

## ARTICLE XIX SIGNS

### SECTION 19.1 INTENT

The purpose of this Article is to regulate and limit the construction or reconstruction of signs and billboard to protect the public peace, morals, health, safety and general welfare. Such signs will not, by reason of their size, location, construction or manner of display, endanger life and limb, confuse or mislead traffic, obstruct vision necessary for vehicular and pedestrian traffic safety, or otherwise endanger public welfare, be permitted. Further, the regulation of such permitted signs and billboards is meant to prevent them from causing annoyance or disturbance to the residents of Dundee Township.

### SECTION 19.2 SCOPE OF REQUIREMENTS

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

For purposes of this Section, the word "sign" shall, unless specifically stated otherwise, also include within its meaning the words "advertising signs" and "billboards".

### SECTION 19.3 DEFINITIONS

For the purposes of this Section, the following definitions shall apply:

**Banner Sign:** A sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame.

**Billboard:** A sign that is affixed to or erected upon a freestanding framework designed or intended to be used for posting information not pertaining directly to the use of the premises on which it is located.

**Construction Sign:** A temporary sign identifying the designer, contractors and subcontractors, and material suppliers participating in construction on the property on which the sign is located.

**Directional Sign:** A sign installed by a public agency to direct traffic flow, regulate traffic operations and provide information in conformance with the Michigan Manual of Uniform Traffic Control Devices.

**Election Campaign Sign:** 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.

**Flashing Sign:** A sign which contains an intermittent or sequential flashing light source.

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

**Ground or Monument 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, business, group of businesses or center name is affixed.

**Identification Sign:** A sign that identifies the business, owner or resident and/ or the street address and which sets forth no other advertisement.

**Illuminated Sign:** 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.

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

**Incidental Sign:** A small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises. Examples of incidental signs include signs indicating the hours of business, no smoking signs, signs used to designate bathrooms and signs providing information on business affiliations.

**Institutional Bulletin Board:** A sign containing a surface area upon which a religious institution, school, library, or community center places the announcement of its institutional services or activities.

**Marquee Sign:** An identification sign attached to a marquee, canopy or awning projecting from and supported by the building, and not less than nine (9) feet, at its lowest point, above sidewalk level.

**Moving Sign:** A sign in which the sign itself or any portion of the sign moves or revolves. A "rotating sign" is a type of moving sign. Such motion does not refer to the method of changing the message on the sign.

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

**Nonconforming Sign:**

1. A sign which is prohibited under the terms of this Ordinance, but was erected lawfully and was in use on the date of enactment of this Ordinance, or amendment thereto.
2. 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 advertises a product that is no longer made or that advertises a business that has closed.

**Off-Premise Advertising Sign:** 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.

**On-premise Advertising Sign:** An advertising sign whose message relates to a business, service, commodity or profession lawfully being conducted, sold or offered on the same premises.

**Pole or Pylon Sign:** A type of freestanding sign supported by one (1) or more uprights, poles or braces placed in or upon the ground surface and not attached to any building and having a clear space of at least nine (9) feet from the ground to the bottom of the sign.

**Portable Sign:** A free standing sign not permanently anchored or secured to either a building or the ground such as but not limited to "A" frame, "T" shaped or inverted "T" shaped sign structures. This includes hot-air and gas filled balloons, pennants, streamers, ribbons, pinwheels, non-governmental flags, searchlights and signs mounted on a portable structure, including those with wheels. Prohibited portable signs shall not include signs which are expressly permitted in this ordinance.

**Projecting Sign:** 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 no less than nine (9) feet, at its lowest point, above sidewalk or ground level.

**Public Sign:** A sign erected in the public interest by or upon orders from a local, state, or federal public official. Examples of public signs include: legal notices, safety signs, traffic signs, memorial plaques, signs of historical interest, and similar signs.

**Real Estate Development Sign:** A 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 Sign:** A sign located on premises containing one (1) parcel of land or one (1) building for sale, rent or lease, or one (1) building under construction and intended for sale, rent or lease.

**Roof Sign:** Any sign erected, constructed and maintained wholly upon or over the roof of any building with the principal support on the roof structure.

**Sign:** A name, identification, description, display, or illustration which is affixed to, or painted, or represented directly or indirectly upon a building, structure or piece of land, and which directs attention to an object, product, place, activity, person, institution, organization or business.

**Subdivision Sign:** A sign placed at the primary entrance to a subdivision, or mobile home park, containing information only about that subdivision.

**Temporary Sign:** A sign not constructed or intended for long term use. Examples of temporary signs include signs which announce a coming attraction, a new building under construction, a community or civic project, or other special events that occur for a limited period of time.

**Vehicle Signs:** Signs painted or mounted on the side of a vehicle, including signs on the face of a truck trailer.

**Wall Sign:** A sign attached directly to or painted upon a building wall and which does not extend more than eighteen (18) inches from the wall of the building or more than three (3) feet above the roof line, with the exposed face of the sign in a plane parallel to the building wall. Signs which consist of individual letters, cabinet signs, and signs mounted on the face of a mansard roof or parapet shall be considered wall signs.

**Window Sign:** A 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.

## **SECTION 19.4 GENERAL PROVISION**

- A. **Exempt Signs.** The following signs are specifically exempt from the provisions of this Article, provided such signs are outside of the public street right-of-way and are located to ensure adequate sight distance:
1. address numbers with a numeral height no greater than six (6) inches for residences and eighteen (18) inches for businesses;
  2. banners, advertising a public entertainment or event, provided that they receive a permit from the Township Building Inspector, are only used in a location designated by the Township Building Inspector, and are erected no more than fourteen (14) days before the event they advertise and are removed within one (1) business day following the event;
  3. construction signs provided that there shall be only one such sign per development project; with a maximum height of six (6) feet; not exceeding sixteen (16) square feet in area; set back a minimum fifteen (15) feet from any property line or public street right-of-way; and that such signs shall be erected during the construction period only and shall be removed within fourteen (14) days of the date a final approval for occupancy is issued;
  4. garage sale and estate sale signs announcing the sale of household goods, provided the following; there is only one (1) sign per premises; that they are on premise only, entirely on private property; that they do not exceed six (6) square feet in area; and that they are erected no more than ten (10) business days before and are removed within one (1) business day after the announced sale;
  5. "help wanted" signs soliciting employees for the place of business where posted, provided that the maximum area for all such signs shall be six (6) square feet with a maximum height of four (4) feet;
  6. historical marker including plaques or signs describing state or national designation as a historical site or structure and containing narrative, not exceeding twelve (12) square feet in area;
  7. incidental signs not exceeding a total of two (2) square feet, a total of two (2) signs per business indicating acceptance of credit cards or describing business affiliations and are attached to a permitted sign, exterior wall, building entrance or window;
  8. memorial signs or tablets, names of buildings and date of erection, monumental citations, commemorative tablets when carved into stone, concrete or similar material or made of bronze, aluminum or other noncombustible material and made an integral part of the structure and not exceeding twenty-five (25) square feet in area;
  9. non-commercial signs including signs containing non-commercial messages, such as those designating the location of public telephones, restrooms restrictions. on smoking and restrictions on building entrances, provided that such signs do not exceed two (2) square feet in area;
  10. private traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices;

11. residential nameplates identifying the occupants of the building, the home occupation, or for professional purposes provided such sign shall be limited to one (1) per dwelling and not exceed two (2) square feet in area; then sign shall not be illuminated and must be attached to an exterior building wall;
12. 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 on the premises where the vehicle is parked;
13. permanent signs on vending machines, gas pumps, or ice containers indicating only the contents of such devices, provided that the sign area of each device shall not exceed three (3) square feet in area, limit of one (1) sign per vending machine, gas pump or ice container;
14. political signs, any sign erected on vacant property must have the owner's permission; such signs are not placed within the public street right-of-way; such signs are spaced at least ten (10) feet apart; such signs do not exceed sixteen (16) square feet in area; and that such signs are removed within one (1) business day following the election for which they are erected;
15. portable real estate "open house" signs provided the following conditions are met:
  - a. the size of each sign shall be a maximum of four (4) square feet in size and three (3) feet in height above grade;
  - b. there shall be only two (2) such signs placed off-premise and one (1) on-premise;
  - c. signs shall not be affixed to other signs, utility poles, fire hydrants or trees;
  - d. signs may be located in the public right-of-way but shall be placed at least fifteen (15) feet from the pavement edge;
  - e. the person or firm placing the signs shall obtain the written permission from the owner or occupant of all properties on which such signs are placed;  
  
the signs shall be allowed for a maximum of eight (8) hours per day; and
  - f. the signs shall be removed within one (1) hour following closing of the open house.
16. publicly authorized warning signs, such as no trespassing, no hunting, warning of electrical currents or animals, provided such signs do not exceed two (2) square feet in area;
17. "For sale" signs on vehicles;
18. regulatory and directional traffic control and street signs erected by a public agency in compliance with the Michigan Manual of Uniform Traffic Control Devices; and
19. any sign which is located completely within an enclosed building, and which is not visible from outside the building;
20. agricultural crop signs, provided such signs do not exceed four (4) square feet in area.

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**B. Prohibited Signs.** The following signs are prohibited in all districts:

1. any sign not expressly permitted;
2. signs having moving members or parts, or using high intensity or flashing lights, spinners or animated devices;
3. string lights used for commercial purposes, other than holiday decorations;
4. 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 comes in contact with it;  
or
  - d. is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
5. any sign erected on a tree or utility pole, except signs of a government or utility;
6. obsolete signs, as defined in this Ordinance;
7. portable signs, as defined, except where expressly permitted in this Ordinance;
8. signs affixed to a parked vehicle or truck trailer which is being used  
  
principally for advertising purposes, rather than for transportation purposes;
9. signs which obstruct free access or egress from any building;
10. 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;
11. signs which in any way simulate or could be confused with the lighting of emergency vehicles or traffic signals; there shall be no flashing, oscillating or intermittent, or red, yellow, or green illumination on any sign located in the same line of vision as a traffic control system, nor interference with vision clearance along any highway, street, or road or at any intersection of two or more streets;
12. billboard signs;
13. any sign containing obscene, indecent, or immoral matter;
14. a sign within five hundred (500) feet of the right-of-way of a limited access

freeway.

## **SECTION 19.5 GENERAL STANDARDS FOR PERMITTED SIGNS**

Signs which are permitted as accessory uses serving a commercial or information purpose may be permitted subject to the requirements of this section; provided, that no such sign shall be erected or altered until approved by the Township Building Inspector and until a sign permit has been issued pursuant to Section 19.7 of this Article.

### **A. Sight Distance.**

1. Sign location to assure adequate sight distance. In order to ensure adequate sight distance for motorists, bicyclists and pedestrians, a minimum clear vision area shall be maintained between a height of twenty-four (24) inches and six (6) feet within a triangular area measured twenty-five (25) feet back from intersection of public right-of-way lines. Furthermore, signs shall not be permitted where they obstruct motorist vision of regulatory signs, traffic- control devices or street signs.

### **B. Design and Construction Standards.**

1. All signs shall be properly maintained and shall not be allowed to become unsightly or deteriorated through disrepair or action of the elements. Non-conforming deteriorated signs, as judged by the Building Inspector, shall not be repaired but shall be entirely removed from the premises by the owner of said premises. A written notice of this requirement shall be transmitted to the owner, and the sign shall be removed within thirty (30) days of the date of such notice. If the owner does not comply, the Township shall cause the sign to be removed and the cost of such removal and related expenses to be borne by the owner from a cash bond previously posted or assessed to the property.
2. Applicants for Temporary Subdivision Signs or Billboards shall file a cash bond with the Township Treasurer to guarantee proper maintenance during the permit period and removal of the signs after the expiration of the permit.

Such cash bond shall be in the amount of one hundred dollars (\$100.00). In the event the applicant fails to maintain any sign properly or fails to remove the sign at the time of expiration of the permit, the bond will be forfeited. Such bond shall be paid to the Township Treasurer for each sign at the time of original permit.

3. All signs, as permitted, shall be designed to be compatible with the character of building materials and landscaping to promote an overall unified and aesthetic effect in accordance with the standards set forth herein.
4. Signs shall be constructed in a safe and stable manner in accordance with the Township's adopted building code and electrical code. All electrical wiring associated with a freestanding sign shall be installed underground.
5. All signs shall be designed to 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.
6. All signs erected, constructed, reconstructed, altered or moved shall be constructed in such a manner and of such materials so that they shall be able to withstand wind pressure of at least twenty (20) pounds per square foot or

seventy-five (75) miles per hour.

7. All signs, including supports, shall have a minimum clearance of four (4) feet from any electric fixture, street light, or other public utility pole or standard.
8. Accessory business signs are permitted in any non-residential district which pertain to that conforming accessory business or service being conducted on the same premises as the sign is located.

**C. Illumination.**

1. Signs shall be illuminated only by steady, stationary, shielded light sources directed solely to the sign, or internal to it.
2. Use of glaring undiffused lights or bulbs shall be prohibited. Lights shall be shaded so as not to project onto adjoining properties or thoroughfares.
3. Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.
4. There shall be no flashing, oscillating or intermittent sign. All illuminated signs shall be designed and located to prevent the light there from being cast upon adjoining residences. The illumination of any sign shall not be detrimental or annoying to surrounding property nor constitute a safety hazard, as determined by the Building Inspector.

**D. Measurement.**

1. *Sign Area.* Sign area shall be computed as follows:
  - a. 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.

Where a sign consists of individual letters and logo 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 and logo.

- b. The area of a freestanding sign shall be computed by measuring the entire vertical surface of one face upon which the letters and logo are attached.
- c. When a sign has two (2) or more faces, the area of all faces shall be included in calculating the area of the sign.
- d. The area of a cylindrical ground sign shall be computed by multiplying the diameter of the cylinder by its height.

**SECTION 19.6 TEMPORARY REAL ESTATE SIGNS**

One real estate sign shall be permitted per premise or building being marketed for sale, rent or lease.

- a. *Size.* A real estate sign for an individual property or building shall not exceed ten (10) square feet in area and four (4) feet in height. A temporary sign up to one hundred (100) square feet in area and ten (10) feet in height may be approved by the Board of

Appeals for a real estate development sign for a period not to exceed twelve (12) months.

- b. *Location.* Real estate signs shall be located on the same premises or building being marketed for sale, rent or lease.
- c. *Setback.* Real estate signs must be set back a minimum of one (1) foot from any public or private street right-of-way or access drive. The distance shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.
- d. *Duration.* The real estate sign shall remain on the premises or building only while said real estate is actually on the market for sale, rent or lease. A lease or rent sign may be permitted to remain on a building that has space or area continuously for rent or lease, provided such sign shall be part of the permitted wall of freestanding sign allowed by Section 19.7.

**SECTION 19.7 SPECIFIC SIGN STANDARDS**

Certain types of signs are permitted in certain districts according to the following Table.

**SPECIFIC SIGN STANDARDS**  
**Permanent Signs**

<b>District Permitted</b>	<b>Sign</b>	<b>Maximum Size</b>	<b>Maximum Height</b>	<b>Maximum Number</b>	<b>Setbacks</b>
Agricultural	On-Premises Advertising Sign	32 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
	Identification Sign	Dwelling - 2 sq. feet Business - 8 sq. feet	<b>4 feet</b>	1	(a) (b) (c)
	Temporary Sign Advertising Produce Raised On-Site (t)	32 sq. feet	<b>4 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
	Institutional Bulletin Board	150 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
Single-Family Residential	On-Premises Advertising Sign	32 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
	Identification Sign	Dwelling - 2 sq. feet Business - 8 sq.	<b>4 feet</b>	1	(a) (b) (c)
	Institutional Bulletin Board	150 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b)
	Subdivision Sign	200 sq. feet	<b>6 feet</b>	1 per entrance	(a) (b) (c)
Mobile Home Park; Multiple Family Residential;	On-Premises Advertising Sign	32 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
	Identification Sign	48 sq. feet	<b>8 feet</b>	1	(d)
	Institutional Sign	150 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)
	Subdivision Sign	200 sq. feet	<b>6 feet</b>	1 per entrance	(a) (b)
Local Commercial; General Commercial	On-Premises Advertising Sign	200 sq. feet	<b>35 feet</b>	1	(e)
	Institutional Bulletin Board	150 sq. feet	<b>8 feet</b>	1 per interior lot; 2 per corner	(a) (b) (c)

- (a) Signs must be set back a minimum of fifteen (15) feet from any public or private street right-of-way or access drive. The distance shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.

- (b) Side yard setbacks for signs shall be the same as that required for the main building or structure, provided that all non-residential signs must be set back at least one hundred (100 feet from any residential district.
- (c) The sign shall be located no closer to the front lot line than one-half the required front yard setback and not located in the required side yard setback.
- (d) The sign shall be located no closer than 25 feet from any property line.
- (e) Pole signs used as On-premises Advertising Signs in the Local or General Commercial District shall be located no closer than 25 feet to the front or side lot lines.
- f) The temporary sign shall be removed during seasons when the produce being advertised is not in season.

### **SECTION 19.8 BUILDING PERMIT**

A building permit shall be required for the erection, construction or alteration of any sign of area exceeding eleven (11) square feet, and all such signs shall be approved by the Building Inspector as to their conformance with the requirements of the zoning district in which they are located and the requirements of their section.

Construction plans for signs shall bear the seal of a licensed engineer when required by the Building Inspector. The Building Inspector shall have the authority to approve or disapprove with cause any applications for the renewal of a permit.