

ARTICLE 7.00

Signs

Section 7.01 Purpose

These regulations are intended to balance public and private interests by permitting signs and other displays that are needed for the purposes of identification or advertising, subject to the following objectives:

Public Safety. By reason of their size, location, spacing, construction or manner of display, signs shall not endanger life or limb, confuse or mislead motorized or non-motorized traffic, obstruct vision necessary for traffic safety, or otherwise endanger the public health or safety.

Community Aesthetics. Signs should enhance the aesthetic appeal of the Township (including the preservation of its historic and cultural resources, scenic areas and viewsheds, and the dark night sky). Thus, these regulations are intended to: 1) regulate oversized signs that are out-of-scale with surrounding buildings and structures, 2) prevent an excessive accumulation of signs which cause visual clutter, and 3) prevent blight.

Community Character and Property Values. The placement and design of signs should further the land use planning objectives of the Township. Signs should be compatible with neighborhood character and protect the value of surrounding properties.

Free Speech. These regulations are intended to ensure that the constitutionally guaranteed right of free speech is protected and allow signs as a means of communication.

Effective Communication. These regulations are intended to encourage the appropriate design, scale, and placement of signs in a manner that communicates effectively to the intended reader.

Section 7.02 Scope of Requirements

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

Section 7.03 Definitions

For the purposes of this Article, the following definitions shall apply (see illustrations):

Accessory Sign: An on-premise sign which pertains to the use of the premises on which it is located.

Animated Sign: A sign that uses lights, moving parts, or other means to depict action, create an image of a living creature or person, or create a special effect or scene.

Awning Sign: A sign which is made of non-rigid material such as heavy canvas that is supported by a framework, which is attached to a building's substrate. An awning sign extends outward from the building and so provides shaded cover and protection from weather for pedestrians. An awning sign may have lettering and/or graphics painted or screen printed on its exterior surface.

Awning Valance: That portion of an awning sign that consists of short strips or bands of material hung at the lower edge of the awning.



Banner Sign

Balloon Sign: A balloon sign is an inflatable device, regardless of size, that is designed for use as an on-premise advertising device for a promotional event. Unlike inflatables, balloons retain their shape due to the insertion of helium or other lightweight gas, which allows the device to be suspended in midair, independent of any structure other than that which keeps the device from floating away.

Banner Sign: A sign made of fabric, cloth, paper, or other non-rigid material. A feather banner is a type of banner sign comprised of a metal or plastic frame, pole, and/or base to which a vinyl, nylon, canvas or polyester fabric sign face is attached (see illustration).

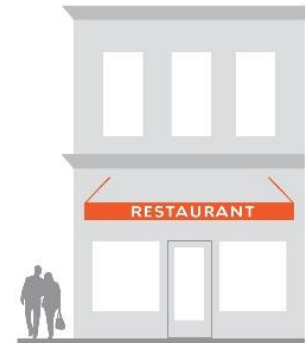


Feather Banner

Billboard: A permanent freestanding sign erected, maintained, and used in the outdoor environment for the primary purpose of the display of commercial or noncommercial messages unrelated to the business or profession conducted or to a commodity, service, or activity sold or offered on the premises where such is located. See also “Off-Premise Commercial Advertising Sign.”

Bulletin Board: A type of “manual changeable copy” sign which displays changeable copy that may include the name of an institution, school, library, community center, fraternal lodge, golf course, country club, park or other recreational facility, and which displays announcements of its services and activities upon the premises.

Canopy Sign: A sign made of rigid material supported by a framework that at one end is attached to a building's substrate and at the other end supported by one or more poles. A canopy sign extends outward from the building and acts as a roof over the area it covers, providing weather protection for customers, pedestrians and possibly even vehicles. A canopy sign may have lettering and/or graphics painted or screen printed on its exterior surface.



Canopy Sign

Changeable Copy Sign (Manual): A sign, which has a readerboard for the display of information (e.g., text, alphanumeric characters, graphics or symbols) which is changed manually (see illustration).

Community Special Event: A noncommercial event that has community wide interest, and typically is for educational, cultural, religious, or social consciousness purposes.

Community Special Event Sign: Signs and banners, including but not limited to displays celebrating a traditionally-accepted patriotic or religious holiday, or special municipal, religious, school, or noncommercial activities.

Construction Sign: A temporary on-site sign located on a site where construction is taking place, which includes, but is not limited to, the identification of the designer, contractors and sub-contractors, and material suppliers participating in construction on the property on which the sign is located.



Changeable Copy Sign

Cylindrical Sign: A ground or pedestal sign that is in the shape of a cylinder or barrel. A cylindrical sign has a footprint that is more or less the shape of a circle.

Directional Sign: An on-premise sign which is located and sized in a manner to safely and efficiently direct the flow of vehicular and pedestrian traffic to, from, and within a development site.

Electronic Display Signs: A sign that uses changing lights to form a sign message or messages in text or graphic or video display form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic process. Electronic display signs include electronic changeable copy signs, electronic graphic display signs, and video display signs, for example.

Electronic Display Technology: Electronic display technology (EDT) includes any portion of a sign that contains alphanumeric characters, graphics or symbols that are defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illuminating devices within the display area. Electronic display technology uses computer-programmable, microprocessor-controlled devices that display and project images and messages onto the sign face.

Festoon: A string of ribbons, tinsel, small flags, pinwheels or lights, typically strung overhead in loops.

Flag: A sign on cloth, fabric, or other durable, flexible material of any kind that is attached to a permanent pole.

Flashing Sign: A sign that contains an intermittent or sequential flashing light source. Electronic Display Signs, as defined herein, shall not constitute a flashing sign for the purpose of this ordinance.

Freestanding Sign: A sign which is erected upon or supported by the ground, including "pole signs," "pedestal signs," and "ground signs."

Ground Sign: A three-dimensional, self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is painted or posted. A ground sign may also consist of a base-mounted cylindrical structure upon which a message is painted or posted.

Illegal Sign: A sign that does not meet the requirements of this ordinance and which has not received legal nonconforming status.

Illuminance: The amount of light that is incident to the surface of an object. This is the method for describing ambient light levels or the amount of light that is projected onto a front-lit sign. This parameter is typically measured in lux (footcandles x meters). For the purposes of dimming, illuminance is the amount of ambient light that hits a photocell.

Illuminated Sign: Any sign that is lit by artificial light by either emission (internally) or reflection.

Incidental Sign: A small sign, emblem, or decal designed and located to be read only by people within the site and generally not visible or legible from the road right-of-way or adjacent properties. Examples of incidental signs include, but are not limited to, credit card signs, signs indicating the hours of business, no smoking signs, signs used to designate bathrooms, barrier-free signs, traffic control signs that conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices, signs providing information on credit cards and business affiliations, and other signs that provide information to be read nearby.

Inflatable Sign: A sign consisting of flexible material or fabric that takes on a three-dimensional shape when filled with a sufficient volume of air or other gas. Inflatable signs are commonly used as temporary signs to draw attention to a site.

Interior Sign: A sign placed within a building, but not including a window sign as defined herein, that is not visible from any public street, sidewalk, alley, park, or public property.

Luminance: The amount of light that emanates from an internally illuminated sign. This parameter is measured in nits (candelas/square meter). The nit levels necessary for a sign to be legible varies with the ambient light conditions. For example, on a sunny day, the nit levels must be very high, while at night, the nit levels must be very low to prevent the image from distorting and to prevent glare.

Mansard: A sloped roof or roof-like facade. Signs mounted on the face of a mansard roof shall be considered wall signs.

Marquee: A permanent roof-like structure or canopy, supported by and extending from the face of the building.

Marquee Sign: A sign attached to or supported by a marquee structure.

Moving Sign: A sign in which the sign itself or any portion of the sign moves or revolves. A "rotating sign" and a "revolving sign" are types of moving signs. Such motion does not refer to the method of changing the message on the sign.



Marquee Sign

Multi-Vision or Tri-Vision Sign: A sign composed of a series of vertical or horizontal slats or cylinders that are designed to rotate at intervals so that each rotation of the group of slats or cylinders produces a different image or message (or the same image or message) and allows the display of one of two or more images on a single sign structure and at any given time. The following are examples of multi-vision signs.



Mural: A noncommercial design or representation which is painted or drawn on the exterior surface of a structure and which does not advertise a commercial business, product, service, or activity.

Nameplate: A non-electric on-premise identification sign giving only the name, address, and/or occupation of an occupant or group of occupants.

Neon Sign: See "Outline Tubing Sign."

Noncommercial Message Sign: A sign that is not related to or connected with trade and traffic or commerce in general and includes, but is not limited to the following:

- A. **Political Sign:** See definition of "Political Sign."
- B. **Ideological Sign:** A sign expressing an opinion or other noncommercial point-of-view.
- C. **Noncommercial Event Sign:** See definition of "Community Special Event Sign."

Nonconforming Sign:

- A. A sign which is prohibited under the terms of this Ordinance but was erected lawfully, with a permit and was in use on the date of enactment of this Ordinance, or amendment thereto.
- B. A sign which does not conform to the requirements of this Ordinance, but for which a variance has been granted.

Obsolete Sign: A sign that is no longer an on-premise commercial advertising sign because the sign advertises a product that is no longer made or that advertises a business that has closed.

Off-Premise Commercial Advertising Sign: A sign which contains a message unrelated to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where such sign is located. Such signs include, but are not limited to, off-premise real estate signs and off-premise development signs.

On-Premise Commercial Advertising Sign: A sign which contains a message related to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where the sign is located. Such signs include, but are not limited to, on-site real estate signs, garage sale signs, and a sign advertising the contractor, developer, architect, engineer, broker, financial institution, or other commercial entity affiliated with a project under development and located on the same premises.

Outline Tubing Sign: A sign consisting of glass tubing, filled with a gas such as neon, which glows when electric current is sent through it.

Parapet: The extension of a false front or wall above a roof line. Signs mounted on the face of a parapet shall be considered wall signs.

Pedestal Sign: A three-dimensional, self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is painted or posted. A pedestal sign may also consist of a base-mounted cylindrical structure upon which a message is painted or posted.

Pedestrian Blade Sign: A type of building-mounted pedestrian sign that contains two faces and which is perpendicular to the building on which it is mounted. A blade sign is not a projecting sign, as defined herein.

Pennant: A series of narrow, tapering flags, typically strung from pole to pole.

Pole Sign: A type of freestanding sign that is elevated above the ground on poles or braces.

Political Sign: A noncommercial message sign relating matters to be voted on in a local, state, or national election or referendum.

Portable Sign: A sign designed to be moved easily and not permanently affixed to the ground or to a structure. This also includes signs worn or carried by a person.

Portable Message Center Sign: A sign designed to be transported easily and not permanently affixed to the ground or to a structure. A portable message center sign includes manual and electronic changeable copy signs, an electronic graphic display sign, a video display sign or multi-vision/tri-vision sign that may be displayed or affixed to a movable object such as but not limited to a car, truck, trailer or similar transportation device. The following are examples of a portable message center signs:



Projected-Image Sign: A sign that is displayed through light by a projector.

Projecting Sign: A sign, other than a flat wall sign, that projects from the face of the building or structure upon which it is located and is designed to attract the attention of drivers. A projecting roof sign is one that projects beyond the face or exterior wall surface of the building upon which the roof sign is mounted. A projecting sign is not a pedestrian blade sign, as defined herein.

Public Sign: A noncommercial message sign erected in the public interest by or upon orders from a local, state, county, or federal public official. Examples of public signs include, but are not limited to, legal notices, safety signs, traffic signs, memorial plaques, signs of historical interest, and similar signs.

Real Estate Development Sign: A temporary on-premise commercial sign that is designed to promote the sale or rental of lots, homes, or building space in a real estate development (such as a subdivision or shopping center) which is under construction on the parcel on which the sign is located.

Real Estate Open House Sign: A temporary commercial advertising sign used to advertise the showing of real estate to potential purchasers.

Real Estate Sign: A temporary on-premise commercial advertising sign that makes it known that real estate upon which the sign is located is for sale, lease, or rent.

Residential Entranceway Sign: A sign that is located at the entrance to a residential development (e.g., subdivision, apartment complex, condominium development, or other residential development) in a residential zoning district.

Roof Line: The top edge of a roof or building parapet, whichever is higher, excluding cupolas, pylons, chimneys, or similar minor projections.

Roof Sign: Any sign that extends above the roofline or is erected over the surface of the roof.

Rotating or Revolving Sign: A moving sign that rotates or revolves around an axis driven by wind or electromechanical devices. See "Moving Sign."

Sandwich Board Sign: An “A-frame” shaped sign that consists of two sign boards that are hinged together at the top and on which the message has been factory-imprinted, handwritten, or displayed using manual changeable copy display. The following are examples of sandwich board signs.

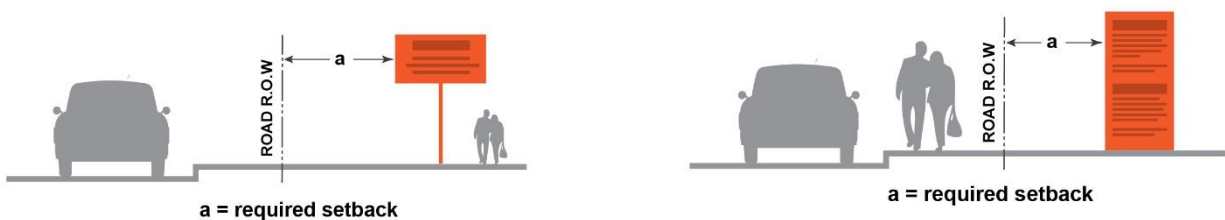


Search lights (portable): A search light, sometime referred to as a spotlight, is a sign that is intended to visually communicate or attract the public’s attention to a location for the purpose of promoting a specific on-premise commercial sale and/or event. Search lights are for temporary use only. The following are examples of searchlights.



Sign: A sign is a device for visual communication that is used to bring a subject to the attention of the public. A sign includes any device, structure, fixture, or placard which uses words, numbers, figures, graphic designs, logos or trademarks for the purpose of informing or attracting the attention of persons. Unless otherwise indicated, the definition of "sign" includes interior and exterior signs which are visible and legible from any public street, sidewalk, alley, park, or public property, but not signs that are primarily directed at persons inside a building.

Sign Setbacks: The distance from the lot line to the nearest part of a sign structure.



Street Furniture Sign: A sign applied to or affixed to a bench, trash receptacle, or any other street furniture.

Support Pole Sign: A temporary sign that is attached as an appendage to a sign support, light pole, utility pole, or any part of a pole or support.

Temporary Promotional Event: A celebratory or promotional commercial or noncommercial event to announce a sale, grand opening, expansion or other activity that is intended to promote a private business or commercial interest for a limited period of time.

Temporary Promotional Sign: A temporary on-premise sign located on the site of a commercial or noncommercial use or activity, which is erected or placed for a prescribed period of time to promote, advertise, announce, designate, identify or otherwise indicate the on-premise event or activity. Temporary promotion signs include balloons, inflatables, banners and searchlights.

Temporary Sign: A sign not constructed or intended for long-term use.

Three-Dimensional Sign: A sign that has depth or relief on its surface of greater than six inches. A three-dimensional sign attached to a building or structure is known as a protruding sign.

Underhanging Sign: A sign suspended from the underside of a horizontal surface, such as a canopy or marquee.

Vehicle Signs: Signs painted or mounted on the side of a vehicle, including signs on the face of a truck trailer. Vehicle signs do not include Portable Message Center Signs.



Wall Sign

Wall Sign: A sign attached parallel to and extending not more than twelve (12) inches from the wall of a building. Painted signs, signs which consist of individual letters, symbols, or graphics, cabinet signs, and signs mounted on the face of a mansard roof shall be considered wall signs. Permanent signs which are not affixed directly to a window or are positioned next to a window so that they are visible from the outside shall also be considered wall signs.

Window Sign: A temporary sign located in or on a window which is intended to be viewed from the outside. Permanent window signs which are not affixed directly to a window or are positioned next to a window so that they are visible from the outside shall be considered wall signs. Temporary signs affixed to a window for more than thirty (30) days shall be considered wall signs.

Yard Signs (aka Bandit Signs): Temporary portable signs that are freestanding and temporarily anchored or secured to the ground.



Window Sign

Section 7.04 Enforcement

A. Plans, Specifications, and Permits

1. Permits

It shall be unlawful for any person to erect, alter, relocate, or structurally change a sign or other advertising structure, unless specifically exempted by this Article, without first obtaining a permit in accordance with the provisions set forth herein. A permit shall require payment of a fee, which shall be established by the Township Board.

2. Applications

Application for a sign permit shall be made upon forms provided by the Township. The following information shall be required:

- a. Name, address, and telephone number of the applicant.
- b. Location of the building, structure, or lot on which the sign is to be attached or erected.
- c. Position of the sign in relation to nearby buildings, structures, property lines, and right-of-way lines.
- d. Plans showing the dimensions, materials, method of construction, method of illumination, and attachment to the building or in the ground.
- e. Copies of stress sheets and calculations, if deemed necessary, showing the structure as designed for dead load and wind pressure.
- f. Name and address of the person, firm, or corporation owning, erecting, and maintaining the sign.

- g. Information concerning required electrical connections.
 - h. Insurance policy or bond, as required in this Article.
 - i. Written consent of the owner or lessee of the premises upon which the sign is to be erected.
 - j. Other information required by the Planning Assistant to make the determination that the sign is in compliance with all applicable laws and regulations.
3. Review of Application
- a. **Planning Commission Review.** Sign permit applications submitted in conjunction with the proposed construction of a new building or addition to an existing building shall be reviewed by the Planning Commission as a part of the required site plan review. Proposed signs must be shown on the site plan.
 - b. **Planning Assistant Review.** The Planning Assistant shall review the sign permit application for any sign proposed on a site or existing building where no other new construction is proposed.
 - c. **Issuance of a Permit.** Following review and approval of a sign application by the Planning Commission or Planning Assistant, as appropriate, the Planning Assistant shall have the authority to issue a sign permit.
4. Exceptions
A sign shall not be enlarged or relocated except in conformity with the provisions set forth herein for new signs, nor until a proper permit has been secured. However, a new permit shall not be required for ordinary servicing or repainting of an existing sign message, cleaning of a sign, or changing of the message on the sign where the sign is designed for such changes (such as, but not limited to, changeable copy on a marquee or ground sign). Furthermore, a permit shall not be required for certain exempt signs listed in Section 7.05, sub-section A. However, an electrical permit shall be required for all signs that make use of electricity.

B. Inspection and Maintenance

1. Inspection of New Signs
All signs for which a permit has been issued shall be inspected by the Building Inspector when erected. Approval shall be granted only if the sign has been constructed in compliance with the approved plans and applicable Zoning Ordinance and Building Code standards.
- In cases where fastenings or anchorages are to be eventually bricked in or otherwise enclosed, the sign erector shall advise the Building Inspector when such fastenings are to be installed so that inspection may be completed before enclosure.
2. Inspection of Existing Signs
The Building Inspector, or other Code Enforcer appointed by the Township Board, shall have the authority to routinely enter onto property to inspect existing signs.
3. Maintenance
All signs shall be maintained at all times in a safe, secure, and aesthetically attractive manner. Exposed surfaces shall be cleaned and painted as necessary. Broken and defective parts shall be repaired and replaced. Tattered, faded, or torn window signs shall be removed.
4. Signs in Violation of Ordinance Declared a Public Nuisance
Any sign that is erected, constructed, maintained, enlarged, altered, moved or converted in violation of any of the provisions of this chapter is hereby declared to be a public nuisance per se, and may be abated by order of any court of competent jurisdiction.
5. Correction of Violations
- a. If the Code Enforcer finds that any sign is in violation of this ordinance, he/she shall notify one or more of the responsible persons to correct the violations by repair, removal or other action, within a timetable established by the Code Enforcer.
 - b. The notice provided in Subsection (a) may be accompanied or followed by a written order, sent to the responsible persons, requiring correction of violations by repair, removal or other action within thirty (30) days.

Where there is imminent danger to public safety, immediate removal or action may be required, pursuant to this Ordinance or other applicable Ordinances.

- c. For purposes of this Section, responsible persons includes persons who own, erect or maintain a sign, the owner and/or operator of the business to which a sign pertains and the owner and/or operator of the building, structure or premises upon which the sign is located.

C. Removal of Obsolete Signs

Any sign that is no longer a lawful on-premise advertising sign because the sign no longer identifies an on-premise business, service, or product, due to the business closing or the product being discontinued, shall be removed by the owner, agent, or person having use of the building or structure. Upon vacating a commercial or industrial establishment, the proprietor shall be responsible for removal of all signs used in conjunction with the business within thirty (30) days of the close of the business.

However, where a conforming sign structure and frame are typically reused by a current occupant in a leased or rented building, the building owner shall not be required to remove the sign structure and frame in the interim periods when the building is not occupied, provided that the sign structure and frame are maintained in good condition.

D. Nonconforming Signs

No nonconforming sign shall be altered or reconstructed, unless the alteration or reconstruction is in compliance with Article 3.00 of this Ordinance, except that nonconforming signs shall comply with the following regulations:

1. Repairs and Maintenance

Normal maintenance shall be permitted, provided that any nonconforming sign that is destroyed by any means to an extent greater than fifty percent (50%) of the sign's pre-catastrophe fair market value, exclusive of the foundation, shall not be reconstructed. Normal maintenance shall include painting of chipped or faded signs; replacement of faded or damaged surface panels; or, repair or replacement of electrical wiring or electrical devices.

2. Nonconforming Changeable Copy Signs

The message on a nonconforming changeable copy sign or nonconforming bulletin board sign may be changed provided that the change does not create any greater nonconformity.

3. Substitution

No nonconforming sign shall be replaced with another nonconforming sign. However, the sign face containing the message may be replaced with a different message without affecting the legal nonconforming status of a sign, provided that the sign structure or frame is not altered.

4. Modifications to the Principal Building

Whenever the principal building on a site on which a nonconforming sign is located is modified to the extent that site plan review and approval is required, all nonconforming signs shall be removed.

E. Appeal to the Zoning Board of Appeals

Any party who has been refused a sign permit for a proposed sign may file an appeal with the Zoning Board of Appeals, in accordance with Article 29.05 of this Ordinance. In determining whether a variance is appropriate, the Zoning Board of Appeals shall study the sign proposal, giving consideration to any extraordinary circumstances, such as those listed below, that would cause practical difficulty in complying with the sign standards. The presence of any of the circumstances listed may be sufficient to justify granting a variance; however, the Zoning Board of Appeals may decline to grant a variance even if certain of the circumstances is present.

1. Permitted signage could not be easily seen by passing motorists due to the configuration of existing buildings, trees, or other obstructions, which cannot be legally and/or practically removed.
2. Permitted signage could not be seen by passing motorists in sufficient time to permit safe deceleration and exit. In determining whether such circumstances exist, the Zoning Board of Appeals shall consider the width of the road, the number of moving lanes, the volume of traffic, and speed limits.
3. Existing signs on nearby parcels would substantially reduce the visibility or advertising impact of a conforming sign on the subject parcel.

4. Construction of a conforming sign would require removal or severe alteration to natural features on the parcel, such as but not limited to: removal of trees, alteration of the natural topography, filling of wetlands, or obstruction of a natural drainage course.
5. Construction of a conforming sign would obstruct the vision of motorists or otherwise endanger the health or safety of passers-by.
6. Variance from certain sign regulations would be offset by other building or site enhancements, so that the net effect is an improvement in appearance of the parcel, compared to the result that would be otherwise achieved with construction of a conforming sign.
7. A sign which exceeds the permitted height or area standards of the Ordinance would be more appropriate in scale because of the large size or frontage of the parcel or building or within a building setback significantly greater than required by ordinance.

Section 7.05 General Provisions

A. Permitted Exempt Signs

A sign permit shall not be required for the following signs, which shall be permitted subject to applicable provisions herein:

1. Address numbers, which are essential for traffic safety and emergency response, with a numeral height no greater than six (6) inches for residences and eighteen (18) inches for businesses. If not internally lit, then address numbers shall be placed in a location where they will be fully illuminated by exterior lighting.
2. Nameplates, which are essential for traffic safety and emergency response, identifying the occupants of the building, not to exceed two (2) square feet.
3. Noncommercial memorial signs or tablets.
4. Signs on a bus, truck, trailer, or other vehicle while operated and used for transport in the normal course of a business, provided that the primary use of the vehicle displaying the sign shall not be for the purpose of advertising a business.
5. Public signs, including the authorized signs of a government body or public utility, including traffic signs, legal notices, railroad crossing signs, warnings of a hazard, and similar signs.
6. Flags bearing the official design of a nation, state, municipality, educational institution, or other noncommercial content.
7. Incidental signs, where the incidental sign is located on a non-building device, such as a vending machine, gas pump, propane cage, or ice chest. Each such device shall have no more than one (1) sign not to exceed two (2) square feet in area.
8. Private traffic control signs which conform to the requirements of the **Michigan Manual of Uniform Traffic Control Devices**.
9. Temporary on-premise commercial advertising signs, which shall be subject to 7.05.C.
10. Any sign that is located completely within an enclosed building and is not visible from outside the building.
11. Plaques or signs designating a building or site as a historic place, including centennial farm signs.
12. "No Trespassing," "No Hunting," and "No Dumping" signs, which are essential to public safety. Such signs shall not exceed three (3) sq. ft. in area.
13. Signs intended to safely and efficiently direct vehicular or pedestrian traffic to parking areas, loading areas, or to certain buildings or locations on the site, subject to the following conditions:
 - a. A directional sign may display on-premise commercial advertising (such as a logo), which shall not exceed one (1) square foot in area.

- b. Directional signs shall not exceed four (4) square feet in area, or four (4) feet in height.
- c. Directional signs may be located in the front setback area, provided they are set back at least fifteen (15) feet from the existing right-of-way line.
- d. Such signs shall comply with the Unobstructed Sight Distance requirements, as specified in Section 2.13, so as to maintain visibility for drivers.

14. A temporary off-premise commercial advertising sign, only as specified in this Article.

B. Prohibited Signs

The following signs are prohibited in all districts:

1. Any sign not expressly permitted.
2. Signs which incorporate flashing, revolving, shaking, spinning, or moving lights; however, electronic changeable copy and electronic graphic display signs shall be permitted only in accordance with this Article. Marquee signs shall be exempt from this regulation.
3. Festoons, spinners, and streamers, unless specifically permitted elsewhere in this Article.
4. String lights used for commercial purposes, other than holiday decorations.
5. Moving signs, including any sign which has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement achieved by electrical, electronic, or mechanical means, including intermittent electric pulsations or movement caused by normal wind current or multi-vision signs, as defined herein. Flag and banner signs shall be exempt from this regulation.
6. Any sign or sign structure which:
 - a. Is structurally unsafe;
 - b. Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment;
 - c. Is capable of causing electric shock to person who come in contact with it; or
 - d. Is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
7. Any support sign pole, including signs attached to a tree or utility pole, except signs of a government or utility, and "No Trespassing," "No Hunting," and "No Dumping" signs.
8. Obsolete signs, as specified in Section 7.04, sub-section C, except signs of an identifiably historic nature, such as painted barn signs.
9. Portable signs, except where expressly permitted in this Ordinance.
10. Signs affixed to a parked vehicle or truck trailer which is being used principally for advertising purposes, rather than for transportation purposes.
11. Any sign which obstructs free access to or egress from a required door, window, fire escape, or other required exit.
12. Any sign which makes use of the words "Stop", "Look", or "Danger", or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or confuse traffic and create a public safety hazard.
13. Any sign containing obscene, indecent, or immoral matter.
14. Any sign unlawfully installed, erected, or maintained.
15. Roof signs.
16. Projecting signs; pedestrian blade signs, however are permitted.

17. Signs on street furniture, such as benches and trash receptacles.
18. Flags, except as permitted in Section 7.05.A.6.
19. Video display signs.
20. Projected image signs.
21. A-frame and sandwich signs, except when used to advertise seasonal agricultural products.
22. Electronic display signs.

C. Temporary and Temporary Promotional Signs

Temporary and temporary promotional signs shall be permitted as specified in the table at the end of this Article.

D. Off-Premise Advertising Signs (Billboards)

Freestanding off-premise advertising signs (billboards) shall be permitted only in the I-1, Light Industrial District, subject to the following regulations:

1. Maximum Size
No such sign shall exceed seventy-two (72) square feet in area per sign face.
2. Maximum Height
The maximum height for such signs shall be twenty-five (25) feet, measured from grade level at the sign pedestal.
3. Setbacks
 - a. Off-premise advertising signs shall comply with the minimum setback requirements for principal structures in the district in which they are located.
 - b. No part of any such sign shall be located closer than 300 feet to any park, school, church, cemetery, or government building.
4. Distance from Other Signs
 - a. 1,000 feet between off-premise advertising signs along any public road or highway.
 - b. There shall be a minimum of one hundred (100) feet between any off-premise advertising sign and on freestanding on-premises sign.
5. Location
Off-premises advertising signs shall not be located on or over the roofs of buildings.
6. Electronic Display Signs
Electronic changeable copy, electronic graphic display, and multi-vision or tri-vision signs shall be permitted, subject to the provisions in Section 7.05.F.
7. V-Type Signs Prohibited
V-type off-premise advertising signs (billboards) are prohibited.

E. Signs Using Electronic Display

1. Findings
There is a correlation between use of electronic displays and driver distraction. Drivers become distracted by changing messages, anticipation of a message change, messages that are too small or not legible at high speeds, incomplete messages, and special effects that are possible through use of electronic display technology. Also, electronic display signs detract from the rural-like character of the Township.

The intent of this subsection is to establish regulations for electronic display signs, to minimize potential driver distraction, and impact on residents and the character of the Township.

2. Regulations

Electronic changeable copy and electronic graphic display technology may be permitted on ground signs in office, commercial and industrial districts subject to the following regulations:

- a. **Frequency/Duration.** Copy change shall not be more frequently than once per 10 seconds.
- b. **Color.** A color rendering of the display shall be provided for consideration by the Planning Commission during site plan review or the Planning Assistant during an administrative review.
- c. **Illumination.** Glare shall be controlled in such a manner as to maintain an appropriate level of contrast during the day and an automatic dimmer shall be required to control brightness at night, reduce drive distraction and light trespass into residential areas. A photometric plan which identifies the proposed illumination levels (in footcandles) shall be provided. Illumination levels shall not exceed 0.5 footcandles at the property line, measured five feet above the ground.
- d. **Area.** An electronic changeable copy or electronic graphic display area shall not exceed more than 80% of the actual sign area of any ground sign face.
- e. **Integration into Sign.** The electronic changeable copy or electronic graphic display areas on ground signs shall be part of the same sign face as a ground sign without electronic display technology and shall be integrated into the face of such sign by use of a border or similar design treatment that provides a visual linkage to the remainder of the sign.
- f. **Motion, Animation and Video.** Video display, animation, scrolling text, flashing, whirling or dissolving transitions, or any other type of motion associated with an electronic sign shall be prohibited.
- g. Signs within five hundred (500) feet of residentially-used property shall be turned off between dusk and dawn or otherwise may be illuminated between 6:00 a.m. and 10:00 p.m., whichever is less.

F. Development Entranceway Signs

Permanent entranceway signs are permitted at the entrances to residential developments (i.e., subdivisions or condominium developments, apartment complexes, mobile home parks), industrial subdivisions or condominium developments, office parks, business centers, shopping centers, and similar developments that have multiple lots or tenants. Such signs shall comply with the following regulations:

1. Maximum Sign Size
48 sq. ft. (sign structure may exceed 48 sq. ft.)
2. Maximum Sign Height
6 ft. Maximum structure height: 8 ft.
3. Minimum Setback
No part of an entranceway sign shall be located in the road right-of-way, except as permitted in paragraph 6, following.
4. If sign is on private property, evidence of an easement must be submitted.
5. Type of Sign Permitted
Ground sign only.
6. Entryway Island Option
An entranceway sign may be located on a landscaped entranceway island, provided that:
 - a. The nearest edge of the sign must be set back a minimum of 10-feet from the right-of-way of the intersecting street.
 - b. Such signs shall comply with the requirements related to Unobstructed Sight Distance in Section 2.24, so as to maintain visibility for drivers.
 - c. If sign is in the road right-of-way, then a copy of the permit from the Road Commission of Kalamazoo County must be submitted.
7. Number of Signs Permitted
Two (2) signs per major point of entry.

Section 7.06 Sign Design Standards

A. Construction Standards

1. General Requirements
All signs shall be designed and constructed in a safe and stable manner in accordance with the Township's adopted building code, electrical code, and other applicable codes and ordinances. All electrical wiring associated with a freestanding sign shall be installed underground.
2. Building Code
All signs shall be designed to comply with minimum wind pressure and other requirements set forth in the adopted Building Code.
3. Framework
All signs shall be designed so that the supporting framework, other than the supporting poles on a freestanding sign, is contained within or behind the face of the sign or within the building to which it is attached so as to be totally screened from view.

B. Illumination

1. General Requirements
Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it. Temporary signs shall not be illuminated. Permanent signs may be internally or externally illuminated, except where prohibited in this Article.
2. Non-Glare, Shielded Lighting
Use of glaring undiffused lights or bulbs shall be prohibited. The source of illumination shall not be visible, shall be fully shielded, and shall cause no glare hazardous to pedestrians, motorists or adjacent residential uses or districts.
3. Bare Bulb Illumination
Illumination by bare bulbs or flames is prohibited, except that bare bulbs are permitted on electronic changeable copy signs and approved marquees.
4. Traffic Hazards
Sign illumination that could distract motorists or otherwise create a traffic hazard are prohibited.
5. Exceptions
Signs constructed of translucent material and lit wholly from within do not require shielding (dark backgrounds with light lettering are preferred).

C. Location

1. Within a Public Right-of-Way
No sign shall be located within, project into, or overhang a public right-of-way, except as otherwise permitted herein.
2. Compliance with Setback Requirements
All signs shall comply with the setback requirements for the district in which they are located, except as otherwise permitted herein.
3. Sight Lines for Motorists
Signs shall comply with the requirements for unobstructed motorist visibility in Section 2.09.

D. Measurement

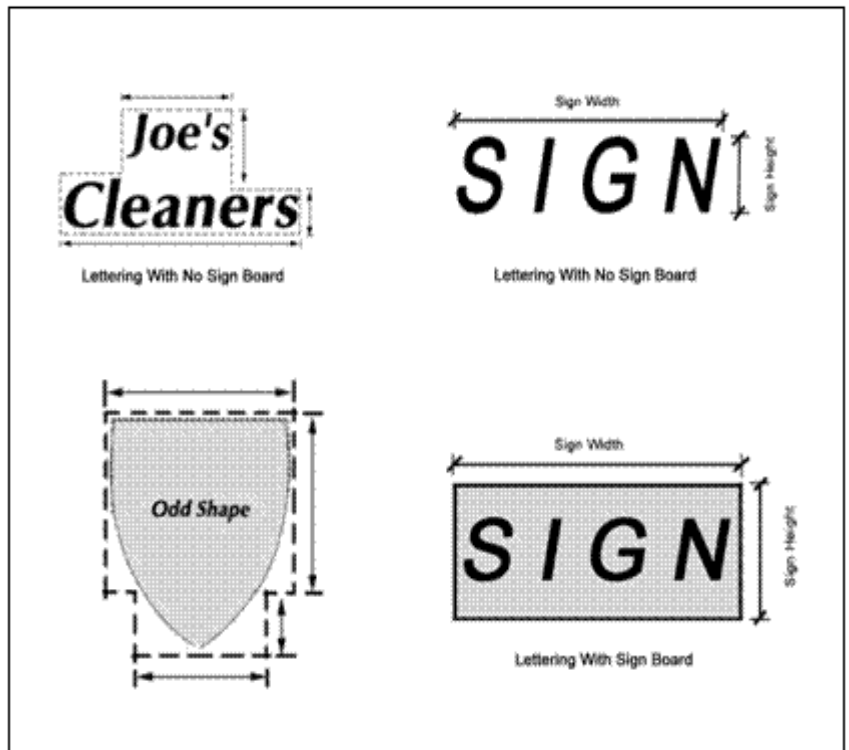
1. Sign Area
Sign area shall be computed as follows:

- a. **General Requirements.** Where a sign consists of a generally flat surface or sign face on which lettering and other information is affixed, the sign area shall be computed by measuring the entire face of the sign.
- b. **Individual Letters, Logos, or Messages.** Where a sign consists of individual letters, logos, or other messages affixed directly to a building, the area of the sign shall be computed by measuring the area of the envelope required to enclose the lettering, logo, or other message.
- c. **Freestanding Sign.** The area of a double-faced freestanding sign shall be computed using only one (1) face of the sign provided that: 1) the outline and dimensions of both faces are identical, and 2) the faces are back-to-back so that only one face is visible at any given time. The area of a double-faced sign shall be computed using the area of the larger face if the two (2) faces are of unequal area.
- d. **Ground Sign Pedestal.** The area of a ground or pedestal sign shall be computed by measuring the entire vertical surface of a face upon which the letters, logo, and other messages are attached. In the case of a multi-faced ground sign, the area of the sign shall be computed using only one face of the sign.
- e. **Cylindrical Sign.** The area of a cylindrical ground sign shall be computed by multiplying the diameter of the cylinder by its height.

2. Setback and Distance Measurements

The following guidelines shall be used to determine compliance with setback and distance measurements:

- a. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the two signs.
- b. The distance between a sign and a parking lot or building shall be measured along a straight horizontal line that represents the shortest distance between the outer edge of the parking lot or building.
- e. The distance between a sign and a building or property line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the building.



Measurement of Sign Area

3. Sign Height Measurement

The height of a sign shall be measured from the lowest grade directly below the sign. The maximum sign height shall be measured to the top of the sign.

E. **Sign Design Features**

The following standards shall apply to signs in office and commercial districts:

1. Location

Signs shall not cover architectural details such as arches, transom windows, moldings, columns, capitals, sills, cornices and similar details.

2. Material

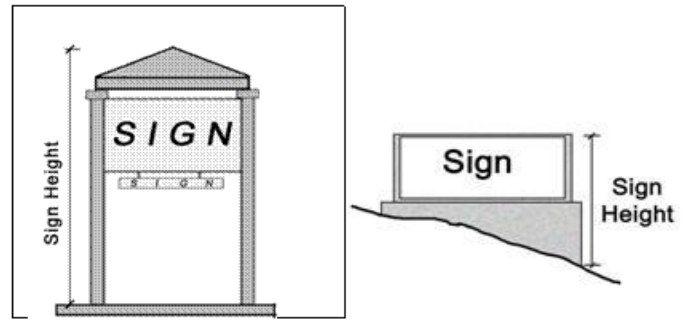
Sign materials shall complement the construction materials and architectural style of the building facade.

3. Lettering Style

Lettering style shall be clean and simple to assure readability and shall be in harmony with the style of architecture of the building. No more than two (2) different type styles shall be used on each sign.

4. Colors

No more than three (3) colors may be used per sign. Sign colors shall be in harmony with the building colors and architecture.



Sign Height

Section 7.07 Residential District Signs

The following signs shall be permitted in all districts zoned for residential or agriculture use, including districts zoned R-1, R-1-S, RR, RE, AG-SF, AG-C, RM-1, and MHP (see Generalized Schedule of Sign Standards):

A. Nameplate and Street Address

Nameplate and street address signs, which are essential for traffic safety and emergency response, shall be permitted in accordance with Section 7.05, sub-section A.

B. Temporary On-Premise Commercial Advertising Signs

Temporary on-premise commercial advertising signs shall be permitted in accordance with the table of Temporary and Temporary Promotional Sign Standards at the end of this Article.

C. Development Entranceway Signs

See Section 7.05, sub-section F.

D. Signs for Nonconforming Uses

Each legal nonconforming use in a residential district shall be permitted one wall-mounted sign, subject to the following requirements:

1. The maximum size for such a sign shall be two (2) square feet.
2. No such sign shall be intentionally lighted.

E. Signs for Approved Nonresidential Principal Uses

1. Number and Type

There shall be no more than one (1) freestanding or one (1) wall sign per parcel, except on a corner parcel, where one (1) freestanding or one (1) wall sign shall be permitted facing each street frontage. Where there are

additional permitted uses on the parcel (such as a religious institution or school), one (1) additional freestanding sign or one (1) additional wall sign shall be permitted for each additional permitted use.

2. Size
The maximum area of a wall sign or freestanding sign for an approved non-residential principal use in a residential district shall comply with the provisions of Section 7.08, sub-sections C and D.
3. Setback of Freestanding Signs
Freestanding signs shall meet the front yard setback requirements of Section 7.08.D.
4. Height
The height of a freestanding sign shall not exceed five (5) feet.
5. Electronic Display Permitted
Electronic changeable copy and electronic graphic display may be permitted on freestanding signs subject to the regulations set forth in Section 7.05.E.

F. Residential District Sandwich Board Signs

Sandwich boards in residential districts shall be permitted in accordance with Section 7.05.G.

G. Permanent Farm Signs

1. Number and Type
There shall be no more than one (1) freestanding or one (1) wall sign per parcel.
2. Size
The maximum size of the freestanding or wall sign shall be twenty-four (24) square feet.
3. Setback of Freestanding Sign
Freestanding signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than fifteen (15) feet to the existing or planned right-of-way line.
4. Height
The height of a freestanding sign shall not exceed six (6) feet.

Section 7.08 Nonresidential District Signs

The following signs shall be permitted in districts zoned for nonresidential use, including districts zoned OS-1, B-1, B-2, I-1 and M (see Generalized Schedule of Sign Standards):

A. Signs for Residential District Uses in a Nonresidential District

Signs for legal nonconforming residential district uses in a nonresidential district shall be governed by the sign regulations for residential district uses for which the use would be conforming, as set forth in Section 7.07.

B. Signs for Approved Nonresidential Uses

Signs for approved legal nonresidential uses in an office, commercial or industrial districts (for example, a legal nonconforming commercial use in an industrial district) shall be governed by the sign regulations for the nonresidential zoning district for which the use would be conforming, as specified in this Section.

C. Wall Signs

Wall signs shall be permitted in office, commercial and industrial districts subject to the following regulations:

1. Number
One (1) wall sign shall be permitted per street or highway frontage which abuts the parcel. In the case of a multi-tenant building or shopping center, one (1) wall sign shall be permitted for each tenant having an individual means of public access. Tenants who occupy a corner space in a multi-tenant structure shall be permitted to have one

(1) sign on each side of the building. Where several tenants use a common entrance in a multi-tenant structure, only one (1) wall sign shall be permitted, but the total sign area should be allocated on an equal basis to all tenants.

2. Size

The total area of a wall sign shall not exceed one and one-half (1 ½) square feet per lineal foot of building frontage, but in no case shall the wall sign exceed forty-eight (48) square feet in area. In the case of a multi-tenant building or shopping center where each tenant has its own entrance and building frontage, these size requirements shall apply to each tenant individually, based on the width of each tenant's unit at the front façade.

3. Location

One wall sign may be located on each side of a building that faces a street or highway.

4. Vertical Dimensions

The maximum vertical dimension of any wall sign shall not exceed one third (1/3) of the building height.

5. Horizontal Dimensions

The maximum horizontal dimension of any wall-mounted sign shall not exceed two-thirds (2/3) of the width of the building.

6. Height

The top of a wall sign shall not be higher than whichever is lowest:

- a. The maximum height specified for the district in which the sign is located.
- b. The top of the sills at the first level on windows above the first story.
- c. The height of the building facing the street on which the sign is located.

D. Freestanding Signs

Freestanding signs shall be permitted in office, commercial and industrial districts subject to the following regulations:

6. Number

One (1) freestanding sign shall be permitted per road frontage on each parcel. However, only one (1) sign shall be permitted on lots having frontage on more than one street if a single sign can be located such that it is visible from both streets. In multi-tenant buildings or shopping centers the sign area may be allocated for use by individual tenants.

7. Size

The total area of the freestanding sign shall not exceed one-half (1/2) of a square foot per lineal foot of lot frontage, but in no case shall the freestanding sign exceed forty-eight (48) square feet in area. However, one (1) freestanding sign up to seventy-two (72) square feet in size may be permitted for a mixed use or non-residential Planned Development, subject to review in accordance with Section 29.04.

8. Setback from the Right-of-Way

Freestanding signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than fifteen (15) feet to the existing or planned right-of-way line. If a parcel is served by a service road, no portion of a freestanding sign shall be closer than five (5) feet to the edge of the service road.

9. Height

The height of a freestanding sign in any nonresidential district shall not exceed six (6) feet. However, freestanding signs up to fifteen (15) feet in height may be permitted by the Township Board, subject to Special Land Use review, Section 29.03.

10. Electronic Display Permitted

Electronic changeable copy and electronic graphic display may be permitted on freestanding signs subject to the regulations set forth in Section 7.05.E.

11. Setback from Residential Districts

Freestanding signs shall be located no closer than fifty (50) feet to any residential or agricultural district.

E. Marquee Signs

Marquee signs shall be permitted for uses with an approved marquee located in commercial districts subject to the following requirements:

1. Construction
Marquee signs shall consist of hard incombustible materials. The written message shall be affixed flat to the vertical face of the marquee.
2. Vertical Clearance
A minimum vertical clearance of ten (10) feet shall be provided beneath any marquee.
3. Projection
Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to marquee signs, provided that marquee signs shall comply with the setback requirements for the district in which they are located.
4. Number
One (1) marquee shall be permitted per street frontage.
5. Size
The total size of a marquee sign shall not exceed one and one-half (1 1/2) square feet per lineal foot of building frontage.
6. Compliance with Size Requirements for Wall Signs
The area of permanent lettering on a marquee sign shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.
7. Electronic Display Permitted
Electronic changeable copy and electronic graphic display may be permitted on marquee signs subject to the regulations set forth in Section 7.05.F.

F. Awnings and Canopies

Signs on awnings and canopies in commercial, office, and industrial districts shall be permitted, subject to the following standards:

1. Coverage
The total area of the lettering, logo, and other message shall not exceed twenty-five percent (25%) of the total area of the awning or canopy that is visible from the street.
2. Compliance with Size Requirements for Wall Signs
The area of signs on awnings or canopies shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.
3. Projection
Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to awning and canopy signs, provided that such signs shall comply with the setback requirements for the district in which they are located.

G. Temporary and Temporary Promotional Signs

Temporary and temporary promotional signs shall be permitted in accordance with Section 7.05, sub-section C.

H. Window Signs

Temporary and permanent window signs shall be permitted on the inside of buildings in commercial and office districts provided that the total combined area of such signs (including incidental signs) shall not exceed one-quarter (1/4) of the total window area. The area of permanent window signs shall be counted in determining compliance with standards for total area of wall signs on the parcel. Temporary window signs shall comply with the requirements in Section 7.05, sub-section C. Window signs are prohibited in industrial districts.

Section 7.09 Penalties and Enforcement

- A. Any violation of this Ordinance, or any part thereof, shall be deemed a municipal civil infraction and is punishable by a fine not to exceed \$500.00. Upon notice of a violation, the appropriate Township employee shall investigate any violation and then make a determination as to whether the penalty shall be imposed. The imposition of a penalty for a violation shall not excuse the violation or be considered a permit to allow the violation to continue. Each day that a violation exists or continues to exist shall constitute a separate offense. The Township Supervisor or his/her designated agent is hereby authorized to write and serve municipal civil infraction tickets. This municipal civil infraction ticket shall serve as notice of the alleged violation. Proceedings for the municipal civil infraction shall proceed as provided in the Township Municipal Civil Infractions Ordinance.
- B. If the Township determines that the owner of the vehicle, building, or parking structure/lot is in violation of this Ordinance, the Township shall provide written notice to the owner, which shall identify the violation and request corrective action to cure the violation and restore the property within a specific period of time.
- C. If the violation has not been cured and property restored within the specified period of time, the Township is authorized to take appropriate legal action, which may include injunctive or other equitable relief or issuance of a municipal civil infraction ticket.

Section 7.10 Substitution Clause

Any lawful sign permitted under the provisions of this Ordinance may contain a noncommercial message.

GENERALIZED SCHEDULE OF SIGN STANDARDS

Type of Sign	Commercial Uses in the OS-1, B-1, and B-2 Districts		Commercial or Industrial Uses in the I-1 and M Districts	
	Number	Maximum Area	Number	Maximum Area
Wall	1[a]	1½ sq. ft. per foot of building front, up to 48 sq. ft.	1[a]	1½ sq. ft. per foot of building front, up to 48 sq. ft.
Freestanding	1[b]	½ sq. ft. per foot of street frontage, up to 48 sq. ft.	1[b]	½ sq. ft. per foot of street frontage, up to 48 sq. ft.
Window Sign	N.A.	1/4 of window area	N.A.	Not permitted in industrial districts
Awning or Canopy Signs	1	25% of awning or canopy area [c]	1	25% of awning or canopy area [c]
Marquee Sign	1[d]	1 ½ sq. ft. per front of building front	N.A.	Not permitted in industrial districts

* **Specific sections in Article 7.00 should be consulted for details.**

N.A. = Not Applicable

Footnotes

- [a] In the case of a multi-tenant building, one (1) wall sign shall be permitted for each tenant having an individual means of public access. Tenants who occupy a corner space in a multi-tenant structure shall be permitted to have one (1) sign on each side of the building. Where several tenants use a common entrance in a multi-tenant building, only one (1) wall sign shall be permitted, but the total sign area should be allocated on an equal basis to all tenants.
- [b] Only one (1) freestanding sign shall be permitted for multi-tenant buildings or shopping centers, but the sign area may be allocated for use by individual tenants.
- [c] The area of permanent window signs and awnings and canopy signs shall be counted in determining compliance with the standards for total area of wall signs.
- [d] Marquee signs shall be permitted for uses with an approved marquee located in commercial districts.

**TEMPORARY AND TEMPORARY PROMOTIONAL SIGN STANDARDS
(Section 7.05, sub-section C)**

Type of Sign	District Permitted	Type of Sign Permitted	Maximum Size	Maximum Height	Maximum Number	Setback Required	Permit Required	Duration Permitted
On-premise commercial advertising sign	Residential	Portable Ground	6 sq. ft.	6 ft.	1	[j]	No	Anytime
On-premise commercial advertising sign	Commercial and Industrial	Ground, sandwich, or A-frame	16 sq. ft.	10 ft.	1	[c]	No	Anytime.
Off-premise commercial advertising sign	Residential and Commercial	Portable Ground	3 sq. ft.	3 ft.	1	[a]	No	90 days in a calendar year
Off-premise commercial advertising sign	Industrial	Ground, sandwich or A-frame	16 sq. ft.	10 ft.	3 per subdivision or condominium entranceway	[c]	Yes	90 days in a calendar year
Temporary Window Sign	Commercial	Paper or Fabric	[d]	N.A.	N.A.	N.A.	No	Maximum display period: 30 days. Temporary window signs that are faded, yellowed, ripped, or otherwise damaged shall be removed immediately.
Yard Sign (aka bandit sign)	All	Portable	3 sq. ft.	3 ft.	1 per intersection: 8 per development throughout Township	[c]	Yes [e]	10:00 am Saturday – 8:00 pm Sunday
Noncommercial Message Sign	All [f]	Portable, Ground or Wall	16 sq. ft.	10 ft.	N.A.	[c]	No	Anytime
Balloons	Commercial	Balloon	[g]	35 ft.	[g, h, i, l]	[a]	Yes	Not more than 4 consecutive days in one week and not more than two consecutive weeks and not more than 4 times per year
Inflatable Signs	Commercial	Ground or 3-dimensional shaped object	Ground: 80 sq. ft.	Ground: 8 ft. 3-dimensional: 35 ft.	1 [h, i, l]	[a]	Yes	Not more than 4 consecutive days in one week and not more than two consecutive weeks and not more than 4 times per year
Searchlights	Commercial	Searchlights	N.A.	N.A.	1 [i, l]	[a]	Yes	Not more than 4 consecutive days in one week and not more than two consecutive weeks and not more than 4 times per year
Banner Signs, except Feather Banners [k]	Office and Commercial	Ground-mounted or wall-mounted	32 sq. ft.	Ground-mounted: 16ft; wall-mounted: shall not extend above the roof.	1 [b, l]	[a]	Yes	One or more banners may be on display for no more than two (2) consecutive weeks and no more than four (4) times per year.
Feather Banner Signs	Commercial	Ground-mounted	32 sq. ft.	16 ft.	Maximum number is based on setback requirements. See footnote [l].	[a] A feather banner shall be located no closer than 50 feet to another feather banner.	Yes	One or more feather banners may be on display for no more than two (2) consecutive weeks and no more than four (4) times per year.
Pennants	Commercial	Mounted from pole to pole	N.A.	16 ft.	1 per frontage [l]	Same as for poles on which pennants are mounted	Yes	Not more than thirty (30) consecutive days and not more than four (4) times per year.
Seasonal Signs Advertising Agricultural Products	All	Portable Ground	16 sq. ft.	10 ft.	1	[c]	No	During the seasonal selling period.

N.A. = Not Applicable

Footnotes – Temporary and Temporary Promotional Signs

- [a] The temporary sign shall be located no closer than 15 feet to the planned right-of-way line.
- [b] On a corner parcel in a nonresidential district two (2) signs, one (1) facing each street, shall be permitted.
- [c] The temporary sign may be located in the required setback area, provided that the applicant has obtained permission from the property owner and provided further that the sign does not obstruct the vision of drivers or detract from the visibility of any traffic sign or traffic control device. No such sign shall be located within the road right-of-way.
- [d] The total of all window signs, temporary and permanent, shall not exceed one-quarter (1/4) of the total window area. The area of permanent window signs shall also be counted in determining compliance with standards for total area of wall signs.
- [e] The applicant shall provide a map showing the location of all permitted signs, written approval from the property owner for all locations, and written indication of the hours that the signs will be posted.
- [f] Noncommercial message signs are prohibited on property owned or under the control of the Township, County, State, or United States.
- [g] No more than one (1) bunch of six (6) balloons may be displayed at a business location and each balloon shall be no larger than twenty-four (24) inches in diameter. All balloons shall be attached to the building or placed within one (1) foot of the building for which the balloons are displayed. Balloons shall not be attached to structures, such as street furniture, utility poles or signs in the right-of-way.
- [h] Balloons and inflatables shall be ground mounted or secured. Roof-top mounted devices are prohibited.
- [i] Not more than one balloon sign, inflatable sign, or searchlight sign shall be permitted at any time for each parcel and there shall be a distance of at least 500 feet maintained between these signs for stand-alone operations.
- [j] Temporary on-premise commercial advertising signs may be located in the required front yard setback, but shall not encroach into the road right-of-way.
- [k] A banner sign in a frame and mounted on a wall shall be considered a wall sign and shall comply with Section 7.08.C.
- [l] Only one (1) of the following signs shall be permitted at one time: balloon, inflatable, banner, feather banners, and pennant.