

ARTICLE TWENTY (20)

SIGNS

Sec. 20.01 Purpose:

The purpose of these requirements is to provide a framework within which the identification and informational needs of all land uses can be harmonized with the desires and aesthetic standards of the general public. It is intended through the provisions contained herein to give recognition to the legitimate needs of business, industry and other activities, in attaining their identification and informational objectives. It is a basic tenet of this article that unrestricted signage does not benefit either private enterprise or the community-at-large.

Sec. 20.02 Definitions:

In addition to the definitions set forth in article 2, the following words shall have the meanings hereinafter set forth.

- a. Advertising Signs: A sign that directs attention to a business or profession or to a commodity, service or entertainment sold or offered.
 1. On-Premises: An advertising sign whose message relates to a business, service, commodity, or profession lawfully being conducted, sold or offered on the same premises.
 2. Off-Premises: An advertising sign whose message relates to a business, service, commodity, or profession lawfully being conducted, sold or offered on premises other than that upon which the sign is located.
- b. Outdoor Advertising Structure: A sign that is affixed to or erected upon a free-standing framework designed or intended to be used for posting information not pertaining directly to the use of the premises on which it is located.
- c. Directional Commercial Sign: A sign on private property with commercial identification to give direction such as entrance, exit, or street numbers.
- d. Election Campaign Signs: Signs advertising candidates or soliciting votes in support of or against any proposition or issue at any general, primary, special, school or any other election.
- e. Free-Standing Signs: A sign supported by one (1) or more uprights, poles or braces placed in or upon the ground surface and not attached to any building. Such sign may also be commonly known as a ground sign or pole sign.
- f. Identification Signs: A sign that identifies the activity, business, owner or resident and/or the

street address and which set forth no other advertisement.

- g. Illuminated Signs: A sign that provides artificial light directly (or through any transparent or translucent material) from a source of light connected with such sign, or a sign illuminated by a light so shielded that no direct rays from it are visible from any public right-of-way or from the abutting property.
- h. Institutional Bulletin Board: A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center or similar institution and the announcement of its institutional services or activities.
- i. Marquee Sign: An identification sign attached to a marquee, canopy or awning projecting from and supported by the building, above sidewalk level.
- j. Pole Signs: A free-standing sign supported by one (1) or more uprights, poles or braces placed in or upon the ground surface and not attached to any building.
- k. Portable Signs: A free-standing sign not permanently anchored or secured to either a building or the ground, but usually anchored or secured to a trailer or frame capable of being moved from place to place.
- l. Projecting Signs: A sign which projects from and is supported by a wall of a building and does not extend beyond the minimum required setback line or into and over street right-of-way, and not less than nine (9) feet, at its lowest point, above sidewalk or ground level.
- m. Real Estate Signs: A sign located on premises containing land or buildings for sale, rent or lease, or buildings under construction and intended for sale, rent or lease.
- n. Surface Display Area: The surface display area of any sign is the entire area within a single continuous perimeter enclosing the extreme limits of lettering, representations, emblems, or other figures, together with any material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed. Structural members bearing no sign copy shall not be included. On a two-sided sign where the faces are parallel to each other, only one (1) face is counted in computing the sign's area.
- o. Temporary Sign: A display or informational sign with or without a structural frame and intended for a period not to exceed ninety (90) days of display, including seasonal produce sales, decorative displays for holiday or public demonstrations.
- p. Wall Sign (Facia Sign): A sign which is attached directly to or painted upon a building wall and which does not extend more than eighteen (18) inches there from not above the roof line, with the exposed face of the sign in a plane parallel to the building wall.
- q. Window Sign: Signs affixed to, in contact with, or within twelve (12) inches of a window; installed for purposes of viewing from outside the premises. This does not include merchandise located in a window.

Sec. 20.03 Signs Permitted in All Districts:

The following signs shall be permitted in all districts subject to the requirements stated herein.

- a. House numbers legible from the street, and nameplates (fraternal social, apartment and professional) identifying the occupant or address of a parcel of land, and not exceeding two (2) square feet in display surface area.
- b. Memorial signs or tablets, especially those containing the names of buildings and dates of construction.
- c. For sale signs attached to vehicles.
- d. Flags bearing the official design of a nation, state, municipality, institution or organization.
- e. Traffic, or other municipal signs, also private traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
- f. Institutional Bulletin Board located on the premises to which the sign pertains and not exceeding fifty (50) square feet in surface display area.
- g. Park and playground signs.
- h. Election signs
- i. One (1) temporary, non-illuminated real estate sign per lot, advertising the sale or lease or property or building, not exceeding twelve (12) square feet in surface display area (but no more than six (6) square feet per side); such sign being placed no closer to the street line than one-half the required setback for a principal building.
- j. Temporary construction signs subject to the following:
 - 1. Total surface display area shall not exceed thirty-two (32) feet.
 - 2. Sign height shall not exceed eight (8) feet.
 - 3. Placement shall be wholly within the property boundaries to which the sign pertains.
 - 4. The sign shall not be erected prior to issuance of a building permit for the proposed construction, and shall be removed upon issuance of a Certificate of Occupancy.
- k. Trespassing, safety or caution signs, not exceeding two (2) square feet in area, shall be permitted.

Sec. 20.04 Signs for Residential Uses in All Districts:

Any sign not expressly permitted is prohibited. The following are permitted in all districts:

- a. Home Occupation: One (1) non-illuminated sign announcing a home occupation or professional service not to exceed two (2) square feet in surface display area and attached flat against a building wall.
- b. Subdivision or Development Entry: A permanent sign, which may be permitted by Planning Commission approval provided that the sign copy may include only the name of the development and the developer and provided that the sign and structure shall be harmonious and appropriate in appearance with the existing and intended character of the general vicinity.
- c. Identification Sign: One (1) sign placed flat against the main building announcing the identification of the apartment development that shall not exceed twelve (12) square feet in surface display area. Such a sign may be illuminated provided that the source of the light is not visible beyond the property lines of the parcel upon which it is located.

Sec. 20.05 Signs for Office or Commercial Uses in Districts Zoned for Office or Commercial Uses:

Any sign not expressly permitted is prohibited. The following signs are permitted in all districts zoned for commercial uses.

- a. Free-Standing Signs:
 - 1. Commercial Freestanding Signs Sizes are regulated by number of lanes and vehicle speed:

# Lanes of road from which directed access is taken	Posted Speed (mph)	Surface Display Area (sq. ft.)
2	35 or less	20
2	36 – and over	35
4	35 or less	30
4	36 – and over	65
4 and a State Highway	55 and over	80

- 2. The sign shall convey only the identification of the permitted use.
- 3. The signs may be located in the front yard with the leading edge of the sign at least thirty (30) feet back of the right-of-way line.

4. The top of free-standing signs shall be no higher than three (3) feet from ground level, or, in the alternative, the top of the sign may be as high as twenty (20) feet with the bottom of the sign no lower than ten (10) feet above the ground level.
 5. Only one (1) freestanding sign per parcel.
- b. Wall Signs:
1. One (1) per building, not exceeding ten (10) percent of the building face to which it is attached.
 2. Wall signs shall be placed flat against the main building or parallel to the building on a canopy and may only face public streets or parking areas that are part of the development.
 3. Wall signs shall not project above the roofline or cornice.
- c. Marquee Signs:
1. Marquee signs shall not exceed the surface display area permitted for wall signs.
 2. No portion of a marquee sign shall be higher than the roofline or cornice.
- d. Projection Signs:
1. One (1) per building, with a surface display area not exceeding one and one-half (1-1/2) square feet in area for each lineal foot of building frontage up to a maximum of fifty (50) square feet.
 2. Projecting signs shall be attached directly to a building by means of building amounts or hung from a mast arm. These support members may also include decorative appurtenances, but external bracing such as guy wires and metal framework shall be prohibited.
 3. Signs must project at a 90° angle to the building surface to which attached.
 4. Projecting signs shall not extend beyond the minimum required setback line or into and over street right-of-way.
 5. The minimum clearance of a projecting sign over a sidewalk shall be nine (9) feet.
- e. Window Signs:
1. Permanent window copy, painted or otherwise attached to the window surface shall be limited in area to ten (10) percent of the total window surface of the window involved.

2. Window signs are permitted on first floor windows only.
3. Temporary window signs shall not exceed twenty (20) percent of the surface of the window to which attached.
4. The provisions stated above shall not restrict the reasonable application upon a window surface of lettering or decals giving the address, hours of business, entrance or exit information, professional or security information, credit cards which are accepted or other similar information, nor shall the surface area of such lettering or decals be included in the overall computation of allowable signage.

f. Illuminated Signs:

1. Signs may be illuminated but no flashing or moving illumination shall be permitted.
2. The source of illumination shall not be visible beyond the property line of the parcel on which the sign is located.
3. Neon signs shall be permitted.
4. Signs shall not revolve or move in any manner.

g. Service Station Signs:

1. In the case of gasoline service stations on a two-sided sign indicating only price and grade of gasoline as shown on the pumps, either side not to exceed twelve (12) square feet in surface display area, may be permanently attached to the support pole of the freestanding sign. If the support pole is poorly located, said price sign may be attached with the bottom of sign no lower than six (6) feet from ground level.
2. There shall be no signs located in fuel pump islands or canopies except those constituting an integral part of the fuel pump itself or those required by State law or regulation.

h. Parking Lot Signs:

1. One (1) directional sign at each point of ingress or egress shall be permitted, which may bear the sponsor's ad, name or trademark, the enterprise it is intended to serve and directions of movement.
2. Surface display area per sign shall not exceed six (6) square feet.

i. Temporary Signs:

1. Awnings are permitted and may contain the name of the store, logo and the street address.

j. Commercial Directional Signs:

1. The top of freestanding signs shall be no higher than three (3) feet from ground level.
2. The surface display area shall not exceed three (3) foot in length and one (1) foot in height.
3. Only one (1) commercial direction sign per legal driveway is allowed.

Sec. 20.06 Signs for Industrial Uses in All Districts:

Any sign not expressly permitted is prohibited.

- a. All limitations governing office or commercial use shall apply.

Sec. 20.07 Illuminated Signs:

Signs other than outdoor advertising structures (billboards) may be illuminated by a direct or indirect source of light provided the light source is shielded in a manner such that no direct rays or glare emanating from the light source are visible from any public right-of-way or from the abutting properties. Signs that incorporate any flashing or intermittent lights are prohibited. This shall not, however, preclude the use of time-temperature signs. Illuminated signs shall be installed in such a manner as to allow the reduction of the amount of illumination after normal business hours each day. Outdoor advertising structures (billboards) shall not be illuminated.

Sec. 20.08 Moving or Revolving Signs:

Any sign which revolves or has any visible moving parts, visible revolving parts or visible mechanical movement of any type, or other apparent visible movement achieved by electrical, electronic or mechanical means, excepting those actions associated with time-temperature signs, shall be prohibited.

Sec. 20.09 Signs Not to Constitute a Traffic Hazard:

No sign shall be erected at or near the intersection of any street in such a manner as to obstruct free and clear vision; or at any location where by reason of the position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop", "look", "danger" or any word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

Sec. 20.10 Portable or Movable Signs

Any free-standing sign not permanently anchored or secured to either a building or the ground, including but not limited to "A" frame, "T" frame, or inverted "T" shaped structures, including those signs mounted on wheeled trailers, shall be permitted in only Primary Inland Growth Districts and only in accordance with the following provisions:

- a. Portable signs are permitted for grand openings, advertising charitable or community-related events and the like. Being temporary in nature, such portable signs may be permitted for a period not to exceed ninety (90) days.
- b. All illuminated portable signs shall comply with the requirements of Sec. 20.07
- c. All portable signs shall be located no closer than one-half the setback distance for a permanent structure, to the street right-of-way line.
- d. Any portable signs shall not exceed fifty (50) square feet in surface display area.

Sec. 20.11 Outdoor Advertising Structures

Outdoor advertising structure and billboards other than those signs which exclusively advertise businesses on the premises on which they are located, shall be permitted only by Special Use Permit in accordance with the following limitations:

- a. Outdoor advertising structures shall be located at least thirty (30) feet, but no more than two hundred (200) feet from the right-of-way line of the street on which it fronts.
- b. Maximum total height of structure shall not exceed sixteen (16) feet.
- c. Outdoor advertising structures shall not be lighted.
- d. Faces of the sign shall not exceed ten (10) feet high by thirty (30) feet long.
- e. Outdoor advertising structures shall comply with all pertinent state statutes.
- f. Outdoor advertising structures shall be spaced no closer than one-quarter mile apart.
- g. Outdoor advertising structures shall be allowed only in Primary Inland Growth (PIG) and Secondary Inland Growth (SIG) Districts.

Sec. 20.12 Existing Nonconforming Signs:

It is the intent of this Section to permit the continuance of a lawful use of any sign or outdoor advertising structure existing at the effective date of adoption of this Section, although such sign or outdoor advertising structure may not conform to the provisions of this Section. It is the intent that nonconforming signs and outdoor advertising structures shall not be enlarged upon, expanded or extended. Further, it is the intent that nonconforming signs and outdoor advertising structures shall be gradually eliminated and terminated upon their natural deterioration or accidental destruction. Therefore the continuance of all nonconforming signs and outdoor advertising structures within Moran Township shall be subject to the conditions and requirements set forth herein.

- a. Structural Changes: The faces, supports, or other parts of any nonconforming sign or outdoor advertising structure shall not be structurally changed, altered, substituted, or enlarged unless the resultant changed, altered, substituted, or enlarged sign or outdoor advertising structure conforms to the provisions of this ARTICLE.
- b. Repairs, Alterations and Improvements: However, nothing herein shall prohibit the repair, reinforcement, alteration, improvement, or modernizing of a lawful nonconforming sign or outdoor advertising structure, provided such repair does not exceed an aggregate cost of thirty (30) percent of the appraised replacement cost as determined by the Building Inspector, unless the subject sign or outdoor advertising structure is changed by such repair, reinforcement, alteration, improvement, or modernizing to a conforming structure. Nothing in this Section shall prohibit the periodic change of message on any outdoor advertising structure.
- c. Restoration of Damage: Any lawful nonconforming sign or outdoor advertising structure damaged by fire, explosion, or an act of God, or by other accidental causes, may be restored, rebuilt or repaired, provided that the estimated expense of reconstruction does not exceed fifty (50) percent of the appraised replacement cost as determined by the Building Inspector.
- d. Discontinuance or Abandonment: Whenever the activity, business or usage of a premises to which a sign is attached or related has been discontinued for a period of ninety (90) days or longer, such discontinuance shall be considered conclusive evidence of an intention to abandon legally the nonconforming sign attached or related thereto. At the end of this period of abandonment, the nonconforming sign shall either be removed or altered to conform to the provisions of this Section.
- e. Elimination of Non-Conforming Signs: The Township Board may acquire any nonconforming sign or outdoor advertising structure, with or without acquiring the property on which such sign or structure is located, by condemnation or other means, and may remove such sign or structure.