

VILLAGE OF MESICK SIGN ORDINANCE

2006-03

SECTION 1-SIGNS

1. **TITLE:** This section shall be known as the Village of Mesick Sign Ordinance.
2. **FINDINGS:** The Village Council finds that signs and other visual outdoor advertising are necessary to the commerce, health, safety and general welfare of the residents of the Village of Mesick. Further, it finds that failure to regulate their size, location and construction may lead to poor identification of individual businesses, deterioration of the business and residential areas of the Village, intensification of the conflicts between different types of land use, reduction in the effectiveness of traffic-control devices, and safety hazards to pedestrians and motorists. Further, it finds that the Village economic base is dependent on preserving property values and a healthy business climate.
3. **PURPOSE:** The purpose of this section is to regulate signs and outdoor advertising in a manner which will minimize the harmful effects while permitting latitude for creative and effective advertising and identification. To achieve this purpose, this section has the following objectives:
 - (a) To prevent the placement of signs in a manner that will conceal or obscure signs or adjacent businesses.
 - (b) To keep the number of signs and sign messages at the level reasonably necessary to identify a business and its projects.
 - (c) To prevent off-premises signs from conflicting with business, residential and public land uses.
 - (d) To keep an area adjacent to streets clear of signs which might obstruct or Distract the view of motorists.
 - (e) To reduce the visual and physical obstructions to motorists entering or leaving streets.
4. **DEFINITIONS:**
 - (a.) **Awning Sign:** Is any sign when located as an integral part of a canopy or awning. If located on a maximum 12" wide valance, the sign shall be considered a marquee sign with no maximum square footage. If located on other than a 12" or less valance, the sign shall be considered a wall sign for determining maximum square footage.
 - (b.) **Billboard:** See "Off-Premises Advertising Sign."