

ARTICLE 25

SIGN REGULATIONS

- 25.1 PURPOSE AND INTENT: The purpose of this Article is to regulate and limit the construction and reconstruction of various types of signs, including billboards, to protect the public health, safety, and general welfare. These regulations are therefore designed to restrict or prohibit signs which would, by reason of their size, location, construction or manner of display, endanger life or property, confuse or mislead traffic, obstruct vision necessary for vehicular and pedestrian traffic safety, or otherwise be inconsistent with other allowed land uses or contrary to the public welfare.
- 25.2 DEFINITIONS: For purposes of this Article, the following words and terms shall have the meanings hereinafter set forth in this Section.
1. Accessory Sign: A secondary sign relating in its subject matter to the premises on which it is located, or to products, accommodations, services, or activities on the premises.
 2. Area (Surface Area): The entire area within a regular geometric form or combination of regular geometric forms comprising all of the display area of one side of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of surface area. If a sign is designed to have matter displayed on more than one side, and the surface area of all sides is not equal, the side with the greatest surface area shall be used to calculate the surface area of the sign for purposes of this Article.
 3. Billboard: Any outdoor sign, or portion thereof, including the wall of any building, advertising a business, service, product, activity, person, or event, which is not made, produced, assembled, stored, distributed, leased, sold, or conducted on the premises upon which the sign is located.
 4. Advertising Sign: Any sign, or portion thereof, including the wall of any building, advertising a business, service, product, activity, person, or event, which is made, produced, assembled, stored, distributed, leased, sold, or conducted on the premises upon which the sign is located.
 5. Identification Sign: A sign that only identifies the name and street address of the owner or resident of premises.
 6. Number (of Signs): Except as otherwise provided in this Article with respect to Billboards, for the purpose of determining the permitted number of signs, a sign shall be considered to be a single display surface or display device containing elements organized, related, and composed to form a unit. Where matter is displayed in a random manner without recognized relationship of

elements, or where there is reasonable doubt about the relationship of elements, each element shall be considered to be a single sign.

7. Real Estate Sign: A sign advertising the sale, rental or leasing of the land or buildings upon which the sign is located, or buildings under construction and intended for sale, rental or leasing upon completion of construction.
8. On-Premises: This term refers to a sign whose message relates to a business, service, commodity, or profession lawfully being conducted, sold or offered on the premises upon which the sign is situated.
9. Off-Premises: This term refers to a sign whose message relates to a business, service, commodity, or profession lawfully being conducted, sold or offered on premises other than that upon which the sign is situated.
10. Illuminated (or Illumination): These terms refer to any artificial means of lighting, either directly or indirectly, any portion of a sign.
11. Election/Campaign Signs: Signs advertising candidates for any public office, or soliciting votes in support of or against any ballot proposition or issue, at any general, primary, special, school or other election. These types of signs shall, by their nature, also be considered "Temporary"; provided, however, that permanent Billboards advertising such political matters shall not constitute an Election/Campaign sign for purposes of this Article.
12. Free-Standing Sign: A sign supported by one or more uprights, poles or braces placed in or upon the ground surface and not attached to any building.
13. Portable Sign: A type of free-standing sign not permanently anchored or secured to either a building or the ground, including a sign mounted on a moveable trailer or other conveyance.
14. Temporary Sign: A type of sign which may or may not have a structural frame, and which because of its function, such as advertising seasonal produce sales, holiday or civic events, political candidates or issues, or other short-term matters, is not intended or usually designed to be permanent.
15. Wall Sign: A sign which is attached directly to or painted upon a building wall or window.
16. Institutional Bulletin Board: A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center or similar institution, and the announcement of its institutional services or activities.
17. Subdivision Sign: A sign placed at the primary entrance to a subdivision or other similar type of housing development, containing information only about that development.

25.3 SIGNS ALLOWED/PROHIBITED: Signs are allowed to be located according to the zoning district in which they are situated in accordance with the provisions of this Article pertinent to the particular zoning district, in accordance with Section 25.14 governing signs allowed in all zoning districts, and further in accordance with the General Provisions section of this Article governing certain aspects of signs in all zoning districts. A sign not expressly allowed in a specific zoning district or generally allowed in all zoning districts pursuant to this Article is prohibited.

25.4 SIGNS IN THE AG AGRICULTURAL DISTRICTS: The following types of signs are allowed in the AG Agricultural Districts, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. One non-illuminated Identification Sign per dwelling unit, not exceeding one square foot in area.
2. One or more signs that serve only to identify the name of a farm, farm owner, types of crops, or types of livestock produced thereon, not exceeding an aggregate total of eight square feet for all such signs pertaining to the same farm or farm parcel.
3. One on-premises Institutional Bulletin Board per Institutional or Public Use, not exceeding 32 square feet in area.
4. One Temporary Sign per lot advertising for sale produce raised on the premises, not exceeding 32 square feet in area.
5. One on-premises Advertising Sign per lot, not exceeding 32 square feet in area, relating to a conforming non-residential use on the premises (except as further limited by subsection 6 below).
6. One non-illuminated nameplate sign not exceeding three square feet in area and containing only the name and occupation/business of a home-based business activity lawfully conducted on the premises.

25.5 SIGNS IN THE RR RURAL RESIDENTIAL DISTRICT: The following types of signs are allowed in the RR Rural Residential District, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. Those signs allowed in the AG Agricultural Districts pursuant to Section 25.4 of this Ordinance.
2. Two on-premises Subdivision Signs, placed at the primary entrance to a subdivision, each not exceeding 16 square feet in area; or, in the alternative, one such sign not exceeding 32 square feet in area.

25.6 SIGNS IN THE R-1 MEDIUM DENSITY RESIDENTIAL DISTRICT, AND THE R-2 MEDIUM DENSITY RESIDENTIAL DISTRICT: The following types of signs are allowed in the R-1 Medium Density Residential District, and the R-2 Medium Density Residential District, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. One non-illuminated Identification Sign per dwelling unit, not exceeding one square foot in area.
2. One non-illuminated nameplate sign not exceeding three square feet in area and containing only the name and occupation/business of a home-based business activity lawfully conducted on the premises.
3. Two on-premises Subdivision Signs, placed at the primary entrance to a subdivision, each not exceeding 16 square feet in area; or, in the alternative, one such sign not exceeding 32 square feet in area.

25.7 SIGNS IN THE R-3 MEDIUM DENSITY RESIDENTIAL DISTRICT: The following types of signs are allowed in the R-3 Medium Density Residential District, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. Those signs allowed in the R-1 and R-2 Districts pursuant to Section 25.6 of this Ordinance, except as may be otherwise provided in this Section.
2. One on-premises Identification Sign per multiple family dwelling development, placed at the primary entrance to the development, and not exceeding 32 square feet in area.
3. One on-premises Advertising Sign per lot, not exceeding 32 square feet in area, relating to a conforming non-residential use on the premises, placed at the primary entrance to the use.

25.8 SIGNS IN THE R-4 MANUFACTURED HOUSING COMMUNITY RESIDENTIAL DISTRICT: The following types of signs are allowed in the R-4 Manufactured Housing Community Residential District, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. One non-illuminated Identification Sign per dwelling unit, not exceeding one square foot in area.
2. One on-premises Institutional Bulletin Board per Institutional Public Use, not exceeding 32 square feet in area.
3. Two on-premises signs identifying or containing information only about the mobile home park, placed at the primary entrance to the mobile home park, and not exceeding 16 square feet in area; or, in the alternative, one such sign not exceeding 32 square feet in area.
4. One non-illuminated nameplate sign not exceeding three square feet in area and containing only the name and occupation/business of a home-based business activity lawfully conducted on the premises.

25.9 SIGNS IN THE C/R CAMPGROUND AND RECREATION DISTRICT: The following types of signs are allowed in the C/R Campground and Recreation District, provided that the height of any such allowed signs shall not exceed five feet above (1) the grade of the ground on which the sign sits or (2) the grade of the abutting roadway, whichever is greater; such signs, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line; and such signs shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected:

1. Two on-premises signs identifying or containing information only about a campground or seasonal mobile home park upon the premises, placed at the primary entrance to same, and not exceeding 16 square feet in area; or, in the alternative, one such sign not exceeding 32 square feet in area.
2. One on-premises Advertising Sign per lot, not exceeding 32 square feet in area, and relating to a conforming non-residential use on the premises, placed at the primary entrance to the use.

25.10 SIGNS IN THE P/RU PUBLIC/RECREATIONAL USE DISTRICT: The following types of signs are allowed in the P/RU Public/Recreational Use District:

1. One on-premises Institutional Bulletin Board per Institutional Public Use, not exceeding 32 square feet in area.

25.11 SIGNS IN THE LC LOCAL COMMERCIAL DISTRICT: The following types of signs are allowed in the LC Local Commercial District:

1. One on-premises Advertising Sign per lot, complying with the following requirements:
 - A. The total sign area shall not exceed 80 square feet; provided, however, that the maximum sign area shall be 125 square feet for conforming lots fronting on Portage Road.
 - B. The height of the sign shall not exceed 20 feet above (1) the grade of the ground on which the sign is situated or (2) the grade of the abutting roadway, whichever is higher.
 - C. The sign, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line.
 - D. The sign shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected; provided the Planning Commission may approve a different placement determined to be in accordance with the purpose and intent of this Ordinance and this Article, and all relevant criteria for site plan approval in Section 24.6 of this Ordinance.
2. In addition, not more than five accessory signs, including wall signs, are allowed for on-premises advertising, complying with the following requirements:
 - A. The combined area of all such accessory signs shall not exceed 100 square feet, or, in the case of wall signs, 15% of the total area of the wall to which the signs are attached, not to exceed 100 square feet; provided, however, in cases where a commercial building houses multiple business enterprises each of which exclusively occupies a distinct portion of the building accessed by a separate entrance, each such separate business enterprise shall be allowed wall signs covering not more than 15% of the total front wall space pertaining to such business entity, not to exceed 100 square feet.
 - B. All wall signs shall project no more than 18 inches from the wall, and shall be no less than eight feet above the abutting grade.
 - C. Free-standing or portable accessory signs (not wall signs) shall comply with the height, setback and placement requirements

applicable to the primary Advertising Sign allowed pursuant to subsection 1 of this section.

3. One secondary on-premises free standing Advertising Sign on the premises of an automobile sales agency for the sale of new and used cars fronting on Portage Road, with a total sign area not exceeding 80 square feet and otherwise complying with the height, setback and locational requirements specified in subsection 1.B.-D. of this Section.

25.12 SIGNS IN THE LI LOCAL INDUSTRIAL DISTRICT: The following types of signs are allowed in the LI Local Industrial District:

1. One on-premises Advertising Sign per lot, complying with the following requirements:
 - A. The total sign area shall not exceed 80 square feet; provided, however, that the maximum sign area shall be 125 square feet for conforming lots fronting on Portage Road.
 - B. The height of the sign shall not exceed 20 feet above (1) the existing/natural grade of the ground on which the sign is situated or (2) the grade of the abutting roadway, whichever is higher; provided, however, that the maximum height as determined herein shall be 30 feet for conforming lots fronting on Portage Road.
 - C. The sign, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line.
 - D. The sign shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected; provided the Planning Commission may approve a different placement determined to be in accordance with the purpose and intent of this Ordinance and this Article, and all relevant criteria for site plan approval in Section 24.6 of this Ordinance.

25.13 SIGNS IN THE US 131 CORRIDOR BUSINESS DISTRICT: The following types of signs are allowed in the US 131 Corridor Business District:

1. One on-premises Advertising Sign per lot, complying with the following requirements:
 - A. The total sign area shall not exceed 80 square feet; provided, however, that the maximum sign area shall be 125 square feet for conforming lots fronting on US 131.
 - B. The height of the sign shall not exceed 20 feet above (1) the

existing/natural grade of the ground on which the sign is situated or (2) the grade of the abutting roadway, whichever is higher; provided, however, that the maximum height as determined herein shall be 30 feet for conforming lots fronting on US 131.

- C. The sign, including all supporting members and overhangs, shall be set back a minimum of five feet from the adjoining street right-of-way line.
 - D. The sign shall be situated, with respect to side lot lines, so as to be placed within the middle 1/3 of the street frontage of the parcel upon which the sign is erected; provided the Planning Commission may approve a different placement determined to be in accordance with the purpose and intent of this Ordinance and this Article, and all relevant criteria for site plan approval in Section 24.6 of this Ordinance.
- 2. One secondary on-premises free standing Advertising Sign on the premises of an automobile sales agency for the sale of new and used cars fronting on US 131, with a total sign area not exceeding 80 square feet and otherwise complying with the height, setback and locational requirements specified in subsection 1.B.-D. of this Section.
 - 3. In addition, not more than five accessory signs, including wall signs, are allowed for on-premises advertising, pursuant to Section 25.11.2 of this Ordinance.
 - 4. Billboards shall be allowed on conforming lots fronting on US 131, in accordance with the following regulations:
 - A. Not more than three billboards may be located per linear mile of street or highway regardless of the fact that such billboards may be located on different sides of the same street or highway. The linear mile measurement shall not be limited to the boundaries of Schoolcraft Township where the particular street or highway extends beyond such boundaries. Double-faced billboard structures (i.e., structures having back-to-back billboard faces) and V-type billboard structures having only one face visible to traffic proceeding from any given direction on a street or highway shall be considered as one billboard. Additionally, billboard structures having tandem billboard faces (i.e., two parallel billboard faces facing the same direction and side-by-side to one another) or stacked billboard faces (i.e., two parallel billboard faces facing the same direction with one face being directly above the other) 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 requirement set forth in subsection B. below.

- B. No billboard shall be located within 1,000 feet of another billboard abutting either side of the same street or highway.
- C. No billboard shall be located within 200 feet of a residential zone and/or existing residence, church, or school. If the billboard is illuminated, this required distance shall instead be 300 feet.
- D. No billboard shall be located closer than 5 feet from a property line adjoining a public right-of-way or 3 feet from any interior boundary lines of the premises on which the billboard is located.
- E. The surface display area of any side of a billboard shall not exceed 300 sq. feet. In the case of billboard structures with tandem or stacked billboard faces, the combined surface display area of both faces shall not exceed 300 sq. feet.
- F. The height of a billboard shall not exceed 25 feet above (1) the grade of the ground on which the billboard sits or (2) the grade of the abutting roadway, whichever is higher.
- G. No billboard shall be on top of, cantilevered or otherwise suspended above the roof of any building.
- H. A billboard may be illuminated, provided such illumination is concentrated on the surface of the sign and is so located as to avoid glare or reflection onto any portion of an adjacent street or highway, the path of on-coming vehicles, or any adjacent premises. In no event shall any billboard have flashing or intermittent lights, nor shall the lights be permitted to rotate or oscillate.
- I. A billboard established within a business, commercial, or industrial area, as defined in the "Highway Advertising Act of 1972" (1972 PA 106, as amended) bordering interstate highways, freeways or primary highways as defined in said Act shall, in addition to complying with the above conditions, also comply with all applicable provisions of said Act and the regulations promulgated thereunder, as such may from time to time be amended. In the event of a conflict between the applicable provisions of said Act and the applicable provisions of this Ordinance, the provisions of this Ordinance shall be controlling.

25.14 SIGNS ALLOWED IN ALL ZONING DISTRICTS: The following types of signs shall be allowed in all zoning districts, subject to the lighting, maintenance and locational regulations in Section 25.15 of this Ordinance, and any other applicable laws:

- 1. Flags and insignia of any government, except when displayed in connection with commercial promotion.
- 2. Legal notices posted by any governmental body.

3. Identification, informational or directional signs, or other types of signs lawfully erected or required by any governmental body including, but not limited to, the State of Michigan, Kalamazoo County or Schoolcraft Township.
4. Governmental use signs erected by governmental bodies to designate hours of activity or conditions of use for parks, parking lots, recreational areas, governmental buildings, or other public places.
5. Signs directing and guiding traffic and parking on private property, including private off-street parking areas open to the public, provided any such sign does not exceed four square feet in area, and is limited to traffic control functions, and bears no advertising matter.
6. Historic signs designating sites recognized by the State of Michigan as Centennial Farms or Historic Landmarks, provided any such sign does not exceed 16 square feet in area.
7. Signs posted to control or prohibit trespassing, hunting or fishing upon private property or public property.
8. Essential service signs designating utility lines, railroad lines, hazards, or precautions, properly erected and placed by a public or private utility company or railroad, or a governmental entity.
9. Headstones and monuments in public or lawfully established private cemeteries, and memorial signs or tablets which are either (1) cut into the face of a masonry surface, or (2) constructed of bronze or other incombustible materials and located flat on the face of a building.
10. Banners and similar devices erected by a governmental entity to advertise a public event or civic function sponsored by a governmental entity.
11. Temporary Election/Campaign signs.
12. One Real Estate Sign per lot, located on-premises only while the premises are actually on the market for sale, rent or lease, and not exceeding eight square feet in area; provided, however, that on a corner lot or lot with more than 330 feet of road frontage, more than one Real Estate Sign is allowed so long as the aggregate total of all such signs does not exceed eight square feet in area.
13. Temporary construction signs designating architects, engineers, or contractors in conjunction with construction work under construction, not exceeding one per project of no more than eight square feet for single family dwelling and two-family dwelling construction projects, and not exceeding 32 square feet in area for all other types of construction projects.
14. Signs or other special decorative displays used for holidays, public

demonstrations, or promotion of civic welfare or charitable purposes, only when authorized by the Zoning Administrator, based upon the following standards:

- A. The size, character and nature of the sign or display shall be compatible with the nature of the matter being promoted.
 - B. The duration or time period during which the sign or display will be utilized shall be reasonably related to the nature of the matter being promoted and the proper promotion of same. Arrangement shall be made for the prompt removal of the sign or display after the conclusion of the matter being promoted.
 - C. The sign or display shall not affect light or air circulation for lots which are either adjoining or in the surrounding neighborhood of the proposed sign or display.
 - D. The sign or display shall not constitute a traffic hazard.
 - E. The sign or display shall not have an adverse or detrimental impact on adjoining lots or the surrounding neighborhood.
15. One temporary auction or garage sale/yard sale sign located on the premises where such a sale is lawfully being conducted, only while the sale is in progress, and not exceeding 8 square feet in area.

25.15 GENERAL PROVISIONS AND REQUIREMENTS: The following provisions and requirements shall be applicable to all types of signs in all zoning districts, unless specifically stated to the contrary in this Article:

- 1. No free-standing Advertising Sign or Billboard shall be erected without a permit for same being first obtained from the Zoning Administrator, which permit shall be granted upon a showing of compliance with the provisions of this Ordinance and payment of the required fee. Fees for such permits shall be established from time to time by motion or resolution of the Township Board, with the amount of such fees being reasonably related to the costs to the Township of administering the portions of this Ordinance and any other ordinances applicable to such signs.
- 2. No sign shall be erected at any location where, by reason of position, size, shape or color, it may interfere with, obstruct the view of, or be confused with an authorized traffic sign, signal or device, or so as to interfere with, mislead or confuse vehicular or pedestrian traffic.
- 3. No rotating beam, beacon or flashing illumination shall be used in connection with any sign. Signs with an electronic or non-electronic changeable display are permissible, subject to the limitations in this section and all other applicable requirements in this Article.

4. Subject to the preceding restriction, signs may be illuminated unless prohibited by another Section of this Article applicable to a particular type of sign; where illumination is allowed, such illumination shall be concentrated on the surface of the sign, and the source of illumination shall be designed and located so as to avoid glare or reflection on to any portion of an adjacent street, the path of on-coming vehicles, or any adjacent premises.
5. All signs shall be designed and constructed in such a manner as to withstand all wind and other weather conditions normally expected to occur in the area. All signs shall be properly maintained and repaired so as to assure proper alignment of structure, continued structural soundness, and continued readability of message, and also so as to not become unsightly or dilapidated in appearance or function through disrepair or exposure to the elements.
6. Temporary signs shall be promptly removed from view of public roadways and adjoining properties when the event or matter to which they pertained has been concluded.
7. All lawful nonconforming signs and sign structures shall be subject to the regulations governing nonconforming uses and nonconforming structures set forth in Article 27 of this Ordinance.