

ARTICLE 16

SIGNS

16.1 SIGN STANDARDS FOR ALL DISTRICTS

- A. No sign or sign structure shall be erected at any location where it may interfere with, obstruct the view of, or be confused with an authorized traffic sign, signal, or device. No rotating beam, beacon, or flashing illumination resembling an emergency light shall be used in connection with any sign.
- B. All signs authorized by this section shall be maintained in good condition and repair.
- C. No billboard or other type of permanent sign shall be constructed, erected, or attached to a building prior to the issuance of a sign permit.
- D. All signs may be illuminated providing the light source is not visible from any adjacent parcel.

16.2 EXEMPTED SIGNS

The signs and devices listed in this section are exempted from the restrictions and requirements of this ordinance and may be used without issuance of a sign permit or approval when not violating any law or safety standard or any other portion of this ordinance. The following signs are exempt from the provisions of this ordinance with respect to obtaining a sign permit, heights, area, and location, unless otherwise specified herein:

- A. Road, street, and highway signs erected by the State of Michigan, County of Allegan, or the township.
- B. Governmental use signs erected by governmental agencies to designate hours of activity or conditions of use for parks, parking lots, recreational areas, other public space, or for governmental buildings.
- C. Directional signs erected in conjunction with private off-street parking areas, provided any such sign does not exceed 4 square feet in area and is limited to traffic control functions only.
- D. Historic signs designating sites recognized by the state historical commission as centennial farms and historic landmarks.
- E. Placards posted to control or prohibit hunting within the township.

- F. Subdivision signs not exceeding 32 square feet in area; provided, however, that such signs shall be removed at such times as 50 percent or more of the lots in such subdivisions are sold or after five years, whichever shall first occur.
- G. One construction sign per project of no more than 32 square feet in area denoting architects, engineers, or contractors in conjunction with the work under construction, other than one- and two-family dwellings, provided such signs do not exceed one per project and 32 square feet in area. Construction signs must be removed upon issuance of an occupancy permit.
- H. Essential service signs denoting utility lines, railroad lines, hazards, and precautions.
- I. Memorial signs or tablets which are either:
 - 1. Cut into the face of a masonry surface.
 - 2. Constructed of bronze or other incombustible material when located flat on the face of a building.
- J. Signs erected by an official governmental body or agency and deemed necessary for the protection of the public health, safety, welfare, and morals.
- K. Signs not visible from any public way or from any point off the lot on which they are located.
- L. Official flags of governments when displayed in a manner approved by the government represented.
- M. Holiday decorations and seasonal greetings.
- N. Signs required by law to be displayed.
- O. Signs not exceeding 1 square foot in area, and having thereon no letter or symbol exceeding 2 inches in any dimension.

16.3 PROHIBITED SIGNS

The signs and devices listed in this section shall not be allowed, erected, or maintained in any district.

- A. Signs that incorporate in any manner any flashing or moving lights.
- B. String lights used in connection with commercial premises for commercial purposes.

- C. Any sign which has any visible moving part, visible revolving parts, or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic, or mechanical means, including intermittent electrical pulsations or by action of natural wind currents.
- D. Any sign or sign structure which is structurally unsafe; or constitutes a hazard to safety or health due to inadequate maintenance, dilapidation, or abandonment, or is not kept in good repair; or could cause electrical shocks to persons likely to come in contact with it.
- E. Any sign which, due to its size, location, content, coloring, or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers or by obstructing or detracting from the visibility of any traffic sign or control device on public streets or roads.
- F. Any sign that obstructs the ingress to or egress from a required door, window, fire escape, or other required exitway.
- G. Signs which use words such as “STOP,” “LOOK,” “DANGER,” or any other words, phrases, symbols, or characters, in a way that interferes with, misleads, or confuses traffic.
- H. Any sign unlawfully installed, erected, or maintained.
- I. Any sign now or hereafter existing which no longer advertises a bona-fide business conducted or products sold.
- J. Any sign which is not accessory to the principle use being conducted on the property on which the sign is located.

16.4 TEMPORARY SIGNS

The signs and devices listed in this section shall be allowed on a temporary basis and shall require a sign permit.

- A. Community or special event sign advertising a public entertainment or event if specially approved by the township and only for locations designated by the township, during and for 14 days before and 7 days after the event.
- B. Special decorative displays or signs used for holidays, public demonstrations, or promotion of civic welfare or charitable purposes when authorized by the township board. In considering such authorization, the township board shall consider the following standards:

1. The size, character, and nature of the display or sign.
 2. The duration or period during which the display or sign will be utilized.
 3. The purpose(s) for which the sign display is to be erected.
 4. The arrangements made for the removal of the sign or display after the termination of its usefulness.
 5. The effect of the proposed sign or display on light and air circulation for lots which are both adjoining and in the surrounding neighborhood of the proposed sign or display.
 6. Whether or not the sign or display will constitute a traffic hazard.
 7. The effect of the sign or display on the surrounding neighborhood.
- C. Portable signs: Portable sign permits are issued by the zoning administrator and limited to 120 days in any calendar year.

16.5 DISTRICT REQUIREMENTS FOR SIGNS

Signs and devices shall be allowed in designated zoning districts subject to the following regulations and requirements.

- A. Residential districts: Signs, except those at churches or schools, shall have a maximum total surface area of 12 square feet per premises. Signs at churches or schools may have a maximum area of 32 square feet per premises.
1. Signs shall be mounted flat on the principal structure or on a permanent wall or fence.
 2. Signs shall indicate only the name and title of the occupant and may include the address.
 3. Signs, if illuminated, shall be lighted by a “white light” only. The source of light shall not be visible from any street or any adjoining property.
 4. Signs shall be allowed anywhere on the premises except in or extending over or required side setbacks and shall have a maximum height of 15 feet.
 5. Signs may include the name and title of the occupant and, for rental units, may indicate status of occupancy.

- B. Commercial districts: Wall-mounted signs will have a maximum total surface area not to exceed 25 percent of the area of the face of the wall upon which the sign or signs are attached, but not to exceed 200 square feet of sign area per wall. Freestanding signs shall not exceed a total of 70 square feet of sign area on one side of a double-sided sign.
1. Freestanding signs shall be allowed anywhere on the property on which the principal use is located providing the sign is within 100 feet from said principal use structure. No sign shall extend above the maximum height of the structure nor more than 20 feet above the average grade level at the base of the sign.
 2. Signs with illumination shall be allowed providing the source of light is not visible from any street or any adjoining property.
 3. The combined total of all signs shall have a maximum total surface area of 500 square feet per premises.