

## SIGNS

### **SECTION 13.1 SCOPE**

This Section is intended to regulate and limit the construction or reconstruction of signs to protect the public health, safety, aesthetics and general welfare. Signs that 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 shall be permitted except as may be otherwise provided herein.

### **SECTION 13.2 DEFINITIONS**

The following words shall have the meanings set forth in this Section:

- A. **Banner Sign:** A temporary sign constructed of canvas, paper or other similar material which is not permanently affixed to any wall or sign structure and is intended for a limited period of display.
- B. **Billboard:** A large panel designed to carry outdoor advertising.
- C. **Business Center:** Any two or more businesses which:
  - 1. Are located on a single parcel; or
  - 2. Are under one common ownership or management and have a common arrangement for the maintenance of the grounds; or
  - 3. Are connected by common walls, partitions, canopies, other structural members or walkways to form a continuous building or group of buildings; or
  - 4. Share a common parking area; or
  - 5. Otherwise present the appearance of a single continuous business area.
- C. **Construction Sign:** A sign that identifies the owners, financiers, contractors, architects and engineers of a project under construction.
- D. **Directional Sign:** A sign that gives directions, instructions, identifying logos without text or facility information related to the use of the property on which the sign is located, such as parking, exit and entrance signs, and that sets forth no other advertisement.
- E. **Freestanding Sign:** A sign supported by one or more uprights, poles or braces placed in or upon the ground, not attached to any building and having clear space of at least eight feet from the ground to the bottom of the sign.
- F. **Government Sign:** A temporary or permanent sign erected by Eureka Charter Township, another township or city, Montcalm County, State or Federal government to identify a building or structure owned or operated by that unit of government.

- G. Ground Sign:** A permanent sign resting directly on the ground no higher than 6 foot which may contain a reader board and is not attached to a building or wall.
- H. Illuminated Sign:** A sign that provides artificial light directly (or through any transparent or translucent material) from a source of light within such sign, or an 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.
- I. Incidental Sign:** A sign that identifies street address, entrances and exits, safety precautions, identifying logos without text and other such incidental information and that sets forth no other advertisement.
- J. Marquee:** A permanent structure that projects from the exterior wall of a building.
- K. Marquee Sign:** A sign attached to a marquee, canopy or awning projecting from and supported by the building.
- L. Mean Grade:** A reference plane representing that arithmetic mean of the lowest and highest grade elevations in the area within five feet of the foundation line of a sign structure, or in the area between the sign structure foundation line and the lot line, in the case where the sign structure foundation line is less than five feet from the lot line.
- M. Placard:** A sign not exceeding two square feet that provides notice of a public nature such as "No Trespassing" or "No Hunting" signs.
- N. Plat Entry Sign:** A sign placed at a road entrance to a subdivision, manufactured home park or multiple-family development containing only the name of the subdivision, manufactured home park or multiple-family development.
- O. Political Sign:** A temporary sign used in connection with an official Eureka Charter Township, City of Greenville, School District, County, State or Federal election or referendum.
- P. Portable Sign:** A 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, and signs affixed to movable trailers.
- Q. Projecting Sign:** A sign that projects from and is supported by a wall of a building and does not extend beyond, into or over the street right-of-way.
- R. Reader Board:** A portion of a sign on which copy is changed manually.
- S. Real Estate Sign:** A sign located on premises containing land or buildings for sale, rent or lease, or buildings under construction and intended for sale, rent or lease.
- T. Roof Line:** That line that represents the highest portion of any part of the roof structure excepting gables, chimneys or other incidental architectural features.
- U. Roof Sign:** Any sign erected, constructed and maintained wholly upon or over the roof of any building with its principal support on the roof structure.

- V. Sign:** A device, structure, fixture or placard using graphics, symbols and/or written copy designed specifically for the purpose of advertising or identifying an establishment, product, service or activity.
- W. Special Event Sign:** Temporary signs containing public messages concerning special events sponsored by governmental agencies or non-profit organizations.
- X. Street Frontage:** The width of a lot or parcel meeting the minimum requirements of the Zoning Ordinance for the District in which it is located.
- Y. Temporary Sign:** A display, informational sign, banner or other advertising device with or without a structural frame and intended for a limited period of display including special event signs and other such signs as may be allowed in this Chapter.
- Z. Wall Sign:** A sign that is attached directly to or painted upon a building wall that does not extend more than 18 inches from the building wall with the exposed face of the sign in a plane parallel to the building wall.
- AA. Window Sign:** A sign installed inside a window.
- BB. The Right Way Area:** The Right of Way area is the property that runs along both sides of all State roads.
- CC. The Clear Vision Area:** The Clear Vision area is defined as the triangle shaped area at all four corners of an intersection only on the State roads. These areas have different dimensions throughout the Township. For the dimensions you would refer to MDOT website under Clear Vision then under Eureka Township.

### **SECTION 13.3 SIGNS PROHIBITED**

A sign not expressly permitted in this Section is prohibited.

### **SECTION 13.4 GENERAL SIGN PROVISIONS**

- A. No person shall erect, alter, place or permit to be placed, or replace any sign without first obtaining a Zoning Permit/Building Permit, provided that the following signs shall not require a Zoning and Building Permit:
  - 1. Placards not exceeding two square feet
  - 2. Window signs – on interior of pane only
  - 3. Political signs
  - 4. Real estate signs
- B. Signs, except for Type I home occupation signs, Type II home occupation signs in non-Agricultural Districts, and billboards, may be internally illuminated. If externally illuminated, the source of the light shall be enclosed and directed to prevent the source of light from shining directly onto traffic or any Residential District or property.

- C. No sign shall be placed in, upon or over any public right-of-way, alley or other public place, except as may be otherwise permitted by this Ordinance or other Ordinance of Eureka Charter Township.
- D. No light pole, utility pole or other supporting member shall be used for the placement of any sign unless specifically designed and approved for such use.
- E. No sign shall be erected in any place where it may, by reason of its position, shape, color or other characteristic, interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device, or constitute a nuisance per se.
- F. No vehicle or trailer which in the opinion of the Zoning Administrator has the intended function of acting as a sign shall be parked in any area abutting the street unless no other parking area is available.
- G. Electronic Signs:
  - 1. No sign shall contain or appear to contain graphics or copy that is obscene, flashing or blinking, or resembling police or emergency lights.
  - 2. There will be a minimum of five (5) seconds between changes in messages, text, graphics, etc.
  - 3. Sign will be dimmed at night so it isn't a distraction.
  - 4. Message panels shall be included in the number, size and location limitation of the District in which it is located.
  - 5. No advertising shall include off-site (off-premises) locations, events, directions, announcements, notices, opinions, subjects, candidacies or products, except as may otherwise be permitted by this Ordinance.
  - 6. Electronic signs attached to existing signs are included in total square footage allowed for the sign.
- H. No sign shall contain any physical attachments that are moving or animated. (This does not pertain to the LED portion of a sign.)
- I. No wall sign shall extend beyond the edge of the wall to which it is affixed and no wall sign shall extend beyond the roof line of a building.
- J. No sign shall be erected above the roof line of a building.
- K. All ground, wall and freestanding signs may include reader boards.
- L. Political signs shall be removed within 10 days after the official election or referendum to which such sign pertains.
- M. All signs shall pertain only to the business or activity conducted on the premises with the exception of political signs and special event signs.
- N. Absolutely no signage permitted in any Clear Vision areas along all State roads. Signs permitted along State roads in the Right of Way area may be no closer than thirty feet from the white fog line unless there is curbing then no closer than three feet and must have permission from the property owner. This pertains to Political signs only. All other signs are subject to Township approval with the exception of billboards as they fall under MDOT jurisdiction.

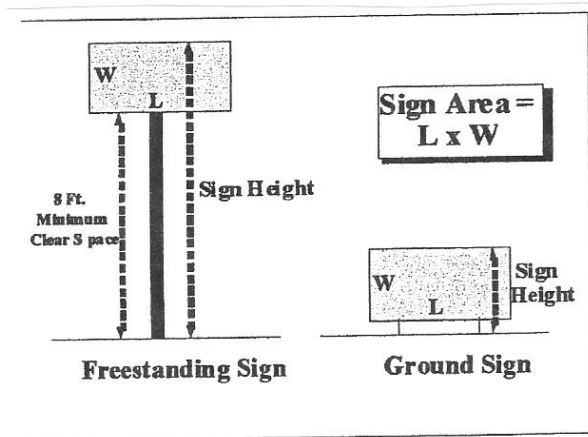
## SECTION 13.5 EXEMPTED SIGNS

The following signs shall be exempt from the provisions of this Section, except for the provisions of Section 13.4:

- A. Historical markers erected by a Federal, State or local government.
- B. Window signs.
- C. Placards not exceeding two square feet.
- D. Signs, not exceeding two square feet, with address, owner or occupant name attached to a mailbox, light fixture, exterior wall or in the yard area.
- E. Flags or insignia, not exceeding 20 feet in height, of any nation, state, township, community organization or educational institution. Flags or insignias with other than the aforementioned advertising shall not be exempt signs and such flags or insignias shall be considered temporary advertising signs for the purposes of this Ordinance.

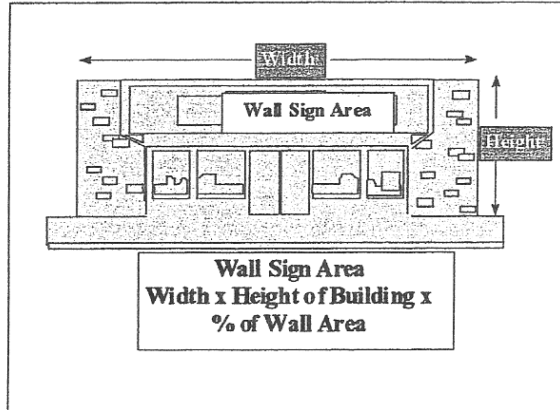
## SECTION 13.6 MEASUREMENT OF AREA AND HEIGHT OF A SIGN

- A. The measurement of the area of a sign shall include 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 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.
- B. Where the sign has two or more faces, the area of all faces shall be included in determining the area of the sign except that where two such faces are placed back to back and are at no point more than two feet apart from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or the area of the larger face if the two faces are of unequal area. In the case of a circle or sphere, the total area of the circle or sphere is divided by two (2) for purposes of determining the maximum permitted sign area.



The height of the sign shall be measured as the vertical distance from the highest point of the sign to the grade of the adjacent street or the mean grade of the ground immediately beneath the sign, whichever is less.

- D. Any sign, including any awning to which a sign is affixed or displayed, not resting directly on the ground shall maintain a minimum clear space of eight feet from the bottom of the sign to the ground.



- E. For buildings with multiple tenants, sign areas for wall signs, projecting signs and awning signs shall be determined by taking that portion of the front wall of the building applicable to each tenant and computing sign limits for that portion of the total wall.

## **SECTION 13.7 SIGNS PERMITTED IN ALL DISTRICTS**

The following signs are permitted in all Zoning Districts:

- A. Construction signs, subject to the following restrictions:
  - 1. Construction signs shall be no larger than 32 square feet and shall not exceed eight feet in height.
  - 2. Construction signs shall not be erected until a building permit has been issued for the project that is the subject of the proposed sign and construction activity has begun.
  - 3. Construction signs shall be removed immediately upon the issuance of an Occupancy Permit for the building or structure that is the subject of the construction sign.
- B. Special event signs, including banner signs, are permitted in any Zoning District, subject to the following restrictions:
  - 1. Special event signs may be located either on or off the lot on which the special event is held but not in the public or street right-of-way.
  - 2. The display of such signs shall be limited to 21 days immediately preceding the special event that is being advertised.
  - 3. The location, maximum size and height of such signs shall be determined by the Zoning Administrator. The Zoning Administrator shall determine that such signs will not create a hazard, block the vision of pedestrians and vehicles or create any other unsafe condition.

4. Such signs shall be removed within 48 hours of the conclusion of the special event that is being advertised.
- C. Directional signs are permitted subject to the following restrictions:
  1. A directional sign may contain a logo of the establishment to which it is associated, but not advertising copy.
  2. No such sign shall exceed six square feet in area or four feet in height.
  3. Directional signs shall be limited to traffic control functions only.
- D. Incidental signs pertaining to any conforming accessory activity being conducted on the premises are permitted in any District, subject to the following restrictions:
  1. No individual sign shall exceed six square feet in area.
  2. Only those signs that, in the opinion of the Zoning Administrator, are necessary to indicate entrances, exits or safety precautions, including identifying logos without text and other such incidental language shall be permitted.

### **SECTION 13.8 ZONING DISTRICT SIGNS**

The following signs are permitted within the Zoning Districts indicated:

#### **Permitted signs in AG, RR, SR, UR, WR and MHP Districts**

##### Home occupation sign

Number: One per lot  
 Size: Type I and Type II: Non-illuminated, 6 square feet maximum per side. Type II in AG only: Illuminated, 8 square feet maximum per side, 6 feet maximum height  
 Location: May not obstruct traffic and pedestrian visibility

##### Wall signs for permitted non-residential uses other than home occupation

Number: One per wall  
 Size: 5% area maximum of wall affixed  
 Location: On any wall of building

##### Ground signs for non-residential use (i.e. subdivision signs)

Number: One per lot or use  
 Size: 32 square feet maximum per side  
 Location: 10 feet from a lot line – 15 feet from driveway  
 Height: 6 feet maximum

##### Real estate sign

Number: One per lot

Size: 8 square feet maximum per side in Residential Districts and housing developments  
Location: 10 feet from side and rear lot lines – 15 feet from driveway  
Height: 6 feet maximum

Political sign – Must meet State of Michigan requirements

### **Permitted Signs in GC, RC, OSC-1, OSC-2 and IND Districts**

#### Ground sign

Number: One per lot  
Size: 32 square feet maximum per side  
Location: 10 feet from all lot lines – 15 feet from driveway  
Height: 6 feet maximum

#### Portable Sign

Number: One per lot  
Size: 32 sq. ft. Max per side  
Location: 10 feet from all lot lines – 15 feet from driveway  
Height: 6 feet Maximum

#### Wall sign

Number: No limit  
Size: 5% area maximum of wall affixed  
Location: No regulation as long as there is no endangerment or obstruction of view

#### Free-standing sign

Number: One per lot  
Size: 100 square feet maximum per side  
Location: 10 feet from all lot lines – 15 feet from driveway  
Height: 30 feet maximum

#### Business center sign

Number: One per lot – no additional free-standing signs permitted  
Size: 100 square feet per side for first business plus 20 additional square feet for each additional business to total maximum limit of 200 square feet per side  
Location: 10 feet from all lot lines – 15 feet from driveway  
Height: 30 feet maximum

#### Marquee sign

Number: One per building wall  
Size: 30% area maximum of face of marquee to which sign is affixed



Location: On face of marquee  
Height: 8 feet minimum clear space from bottom of marquee to grade or walkway

Real estate sign

Number: One per lot  
Size: 32 square feet maximum per side  
Location: 10 feet from front lot line, 15 feet from side and rear lot lines  
Height: 6 feet maximum

Political sign – Must meet State of Michigan requirements

**SECTION 13.9 BILLBOARDS**

- A. Billboards are permitted only in Commercial Zoning Districts.
- B. Billboards are permitted only on a completely undeveloped and unused lot. (For the purpose of this regulation, an undeveloped lot is one that does not contain a structure or building and an unused lot is one on which no outdoor activities are conducted, other than existing non-conforming agricultural uses.) Once an approved development is commenced on a lot, all existing billboards must be immediately removed.
- C. No more than three billboards may be located per linear mile of public or private road regardless of whether such billboards may be located on different sides of the road. The linear mile measurement shall not be limited to the boundaries of Eureka Charter Township where the particular road extends beyond such jurisdictional boundaries.
- D. Double-faced billboard structures having only one face visible to traffic proceeding from any direction on a road shall be considered as one billboard. Billboard structures having tandem billboard faces with two parallel billboard faces side by side and facing the same direction, or stacked billboard faces having one face directly above the other with both billboards facing in the same direction, shall be considered as one billboard. Otherwise, billboard structures having more than one billboard face shall be considered as two billboards and shall be prohibited in accordance with the minimum spacing requirements set forth herein.
- E. No billboard shall be located within 1,000 feet of another billboard.
- F. No billboard shall be located within 500 feet of a Residential Zoning District.
- G. No billboard, if not illuminated, shall be located within 500 feet of an existing residence located in any Zoning District.
- H. No billboard shall be illuminated or create the illusion of being illuminated.
- I. No billboard shall contain motion or create the illusion of motion or reflection.
- J. No billboard shall be located closer than 75 feet from a front lot line, 25 feet from a side lot line and 25 feet from a rear lot line.

- K. The service display area of any side of a billboard may not exceed 300 square feet. In the case of a billboard structure with tandem or stacked billboard faces, the combined surface display area of both faces may not exceed 300 square feet.
- L. The maximum height to the top of the billboard shall not exceed 30 feet above the grade of the ground on which the billboard sits or covers or of the grade of the abutting road, whichever is lower.
- M. No billboard shall be on top of, cantilevered or otherwise suspended above the roof of a building or structure.
- N. A billboard must be constructed in such a manner that it will withstand all wind and vibration forces that can normally be expected to occur in the region and vicinity.
- O. A billboard must be maintained so as to assure proper alignment of structure, continued structural soundness and continued readability of message.
- P. No person, firm or corporation shall erect a billboard within Eureka Charter Township without first obtaining the required Zoning and Building permits from the Township's Zoning/Building Official. Said permits shall be issued for a period not to exceed one year, and shall be renewed annually by obtaining required Zoning and Building permits and receiving inspections confirming compliance with this Ordinance as it may be amended in the future and with the Building Code in effect at the time of the application for said renewed permits.
- Q. The amount of the billboard permit fee shall be as established and annually approved by resolution of the Eureka Charter Township Board.

**SECTION 13.10 CONSTRUCTION AND MAINTENANCE**

- A. All signs shall be constructed and maintained in accordance with the building code in effect in Eureka Charter Township.
- B. Signs shall be maintained free of peeling paint or paper, fading, staining, rust or other conditions which impair legibility.
- C. All signs, sign supports, frames, braces, wiring, guys and anchors shall not be maintained in such a manner that, in the in opinion of the Zoning Administrator, there is the potential to create a hazard for pedestrians and vehicles.
- D. Signs shall not be allowed to become unsightly through disrepair or action of the elements.
- E. All signs shall be securely anchored or otherwise made immobile.

**SECTION 13.11 NON-CONFORMING SIGNS**

- A. Signs lawfully erected prior to the adoption of this Ordinance or applicable amendment thereto which do not meet the standards of this Section may be continued, except as hereinafter provided. No non-conforming signs shall:
  - 1. Have any changes made in the words or symbols used or the message displayed on the sign with a Zoning Permit unless the sign is specifically designed for periodic change of message;
  - 2. Be structurally altered so as to change the shape, size, type or design of the sign; or
  - 3. Be reestablished or continued after the activity, business or use to which it applied has been discontinued for 90 days or longer
- B. Signs lawfully erected prior to the adoption of this Ordinance or applicable amendment thereto which do not meet the size limitations of this Section may be changed to another non-conforming sign, provided that the sign replacing the original non-conforming sign is at least 30% smaller in area than the original non-conforming sign.
- C. No sign shall be required to be removed that was erected in compliance with this Section if such sign becomes non-conforming due to a change occurring after the adoption of this Ordinance or applicable amendment thereto in the location of a building, streets or other signs, and which change is beyond the control of the owner of the premises on which the sign is located unless deemed by the Township's Zoning Administrator to be a safety hazard to motorists or pedestrians.
- D. If the owner of the premises on which the sign is located changes the use of the building or changes the location of any property line or sign so that any sign is rendered non-conforming, such sign must be removed or made to conform to this Section.

