

ARTICLE 8

SIGN REGULATIONS

SECTION 8.01 PURPOSE

The purpose of this section is to regulate on-site signs and outdoor advertising so as to protect the health, safety and general welfare, to protect property values, and to protect the character of Webster Township.

The principle features are the restriction of advertising to the use of the lot on which the sign is located, and the restriction of the total sign area permissible on a lot. Any sign placed on land or on a building for the purposes of identification or for advertising a use conducted on the premises shall be deemed an accessory use. It is intended that the display of signs will be appropriate to the land, building, or use to which they are appurtenant and be adequate, but not excessive, for the intended purpose of identification or advertisement. With respect to signs advertising business uses, it is intended to avoid excessive competition and clutter among sign displays. Outdoor advertising signs (billboards) are deemed to constitute a principle use of a lot.

SECTION 8.02 GENERAL SIGN REGULATIONS

The following regulations shall apply to all signs in Webster Township:

A. Illuminated Signs

1. Residential Districts - only indirectly illuminated signs shall be permitted in any residential district. Direct light rays shall not be visible from a public right of way or any adjacent residential property.
2. Commercial and Industrial Districts - Indirectly or internally illuminated signs shall be permitted provided that direct light rays will not be visible from a public right-of-way or any adjacent residential property.
3. No sign shall have blinking, flashing, or fluttering lights or other illuminating devices which have a changing light intensity, brightness, or color, or which are so constructed and operated as to create an appearance of writing or printing, except that movement showing date, time and temperature exclusively may be permitted.

This ordinance shall not prevent the use of lights or decorations related to religious and patriotic festivities. Beacon lights or search lights shall not be permitted as a sign for advertising purposes except as provided in Section 8.05, herein.

- B. Measurement of Sign Area - The area of a sign shall include the entire area with a regular geometric form or combination of such forms comprising all the display area of the sign and including all elements of the matter displayed. Frames and structural members not bearing copy or display material shall not be included in the sign area. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except where two such faces

are placed back to back, parallel to one another, and less than 24 inches apart, in which case the area of the sign shall be the area of one face.

C. Height of Signs - No part of a sign shall exceed a height of 25 feet.

D. Setback Requirements for Signs - Except where specified otherwise herein, all parts of a sign shall be set back a minimum of one-half the yard requirements for the district where located.

SECTION 8.03 SIGNS PERMITTED IN ALL DISTRICTS

Subject to the other provisions of this ordinance, the following signs shall be permitted in any district.

- A. Off-premise signs that bear names, information and emblems of service clubs, places of worship, civic organizations, and quasi-public uses shall be permitted on private property after approval by the Township Board. Each sign shall not be more than 3 square feet in area, shall not exceed a height of 8 feet, and shall be set back a minimum of 10 feet from a street right-of-way line and a property line. All signs shall be consolidated within a single-frame, if more than one sign is placed at one location.
- B. Signs that direct traffic movement onto or within a property, do not contain any advertising copy or logo, and do not exceed 8 square feet in area for each sign. Horizontal directional signs, on and flush with paved areas may exceed 8 square feet. A directional sign shall be located on the property on which it is directing traffic and shall be located behind the front right-of-way line.
- C. One church announcement bulletin shall be permitted on a church site, provided the bulletin does not exceed 24 square feet in area and a height of 6 feet, and is set back a minimum of 10 feet from a street right-of-way and a property line. When a church has a identification sign a separate announcement bulletin shall not be permitted.

SECTION 8.04 PROHIBITED SIGNS

- A. Miscellaneous Signs and Posters - Tacking, Pasting, or otherwise affixing signs except "no trespassing," "no hunting," "beware of animal," and similar warning of danger signs, and other legal postings, on the wall of buildings, barns, sheds, in trees, poles, posts, or fences, and visible from a public way, is prohibited.
- B. Banners - Banners, pennants, search lights, twirling signs, sandwich board signs, sidewalk or curb signs, balloons, or other gas-filled figures are prohibited except as provided in Section 8.05, herein.
- C. Swinging Signs - Signs which swing or otherwise noticeably move as a result of wind pressure because of suspension or attachment are prohibited.

D. Moving Signs - Except as otherwise provided in this section, a sign or portion thereof which moves or assumes any motion constituting a non-stationary or fixed condition shall be prohibited.

E. Parking of Advertising Vehicles - No person shall park any vehicle or trailer on a public right-of-way, or public or private property so as to be visible from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the purpose of directing people to a business or activity. Currently licensed vehicles and trailers which have painted upon them in a permanent manner the name of the product which they deliver and/or the name and address of the owner shall be exempt from this provision.

F. Portable Signs - Portable signs shall be prohibited.

G. Unclassified Signs - The following signs shall be prohibited:

1. Signs that imitate an official traffic sign or signal.
2. Signs of a size, location, content, coloring, or manner of illumination that may be confused with or construed as a traffic control device, or hide from view any traffic or street sign or signal, or obstruct the view in any direction on a road.
3. Signs that contain statements, words or pictures of an obscene, pornographic or immoral character.
4. Signs that are painted directly on a wall, or any other structural part of a building.
5. Signs that are painted on or attached to any fence or wall that is not a structural part of a building, except to identify a residence.
6. Signs that emit audible sound, odor, or visible matter.
7. Roof signs.

SECTION 8.05 TEMPORARY SIGNS

A. Temporary signs shall not be illuminated.

B. In residential districts one sign shall be permitted for each public street frontage of a residential subdivision or development for purposes of advertising the initial sale or rental of dwelling units or lots therein. Each sign shall not exceed 18 square feet in area and shall be removed within 60 days after the initial sale or rental of 90 percent of the lots or dwellings within the subdivision or development.

C. One identification sign shall be permitted for all building contractors, one for all professional design firms and one for all lending institutions on site under construction, each sign not to exceed 6 square feet in area, with not more than a total of 3 such signs permitted on one site. If all

building contractors, professional design firms, and lending institutions together have one identification sign, such sign shall not exceed 24 square feet in area, with not more than one sign permitted on one site. Signs shall have a maximum height of 10 feet and shall be confined to the site of construction, construction shed or construction trailer and shall be removed within 14 days after the issuance of a certificate of occupancy.

- D. Temporary real estate direction signs, not exceeding 3 square feet in area and 4 in number, showing directional arrows and placed back of the property line, shall be permitted on approach routes to an open house, only for the day of the open house. Signs shall not exceed 3 feet in height.
- E. Temporary signs announcing any annual or semi-annual or other public, charitable, educational or religious event, located entirely within the premises on which the event is to occur, shall be permitted. Maximum sign area shall not exceed 24 square feet. Signs shall be allowed no more than 21 days prior to the event and shall be removed within 7 days after the event. If building mounted, signs shall be flat wall signs and shall not project above the roof line. If ground mounted, signs shall not exceed 6 feet in height. Signs shall be set back in accordance with Section 8.02D, herein.
- F. In agricultural and residential districts one temporary real estate "For Sale," "For Rent," or "For Lease" sign, located on the property and not exceeding 6 square feet in area, shall be permitted. In all other zoning districts on sign of this type shall be permitted, provided it does not exceed 32 square feet in area and is set back in accordance with Section 8.02D, herein. If the lot has multiple street frontage one additional sign not exceeding 6 square feet in area in residential districts or 32 square feet in area in all other districts shall be permitted. Not more than two such signs shall be permitted on a lot. Such signs shall be removed within 7 days following the sale, rent, or lease. A sign for the sale, rent, or lease of a building shall only be located on the property on which said building is located.
- G. Banners, pennants, flags, search lights, balloons, or other gas filled figures are permitted at the opening of a new business in a commercial or industrial district for a period not to exceed 14 consecutive days. Such devices shall not obstruct pedestrian or vehicular views.

SECTION 8.06 EXEMPTED SIGNS

The following signs are exempt from this ordinance, except the following standards:

- A. Signs of a non-commercial nature and in the public interest, such as directional signs, regulatory signs, warning signs, and informational signs, erected by, or on the order of a public official, in the performance of a public duty.
- B. Political campaign signs subject to Section 8.02A, herein.

- C. Names of buildings, date of erection, monument citations, commemorative tablets, and the like, when carved into stone, concrete, or similar material or made of other permanent type construction and made an integral part of the structure.
- D. Flags of any nation, state, municipality, or other political subdivision, or corporation or other business, provided that corporate or business flags shall be located on the lot on which the corporation or business is located and shall conform to setback requirements in Section 8.02 D, herein, and provided that not more than one corporate or business flag shall be permitted for each public street frontage of the lot on which located.

SECTION 8.07 NON-CONFORMING SIGNS

Non-conforming signs shall not:

- A. Be re-established after the activity, business, or use that which it identifies or advertises has been discontinued for 90 days or longer.
- B. Be structurally altered so as to prolong the life of the sign or to change the shape, size, type or design of the sign.
- C. Be re-established after damage or destruction of the sign, if the estimated expense of reconstruction exceeds 50 percent of the replacement cost as determined by the Building Inspector.

SECTION 8.08 PERMITTED SIGNS IN AGRICULTURAL DISTRICTS

- A. One sign, advertising farm products grown on a farm, not exceeding 18 square feet in area.
- B. One identification sign for each public street frontage for a school, church building or permitted use or legal non-conforming use, except a home occupation. Each sign shall not exceed 18 square feet in area.
- C. One identification sign for a home occupation. The sign shall not exceed 3 square feet in area and shall be attached flat against a wall of the building.

SECTION 8.09 PERMITTED SIGNS IN RESIDENTIAL DISTRICTS

- A. One identification sign shall be permitted for each public street frontage, for a subdivision, multiple- family building development or mobile home park. Each sign shall not exceed 18 square feet in area and shall be located behind the right of way line of any public street.

- B. One identification sign shall be permitted for each public street frontage for a school, church, public building, or other permitted use or legal non-conforming use, except a home occupation. Each sign shall not exceed 18 square feet in area or 8 feet in height.
- C. One identification sign shall be permitted for a home occupation. The sign shall not exceed 3 square feet in area and shall be attached flat against a wall of the building.

SECTION 8.10 PERMITTED SIGNS IN COMMERCIAL AND INDUSTRIAL

DISTRICTS

On-site canopy or marquee signs, wall signs, and free standing signs shall be permitted subject to the following regulations:

- A. Signs permitted for single buildings on a developed lot or group of lots developed as one lot, not in a business center subject to Section 8.10B, herein:
 - 1. Area for all exterior on-site signs. The total maximum area of exterior on-site signs permitted for each lot shall be determined as 2 square feet of sign area for each one linear foot of building length that faces one public street, provided that the maximum area for all exterior on-site signs for each developed lot shall be 200 square feet. No free-standing identification sign shall exceed 100 square feet in area. No exterior wall sign for businesses without ground floor frontage shall exceed 24 square feet in area.
 - 2. Number - Each developed lot shall be permitted two exterior on-site signs, except a developed lot that is located at the intersection of intermediate or major streets, as classified in the adopted Comprehensive Plan, which shall be permitted three exterior on-site signs. Only one free-standing identification sign shall be permitted on any single street. Businesses without ground floor frontage shall be permitted one combined exterior wall sign, in addition to the number of signs permitted on the developed lot.
- B. Signs permitted for a business center such as a shopping center, office park, industrial park, or other integrated group of commercial, office, or industrial buildings, not subject to Section 8.10A, herein:
 - 1. Free-standing signs - Each business center shall be permitted one free-standing identification sign for each intermediate or major street, as classified in the adopted Comprehensive Plan, that it faces. Each sign shall state only the name of the business center and the major tenants located therein. The maximum sign area permitted shall be determined as one square foot for each one linear foot of building that faces one public street. The maximum area for each free-standing sign shall be 200 square feet. Tenants of a business center shall not be permitted individual free-standing identification signs.
 - 2. Wall signs - Each business in a business center with ground floor frontage shall be permitted one exterior wall sign. The maximum permitted area for such exterior wall sign shall be

computed as one square foot for each one linear foot of building frontage occupied by the business. Businesses without ground floor frontage shall be permitted one combined exterior wall sign not more than 24 square feet in area.

- C. Window signs shall be permitted and shall not be included in total sign area computation if said signs do not occupy more than 25 percent of the total window area of the floor level on which displayed or exceed a total of 200 square feet for any one building. If window signs occupy more than 25 percent of said window area or exceed a total of 200 square feet for any one building, they shall be treated as exterior signs and shall conform to Section 8.10A-1 or 8.10B-2, whichever applies.
- D. Time and temperature signs and similar public service signs, shall be permitted in addition to the preceding signs, provided that ownership, identification, or advertising copy does not exceed 10 percent of the total sign area and further provided that the total area of the sign does not exceed 30 square feet.
- E. No canopy or marquee sign shall extend into a required yard.
- F. In addition to the provisions of Sections 8.10 A and B. preceding an vehicle service station may have one additional sign, not exceeding 8 square feet in area, for each public street frontage, for the purpose of advertising gasoline prices and other services provided on the premises. Said sign shall be mounted on a freestanding structure or on the structure of another permitted sign, provided that clear views of street traffic by motorists or pedestrians are not obstructed.

SECTION 8.11 OUTDOOR ADVERTISING SIGNS (OFF-SITE SIGNS)

- A. Outdoor advertising signs shall be permitted only on lots abutting major or intermediate roads, as identified in the Township's adopted Comprehensive Plan, and located in C-1 and I-1 districts. A minimum distance of 100 feet shall be provided between such sign and any other structure on the parcel, except other such signs, in which case the minimum distance shall be as required in Section 8-11B, following. A sign shall not be located within 50 feet of any boundary of such lot.
- B. Where two or more outdoor advertising signs are located along the frontage of a road they shall be not less than 1,700 feet apart. A double face (back to back) or V-type structure shall be considered a single sign, provided the two faces are not separated by more than 2 feet, or the interior angle does not exceed 20 degrees, whichever is applicable.
- C. The total surface area, facing in the same direction, of any outdoor advertising sign, shall not exceed 300 square feet. Signs may be single or double-faced and shall contain no more than two faces, or panels.
- D. Outdoor advertising signs shall not exceed 25 feet in height from ground level. The permitted height may be increased to 40 feet by the Zoning Inspector if it can be shown that grades, building interference, bridge obstruction, and similar conditions obstruct views of the sign.

- E. Outdoor advertising signs shall not be erected on the roof of any building, or have one sign above another.
- F. A sign shall not be permitted within 500 feet of a road intersection or a roadside rest area. The 500 feet shall be measured from the pavement at the exit from or entrance to the main traveled way.

SECTION 8.12 PERMITS AND FEES

- A. No sign, except signs permitted in Sections 8.03B, 8.05D and F, and 8.08A, shall be erected or replaced, or no copy changed, until a permit therefor has been issued by the Zoning Inspector and is in effect, and until required fees have been paid.
- B. Application for a permit to erect or replace a sign, or to change copy thereon, shall be made by the owner of the property or authorized agent to the Township Zoning Inspector by submitting the required forms, fees, exhibits and information. Fees for sign permits shall be established by resolution of the Township Board.
- C. An application for a sign permit shall contain the following:
 - 1. The applicant's name and address in full, and a complete description of his/her relationship to the property owner.
 - 2. If the applicant is other than the property owner, the signature of the property owner concurring in the application.
 - 3. The address and legal description of the property.
 - 4. An accurate scale drawing of the property showing location of all buildings and structures and their uses, and location of the proposed sign.
 - 5. A complete description and scale drawings of the sign, including all dimension and the area in square feet.
- D. All signs shall be inspected by the Township Zoning Inspector for conformance to this ordinance prior to placement on the site. The Building Inspector shall inspect all construction.
- E. A sign permit shall expire and be of no effect if the work for which the permit has not been completed within 6 months after the date of the permit. The sign permit may be extended for a period of 30 days upon request by the applicant and approval of the Zoning Inspector.
- F. Painting, repainting, cleaning, and other normal maintenance and repair of a sign or a sign structure shall not require a sign permit, unless a structural or sign change is made.

SECTION 8.13 AUTHORIZED SIGN CONTRACTORS

Every person erecting or repairing signs in Webster Township, except sign permitted in Sections 8.03B, 8.05, 8.06, 8.08A and C 8.09C and 8.10C, herein, shall furnish the Township a public liability insurance policy in a minimum amount which shall be established from time to time by resolution of the Township Board. In lieu of an insurance policy as herein required, a contractor may present proof satisfactory to the Township Board that the contractor is financially capable of self-insurance in the required amounts.

SECTION 8.14 REMOVAL OF SIGNS

- A. The Zoning Inspector shall order the removal of any sign erected or maintained in violation of this ordinance. Notice to remove the sign or to bring it into compliance with this ordinance shall be given in writing to the owner of the sign or building, structure, or premises on which said sign is located, at least 30 days prior to the removal. Upon failure to comply with the notice, the Township may remove the sign. The Township may also remove the sign immediately and without notice if it reasonably appears the the condition of the sign presents and immediate threat to public safety. Any cost of removal incurred by the Township shall be assessed to the owner of the property on which such sign is located and may be collected in the manner of ordinary debt or in the manner of taxes and such charge will be in lien on the property.
- B. A sign shall be removed by the owner or lessee of the premises upon which the sign is located within 90 days after the business which it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the Township may remove it in accordance with Section 8.14A, preceding.