

## ARTICLE 9.00

# SIGNS

### SECTION 9.01 Intent

These regulations are intended to permit signs that are needed for purposes of identification or advertising subject to limitations needed for safety, aesthetics, equal protection and fairness, sound land use planning objectives and other provisions as set forth herein. Nothing included in these provisions is intended to prohibit the rights of individual property owners to display political, religious, or personal messages on their own property. The requirements of this Article are intended to ensure that no sign will by reason of its size, location, construction, installation, maintenance, or manner of display endanger the health, safety, or welfare of the general public. Furthermore, it is the intent of this Ordinance to administer sign regulations in such a manner as to enhance the aesthetic appeal of the Township; to be fair to each property owner by establishing uniform standards that provide adequate exposure of signs to the public; and to foster the land use planning objectives of the Hartland Township Comprehensive Plan and to prevent signs from causing unwanted disturbances to the residents of Hartland Township.

### SECTION 9.02 Definitions

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

**Animated Sign:** A sign using lights, moving parts, or other means to depict action or create any image, special effect or scene.

**Banner Sign:** A portable sign made of fabric, cloth, paper, or other non-rigid material.

**Billboard:** See Off-Premise Sign or On-Premise Advertising Sign in the event that the property owner adjacent to the sign location advertises on the subject sign.

**Canopy Sign:** A sign that is painted, printed, or attached flat against the surface of an awning.

**Changeable Copy Sign, Manual:** A reader board attached to a permitted sign or the exterior of a wall where the copy is changed manually.

**Commercial Vehicle Sign:** A sign painted or mounted on the side of a vehicle, including signs on the face of a truck trailer.

**Community Special Event Sign:** Signs including decorations and displays celebrating patriotic or religious holidays, or special municipal, non-profit association, or school activities.

**Construction Sign:** A sign identifying the project owners, designer, contractors and sub-contractors, engineers, landscape architects, financiers, material suppliers or any other persons or entities participating in construction or improvements on the property which the sign is located. This sign does not include any advertisement of any product or announcement of space availability.

**Directional Sign:** A sign that is intended to direct the flow of vehicular and pedestrian traffic to, from, and within a development site.

**Electronic Sign:** A sign that provides a display created by electronic means such as lights, television or liquid crystal display.

**Festoon:** A string of ribbons, tinsel, small flags, pinwheels, lights, or similar items typically strung overhead.

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

**Fuel Price Sign:** A sign which is used to advertise the price of fuel. In the event that the brand identification sign is attached to or is part of the sign advertising price, that portion of the sign used for advertising price shall be considered part of the fuel price sign.

**Historical Marker:** A sign or plaque, including a narrative statement, describing local, state or national designation as a historic site or structure when issued by a recognized local, state or national agency.

**Illegal Sign:** A sign that does not meet the requirements of this Article or Ordinance and that is not a legal nonconforming sign.

**Illuminated Sign:** A sign that is lit by artificial light by either emission or reflection.

**Incidental Sign:** A small sign, emblem, or decal informing the public of goods, facilities, or services available upon the premises. Examples include credit card signs, hours of operation signs, no smoking signs, signs designating restroom facilities, and signs providing information on business affiliations..

**Inflatables:** A portable sign consisting of a non-porous bag or balloon.

**Integral Sign:** Signs containing names of buildings, dates of erection, monument citations and commemorative tablets when carved in stone, concrete or similar material or made of bronze, aluminum or other noncombustible material and made an integral part of the structure. Such sign shall not include any advertisement.

**Mansard:** A sloped roof or roof-like surface. Signs mounted on the face of a mansard roof shall be considered 'wall signs'.

**Menu Board:** A sign used to display menu items, typically containing a communication system for placing orders at an approved drive through business.

**Monument Sign:** A three-dimensional, self-supporting, solid base-mounted sign consisting of two or more sides extending up from the base and upon which a message is displayed.

**Moving Sign:** A sign which moves or revolves. A 'rotating sign' is a type of moving sign.

**Neon:** See Outline Tubing Sign.

**Noncommercial Sign:** Signs containing non-commercial messages; such as those designating the location of public telephones, restrooms, restrictions on smoking and restrictions on building entrance.

**Nonconforming Sign:** A sign which was erected prior to adoption or amendment of this Article or Ordinance that was approved and constructed to the standards applicable at the time of approval.

**Obsolete Sign:** A sign that advertises a product that is no longer available, a business no longer in service, or an activity or event that has already occurred.

**Off-Premise Sign:** A sign that contains a message that is usually unrelated to goods, commodities, services, businesses or activities sold or offered upon the premises where such sign is located. (i.e. Billboards).

**On-Premise Advertising Sign:** A sign that contains a message related to goods, commodities, services, businesses or activities sold or offered upon the premises where the sign is located.

**Owner/ Tenant Sign:** An address or occupant name sign mounted on the wall of an office building. See Exempt Signs, Section 9.04)

**Outline Tubing Sign:** Signs consisting of exposed or visible glass tubing, filled with gases such as neon, that glow when electric current runs through them. (See Section 9.05 Prohibited Signs)

**Parapet:** The extension of a false front or wall above a roof line. Signs mounted on the face of a parapet shall be considered 'wall signs'.

**Parking Lot Sign:** A sign indicating restrictions on parking, such as handicap and loading zone restrictions, when placed within a permitted parking lot.

**Pennant:** A triangular tapering flag, several of which are typically strung together on or across a site or building for the purpose of attracting attention.

**Pole Sign:** A sign that is elevated above the ground on a pole or braces.

**Political Sign:** A sign relating to matters to be voted on in a local, state, or national election or referendum.

**Portable Sign:** Any sign designed to be moved easily whether or not it is permanently affixed to the ground or a building.

**Projecting Sign:** A sign, other than a flat wall sign, that projects from the face of the building or structure upon which it is located.

**Real Estate Sign:** An on-premise sign which makes it known that real estate upon which the sign is located is for sale, lease, or rent.

**Real Estate Development Sign:** An on-premise sign that is designed to promote the sale or rental of lots, homes, or building space in a real estate development that is under construction such as subdivisions or shopping centers.

**Regulatory, Directional and Street Sign:** A sign erected by a public agency in compliance with the Michigan Manual of Uniform Traffic Control Devices Manual.

**Residential Community Sign:** A sign that marks the entrance to a subdivision, apartment complex, condominium development, or other residential development.

**Roadside Stand Sign:** A sign which is used to advertise a temporary display and/or sale of agricultural products produced on the premises upon which the stand is located.

**Roof Sign:** A sign or any portion of a sign that is located above the top of the wall of a flat roof building, above the eave on a pitched roof building or above the deck line of a mansard roofed building.

**Sign:** Any device, structure, fixture, or placard which uses words, numbers, figures, graphic designs, logos or trademarks for the purpose of informing or attracting the attention of persons and which is visible from any public street, right-of-way, easement, sidewalk, alley, park or other public place.

**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.

**Under Hanging Sign:** A sign located or hanging from a canopy or soffit of a building. All under hanging signs shall be considered wall signs.

**Wall Sign:** A sign attached parallel to the exterior surface of a building wall.

**Window Sign, Permanent:** A permanent sign which is affixed to or installed on the interior window surface or positioned within two (2) feet of the inside of a window displayed in a manner intended to be viewed from outside the window.

**Window Sign, Temporary:** A temporary sign which is affixed to or installed on the interior window surface or positioned within two (2) feet of the inside of a window displayed in a manner intended to be viewed from outside the window for a limited period of display.

## **SECTION 9.03 Permits and Enforcement**

### **A. Permits Required**

It shall be unlawful for any person to erect, alter, relocate or structurally change a sign or other advertising structure within the boundaries of Hartland Township without first obtaining a permit in accordance with the provisions set forth herein, unless specifically exempted by this Article.

### **B. Applications**

An applicant shall submit a request for sign permit review by filing with the Zoning Administrator the required number of copies of a sign permit as well as the data and exhibits required in the application, the review fee and a complete application form in accordance with the sign permit application review and procedures. The Zoning Administrator, upon receipt of the complete application, shall transmit the sign drawing(s) to the Planning Commission prior to its next regular meeting.

At a minimum, the following information shall be required as part of the sign application:

1. Name, address, and telephone number of the applicant, business, and landowner, along with landowner's signature on the application.

2. Location of the buildings, structure, or lot on which the sign will be located.
3. A sketch or drawing of the sign showing its position in relation to nearby buildings, structures, property lines, roadways, and adjacent land uses within four-hundred (400) feet of the sign and any landscaping to be used in conjunction with the sign.
4. If a monument sign is requested, adequate staking of the proposed location for on-site inspection by the Zoning Administrator.
5. Plans showing the dimensions, lettering style, color, materials, supports, method of construction, method of illumination, and method of attachment to the building or ground. Scale of not less than 1"=5'.
6. A landscaping plan for all monument sign applications showing the location, size, quantity and species of proposed plantings.
7. Name and address of person, firm, or corporation owning, erecting, and maintaining the sign.
8. Other information as may be required by the Township to make the determination that the sign is in compliance with all applicable laws and ordinances.

### **C. Review of Application**

All applications shall be submitted to and reviewed by the Zoning Administrator for completeness. The Zoning Administrator will determine if the application is complete and inform the applicant if additional information is required. When the application is complete, the Zoning Administrator will determine if Planning Commission review and approval is required based upon the provisions of this Article or Ordinance. If Planning Commission review is required, the completed application and documentation will be forwarded to the Planning Commission. A review and site visit, if appropriate, will be completed by the Zoning Administrator or any member of the Planning Commission. The Planning Commission shall approve, approve with conditions, or deny a sign application. If Planning Commission review and approval is not required, the Zoning Administrator shall approve, approve with conditions or deny the sign application.

Following approval by the Planning Commission, the Zoning Administrator shall have the authority to issue a land use permit.

If the application is denied, the Zoning Administrator shall provide written notice to the applicant with reasons for the denial. The Zoning Administrator may suspend or revoke an issued permit at any time for any material false statement or misrepresentation of fact in the application.

## **D. Exceptions**

A new permit shall not be required for servicing an approved existing sign, repainting an approved existing sign with the same color(s), repairing an approved existing sign, cleaning an approved existing sign, or changing the message on an approved existing sign where the sign is designed as a changeable copy sign (such as numbers on a Fuel Price Sign). No land use permit is required for repairing of an approved existing sign if no structural change is involved. Furthermore, a permit shall not be required for Exempt Signs listed in Section 9.04 of this Article.

## **E. Fees, Escrow and Performance Guarantee**

1. A fee shall be paid at the time of application for reviewing the application. The amount of the fee shall be in accordance with the schedule of fees, which shall be adopted or amended from time to time by resolution of the Township Board.
2. Any required escrow or performance guarantee amounts shall be established or amended from time to time by resolution of the Township Board and shall be due in full at the time of application.

## **F. Inspection and Maintenance**

1. The Zoning Administrator shall have the authority to routinely enter onto property to inspect existing signs.
2. All signs shall be maintained at all times in a safe, secure, and attractive manner. Signs that are tattered, broken, faded, torn, burned out light bulbs, or otherwise no longer working, shall not be permitted or used.
3. Signs that are erected, constructed, maintained, moved, or converted in violation of any provisions of this Article or Ordinance shall be and is declared a public nuisance per se.

## **G. Violations**

The violation of any provision of this Article by any person, firm, corporation, or agent, employee, contractor, or subcontractor of same or anyone else acting on behalf of said person, firm or corporation shall be a municipal civil infraction as provided by the Hartland Township Municipal Civil Infraction Ordinance. The procedures for addressing violations are set forth in Section 33.08.C and 33.08.D of this Ordinance.

## H. Removal of Obsolete Signs

Any sign that no longer identifies a business that is in operation, or that identifies an activity or event that has already occurred shall be considered abandoned and shall be removed by the owner, agent, or person having use of the building or structure. Upon vacating a commercial or industrial establishment, the property owner shall be responsible for removing all signs in conjunction with the business within thirty (30) days after vacating the business.

However, where a conforming sign structure and frame are typically reused by a current occupant in a leased or rented building, the building owner shall not be required to remove the sign structure and frame in the interim periods when the building is not occupied, provided that the sign structure and frame are maintained in good condition.

## I. Nonconforming Signs

Illegal non-conforming signs are not permitted and shall be immediately removed. It is the intent of the Township to eliminate legal nonconforming signs, except as otherwise specifically set forth in this Article. No legal nonconforming sign shall be altered or reconstructed unless the alteration or reconstruction is in compliance with this Article, except that legal nonconforming signs shall comply with the following regulations:

1. Repairs and Maintenance: Normal maintenance shall be permitted, provided that any legal nonconforming sign that is destroyed by means to an extent greater than fifty percent (50%) of the sign's pre-catastrophe fair market value, exclusive of the foundation, shall not be reconstructed. Normal maintenance shall include painting chipped or faded signs; replacing faded damaged surface panels; or, repairing or replacing electrical wiring or electrical devices. No legal nonconforming sign shall be structurally altered so as to prolong the life of the sign or to change its shape, size type or design.
2. Changeable Copy Signs: The message on a changeable copy sign may be changed.
3. Substitution: No legal nonconforming sign shall be replaced with another nonconforming sign. However, the portion containing the message may be replaced with a different message without affecting the legal nonconforming status of a sign, provided that the sign structure or frame is not altered. Sign panels shall be opaque with cut-out letters and logo and comply with all other Ordinance provisions.
4. Modifications to the Principal Building: Whenever the principal building on a site on which a legal nonconforming sign is located is modified to the extent that a site plan review and approval is required, the nonconforming sign shall be removed.

Nothing in this Article shall relieve the owner or user of a nonconforming sign or owner of the property on which the nonconforming sign is located from the provisions of this Article or Ordinance regarding safety and maintenance of signs.

All nonconforming signs that are not defined as legal nonconforming signs are considered to be and deemed illegal signs.

## J. Appeal to the Zoning Board of Appeals

Any party who has been refused a sign permit for a proposed sign or received a correction or removal notice for an existing sign may file an appeal with the Zoning Board of Appeals, in accordance with Article 33.00 of this Ordinance.

## SECTION 9.04 Application of Standards: Exempt Signs

The following signs are permitted in the Township and are specifically exempt from obtaining a sign permit and payment of fees except as otherwise provided in this Section, but shall be required to comply with all other requirements of this Article and Ordinance.

**Business Affiliation Sign:** Signs (one or more) not exceeding a total of two (2) square feet per business.

**Construction Sign:** There shall be only one (1) sign per development; with a maximum height of seven (7) feet and not exceeding sixteen (16) square feet in area for residential projects; a maximum height of seven (7) feet and not exceeding thirty-two (32) square feet in area for non-residential projects; setback a minimum of ten (10) feet from any property line or public street right-of-way; and such signs shall not be erected until a land use permit has been granted by Hartland Township and all applicable land use permit fees have been paid. All construction signs shall be removed within fourteen (14) days of the issuance of a certificate of occupancy. These signs may use a pole-type construction.

**Community Special Event Sign:** Signs not exceeding sixteen (16) square feet in area, setback a minimum of ten (10) feet from any property line or public street right-of way, and with a maximum height of seven (7) feet. Such signs shall not be displayed for more than fourteen (14) days. Such signs shall be removed within two (2) days immediately following the conclusion of the event.

**Flags:** Up to two (2) flags of any combination limited to an insignia of any nation, state, community organization, educational institution, or non-commercial organization and one (1) commercial or corporate flag. All flags shall be displayed in accordance with The Flag Code, Title 4, United States Code, Chapter 1. All flags shall be displayed from a pole or other mounting which is permanently affixed to the ground or a building and dedicated to that purpose. A flag shall not be attached to any structure which is designed for an alternative use, such as a light pole or sign, or be located on the roof of a building. The height of flagpoles shall be a maximum of thirty-five (35) feet and flags may be a maximum of forty (40) square feet in size. Flags that are a part of a Township approved streetscape plan shall be exempt from these standards.

**Fuel Station Pump Island Sign:** Located on the structural supports identifying the “self-serve” and “full-serve” operations, provided there is no business identification or advertising copy on such signs, there are no more than two (2) such signs per pump island and such signs do not exceed four (4) square feet in area.

**Garage Sale and Estate Sale Sign:** Provided they are not attached to public utility poles or other public facilities and do not exceed six (6) square feet in area; and they are erected no more than five (5) business days before and are removed within one (1) business day after the announced sale.

**Help Wanted Sign:** Provided the maximum area shall be four (4) square feet.

**Historical Marker:** Shall not exceed sixteen (16) square feet in area and meet the requirements of the Michigan Historical Marker Program administered by the State Historic Preservation Office.

**Integral Sign:** Shall not exceed two and one half (2.5) square feet in area.

**Miscellaneous Sign:** On vending machines, gas pumps, and ice containers indicating the contents or announcing on-premise sales, provided the sign on each device does not exceed two (2) square feet in area.

**Model Sign:** One sign directing the public to a model home or unit, which does not exceed six (6) square feet in area and six (6) feet in height shall be located on the property of the model home or unit.

**Non-commercial Sign:** Shall not exceed two (2) square feet in area.

**Outline Tubing Sign:** Shall be permitted for indoor “Open” signs to be located in the window of a business which does not exceed four (4) square feet and is only illuminated during regular business hours.

**Owner/Tenant Sign:** Address or occupant name and other signs of up to two (2) square feet in area mounted on the wall of an office building.

**Parking Lot Sign:** Shall be a maximum of six (6) feet in height and do not exceed two (2) square feet in area.

**Political Sign:** Provided such signs are not placed within the public street right-of-way line in a manner that obstructs visibility and, if related to an election, such signs removed within ten (10) days following the election for which they are erected.

**Private Road Name Signs:** Shall not exceed one (1) square foot in area.

**Real Estate Sign:** One (1) non-illuminated real estate sign shall be permitted per parcel for each public or private road frontage. Any sign six (6) square feet or more in area must be setback a minimum of ten (10) feet from the public right-of-way or private road easement. Such signs shall also comply with the following district specific requirements:

1. Residential Districts: The maximum height of any such sign shall be six (6) feet and shall not exceed six (6) square feet in area.
2. Non-Residential Districts: The maximum height of any such sign shall be seven (7) feet and shall not exceed thirty two (32) square feet in area.

One (1) additional open house sign shall be permitted for a period not to exceed two consecutive (2) days for every seven (7) day period on the lot where the sale is taking place.

All real estate signs shall be removed immediately after the property is sold, rented, or leased. For purposes of this Ordinance, a property shall be considered sold when a purchase agreement or similar document which limits the availability of the property has been executed by all parties in interest.

**Regulatory, Directional and Street Sign:** A sign erected by a public agency in compliance with the Michigan Manual of Uniform Traffic Control Devices Manual.

**Rental Office Directional Sign:** Up to two (2) signs identifying or directing motorists to a rental or management office in a multiple family development, provided such signs are a maximum of four (4) feet in height, are setback a minimum of ten (10) feet from any property line or public right-of-way, and do not exceed three (3) feet in area.

**Roadside Stand Sign:** A maximum of one (1) on any parcel and not exceeding thirty two (32) square feet in area and seven (7) feet in height. Such sign shall be located on the same premises as the roadside stand.

**Street Address Sign (Street Numbers):** Not exceeding six (6) inches in height for residences and eighteen (18) inches in height for businesses.

**Temporary Sign:** One (1) temporary sign may be permitted per business or tenant, per site for a period not to exceed thirty (30) days. A business shall be allowed to use a temporary sign once during its stay at the same location or whenever there is a change in owners. The sign shall be no larger than thirty two (32) square feet in surface area per side and shall not exceed seven (7) feet in height. Wind-blown devices such as pennants, spinners and streamers shall be considered a temporary sign and also be allowed on the site of the business advertising a grand opening for the thirty (30) day time period designated for the temporary sign.

**Warning Sign:** Such as no trespassing, warning of electrical currents or animals provided such signs do not exceed two (2) square feet.

**Window Signs:**

1. Window Signs, Permanent: Permanent window signs shall be permitted to occupy no more than twenty-five (25%) percent of the total surface area of each individual street-level window to which the sign is attached or visible from and not to be included in the measurement for allowable wall sign area up to a maximum of twenty (20) square feet. The area of permanent window signs that exceed twenty-five (25%) percent of the total surface area of each individual street-level window or greater than twenty (20) square feet shall be deemed a wall sign for purposes of calculating sign area pursuant to Section 9.09 and must obtain all required permits.
2. Window Signs, Temporary: Temporary window signs shall be permitted to occupy no more than ten (10%) percent of the total surface area of each individual street-level window which the sign is attached or visible from.
3. The total area of permanent and temporary window signs shall not exceed twenty-five (25%) percent of the total surface area of each individual street-level window, up to a maximum of twenty (20) square feet.

## SECTION 9.05 Prohibited Signs

The following signs are not permitted in the Township:

1. Any sign not expressly permitted.
2. Animated signs.
3. Electronic signs.
4. Commercial vehicle signs that are being used principally for advertising purposes, rather than associated with and regularly used in the course of conducting the principal use located on the premises in which the vehicle is located
5. Signs that stipulate or could in any way be confused with the lighting of emergency vehicles or traffic signals shall be prohibited.
6. Flashing signs.
7. Inflatables.
8. Moving signs.
9. Outline tubing/neon signs shall be prohibited unless otherwise provided for in this Article.
10. Any signs containing obscenity.
11. Signs that obstruct vision or impair the vision of motorists or non motorized travelers at any intersection, driveway, within a parking lot or loading area.
12. Any type of signage including logos shall not be permitted on a public or private radio, television, cellular phone, or water tower with the exception of the name of the municipality.
13. Pole signs shall be prohibited unless otherwise provided for in this Article.
14. Portable signs shall be prohibited unless otherwise provided for in this Article.
15. Roof signs.
16. Non-regulatory signs placed in public right-of-way, attached to a utility pole or affixed to a tree shall be prohibited, except signs of a government utility.
17. String lights: Exterior string lights used in connection with a commercial enterprise shall be prohibited, other than holiday decorations which are strung no more than sixty (60) days before the holiday and removed within ten (10) days following for which they were erected. In no case shall exterior string lights be used for more than seventy (70) days per calendar year.
18. Painted wall signs: No sign may be painted directed onto any building surface.

## SECTION 9.06 Address Sign Requirements

All buildings within the Township shall have an address sign which is clearly visible from the center of the street or road that the building is issued an address on. This may be accomplished in two ways:

1. Inclusion of the street address numbers on the monument sign on the lot or parcel in which the building is located. In the case of one entrance drive being used for multiple addresses, the monument sign should include the range of address numbers serviced by that entrance drive.
2. Address numbers may be located directly on the building if they are visible from the center of the road servicing the building. Maximum number size shall be eighteen (18) inches in height for all commercial, industrial or office buildings.

All commercial, industrial and office buildings within the Township shall also have an address sign/numbers located above or next to the entrance door for each building address. The address numbers shall be a minimum of six (6) inches in height.

## SECTION 9.07 Off-Premise Signs

Due to the size and character of off premise signs, the following requirements apply:

### A. Special Use

The erection of any off-premise sign (billboard) requires special land use approval conditioned upon the terms of this and other Township Ordinances. Following a special land use approval, a sign permit may be granted, subject to compliance with all of the following requirements:

1. Allowable Zoning Districts: Billboards are allowed as a principle use subject to special land use approval in the I, Industrial District abutting US-23 only, where no other main structures exist. The billboard must be constructed in such a manner as to be viewed principally from US-23 and not from auxiliary roadways, side road, traffic intersections, or residential areas.
2. Location: Billboards shall be constructed so its principle view is fully screened from an interchange area involving merging traffic. All billboards must comply with the following:
  - a. Shall be located at least five-hundred (500) feet from any residentially zoned area, historic district or outdoor park/recreation facility.
  - b. The premise must have a roadway easement to a non-US-23 primary or secondary road such that the persons maintaining and servicing the sign may reach the site without danger from high speed traffic.

3. Construction Details: Billboards shall comply with the following height requirements:
  - a. A maximum height of twenty (20) feet in height above the median ground level within a five-hundred (500) foot radius of the site.
  - b. Shall be prohibited from extending above the tree line or horizon when viewed from any portion of the roadway it faces, being located on or over the roofs of buildings or projecting over any public easement or right-of-way.
4. Surface Display Area: Billboards shall have a maximum of two-hundred (200) square feet in surface area and shall be limited to one (1) face. Faces may not be joined horizontally or vertically. Only one (1) business or organization may advertise on any one (1) face. Electronic or mechanical changeable message signs are prohibited.
5. Spacing and Setback: Billboards shall comply as follows:
  - a. A minimum of two-thousand (2,000) feet between any other billboard measured in all directions and including billboards in adjacent Townships.
  - b. A minimum of one-hundred (100) feet between a permitted on-premises sign.
  - c. At least five-hundred (500) feet from any park, school, church, hospital, cemetery or government building.
  - d. Shall comply with all setback requirements of the I, Industrial District.
6. Colors: Billboard colors used shall not include fluorescent or brilliant shades that may be distracting, except that commonly used company logo colors may be used if the logo does not exceed five (5%) percent of the face area of the sign.
7. Moving Parts: Moving, flashing, oscillating or other distracting parts visible to drivers are prohibited.
8. Illumination: Illumination standards of Section 9.08.A of this Article and Article 7.00 of this Ordinance shall be required.
9. Landscaping: Billboards shall be planted with low growing shrubbery in front of and at the end of each side of the sign and evergreen trees behind the sign such that the framework or superstructure of the sign is generally not readily visible to passing traffic.
10. Non-Use: Billboards not in use shall have the unused surface display a scenic view, consistent with the Township scenery, blank white surface, or a public service message.
11. Maintenance: Any billboard that collapses, topples or disintegrates shall be made safe within thirty (30) days and the site shall be cleared of debris.
12. State Compliance: Billboards shall comply with applicable requirements and conditions of P.A. 106 of 1972 as amended "The Highway Advertising Act of 1972."

13. Identification Plate: The framework, foundations or superstructure of a billboard shall have a metal identification plate firmly attached thereto.

## SECTION 9.08 Design Standards For Permitted Signs

Signs serving a commercial or informational 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 Hartland Township Planning Commission unless otherwise noted and until a permit has been issued.

### A. Illumination

1. General Requirements: Signs shall be illuminated only by a steady, stationary, shielded light source directed solely at the sign, or internal to it. No intermittent flashing, rotating, moving, or oscillation lighting shall be permitted.
2. Non-Glare, Shielded Lighting: Use of glaring, unshielded or undiffused lights or bulbs is prohibited. Lights shall be shaded so as not to project onto adjoining properties or thoroughfares.
3. Bare Bulb: Use of bare bulb illuminated signs shall not be permitted.
4. Traffic Hazards: Any sign illumination or placement that could cause distraction to motorists is prohibited.

### B. Measurement Of Sign Area

1. Monument Signs: The area for signs shall be measured by calculating the square footage of the sign face, measured by enclosing the most protruding points or edges of a sign within a rectangle including the frame. On a monument sign, a decorative masonry base or column shall not be included in the sign area measurement. The name of the development shall be included in the calculation of the square footage if included in the sign's message.

The area of a double faced sign shall be computed using only one (1) of the sign faces provided that:

- a. The outline and dimensions of both faces are identical, that is the outlines of the back-to-back faces shall be coterminous; and
- b. The faces are back-to-back so that only one (1) face is visible at any given time.

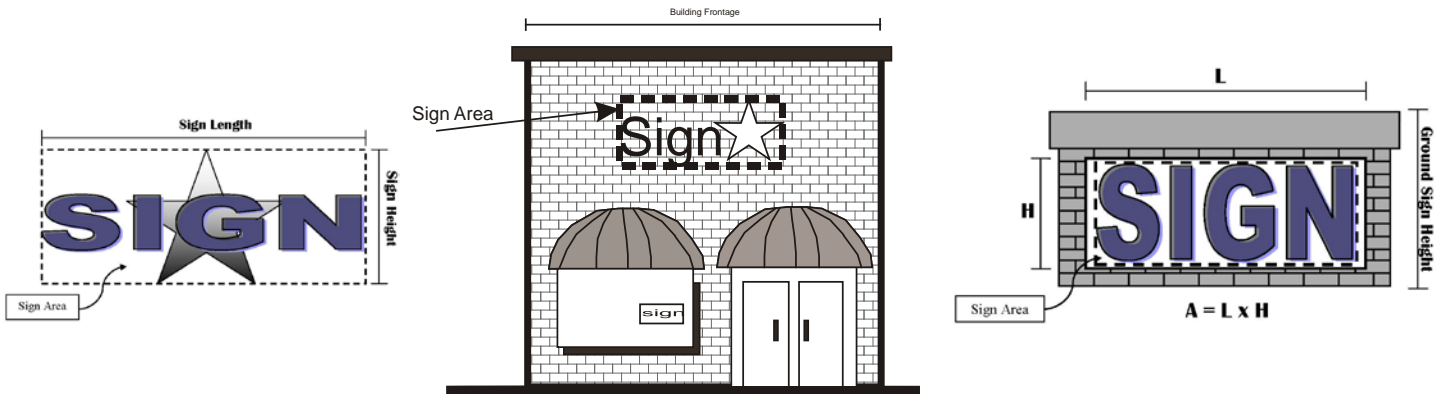
If the back-to-back faces are unequal, the area of the sign shall be computed using the area of the larger face.

2. Wall Signs: The wall sign area square footage shall be determined by enclosing the portion of the wall which contains a message, lettering, symbol and/or logo within a square or rectangle. Signs placed on canopies shall also be counted towards the allowable wall sign area.

## C. Sign Height

1. **Monument Signs.** The height of the sign shall be measured from the average grade to the upper most point of the sign. Average grade shall be measured fifty (50) feet along the frontage parallel to the road from both sides of the sign. Placing a sign on top of a berm is permitted only if the berm is long enough to meet the average grade requirement and landscaping is provided on the berm.

Sign Measurement:



2. **Wall Signs.** The maximum height of a wall sign shall be the lesser of the following:
  - a. The maximum height specified in the district for which the sign is located.
  - b. The height of the building facing the street on which the sign is located.

## D. Setback and Distance Requirements

All signs, unless otherwise provided for, shall be setback a minimum of ten (10) feet from any public street right-of-way, private road easement or property line. This 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, access easement or property line.

In order to ensure adequate sight distance for motorists, bicyclists and pedestrians, a minimum clear vision area shall be maintained as required by Section 3.09.F. of this Ordinance. Greater clear vision areas may be required by the Michigan Department of Transportation or the Livingston County Road Commission in particular areas. Furthermore, signs shall not be permitted where they obstruct motorist vision of regulatory signs, traffic control devices or street signs.

## E. Sign Design Features

All signs permitted in the various zoning districts 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. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose. Lettering shall be clean and simple to

assure readability and shall be in harmony with the style of architecture of the building. Reflective materials are prohibited.

Monument signs shall have a masonry base that complements the architectural character of the buildings on the same lot or parcel. The masonry base width shall be one-hundred (100%) percent of the width of the sign face. The Planning Commission may permit a modification to the requirement for a solid base when the mass of the columns and landscaping substantially meet the intent of the Ordinance.

## F. Construction and Maintenance

Every sign shall be constructed and maintained in a manner consistent with the building code provisions and maintained in good structural condition at all times. All signs shall be kept neatly painted, stained, sealed or preserved including all metal part and supports.

## SECTION 9.09 Specific Sign Standards

The number, display area and height of signs within the various zoning districts are provided in the table below and in the accompanying set of footnotes. Some additional standards for specific types of signs are given below:

**Canopy Sign:** May be used as an alternative to wall signs and may project a maximum of six (6) feet from the edge of the building, measured horizontally parallel to the ground. The total area of lettering and logo shall not exceed twenty five (25%) percent of the total area of the canopy that would be visible from the front of the canopy. Any sign area of the canopy shall be included in the calculations of maximum wall sign square footage.

**Directional Sign:** No more than one (1) directional sign shall be permitted per approved driveway, with a maximum sign area of four (4) square feet per sign, and a maximum height of three (3) feet. Any area of a directional sign that includes a business name, symbol or logo shall be calculated as part of the allowable monument sign square footage, as specified in the table below. The Planning Commission may require additional directional signs when it is determined to be necessary and beneficial for enhanced traffic flow, vehicular and pedestrian movements and wayfinding.

**Fuel Price Sign:** No more than one (1) fuel price sign per fuel station, not to exceed twenty (20) square feet. The sign shall comply with height and setback requirements for monument signs in the district which the sign is located. If the sign is included on a monument or wall sign, the fuel price area must be included the total permitted sign area.

**Menu Board:** For an approved drive-through business, up to two (2) signs each no greater than thirty two (32) square feet in total area and seven (7) feet in height shall be permitted. Such sign shall not be located in the front yard.

**Monument Sign:** A minimum setback of ten (10) feet shall be provided from the right-of-way, when located to ensure adequate sight distance for motorists. Dimensional standards for monument signs are given in the table below.

**Under Hanging Sign:** No more than one (1) under hanging sign shall be permitted for each business in the LC, Limited Commercial District and the GC, General Commercial District. A maximum sign area of six (6) square feet with a minimum clearance of eight (8) feet is permitted. Under hanging signs shall be designed to serve pedestrians rather than vehicular traffic and shall not be illuminated.

**Projecting Sign:** No more than one (1) projecting sign shall be permitted per business in the LC, Limited Commercial District and shall be further subject to the following:

1. Such signs shall be secured to the building by metal anchors, bolts, supports, rods or braces, and shall be pinned away from the wall at least six (6) inches.
2. Such signs shall project from the wall at an angle of ninety (90) degrees.
3. Such signs shall maintain a minimum clearance of eight (8) feet above grade and shall not project above the height of the building façade that it is attached.
4. A maximum of one (1) projecting sign shall be permitted per use having its own individual means of outdoor public access with a maximum sign area of twenty (20) square feet per sign face.
5. Such signs are not subject to the setback and distance requirements identified in Section 9.08.D.

**Wall Sign:** Signs shall be located on the vertical face of the building wall's primary entrance generally parallel to the road right-of-way of the individual business. Wall signs shall further be subject to the following:

1. Wall signs shall not exceed the maximum building height specified for the district in which the sign is located or the height of the building facing the street on which the sign is located for single story buildings. In no instance shall a wall sign be permitted above the first story. The raceway and mounting brackets shall match the building color onto which it is affixed.
2. Wall signs shall consist of individual letters or logos. A panel on which the business or tenant name or logo is affixed may be permitted provided it is not greater than ten (10) square feet. The panel background shall be constructed with an opaque material so as to limit any illumination to the individual letters or logo.
3. Wall signs shall not cover architectural details such as arches, transom windows, moldings, columns, sills, cornices, or similar details.

**Window Sign, Permanent:** Permanent window signs that exceed twenty-five (25%) percent of the total surface area of each individual street-level window or greater than twenty (20) square feet shall be deemed a wall sign for the purposes of calculating sign area.

DISTRICT	WALL OR CANOPY SIGN <sup>(1)</sup>		MONUMENT SIGN <sup>(2)</sup>			PROJECTING SIGN	
	MAX NO. OF SIGNS	MAX SIZE	MAX NO. OF SIGNS	MAX SIZE	MAX HEIGHT	MAX NO. OF SIGNS	MAX SIZE
All Single and Multiple Family Residential Developments and Mobile Home Park Districts <sup>(4,5)</sup>	0	0	1	64 sq. ft.	7 ft.	0	0
All Commercial Districts	1 per business	80 sq. ft.	1	64 sq. ft.	7 ft.	0	0
All Office Districts	1 per business	20 sq. ft.	1	64 sq. ft.	7 ft.	0	0
All Industrial Districts	1	80 sq. ft.	1	64 sq. ft.	7 ft.	0	0
Planned Development Districts	1	80 sq. ft.	1 <sup>(3)</sup>	64 sq. ft.	7 ft.	0	0
Limited Commercial District	1	80 sq. ft.	1	64 sq. ft.	7 ft.	1	20 sq. ft.

**Footnotes:**

- (1) Wall or Canopy Sign: One (1) wall or canopy sign shall be allowed per business unless otherwise allowed by this Section. The maximum wall sign shall not exceed two (2) square feet for every one (1) linear foot of building frontage, up to a maximum of eighty (80) square feet. In the case of a multi-tenant building or shopping center, these size requirements shall apply to each business that has an individual means of public access from the same building FRONTAGE on which the sign will be located. The maximum allowable wall sign may be utilized in the following manner:
- a. Two (2) wall signs may be permitted for businesses located on a corner or through-lot. One sign may be permitted on the principal building's primary frontage. An additional sign may be permitted on the building's secondary frontage as long as no monument sign is located on the same frontage. Each wall sign shall comply with the maximum size allowed under this Section.
  - b. At the discretion the Planning Commission, two (2) wall signs shall be permitted for businesses located on an interior lot which under certain circumstances, such as obstructed views and building orientation, require additional visibility. The total sign area between the two (2) signs may not exceed one hundred (100) square feet.

- c. For retail buildings in excess of 60,000 square feet the Planning Commission may permit one (1) additional square foot of wall signage for each linear foot of building frontage greater than forty (40) feet not to exceed two-hundred (200) square feet of aggregate wall signage. Such additional wall signage may be allocated to more than one (1) sign but the total area of any single wall sign shall not exceed one-hundred fifty (150) square feet.
  - d. Wall signs in any Office District shall be non-illuminated.
- (2) Monument Sign:  
One monument sign shall be permitted per property in addition to any other permitted signs described in this Ordinance. The maximum area of a sign shall not exceed one (1) square foot per two (2) linear feet of lot frontage, not to exceed a total sign area of sixty four (64) square feet.
- a. For buildings or lots having frontage along a second public street, US-23, Old US-23 or M-59, a second sign may be permitted by the Planning Commission as long as no wall sign is located on the same front.
  - b. All monument signs shall include adequate landscaping in size and quantity of plant material around the base of the sign so as to create a unified and aesthetic appearance with the structure or development in which the sign is promoting.
  - c. If multiple parcels or buildings are accessed from the same entrance drive, only one (1) monument sign shall be permitted. The total sign area shall be allocated on an equal basis to all parcels or buildings being served by the entrance drive or the name of the development or center in lieu of individual tenant advertising. The total sign area for such signs may be increased by a half (1/2) square foot for each additional linear foot of lot frontage over one hundred twenty eight (128) feet of frontage, not to exceed a maximum of 80 square feet and seven (7) feet in height.
  - d. All internally lit monument signs shall be a panel background constructed with an opaque material with cut-out letters and logo so as to limit any illumination specifically to the individual letters or logo only.
  - e. Monument signs with external illumination may display a message with individually cut letters/numbers or an engraved stone.
  - f. Monument signs designed and approved with changeable panels may be reviewed and approved by the Zoning Administrator upon determination that all other requirements of this Article have been met. The Zoning Administrator, at his/her discretion may require Planning Commission review and approval.
- (3) If the proposed signs are part of a Planned Development (PD), sign approval may be granted during the PD approval process by the Planning Commission.
- (4) Residential communities or non-residential developments are permitted one (1) permanent monument sign per entrance which does not exceed thirty two (32) square feet in area and a maximum height of seven (7) feet identifying developments such as office complexes, a college, a subdivision, an apartment complex, condominium communities,

senior housing complexes, mobile home parks, and similar uses. In certain circumstances the Planning Commission may determine that the interests of public safety are best served with monument signs directed toward traffic approaching from both sides of the adjacent road. In that event, the Planning Commission may permit not more than one (1) monument sign on each side of an entrance for a total of two (2) monument signs at the entrance. If the Commission permits two (2) monument signs at the entrance, the signs shall be identical in materials and in the message displayed and shall be carefully integrated with the landscaping and lighting and the entrance to create an aesthetically pleasing and safe identification for the use.

- (5) All non-residential uses permitted in single family, multiple family and mobile home park districts shall comply with the sign requirements for the Office District.