

**Section 15.1 Scope**

This Section is intended to regulate and limit the construction or reconstruction of signs 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. The following shall not be included in the application of the regulations cited herein:

- A. Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers, names of occupants of premises, or other identification of premises not having commercial notations.
- B. Flags and insignia of any government except when displayed in connection with commercial promotion.
- C. Legal notices; identification, informational, or directional signs erected or required by governmental bodies (See Table 15.1).
- D. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
- E. Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
- F. Political signs not exceeding ten (10) square feet in area, set back five (5) feet from the property line, and meeting the definition and requirements as identified in Section 15.2 - Political Signs.

**Section 15.2 Definitions**

As used in this Section, the following words shall have the meanings hereinafter set forth in this Section.

- A. **Animated** - Any sign or part of a sign which changes physical position by any movement or rotation, or which gives the visual impression of movement or rotation.
- B. **Billboard** - Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising a business, service, or entertainment which is not conducted on the land upon which the structure is located or products not primarily sold, manufactured, processed or fabricated on such land.
- C. **Bulletin Board** - A sign which identifies an institution or organization on the premises which it is located, and which contains the name of the institution or organization, the names of individuals connected with it, and general announcements of events or activities occurring at the institution, or similar messages. (Also, See Section 15.2 (Z) Institutional Bulletin Board Sign).

- D. Business Sign - Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising a business, service, or entertainment conducted on the land where the structure is located, or products primarily sold, manufactured, processed or fabricated on such land.
- E. Construction Sign - A temporary sign erected on the premises on which construction is taking place, during the period of the construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors, and similar individuals or firms having a role or interest with respect to the structure or project.
- F. Directional Sign - Signs limited to directional messages, principally for pedestrian or vehicular traffic, such as "one-way," "entrance," and "exit."
- G. Face - The area or display surface used for the message.
- H. Flashing Sign - Any directly or indirectly illuminated sign which exhibits changing, natural or artificial light or color effects by any means whatsoever.
- I. Flush-Mounted Sign - A sign mounted against a principal structure, the depth of which does not exceed 12 inches, with no printed messages on end spaces.
- J. Freestanding Sign - A sign supported by one or more up-rights, poles or braces placed in or upon the ground surface and not attached to any building.
- K. Governmental Sign - A sign erected and maintained pursuant to and in discharge of any governmental functions; or required by law, ordinance, or other governmental regulation.
- L. Ground Sign - Any sign, other than a pole sign, placed upon or supported by the ground, independent of any other structure.
- M. Identification Sign - A sign giving the nature, logo, trademark, or other identifying symbol, address, or any combination of the name, symbol, and addresses of a building, business, development, or establishment on the premises where it is located.

- N. Illuminated Sign - A non-flashing 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.
- O. Political Sign - A temporary sign announcing or supporting political candidates, parties, or issues in connection with any national, state, or local election, movement, or cause. A political sign must be removed as required by County and/or State regulations or within two (2) weeks after the end of relevant election, movement or cause, whichever comes first.
- P. Portable Sign - A sign that is not permanently affixed to a building, structure or the ground.
- Q. Projecting Sign - A sign that is wholly or partly dependent upon a building for support and which projects more than 18 inches from the building.
- R. Name Plate - A structure affixed flat against the wall of a building which serves solely to designate the name or the name and profession or business occupation of a person or persons occupying the building.
- S. Pole Sign - A sign supported by one or more uprights, poles or braces placed in or upon the ground surface and not attached to any building and having a sign area not more than one hundred (100) square feet.
- T. Projecting Sign - A sign which is generally perpendicular to, and is supported by, a wall of a building.
- U. Portable Sign - A free-standing sign not permanently anchored or secured to either a building or the ground.
- V. Pylon Sign - A sign supported by one post placed in the ground, not attached to any building. A pylon sign is of a height and dimension that can be seen from a substantial distance, primarily by freeway traffic, with the bottom of the sign at a higher elevation than the highest point of any building on the lot on which the sign is located.
- W. Real Estate Sign - Any temporary sign used only to advertise with pertinent information the sale, rental, or leasing of the premises upon which it is located.
- X. Temporary Sign - A display, information sign, banner or other advertising device with or without a structural frame and intended for a period of display limited to two (2) weeks, including seasonal produce sales, decorative displays for holidays or public demonstrations.

- Y. Wall Sign - A sign which is attached directly to or painted upon a building wall and which does not extend more than thirteen (13) inches there from nor more than five (5) feet above the roof line, with the exposed face of the sign in a plane parallel to the building wall.
  
- Z. Institutional Bulletin Board Sign - 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.
  
- AA. Subdivision Sign - A sign placed at the primary entrance to a subdivision, containing information only about the subdivision. This term also refers to signs at the primary entrance to a mobile home park. Such signs being without moving parts, not higher than ten (10) feet from the ground and no closer than twenty (20) feet to any public right-of-way line.
  
- BB. Wall Signs - A sign placed flat against and attached to a building or structure and not projecting beyond the wall or architectural feature by more than one (1) foot. No wall sign may project beyond the highest point of a roof or parapet.
  
- CC. Window Sign - A sign that is applied or attached to the exterior or interior of a window, and located in such a manner within the building that it can be seen from the exterior of the structure through a window.

### Section 15.3 General Provisions

- A. A sign not expressly permitted by this Ordinance, is prohibited.
- B. Measurement of Area of a Sign: The entire area within a circle, triangle or parallelogram enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed.

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 two (2) such faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one (1) face if the two (2) faces are of equal area, or as the area of the larger face if the two (2) faces are of unequal area. In the case of a sphere, the total area of the sphere is divided by two (2) for purposes of determining the maximum permitted sign area.

- C. All signs shall be stationary and indirectly illuminated and shall pertain only to the business or activity conducted on the premises.
- D. Illumination - There shall be no flashing, oscillating or intermittent illumination of any sign. No sign shall contain any visible moving parts. Time and temperature numerals are exempt from this provision. If a sign is permitted to be illuminated, it may be illuminated only by continuous indirect white light. The illumination of any sign shall not be detrimental or annoying to occupants of surrounding property nor constitute a safety hazard as determined by the Zoning Administrator.
- E. Location - No sign shall be permitted within any public right-of-way or upon an utility pole.
- F. Construction and Maintenance - The construction of any sign shall be such that it will withstand all wind and vibration forces which can be normally expected to occur in the vicinity. All signs shall be properly maintained and shall not be allowed to become unsightly through disrepair or action of the elements.

- G. Sign permit

- 1. Application for a permit to construct or locate a permanent sign shall be obtained from the designated Township Zoning Administrator. The application shall include the following information.

- a. Name, address, telephone number of the landowner, developer, or petitioner.
  - b. A map of the property at a scale of 1"=25' showing the location and type of existing structures on the site, property boundaries, location and type of structures or adjacent properties, road rights-of-way, entrances and exits onto the subject property and approximate location of the proposed sign(s).
  - c. An elevation drawing of the proposed sign(s) depicting its design, lettering, method of illumination and other relevant information. The dimensions of the height and length, and width of the sign(s) and height between ground elevation and the bottom of the sign, shall be noted.
  - d. In the case of a wall sign, an elevation of the wall of the building on which the sign is to be placed, including a depiction of the wall sign at scale, shall be shown. The dimension of the building wall and the sign shall be depicted.
  - e. The proposed dates of construction and completion of the sign.
  - f. Other information or data as may be required by the Township Zoning Administrator.
2. In the case of a temporary sign, the length of time the proposed sign will be on the site.
  3. The designated Township Zoning Administrator shall approve, disapprove, or approve subject to specified conditions, the request for a permit, based upon the standards for this Article.

**Section 15.4 Signs Permitted**

Signs are permitted according to the District in which they are located or intended to be located. Signs meeting the requirements of this Ordinance are allowed as a matter of right and do not need approval of the Planning Commission or Zoning Board of Appeals, but do need to obtain permit from the designated Township Zoning Administrator.

**Section 15.5 Schedule of Sign Regulations**

The following schedule describes the signs permitted and the regulations under which they are permitted.

TABLE 15.1: SCHEDULE OF SIGN REGULATIONS - FLORENCE TOWNSHIP, MICHIGAN

	SIZE (SQ FT) (Not To Exceed)	HEIGHT (FT)* of signs	NUMBER Of Signs	SETBACK (FT) (From Property Line and/or Right-of- Way)
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	SIZE (SQ FT) (Not To Exceed)	HEIGHT (FT)* of signs	NUMBER Of Signs	SETBACK (FT) (From Property Line and/or Right-of- Way)
Agricultural				
Low Density Residential				
Public/Semi-Public				
Construction Sign	30	10	1 per project	10
Freestanding Sign	6	4	1	10
Institutional Bulletin Board	30	4	1	15
Government Sign	30	10	1	10
Real Estate Sign	10	4	1 per D.U. <sup>1</sup>	5
Subdivision Sign	30	5	1 per Gateway <sup>1</sup>	15
Temporary Sign	15	4	1	10
Wall Sign	6	N.A.	1	N.A.
High Density Residential				
Mobile Home Park				
Construction Sign	30	10	1 per project	10
Freestanding Sign	10	4	1	10
Institutional Bulletin Board	30	4	1	15
Government Sign	30	10	1	10
Real Estate Sign	10	4	1 per D.U. <sup>1</sup>	1
Subdivision Sign	30	5	1 per Gateway <sup>1</sup>	10
Temporary Sign	15	4	1	10
Wall Sign	10	N.A.	1 per development	N.A.

	SIZE (SQ FT) (Not To Exceed)	HEIGHT (FT)* of signs	NUMBER Of Signs	SETBACK (FT) (From Property Line and/or Right-of- Way)
Commercial, Industrial				
Business Sign	30	20	1	10
Construction Sign	30	10	1 per project	10
Freestanding Sign	30	20	1	10
Institutional Bulletin Board	30	4	1	15
Government Sign	30	10	1	10
Real Estate Sign	20	10	1	10
Subdivision Sign	30	5	1 per Gateway <sup>1</sup>	15
Temporary Sign	15	4	1	10
Wall Sign	10% of wall area facing street - 30 sq. ft. max.	N.A.	1 per street frontage	N.A.
<p>* Above Grade.  <sup>1</sup>Notes: D.U. = Dwelling Unit(s)  Gateway = Entryway to development, neighborhood, project.</p>				



