

700 ARTICLE VII SIGNS

701 A. PURPOSE

The purpose of this Ordinance is to regulate signs and outdoor advertising in a manner which will minimize the harmful effects of such signs and banners, while permitting latitude for creative and effective advertising and identification. To achieve this purpose, this Ordinance has the following objectives:

1. To prevent placing signs in a manner that will conceal or obscure signs of adjacent businesses.
2. To limit the number and size of signs.
3. To prevent off-premise signs from conflicting with business, residential or public land use.
4. To keep the areas adjacent to streets/sidewalks clear of signs, which may obstruct the view of motorists and pedestrians.
5. To reduce the visual and physical obstructions to motorists entering or leaving street/drives.

The Planning Commission finds that signs and other outdoor advertising are necessary to the general commerce, health, safety, and welfare of the residents of the township. Further, it finds that failure to regulate the size, location and construction thereof may lead to poor identification of individual businesses. Failure to do so may also lead to deterioration of the commercial and residential areas of the Township and in some cases could decrease the effectiveness of traffic control devices and jeopardize traffic and pedestrian safety.

This ordinance sets forth the proper procedure and requirements for the application of, and permits for, the construction of signs and the installation of temporary signs on certain buildings, structures and land to preserve the integrity of the development of Lake Township, and to protect and promote the general public health, safety and welfare of the residents of Lake Township.

702 B. CONDITIONS

The following conditions shall apply to all signs and advertising devices erected or located in any zoning district.

1. Permits Required: A permit is required for erection, construction, enlargement or movement of any sign in Lake Township (except those in the Exemptions list).
2. Administrator/Permits/Fees/Penalties
 - a. The Ordinance Enforcement Officer is the Administrator of this Sign Ordinance.

- b. Fees for sign permits shall be set by the Township Board.
- c. Administrative penalties for failure to obtain a permit shall be set by the Township Board.
- d. A permit shall be issued or denied within ten (10) days of application.
- e. If a permit is issued on the basis of misstatement of material fact or fraud, the Ordinance Enforcement Officer shall, in writing, suspend or revoke a said permit with the reasons for denial.
- f. When the Ordinance Enforcement Officer denies a sign permit, such denial shall be in writing, with the reasons for the denial.
- g. An appeal of the Ordinance Enforcement Officer's decision shall be made to the Lake Township Zoning Board of Appeals.
- h. The sign permit becomes null and void if work does not start within one hundred (180) days of permit date. If work is suspended or abandoned for ninety (90) days, a new permit shall be required, with the fee to be set by the Township Board.

703 C. GENERAL SIGN RULES

- 1. All sign installers shall comply with any necessary licenses, permits, certifications and all applicable codes, laws and ordinances.
- 2. All signs shall comply with this Ordinance and any other applicable codes, laws and ordinances.
- 3. Signs shall not be erected, constructed or altered until a sign permit has been issued by the Ordinance Enforcement Officer (unless it falls into the exempt category).
- 4. No sign shall be located in, project into or overhang a public right-of-way or dedicated public easement, or be fastened to a public utility pole except those signs established and maintained by the Roscommon County Road Commission, State of Michigan or the U.S. Government for traffic control/regulation and direction.
- 5. When more than one (1) business is located on a lot or parcel, only one (1) free standing sign is allowed.
- 6. Signs shall be limited in size and meet setbacks, according to the zoning classifications.

7. One (1) sign at the entrance of each platted subdivision will be permitted to identify the subdivision. Such sign shall be no larger than fifty (50) square feet in size and shall be no closer to the highway or road right-of-way than twenty five (25) feet. All bare incandescent light sources and immediately adjacent reflecting surfaces shall be shielded from vehicular view and residential areas.
8. Commercial signs not on the premises of a business advertised shall have the name and address of the owner legible on the sign. Any such sign larger than sixteen (16) square feet shall require a Special Land Use Permit.
9. No signs shall be permitted in the clear view area at street and/or roadways. Clear view area shall be twenty (20) feet from the street right-of-way of both intersecting streets.
10. A home occupation sign shall be no larger than eighteen (18) inches square whether it is free standing or attached to the residence.
11. All off premise signs shall be clearly labeled with the owner's name, address and phone number.

704 D. TEMPORARY/PORTABLE SIGNS

Temporarily and portable signs shall be subject to the following provisions:

1. A permit shall be obtained from the Ordinance Enforcement Officer.
2. No temporary sign shall be displayed for more than fifteen (15) consecutive days for every four (4) month period.
3. The placement of any such sign shall be such that it is not in the road right-of-way and shall not interfere with any clear vision area of traffic and pedestrian flow.
4. No flashing, pulsating, rotating or unshielded lights are permitted.

705 E. PERMIT EXEMPTIONS

No permit is required for the following:

1. Regular maintenance, cleaning and/or painting of an established sign.
2. Signs for temporary events, provided that such signs are erected no more than thirty (30) days prior to the event and are removed within fifteen (15) days after the end of the event. In no instance may temporary event signs be displayed for more than ninety (90) days within one (1) calendar year. Temporary event signs shall not exceed twenty (20) square feet.

3. Signs for traffic control/regulation, street and road signs, and the like, which are maintained and erected by the Roscommon County Road Commission, the State of Michigan or the U.S. Government.
4. Warning signs which warn of danger but are not advertising a product or service. Such warning signs shall be removed when the danger is no longer present.
5. Emergencies. When there is imminent danger of personal injury or harm to property, a sign may be installed without a permit, however, a sign permit shall be obtained on the next business day after the emergency work has started.
6. Directional/instructional signs located entirely on property to which they pertain, such as those identifying restrooms, telephones or parking lot directions.
7. Flags and windsocks not advertising a home occupation.
8. House numbers, addresses, name plates, memorial signs, erection dates and building names when cut into, inlaid or mounted against a building surface.
9. Posted-No trespassing, no dumping, private property, "beware" signs that do not exceed two (2) square feet each.
10. Official public notices posted by government officers in the performance of their duties and public signs required or authorized for a public purpose by any law, statute or ordinance. Such may be of any type or size as required by such law, statute or ordinance, and shall be removed in a timely fashion.
11. Signs mounted flat against a building.

706 F. PROHIBITED SIGNS

The following signs are prohibited in all districts and shall be ordered removed at the owner's expense, at the determination of the Ordinance Enforcement Officer:

1. Signs or postings tacked, pasted or hanging from walls, fences, buildings, trees, poles and/or posts.
2. Abandoned signs.
3. Banners, pennants, searchlights, sandwich board signs, balloons or gas-filled figures EXCEPT by special use permit. Such special use permit shall be issued by the Ordinance Enforcement Officer for a maximum of thirty (30) days. The placement of any item shall be such that it is not in the road right-of-way and shall not interfere with any clear vision area for traffic and pedestrian flow. For banners and pennants, a said permit shall be renewable if the banners and pennants are not dilapidated, abandoned, dangerous, or obsolete. When any banners or pennants are determined by the Ordinance Enforcement Officer to be dilapidated, abandoned, dangerous, or obsolete, they shall be removed or replaced.

4. Flags, banners or windsocks used for advertising home occupations.
5. Any sign which by reason of size, location, movement, content, coloring or illumination which could be confused with a traffic control sign, signal or device or lights of emergency and road control vehicles.
6. Signs which contain obscenity according to state or federal law.
7. Signs which emit audible sound or visible matter.
8. Temporary signs made of paper, cardboard, canvas or similar material attached to exterior walls.
9. Signs which are no longer maintained or in good repair.
10. Signs in the clear view area at street and/or road intersections or where there are any variations in road right-of-way. Clear view area shall be twenty feet from the street right-of-way of both intersecting streets.
11. Billboards.

707 G. Maintenance.

1. All signs shall be kept in good structural condition at all times.
2. All signs shall be kept neatly painted and maintained. All parts shall be in good working order.
3. The Ordinance Enforcement Officer shall have the authority to order the painting, repair, alteration, or removal of signs which are determined to be dilapidated, abandoned, dangerous, or are obsolete. The Ordinance Enforcement Officer shall require compliance with all standards of this ordinance and shall enforce such standards.

708 H. C-W, C-1 and C-2. SIGNS PERMITTED

1. Temporary ground signs, one (1) per lot or one (1) for every two hundred (200) feet of frontage for a parcel. Waterfront and corner lots may have two (2) signs. Temporary ground signs shall not exceed thirty two (32) square feet. No illumination shall be allowed. Signs shall be displayed no more than ninety (90) days in one (1) calendar year.
2. Sign attached flat against a main building or parallel to the building with a projection not to exceed eight (8) inches, provided that the sign shall face only public streets or parking areas which are part of the development.

3. Signs may be illuminated, but if intended to have moving illumination, such illumination shall first be approved by the Planning Commission whom shall insure that light intensity, color, and movement will not distract motor vehicle operations or constitute a traffic safety hazard.
4. Free standing signs shall not exceed thirty two (32) square feet.
5. The total sum of all sign faces allowed per business shall be three hundred (300) square feet total with an additional three hundred (300) square feet allowed for a mall identification sign.
6. Signs for grand openings of stores, businesses, buildings, projects or subdivisions which refer to the contractors, financial institutions and such involved with the project: such signs shall be in place no longer than thirty (30) days prior to the grand opening and shall be removed within thirty (30) days after the grand opening. Signs for ground breaking of stores, businesses, buildings, projects or subdivisions which refer to the contractors, financial institutions and such involved with the project: such signs shall be in place no longer than one hundred eighty (180) days prior to the groundbreaking and shall be removed within thirty (30) days after the grand opening.
7. Advertising structures or outdoor signs greater than thirty (32) square feet must first be approved by the Planning Commission which shall insure that size, light intensity, color, and movement will not distract motor vehicle operators, constitute a traffic safety hazard or adversely impact adjacent residential property and is at least twenty-five (25) feet from any street or highway right-of-way.
8. All free standing and permanent signs must be at least ten (10) feet from the traveled portion of the road right-of-way. Any free standing sign less than twenty five (25) feet from the road right-of-way must have a minimum height of six (6) feet from the ground level to the bottom of the sign.