

## Article 22 SIGNS

### **Section 22.01 Purpose**

The purpose of this Article is to provide a framework in which the identification and informational needs of all land uses can be harmonized with community interests in public health, safety and welfare, including the preservation of the Township's overall character and that of its business and residential areas. 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, while recognizing that unrestricted or unregulated signage does not support the desired character of the Township nor benefit either private enterprise or the community-at-large as it creates traffic safety hazards, visual clutter, confusion for vehicle drivers, visual blight, and decreased property values.

### **Section 22.02 Definitions**

**A. Business Center:** A grouping of two or more business establishments on one (1) or more parcels of property which may share parking and access and are linked architecturally or otherwise developed as a unified grouping of businesses. A business center shall be considered one use for the purposes of determination of the maximum number of free-standing signs.

**B. Changeable Copy Sign:** A sign designed to allow for message changes, either automatically (as in the case of electric time and temperature signs) or manually (as in the case of physically replacing letters).

**C. Freestanding Sign:** A sign which is not attached to a principal or an accessory structure, including center pole signs, posts and panels, or monument signs, but excluding off-premises advertising signs.

**D. Off-Premises Advertising Sign (Billboards):** A sign which identifies goods, services, facilities, events, or attractions which are available or provided at a location other than the lot or parcel upon which such sign is located (commonly referred to as "billboards").

**E. Portable Sign:** Any sign designed to be moved easily and not permanently affixed to the ground or to a structure or building, including but not limited to "A-frame", "T-frame", or inverted "T-shaped" structures, including those signs mounted on wheeled trailers, hot-air and gas filled balloons, banners, pennants, streamers, festoons, ribbons, tinsel, pinwheels, non-governmental flags and searchlights, but excluding political signs, construction signs, signs pertaining to the sale, lease or rent of real estate, permanent changeable message signs, and regulatory/governmental signs.

**F. Sign:** Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, banner, flag, pennant, trade names or marks, or other representation, or combination thereof, by which anything is made known, such as the designation of an individual, a firm, an association, a profession, a business, a commodity or product, an activity, a person, or an idea, which is located upon any land or on or in any building, in such manner as to attract attention from outside or off the premises. For the purposes of this Article, "sign" shall not be interpreted to include the following:

1. Decorative flags or flags with the insignia of a nation, state, community organization, college, university, or corporation, or other flags that the Planning Commission finds do not function to draw attention to a location.
2. Miscellaneous stick-on and painted signs affixed to vending machines, gas pumps, ice containers, and similar outdoor items of less than six (6) feet in height, indicating the contents or announcing on-premises sales, provided each sign does not exceed two (2) square feet in area.
3. Warning signs such as no trespassing and warning of electrical current or animals, provided that such signs do not exceed two (2) square feet.
4. Regulatory, direction, and street signs erected by a public agency.
5. Signs which assist motorists in determining or confirming a correct route, driveway, parking area location, or business entrances, provided that property identification or logo on such signs shall be included in the calculation of total permitted wall or freestanding sign area.
6. Signs carved into stone, concrete, or similar material, or made of bronze, aluminum, or other noncombustible material, which identify the name of a building, a building's date of erection, or

monumental citations, provided such signs do not exceed ten (10) square feet in area and are an integral part of the structure.

7. Historical markers, plaques, or signs describing state or national designation as an historic site or structure and/or containing narrative, not exceeding twelve (12) square feet in area.

**G. Wall Sign:** A sign which faces an adjacent parking area and/or public road and is attached directly to a building wall, or rigid or non-rigid fabric marquee or awning-type structure attached to a building, and is generally parallel to the building wall, including signs painted on any building wall, or extending from the wall in the case of a canopy, awning, or marquee-type structure.

## **Section 22.03 General Standards and Regulations**

**A. Type/Applicability:** Except where expressly provided otherwise by this Ordinance, all signs shall be wall signs and/or freestanding signs and shall apply and pertain solely to an authorized and approved use, activity or business on the lot on which the sign is located. No off-premises advertising signs shall be erected except in conformance with Section 22.05. Signs mounted on the roof of a building or structure, lying either flat against the roof or upright at an angle to the roof pitch, are prohibited.

### **B. Measurements**

1. **Sign Area:** The area of a sign shall be computed by calculating the square footage of a sign face as measured by enclosing the most protruding points or edges of all sign faces of the sign within a single parallelogram, rectangle, triangle, or circle, including any framing. Where a sign has two (2) or more faces, the area of all faces shall be included in determining the area of the sign, except that where (2) such similarly shaped faces are placed back-to-back, parallel to one another and less than eighteen (18) inches apart from one another, the area of the sign shall be the area of one (1) face. Sign area shall comply with the provisions of this Article except where otherwise regulated by this Ordinance.
2. **Sign Setbacks:** All setbacks shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground, to the lot line.
3. **Sign Height:** The height of a freestanding sign shall be measured from the highest point of the sign, including all frame and structural members of the sign, to the ground elevation directly below the sign excluding any berms or other artificial means intended to increase the ground elevation below the sign.

**C. Lighting:** No lighting of any sign associated with a use for which site plan approval is required shall be permitted except where the Planning Commission finds such lighting is clearly necessary and adequately portrayed on the site plan. The source of illumination of such sign shall be shielded from traffic and adjacent properties and shall not be visible beyond the property line of the parcel on which the lighted sign is located. This requirement shall not apply in the case of the use of bare bulbs in association with changeable copy and theater marquee signs expressly approved as part of a site plan approval. No sign shall include flashing, blinking or moving illumination, excluding time or temperature signs

### **D. Materials, Construction and Maintenance:**

1. Signs 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, and shall be appropriate in appearance with the existing and intended character of their vicinity.
2. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose. Every sign shall be constructed and maintained in a manner consistent with building code provisions and maintained in good structural and aesthetic condition at all times.
3. All signs shall be securely affixed to a structure and kept neatly painted, stained, sealed or preserved including all metal parts and supports. No sign shall be attached to a tree, rock, or other natural feature.
4. No wall sign shall extend above the eaves of the building roof nor more than one (1) foot from a wall. No wall sign shall have the lowest portion of the sign less than eight (8) feet above the ground surface below except where such sign extends less than three (3) inches from the wall.
5. No freestanding sign shall be attached to, supported by, or in any way connected to a building.

**E. Prohibition of Moving Parts:** 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 is prohibited. Banners, pennants, festoons, spinners and streamers, and similar devices, which move due to wind or mechanical devices and which are intended to draw attention to a location are considered moving signs and are prohibited.

**F. Traffic Interference:** No sign, by location, design, or color, shall undermine public safety in association with vehicles or pedestrian passing, entering or exiting a lot including the obstruction of free and clear vision or encouraging confusion among drivers due to unauthorized traffic signs, signals or devices; or signs that make 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.

**G. Obsolete Signs:** No sign shall remain on a lot if such sign advertises or identifies a business, activity or service no longer available on such lot.

**H. Sign Content:** Signs shall contain no words, photographs, silhouettes, drawings or pictorial representations pertaining to "specified anatomical areas" or "specified sexual activities." as defined under "Adult Entertainment Business" in Article 29.

**I. Size, Dimensions, and Other Design Limitations:**

1. Tables 22.04-1 and 22.04-2: Except where expressly provided otherwise by this Ordinance including Section 22.03(J), all signs shall comply with the standards of Tables 22.04-1 and 22.04-2 below.

**Table 22.04-: Freestanding Signs**

Districts	Maximum Sign Dimensions		Minimum Sign Setbacks		Maximum Height of Sign's Top Edge	Maximum Square Feet of Sign Area	Maximum Number of Signs
	Vertical	Horizontal	Side Lot Line	Front Lot Line			
<b>Conservation</b>	4.0'	8.0'	30.0'	20.0'	6.0'	32.0 sq. ft.	One
<b>Residential</b>	3.0'	5.0'	30.0'	20.0'	4.0'	9.0 sq. ft.	One
<b>Business</b>	4.0'	8.0'	10.0'	20.0'	10.0'	38.0 sq. ft. for business center; otherwise 32.0 sq. ft.	One
<b>Industrial</b>	4.0'	8.0'	10.0'	20.0'	10.0'	38.0 sq. ft. for business center; otherwise 32.0 sq. ft.	One

**Table 22.04-2: Wall Signs<sup>1</sup>**

Districts	Maximum Vertical Dimension	Maximum Horizontal Dimension	Maximum Cumulative Square Feet of All Wall Sign Areas	Maximum Number of Signs
<b>Conservation</b>	30% of building height	30% of building length facing road.	One (1) sq. ft. per one (1) linear foot of building length facing road.	One
<b>Residential</b>	20% of building height	15% of building length facing road.	One (1) sq. ft. per one (1) linear foot of building length facing road.	One
<b>Business</b>	30% of building height	30% of building length facing road.	Two (2) sq. ft. per one (1) linear foot of building length facing road.	No Restrictions
<b>Industrial</b>	30% of building height	30% of building length facing road.	Two (2) sq. ft. per one (1) linear foot of building length facing road.	No Restrictions

1. The following provisions shall apply in the application of Table 22.04-2:

- a. In the case of a corner lot, the sign area standards of Table 22.04-2 shall apply to each frontage separately.
- b. The standards of Table 22.04-2 shall be increased by twenty-five percent (25%) in the case where there is no freestanding sign.
- c. No sign located in or on a window which is intended to be viewed from the outside shall exceed one-quarter (25%) of the total window area except in the case of the advertising of the grand opening of a business for a period not to exceed forty-five (45) days. Window signs that are structurally attached shall be counted in determining compliance with maximum wall sign area standards.

**J. Exceptions to Tables 22.04-1 and 22.04-2:** Irrespective of the provisions of Tables 22.04-1 and 22.04-2, the following signs shall comply with the following standards:

1. Dwelling identification and home occupation signs: No more than one (1) sign shall be erected for the purpose of identifying a dwelling unit, a home occupation, or family home day care facilities. Such signs shall not exceed two (2) square feet in sign area. These limitations shall not prohibit the display of an additional address identification sign posted along the abutting road for postal and emergency identification purposes where such sign complies with the guidelines published by the U.S. Postal Service. Home occupation signs in Residential Districts shall be affixed to the dwelling.
2. Residential Development Identification: A residential development consisting of a platted subdivision, condominium subdivision, multiple family development, mobile home park, or other unified residential development consisting of at least five (5) dwelling units shall be permitted one (1) sign per vehicle entrance, no closer than fifteen (15) feet to the right-of-way of a street, and having a sign area not exceeding eighteen (18) square feet and a height not exceeding five (5) feet. The sign shall be for the sole purpose of identifying the development.
3. Real Estate/Dwelling Unit Availability Signs:
  - a. One (1) real estate sign advertising the sale or lease of the lot or residence on which the sign is located shall be permitted, provided no more than one (1) sign for each three-hundred thirty (330) feet of frontage of such lot shall be permitted and no sign shall exceed an area of six (6) square feet.
  - b. A platted subdivision, condominium subdivision, multiple family development, mobile home park, or other unified residential or non-residential development consisting of at least five (5) dwelling units, or three (3) acres of land in the case of a non-residential development, is permitted one real estate sign no closer than fifteen (15) feet to the right-of-way of a street, and having a sign area not exceeding eighteen (18) square feet and a height not exceeding five (5) feet. Such sign shall be removed within one (1) year after the sale of ninety percent (90%) of all lots, units, or buildings within said development.
  - c. In addition to (a) and (b) above, a maximum of two (2) additional signs, not to exceed an area of four (4) square feet each, may be erected for the purpose of directing the public to a model home or unit, or rental office.
4. Construction Signs: Temporary construction signs are permitted in any district with a maximum height of six (6) feet and not exceeding twelve (12) square feet in area, and provided only one (1) such sign per lot. Such sign shall be setback a minimum of fifteen (15) feet from any property line or street right-of-way and shall be erected only during the construction period and removed within fourteen (14) days of the issuance of an occupancy permit.
5. Bulletin Board: A single bulletin board sign shall be permitted on a lot in any district that is used for a religious institution, school, museum, library, or other similar institution. Such sign shall have a maximum height of six (6) feet and shall not exceed twenty (20) square feet. Such sign shall be setback a minimum of fifteen (15) feet from all lot lines. Such sign shall not be included in sign area calculations for compliance with Tables 22.04-1 and 22.04-2.
6. Political Advertising Signs: Political advertising signs related to a candidate running for office, a proposition up for public vote, or a ideology or philosophy, shall not exceed sixteen (16) square feet in area and no more than one (1) sign for each candidate, ideology or philosophy shall be posted on a lot.

## **Section 22.04 Temporary Signs**

Any sign not intended or designed for permanent display and structural attachment to the ground or a structure is prohibited except for the purpose of announcing a public, charitable, educational, or religious event or function and such sign is located on the premises on which the function or event will be held. Such sign shall be set back not less than fifteen (15) feet from all property lines. Maximum sign area shall be twenty-four (24) square feet and such sign shall be allowed no more than twenty-one (21) days prior to the event or function and shall be removed within seven (7) days after the event or function.

### **Section 22.05 Off-Premises Advertising Signs**

**A.** Off-premises advertising signs are permitted provided such signs comply with all provisions of the Highway Advertising Act, P.A. 106 of 1972, as amended, and all rules promulgated pursuant to such Act, and the following provisions. Where the following provisions are more stringent than those of such Act, the more stringent provisions shall apply:

1. Off-premises signs shall be permitted on parcels in Business and Industrial Districts only, provided such parcels abut the M-52 right-of-way.
2. Except where otherwise required by this Section, off-premises advertising signs shall be set back a minimum distance of fifty (50) feet from all lot lines and one hundred (100) feet from a Conservation or Residential District.
3. There shall be a minimum of two-thousand (2,000) feet between any two off-premises advertising signs along the same side of the highway. A double face or V-type structure shall be considered a single sign.
4. An off-premises advertising sign's total surface area shall not exceed two hundred (200) square feet, nor exceed a height of fifteen (15) feet.
5. No off-premises sign shall be erected on or over the roof of any building, nor have a sign above another sign.
6. All off-premises advertising sign lighting shall comply with Section 22.03(C).

### **Section 22.06 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 with the provisions of this Article. It is also 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. The continuance of all nonconforming signs within the 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 shall not be structurally changed, altered, substituted, or enlarged unless the resultant changed, altered, substituted, or enlarged sign conforms to the provisions of this Article for the use it is intended, except as otherwise provided for.

**B. Damages:** Should such structure be destroyed by any means to an extent of more than fifty (50) percent of its appraised replacement cost, it shall not be reconstructed except in conformity with the provisions of this Ordinance.

### **Section 22.07 Signs Requiring Permits**

All signs larger in area than twenty (20) square feet, including wall signs, shall require a land use permit prior to erection and/or placement. If site plan review is required for a proposed project that a proposed sign shall be part of, the Planning Commission shall review the proposed signage as part of the site plan review procedure for the entire project, pursuant to Article 4. If the proposed sign is to be part of an existing development for which site plan approval has already been granted or was not necessary, the Zoning Administrator shall review the application to assure all applicable ordinance standards have been met prior to issuing a permit for the sign. The Zoning Administrator may defer action on proposed signage to the Planning Commission.

*Balance of Page Blank*

**End of Article 22**