type of sign subject to different or more restrictive regulation (e.g., a change from an on-premise to an off-premise sign).

**Area of Sign.** The total exterior surface devoted to advertising purposes as determined under the provisions of Section 30.9.

**Commercial Message.** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, locates or calls attention to a business, profession, product, service, or other commercial activity.

**Community Service Group Sign.** A sign which displays the name or log of an agency, organization or group whose primary purpose is to promote or provide community or public service, including, but not limited to, the Rotary Club, Jaycees, Lions Club or Ambucs.

**Community Special Event Sign.** A sign, either portable or non-portable, displayed only for a limited time, to call attention to special events of interest to the general public which are sponsored by governmental agencies, schools or other groups which are non-profit and whose purpose is charitable, philanthropic, religious or benevolent.

**Construction Sign.** A sign which identifies the owners, lenders, contractors, architects, and engineers of a project under construction, as well as the project itself.

**Copy.** The wording on a sign surface in either permanent or removable letter form.

**Digital or Electronic Sign.** A sign that has an image, display or sign face that is projected or otherwise produced, in whole or in part, by the use of specialized technologies such as but not limited to light-emitting diodes (LEDs), liquid crystal display (LCD), plasma display panels, computer-generated imaging or similar technical or electronic means. Digital or electronic signs may be characterized by their unusual brightness and intensity of image, greater color spectrum, wide viewing angle, high contrast-ratio between the brightest and darkest parts of the sign image and other features that tend strongly to attract the viewers attention to the sign.

**Directional Sign.** A sign which gives directions, instructions, or facility information for the movement of vehicles or pedestrians on the lot on which the sign is located, such as parking or exit and entrance signs, but not including a commercial message.

**Ground Sign.** A sign not attached to a building or wall which is supported by one or more poles or braces or which rests on the ground or on a foundation resting on the ground, the bottom of which is no more than 24 inches above the finished grade.

**Governmental Sign.** A sign erected or required to be erected by Grand Rapids Charter Township, Kent County, or the state or federal government.

**Memorial Sign.** A non-illuminated sign, tablet, or plaque memorializing a person, event, structure or site.

**Non-Commercial Sign.** A sign, either portable or non-portable, without any commercial message. For example, a sign identifying a candidate for public office is a non-commercial sign.

**Office Development Sign.** A sign identifying a recognized platted subdivision, site condominium project, condominium development, or other office development, which subdivision, project or development has been approved by the township as provided by this Ordinance.

**Off-Premise Sign.** A sign which relates to or advertises an establishment, product, merchandise, good, service or entertainment which is not located, sold, offered, produced, manufactured or furnished at the property on which the sign is located (including, but not limited to, billboards).

**On-Premise Sign.** A sign which pertains solely to the use of the property on which it is located such as to an establishment, product, merchandise, good, service or entertainment which is located, sold, offered, produced, manufactured or furnished at the property on which the sign is located.

**Pylon Sign.** A ground sign, the bottom of which is more than 24 inches above the finished grade, and which is supported by a structure, poles, or braces which are less than 50 percent of the width of the sign.

**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, whether rented or owned, such as “A” frame signs or signs attached to or painted on vehicles parked and visible from the public right-of-way, unless the vehicle is used for vehicular purposes in the normal day-to-day operations of the a business located on the same premises where the vehicle is parked. If a vehicle having a sign attached to it or painted on it is parked, for 48 hours or more, so as to be visible from a public right-of-way, and the sign displayed on the vehicle relates to or advertises an establishment, product, merchandise, good, service or entertainment which is not located, sold, offered, produced, manufactured or furnished on the same property where the vehicle is parked, such facts shall be prima facie evidence that the vehicle is being used as a portable sign.

**Real Estate Sign.** A non-illuminated temporary sign pertaining to the sale, rent or lease of the property on which it is located.

**Residential Community Sign.** A sign identifying a recognized platted subdivision, site condominium project, multi-family development, or other residential development, which subdivision, project or development has been approved by the township as provided by this Ordinance.

**Roof Line.** For purposes of this chapter, “roof line” means the top edge of a roof or building parapet, whichever is higher, excluding any cupolas, pylons, chimneys or minor projections.

**Roof Sign.** A sign erected above (or which extends above) the roof line of a building.

**Sign.** A device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of any

business, establishment, person, entity, product, service or activity, or to communicate information of any kind to the public.

**Tri-vision Sign.** A sign that has an image or images on a sign-display face that presents or is capable of presenting sequentially two or more separate images, in whole or in part, by means of components or devices such as rotating cylinders, slats that turn or twirl to change a sign image or other equipment, for the purpose of displaying a sign image for only a limited time, until the image changes to another image, on a generally continuous basis. The changing of sign images may be accomplished mechanically, or by specialized computer software or through other automatic measures.

**Wall Sign.** A sign painted or attached directly to and parallel to the exterior wall of a building. A wall sign shall extend no greater than 12 inches from the exterior face of a wall to which it is attached, shall not project beyond the wall to which it is attached, and shall not extend above the roof line of the building to which it is attached.

**Section 30.3. Signs Prohibited.** All signs not permitted by the terms of this chapter are prohibited, except signs stated in Section 30.4 as exempt from the provisions of this chapter. In addition, the following signs or types of signs are prohibited, except time and temperature signs and barber pole signs, which are permitted:

1. Strings of light bulbs (except customary holiday decorations), pennants, streamers, balloons, balloon signs, banners and flags (except non-commercial flags not used for commercial purposes).
2. Portable signs, except portable signs permitted by the terms of this chapter.
3. A sign, including a window sign, that has flashing, blinking, moving or oscillating lights.
4. A sign, including a window sign, that is, or has the appearance of being, animated or projected or that is intermittently illuminated.
5. A sign, including a window sign, that includes, in whole or in part, any scrolling, tracing, sequencing or otherwise moving, or apparently moving, lights, images, letters, figures, symbols or messages.
6. A digital or electronic sign; a tri-vision sign.
7. Any other sign that includes, in whole or in part, any message, image, lettering, figures, symbols, lights, illuminated element or other part or aspect that is sequenced, changed, animated, or that appears to change or move, by any means other than the periodic, manual changing of letters, numbers, icons, trade symbols, or other visible elements of a sign message, or other than the permitted physical removal and replacement of a sign or any part thereof.

8. Roof signs.
9. Pylon signs.
10. Off-premise signs, except for an off-premise non-commercial sign and an off-premise community special event sign.

**Section 30.4. Exempt Signs.** The following signs shall be exempt from the provisions of this chapter, except for the provisions of Section 30.7:

1. Governmental signs.
2. Memorial signs.
3. Signs for essential services which are two square feet or less.
4. Community service group signs two square feet or less.
5. Nameplate signs two square feet or less.

**Section 30.5. Signs Not Needing a Permit.** The following signs shall not require a permit, but shall be subject to all other applicable regulations of this Ordinance:

1. Non-commercial signs.
2. Directional signs not exceeding three square feet.
3. Construction signs.
4. Signs for residential yard sales and residential garage sales.
5. Real estate signs, not more than six square feet in area for residential property or 32 square feet in area for non-residential property.

**Section 30.6. Sign Permits and Application.**

1. **Permits Required.** All signs, except those listed in Section 30.4 or 30.5, require a permit under this chapter. No sign requiring a permit as provided by this chapter shall be erected, used, constructed or altered until a permit has first been obtained under this section. A sign permit shall not be issued for a sign unless the sign fully complies with the requirements of this chapter. The property owner shall at all times maintain in force a valid sign permit for any sign requiring a permit.
2. **Application.** Application for a sign permit shall be made to the Township Office, along with a fee in the amount established by resolution of the Township Board. The permit application shall be reviewed in accordance with the following procedures:

- a. **Required Drawings and Information.**
    - i. An application for construction, creation, or installation of a new sign or for alteration of an existing sign shall be accompanied by detailed drawings and accompanying narrative statements to show and describe the dimensions, design, structure, and location of each sign. A single application and permit may include multiple signs on the same lot.
    - ii. An application for a community special event sign shall indicate the total number of signs to be installed, the date of the special event being advertised, and the dates on which the signs will be displayed, which shall not be longer than ten days and which shall commence not sooner than ten days before the special event being advertised. A deposit in an amount determined by the Township Board by resolution shall accompany the application for a community special event sign, which shall be returned to the applicant after the conclusion of the special event, provided that all signs have been removed by the applicant within 48 hours of the conclusion of the special event which is being advertised. If all signs have not been removed within 48 hours of the conclusion of the special event being advertised, the applicant shall be deemed to have forfeited the entire deposit and the Township shall be authorized to remove and dispose of the community special event signs.
  - b. **Completeness.** After receiving an application for a sign permit, the Township shall review it for completeness. If the Township determines that it is complete, the application shall then be processed. If the application is determined to be incomplete, the Township shall send to the applicant a written notice specifying how the application is deficient.
  - c. **Issuance or Rejection.** After the submission of a complete application for a sign permit, the Township shall either: (1) issue the sign permit, if the sign that is the subject of the application conforms in every respect with the requirements of this chapter; or (2) reject the sign permit if the sign that is the subject of the application fails in any way to conform with the requirements of this chapter. The Township may impose reasonable conditions on a sign permit, including, but not limited to, a condition limiting the number of community special event signs that can be displayed for a single special event.
3. **Electrical Signs.** All signs requiring electrical service shall be reviewed for compliance with the Township's Electrical Code. Approval of electrical signs shall be noted on or attached to the sign permit.

**Section 30.7. Design, Construction and Location Standards.**

1. All signs shall at all times be properly maintained in good structural condition in compliance with the requirements of this chapter and shall not be permitted to become unsightly through disrepair or as a result of the effects of the weather. Under no circumstances shall the design, construction, support, or location of a sign constitute in any way a hazard to the health, safety or welfare of the public or to adjacent property.
2. Signs may be internally or externally illuminated. The source of the light shall be enclosed and directed to prevent the source of light from shining directly or indirectly onto traffic or adjacent or nearby properties.
3. Signs shall not be placed in, upon or over any public right-of-way, alley, or other place, except as may be otherwise permitted by the Kent County Road Commission or Michigan Department of Transportation. Any sign installed or placed in the public right-of-way or otherwise on public property, except in compliance with the provisions of this chapter, shall be forfeited to the public and subject to confiscation and may be immediately removed by the Township. In addition to other available remedies, the Township shall have the right to recover from the owner or person placing an unauthorized sign the full costs of removal and disposal of the sign.
4. A sign shall not be erected in any place where it may, by reason of its position, shape, color, or other characteristics, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device, or constitute a nuisance.
5. A sign shall not contain any moving or animated parts, except for time and temperature signs and barber pole signs.
6. Except as otherwise expressly allowed by this chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure. The sign support and construction for all signs requiring permanent attachment shall be able to withstand a minimum of 30 pounds of horizontal pressure per square foot of the area of the sign.
7. A sign and its supporting mechanism shall not extend beyond any lot lines of the property on which it is located.

**Section 30.8. Sign Regulations applicable to All Districts.** The following regulations are applicable to signs in all zoning districts:

1. All signs shall be stationary and, except for non-commercial signs and community special event signs, shall pertain only to the business or activity conducted on the premises (i.e., shall be on-premises signs).

2. Real estate signs are permitted in any zoning district, but shall be removed within 30 days after completion of the sale or lease of the property.
3. For parcels which have frontage on more than one street, one additional ground sign per street frontage may be allowed subject to the following:
  - a. The permitted additional sign(s) shall not be placed along the same frontage which contains another ground sign.
  - b. A minimum of 40 feet of road frontage is required for the placement of an additional sign(s).
4. Temporary construction signs are permitted within any district, subject to the following restrictions:
  - a. Temporary construction signs shall be no larger than 32 square feet and shall be located not closer than ten feet from the street right-of-way and shall not be higher than ten feet.
  - b. Any such temporary construction sign shall be removed not later than the placement of a permanent subdivision sign, or sign advertising the principal use, if any; provided however, that the temporary construction sign shall be removed when construction of buildings has taken place for at least 75 percent of the lots or units in the development.
5. Community special event signs are permitted in any zoning district, subject to the following restrictions:
  - a. A community special event sign may be located either on or off the lot on which the special event is held.
  - b. The display of the signs shall be limited to the ten days immediately preceding the special event which is being advertised.
  - c. The signs shall have a maximum size of 32 square feet in area, and a maximum height above ground level of six feet and shall be set back from any side or rear property line a minimum of 15 feet. The front setback shall be as required for signs in the zoning district in which the sign is to be located.
  - d. All signs shall be removed within 48 hours of the conclusion of the special event which is being advertised. If this requirement is not complied with, the applicant shall forfeit the deposit submitted with the sign permit application and the Township may remove and dispose of all special event signs that have not been removed by the applicant.



- e. Community special event signs shall comply with all conditions imposed pursuant to Section 30.6.2.c of this Ordinance, including any condition relating to the maximum number of signs for a single special event.
6. Directional signs are permitted in any zoning district subject to the following restrictions:
  - a. A directional sign shall not contain a commercial message.
  - b. Such sign shall not exceed three square feet in area or 54 inches in height, and shall be set back at least five feet from any lot line and edge of any driving lane.
7. Non-commercial signs are permitted in all zoning districts.
8. All signs located in the Township shall be erected, altered, and maintained at the risk of the owner of the sign, who shall assume full responsibility for consequences of any damage caused by the sign.
8. A sign shall be removed by the owner within 24 hours of receipt of notice from the Township stating that the sign is unsafe or not properly maintained or otherwise does not comply with the requirements of this chapter by reason of its size, height, design, condition or location. The notice shall state that if the owner does not remove the sign, or correct the unsafe or improper condition, within that time period, the sign may be removed by the Township. Upon failure to remove or correct the unsafe or improper condition within 24 hours of receipt of notice, the Township may take whatever action is necessary to have the sign removed or to otherwise abate the unsafe or improper condition, and in addition to other available remedies, the Township shall have the right to recover from the owner of the sign the full costs of removing and disposing of the sign or abating the unsafe or improper condition.

**Section 30.9. Measurements of Signs.**

1. 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 of 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 pedestal, poles or other structure necessary to support the sign.
2. 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 such faces are placed back-to-back and are of equal size, and are no more than two feet apart at any point the area of the two back-to-back faces shall be counted as one face. 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. 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 excluding any artificially constructed earthen berms.

**Section 30.10. RR, SR and R-1 Districts.** The following signs are permitted:

1. **Wall Sign.** For permitted uses other than dwellings. Only one sign per street frontage is allowed.
2. **Ground Sign.** For permitted uses other than dwellings.
  - a. Only one ground sign per parcel is allowed, except as provided by Section 30.8.3 of this chapter.
  - b. The height of a sign shall not exceed eight feet.
  - c. Signs shall be setback a minimum of five feet from the front lot line and a minimum of 25 feet from all other lot lines.
3. **Size.** The total square footage of signs for uses permitted by Section 30.10.1 and 2 shall not exceed 32 square feet in aggregate per-parcel and no single sign shall exceed 24 square feet.
4. **Residential Community Signs.** One sign identifying a platted subdivision, site condominium or other residential development (the “development”) is allowed at each entrance road to the development, except that not more than two such identification signs shall be allowed per development. The sign shall not exceed 24 square feet in area and shall be located at least ten feet from the street right-of-way line. The top of any sign shall not be more than five feet above grade if freestanding.
5. **Real Estate Sign.**
  - a. For single and two family dwellings, one sign per parcel is allowed. The sign shall not exceed six square feet in area and four feet in height and shall be set back a minimum of ten feet from all lot lines.
  - b. For non-residential uses, one real estate sign not to exceed 32 square feet in area is allowed. Such sign shall not exceed ten feet in height and shall be set back a minimum of ten feet from all lot lines.

**Section 30.11. R-2 and R-3 Districts.** The following signs are permitted:

1. **Wall Sign.** For permitted uses other than single family dwellings. Only one sign per street frontage is allowed.
2. **Ground Sign.** For permitted uses other than single family dwellings.

- a. Only one ground sign per parcel is allowed, except as provided by Section 30.8.3 of this chapter.
  - b. The height of the sign shall not exceed eight feet.
  - c. Signs shall be set back a minimum of five feet from all lot lines.
- 3. **Size.** The total square footage for signs permitted by Sections 30.11.1 and 2 shall not exceed 50 square feet in aggregate per parcel and no single sign shall exceed 24 square feet.
  - 4. **Residential Community Signs.** As regulated by Section 30.10.4 of this chapter.
  - 5. **Real Estate Sign.** As regulated by Section 30.10.5 of this chapter, except that for multi-family buildings one real estate sign complying with Section 15.10.5.b is allowed.

**Section 30.12. C-1 Neighborhood Commercial and C General Commercial Districts.** The following signs are permitted:

- 1. **Wall Signs.**
  - a. Not more than one wall sign is permitted on the wall of a principal building facing a street at the front lot line and on the wall of the building facing a street, if any, at the side lot line, except as follows:
    - i. If a multi-tenant building has two or more tenant entrances on a wall facing a street at the front lot line and/or a street at the side lot line, there may be not more than two wall signs on such building walls, or either of them.
    - ii. If in the circumstances described in subparagraph i., a second wall sign on either such building wall cannot be accommodated within the maximum total signage area otherwise provided for the parcel of land, then the site plan review committee may approve an increase of up to 15 percent of the total area otherwise permitted for all signs on the parcel of land, if such increase is justified by a need for tenant identification, consistent with the intent and purposes of the district in which the parcel of land is located.
  - b. If a parcel of land is adjacent at its rear lot line to the right-of-way of a limited-access highway, and a wall of the principal building faces such right-of-way, the Planning Commission may approve wall signage on such wall as a special approval use, though public notice or public hearing shall not be required.

- i. The special approval use wall signage shall otherwise comply with the wall sign requirements of the district in which the parcel of land is located.
- ii. Such wall signage may include up to two wall signs on the building wall facing such limited-access right-of-way, if the building includes two or more tenant spaces.
- iii. In approving the special approval wall signage, the Planning Commission may permit up to a 15 percent increase in the total square footage otherwise permitted for all signs on the parcel of land, if necessary to accommodate the specially approved wall signage, either of the size requested by the applicant or of the size approved by the Planning Commission.
- iv. In approving the special approval wall signage, the Planning Commission may permit wall signage of smaller area, lesser height, different placement and/or other modifications or departures from the sign characteristics requested by the applicant.
- v. If the parcel of land as to which special approval wall signage is requested has one or more nonconforming pylon signs or other nonconforming signs, the Planning Commission may require the removal of the nonconforming signs, or any of them, as a condition of the special approval wall signage.
- vi. The applicant shall file a written application to the Planning Commission, requesting approval of special approval wall signage, and including an accurate drawing to scale of the signage and specifying their dimensions; the length of the wall on which the signage would be placed; drawings and other detail of the existing signs on the parcel of land, including both wall signs and ground signs; and other information determined by the Planning Commission to be necessary to make an informed decision on the application.
- vii. In considering whether to approve the application for special approval wall signage, the Planning Commission shall consider the following:
  - A. Whether the special approval wall signage is justified because of the nature, size, location or design of the building, including the design, placement and likely effects of the wall signage.
  - B. Whether the installation and use of the special approval wall signage would result in traffic or other safety hazards; whether it would have a serious adverse effect on adjacent or

nearby lands, including whether it would result in visual blight, driver distraction or other adverse effect; and whether it would result in detrimental conditions as to the public health, safety or general welfare; and

- C. Whether the special approval wall signage would be consistent with the intended purposes of the district in which it is located.

**2. Ground Signs.**

- a. Only one ground sign for each parcel of land is permitted, except as provided in Sections 30.8.3 and 30.12.6 of this chapter.
- b. The height of a ground sign shall not exceed seven feet, measured from the natural grade at the base of the sign; provided, however, that in the C District, the site plan review committee may permit a ground sign of up to eight feet in height if the committee determines that the sign would not be sufficiently visible to motor vehicle occupants because of prevailing traffic speed, congestion of other ground signs on adjacent or nearby lands or for other reasons.
- c. In the C and C-1 Districts, the ground sign may be placed at the front lot line, but shall not project over or into a street right-of-way; the ground sign shall be set back at least ten feet from all other lot lines.
- d. In the C-2 District, the ground sign shall be set back at least five feet from all lot lines.
- e. In the C and C-1 Districts, a ground sign shall not be larger than 60 square feet.
- f. In the C-2 District, a ground sign shall not be larger than 24 square feet.

**3. Total Size of all Signs on a Parcel of Land.**

- a. In the C and C-1 Districts, the total square footage of all permitted wall signs and ground signs shall not exceed 150 square feet in aggregate per parcel of land.
- b. In the C-2 District, the total square footage of all permitted wall signs and ground signs shall not exceed 32 square feet in aggregate per parcel of land.

**4. Real Estate Signs.** In the C and C-1 Districts, only one real estate sign per parcel of land is permitted, not to exceed 32 square feet in area and six feet in height.

5. **Vehicle Service Station and Gasoline/Convenience Store Signs.** In the C and C-1 Districts, establishments which provide repair services and/or gasoline for vehicles either as a principal or accessory use may display directional signs over individual doors or bays. The size of the signs shall not exceed three square feet. Customary lettering, insignias or symbols which are a permanent or structural part of the gasoline pump are allowed.
6. **Development Signs.** One ground sign identifying a platted subdivision, site condominium or office development (the “development”) is allowed at each entrance road to the development, except that not more than two such identification signs shall be allowed per development. The sign shall not exceed 24 square feet in area and shall be located at least ten feet from the street right-of-way line. The sign shall not be more than five feet in height measured from the natural grade at the base of the sign. Such development signs shall be in addition to the ground sign permitted under subsection 2.b of this section.

**Section 30.13. PUD-1, PUD-2, PUD-3 and TC-PUD Districts.** The following signs are permitted.

1. **Wall Signs.**
  - a. For permitted non-residential uses, there may be not more than one wall sign on the wall of the principal building facing the street frontage of the lot; provided, however, that as to a corner lot, there may be not more than one wall sign on each wall of the principal building facing each street frontage of the corner.
  - b. Wall signs for residential uses are not permitted.
2. **Ground Signs.**
  - a. Only one ground sign for each parcel of land is permitted, except as provided by Section 30.8.3 and 30.13.4 of this chapter.
  - b. The height of a ground sign shall not exceed seven feet.
  - c. A ground sign shall be set back at least five feet from all lot lines.
3. **Total Size of Signs.** The total square footage of all permitted signs shall not exceed 32 square feet in aggregate per parcel of land. A sign, whether wall sign or ground sign, shall not exceed 24 square feet.
4. **Development Signs.** One ground sign identifying a platted subdivision, site condominium or office development (the “development”) is allowed at each entrance road to the development, except that not more than two such identification signs shall be allowed per development. The sign shall not exceed 24 square feet in area and shall be located at least ten feet from the street right-of-way line. The top of any sign

shall not be more than five feet in height, measured from the natural grade at the base of the sign. Such development sign(s) shall be in addition to the ground sign permitted under subsection 2.a of this section.

5. **Residential Community Signs.** As regulated by Section 30.10.4 of this chapter.
6. **Real Estate Signs.** As regulated by Section 30.10.5 of this chapter.
7. **Modification of Sign Requirements.** The sign requirements of this section may be modified in accordance with Section 30.15.

**Section 30.14. PUD-4, PUD-5, NC-PUD, LC-PUD and HC-PUD Districts.**

1. **Wall Signs.** Wall signs are permitted only as follows:
  - a. Not more than one wall sign is permitted on a wall of a principal building facing each street frontage, not exceeding two such frontages, except as may be permitted in subsection 1.e of this Section 30.14.
  - b. A wall sign shall not exceed 60 square feet in area. A wall sign, or any part thereof, shall not be more than four feet in height.
  - c. Wall signs shall not face a residential zoning district unless the district and the building on which the sign is placed are separated by a public or private street or other non-residential zoning districts.
  - d. A wall signage area shall not exceed one square foot of signage area for each lineal foot of wall on which signage is placed and which fronts a public or private street.
  - e. If a parcel of land in the PUD-4 or NC-PUD District is adjacent at its rear lot line to the right-of-way of a limited-access highway, and a wall of a principal building faces such right-of-way, the approval of the PUD may include approval of signage on such wall. In the case of a currently approved PUD, such wall signage may be approved as a minor change in the PUD under Section 13.3.m, except that the minor change shall be considered by the Planning Commission and shall be subject to its approval.
2. **Ground Signs.**
  - a. Only one ground sign for each parcel of land is permitted.
  - b. A ground sign shall not exceed 60 square feet in area. All of the ground signs in a development shall not exceed a total of 100 square feet in area.
  - c. The height of a ground sign shall not exceed seven feet.

- d. A ground sign may be placed at the front lot line, but it shall not project over or into a street right-of-way. A ground sign shall be set back at least ten feet from any other lot line or private street.
3. **Sign Materials.** Sign materials shall reflect the architectural character and materials of the building facade. The use of natural materials for signs is encouraged. Such natural materials may consist of carved wood, brick, stone, wrought iron, terra cotta, glazed tile or similar material.
4. **Sign Landscaping.** Ground signs shall be landscaped with low level plantings or decorative landscape materials.
5. **Directional Signs.** Directional signs are allowed subject to the following regulations:
  - a. Directional signs shall not be more than three square feet in area or 54 inches in height to the top of the sign.
  - b. Directional signs shall be set back at least five feet from any lot line and the edge of any driving lane.
  - c. Directional signs may be placed upon light poles, buildings or other structures.
  - d. Directional signs shall be limited to traffic and pedestrian control functions and shall not contain a commercial message.
6. **Real Estate Signs.** As regulated by Section 30.10.5 of this chapter.
7. **Modification of Sign Requirements.** The sign requirements of this section may be modified in accordance with Section 30.15.

**Section 30.15. Modification of Requirements for Signs in all PUD Districts and Those Requiring Special Land Uses.**

1. Except as provided in Section 30.15.2, all signs approved in connection with a special land use or a planned unit development shall meet the requirements of this chapter for signs as applicable to the zoning district in which the special land use or PUD is located.
2. In cases where extenuating or extraordinary circumstances create practical difficulties in complying with the requirements of this chapter and where a modification of the requirements may still result in achieving the objectives of the zoning district in which the sign is to be located, the size, placement, number and height requirements for signs may be modified as provided by this section. If the sign is part of a PUD in any PUD district, the Planning Commission may recommend to the Township Board, and the Board may, in its discretion, modify the size,



placement, number and height requirements for signs in the PUD. If the sign is part of a special land use request, the Planning Commission alone may, in its discretion, modify the size, placement, number and height requirements for any signs proposed. In determining whether to approve a proposed modification, the Planning Commission and the Township Board must each find, based upon the facts presented by the applicant, that the following criteria have been met:

- a. The modification of requirements is justified due to the nature, size, density, location or design of the proposed PUD, or special land use, including the design or placement of proposed signs;
- b. The modification of requirements will not result in traffic or other safety hazards, will not be injurious to the use or enjoyment of nearby property, will not result in visual blight, distraction, or clutter, and will not otherwise result in a detriment to the public health, safety or general welfare; and
- c. The modification will still achieve the intended purpose of the PUD district or the zoning district if it is a special land use, in which the sign is to be located.

**Section 30.16. Nonconforming Signs, and Signs Accessory to Nonconforming Uses.**

1. **Continuance.** Notwithstanding any other provision of this chapter to the contrary, a permanent sign which was erected legally and which lawfully exists at the time of the enactment of this chapter, but which does not conform to the height, size, area or location requirements of this chapter, is deemed to be nonconforming and may continue to be used subsequent to that time, as provided by this section.
2. **Alteration/Repair.** Nonconforming signs may not be altered (see definition of “alteration,” Section 30.2), expanded, enlarged, extended, or repaired, without being brought into full compliance with all applicable regulations under this chapter, except as expressly provided by this subsection.
  - a. A nonconforming sign may be diminished in size or dimension without jeopardizing the privilege of nonconforming use. As with conforming signs, a change solely in the wording of the copy of a nonconforming sign shall not constitute an alteration for purposes of this chapter, unless the result of the change would cause the sign to be reclassified to a type of sign subject to different or more restrictive regulation.
  - b. Routine repair to maintain a nonconforming sign in a safe and aesthetic condition exactly as it existed at the time of the enactment of this chapter and so as to continue the useful life of the sign shall not constitute an alteration for purposes of this chapter, unless the estimated cost of repair exceeds 50 percent of the appraised replacement cost of the entire sign prior to the repair, as determined by the Township. If the estimated cost of repair exceeds 50 percent of that appraised replacement cost, the right to continue using the

nonconforming sign shall thereupon terminate and the sign shall be brought into full compliance with all applicable provisions and requirements of this chapter prior to further use.

- c. The Planning Commission may permit an alteration of a nonconforming sign that may include an increase in the sign's advertising area if the alteration includes other changes which cause the sign to be more conforming or which result in other improvements in the sign and/or the sign structure, or in improvements in other signs on the same parcel of land.
  - i. In considering whether to approve an alteration under this subsection, the Planning Commission shall consider the following:
    - A. Whether and to what extent the alteration would reduce the total height or other dimension(s) of the sign.
    - B. Whether the alteration would replace a pole sign with a sign having a monument base.
    - C. Whether the alteration would eliminate nonconforming features of the sign.
    - D. Whether the alteration would include sign changes that would lessen the potential for distraction of motor vehicle drivers.
    - E. Whether the alteration would take place in conjunction with other signage improvements on the same parcel of land, including but not limited to, the removal of another sign or signs, the reduction in the height, area or other dimension of another sign or signs, increasing the setback of another sign or signs or other improvements in existing signage.
    - F. Whether the alteration would result in other significant improvements in the sign that is proposed to be altered, or as to another sign or signs located on the same parcel of land.
  - ii. An applicant seeking such approval shall file an application, together with the required fee and zoning escrow deposit. The application shall include a detailed site plan that complies with Section 30.6.2.a.i. The site plan shall provide the information required by Section 30.6.2.a.i for each existing and proposed sign on the same parcel of land, except as to any matters that the Planning Commission determines are not necessary for the making of a decision on the application.
  - iii. The Planning Commission shall consider and make a decision to approve, deny or approve with conditions a proposed alteration of a

nonconforming sign at a public meeting, though a public hearing shall not be required unless the Planning Commission determines to do so. In such a case, the notice given for a public hearing on the application shall be the same as that required by this Ordinance for consideration of a special land use.

- d. In no event shall the alteration of a nonconforming sign result in an increase in the nature or degree of any aspect of the sign's nonconformity, except to the extent permitted, if at all, by the Planning Commission under the procedures specified in subparagraph (c).
3. **Signs Accessory to Nonconforming Uses.** A sign related to a nonconforming use may be erected in the Township in accordance with the sign regulations for the zoning district in which the property is located.
  4. **Damage or Destruction.** If a nonconforming sign is damaged or destroyed by fire, explosion, flood, wind or other calamity, the sign may be restored to the condition exactly as it existed immediately prior to the damage or destruction, unless the estimated cost of restoration or replacement exceeds 50 percent of the appraised replacement cost of the entire sign prior to the loss, as determined by the Township. If the estimated cost of restoration or replacement exceeds 50 percent of that appraised replacement cost, the right to continue using the nonconforming sign shall thereupon terminate and the sign shall be brought into full compliance with all applicable provisions and requirements of this chapter prior to further use.

**Section 30.17. Abandoned Signs.** Any sign which the Township determines to be abandoned shall be removed by the owner. If the owner does not remove the sign, or if no owner can be found, the Township may remove the sign. If the sign is removed by the Township and the owner is known, the Township shall have the right to recover from the owner of the sign the full costs of removing and disposing of the sign.

**Section 30.18. Violations.**

1. It is a violation of this chapter to install, create, erect, or maintain any sign that does not fully comply with the requirements of this chapter, including, but not limited to, any of the following:
  - a. To install, create, erect, or maintain any sign in a way that is inconsistent with any plan or permit governing the sign or the lot on which the sign is located;
  - b. To install, create, erect, or maintain any sign requiring a permit without a permit;
  - c. To fail to remove any sign that is installed, created, erected, or maintained in violation of this chapter; or

- d. To continue any violation of this chapter.
2. Each sign installed, created, erected, or maintained in violation of this chapter is considered a separate violation when applying the penalty portions of this Ordinance.