

ARTICLE 7 SIGNS

Section 7.10 Statement of Purpose

The sign regulations of this Ordinance are intended to protect and further the health, safety, and welfare of the residents of City of Ferrysburg; to maintain and improve the appearance of City of Ferrysburg; to conserve community character; to prevent traffic hazards; to provide safer conditions for pedestrians; and to promote economic development by regulating the construction, alteration, repair, maintenance, size, location, and number of signs.

Section 7.20 Definitions

- a) **Sign** - An emblem, name, identification, description, illustration, device, structure, fixture, or placard using graphics, symbols, color, and/or written copy designed specifically for the purpose of advertising, identifying, and/or drawing attention to an establishment, product, service, activity, object, person, institution, organization, business, or piece of land.
- b) **Sign Area - Refer to Section 7.50 Signs - Unit of Measurement.**
- c) **Awning or Canopy Sign** - An awning or canopy is a retractable or fixed shelter constructed of rigid or non-rigid materials on a supporting framework that projects more than twelve (12) inches from the exterior wall of a building to which it is attached. An awning or canopy sign is a sign which is painted on, printed on or attached flat against the surface of an awning or canopy. **Refer also to Wall Sign and Projecting Sign.** [Ordinance No. 247, 12/01/08]
- d) **Balloon Sign** - A sign composed of a non-porous bag of material filled with air.
- e) **Banner Sign** - A fabric, plastic, or other sign made of non-rigid material without an enclosing structural framework. A banner sign includes flags and pennants.
- f) **Billboard Sign** - A sign erected on a framework independent of a building which directs attention to a business, commodity, service, event, or message *not related* to uses permitted on the premises upon which the sign is located.
- g) **Construction Sign** - A sign which identifies the owners, financiers, contractors, architects, and engineers of a project under construction.
- h) **Directional Sign** - A sign which gives directions, instructions, or facility information for the use of the lot on which the sign is located, such as entering, parking, queuing/stacking, loading and/or unloading, or exiting.
- i) **Electronic display** - A sign or portion of a sign with a fixed or changing display/message composed of a series of lights that may be changed through electronic means. [Ordinance No. 265, 10/4/2010]

- j) **Freestanding Sign** - A sign supported by uprights, poles, or braces in or upon the ground surface and not attached to a building or wall. [Ordinance No. 190, 4/15/02]
- k) **Garage, Estate Sale, Auction Sale, Roadside Stand Sale Signs** – A sign advertising items for sale, placed on the lot where the items are for sale or placed as permitted by Section 7.60, a), 9). [Ordinance No. 190, 4/15/02]
- l) **Government Sign** - A temporary or permanent sign erected by the City of Ferrysburg and the Michigan Department of Transportation.
- m) **Ground Mounted (Monument) Sign** - A low level ground mounted sign typically attached to, or resting on, the ground on a solid base with no open space between the base (ground) and sign face.
- n) **Marquee Sign** - A permanent structure constructed of rigid materials that projects from the exterior wall of a building. **Marquee Sign** is a sign affixed flat against the surface of a marquee.
- o) **Mural** - A design or representation painted or drawn on a wall *which does not* advertise an establishment, product, service, or activity.
- p) **Placard Sign** - A sign not exceeding two (2) square feet and pertaining specifically to the parcel on which the sign is located which provides notices of a public nature, such as "No Trespassing" or "No Hunting" signs.
- q) **Political Sign** - A temporary sign used in connection with an official City of Ferrysburg, school district, county, state, or federal election.
- r) **Portable Sign (Temporary Signs)** - A sign designed to be moved easily and not permanently attached to the ground, a structure, or a building. A sign constructed on a frame with wheel and axle(s), or of similar construction, and made to be transportable shall be classified as a portable sign, even if the wheels and/or axles have been removed.
- s) **Projecting Sign** - A double-faced sign attached to a building or wall that extends more than twelve (12) inches but not more than thirty-six (36) inches from the face of the building or wall.
- t) **Reader Board** - A portion of a sign on which copy is changed manually.
- u) **Real Estate Sign** - A sign advertising the real estate upon which the sign is located as being for sale, rent, or lease.
- v) **Roof Line** - The top edge of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys, or other minor projections.
- w) **Roof Sign** - Any sign erected, constructed and maintained wholly upon or over the roof of any building with the principal support on the roof structure.
- x) **Special Event Sign** - Temporary and portable signs containing public messages concerning special events sponsored by governmental agencies or non-profit organizations.
- y) **Wall or Flat Sign (Refer also to Awning Sign)** - A sign which is attached directly to or painted upon a building wall or dropped roof and which does not extend more than twelve (12) inches therefrom, with the exposed face of the sign in a plane parallel to the

building wall. An awning sign projecting twelve (12) inches or less shall be classified as a wall sign.

- z) **Window Sign** - A sign installed on the interior (inside) surface of a building window and intended to be viewable from outside the building.
- aa) **Family Social Event Sign** - A sign for a non-commercial event intended for family members and invited guests and not intended for the general public. For example, a wedding reception, birthday party, anniversary party, graduation party, retirement party, and a similar party or reception. [Ordinance No. 190, 4/15/02]
- bb) **Real Estate Open House Sign:** A sign that directs prospective clients to an open house hosted by a realtor or homeowner, placed on the lot for sale or places as permitted by Section 7.60, a), 10). [Ordinance No. 193, 7/1/02]

Section 7.30 General Sign Provisions

- a) **Permit Required to Install Sign Unless Exempted** - No person shall erect, alter, place or permit to be placed, or replace any sign without first obtaining a sign permit, including payment of necessary fees, provided the following signs, as defined in Section 7.20, shall not require a sign permit:
 - 1) Directional signs of six (6) square feet in size or less.
 - 2) Government signs and state historic markers.
 - 3) Murals, except those with text or advertising.
 - 4) Placards.
 - 5) Political signs.
 - 6) Real Estate signs of four (4) square feet in size or less.
 - 7) Window signs.
 - 8) Flags or insignia of any nation, state, city, community organization, or educational institution.
 - 9) Memorial signs and tablets located in cemeteries.
 - 10) Signs with address and/or owner or occupant name, not to exceed two (2) square feet in area and located on the premises to which the sign address and/or name refers.
 - 11) Garage sale, estate sale auction sale, roadside stand sale, and family social event signs of four (4) square feet or less. [Ordinance 190, 4/15/02]
 - 12) Real estate open house signs, one sided or two sided, of four (4) square feet in size or less. [Ordinance No. 193, 7/1/02]
- b) **Maintenance** - Signs shall be maintained free of peeling paint or paper, fading, staining, rust, or other condition which impairs legibility or intelligibility.
- c) **Sign Hazards** - Sign supports, braces, guys and anchors shall be maintained in such a manner as not to cause a hazard.
- d) **Illumination** - Signs may be internally illuminated or if externally illuminated, except for home occupation signs which shall not be illuminated, the source of the light shall be

enclosed and directed to prevent the source of light from shining directly onto traffic or residential property.

- e) **Right-of-Way Encroachment** - 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.
- f) **Placement Restriction** - No light pole, utility pole, or other supporting member shall be used for the placement of any sign unless specifically designed and approved for the use.
- g) **Hazard or Nuisance** - 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.
- h) **Use of Vehicle as Sign** - No vehicle, which in the opinion of the Zoning Administrator has the intended function of acting as a sign, shall be parked in any area or lot abutting the street, unless no other parking area is available on the area or lot. No vehicle functioning as a sign shall be parked in the public right-of-way.
- i) **Moving or Flashing Signs** – Except for electronic displays as allowed by this Article, no sign shall employ any flashing, moving, oscillating, blinking, or variable intensity light.
- j) **Moving Signs** - No sign shall contain any moving or animated parts nor have the appearance of having any moving or animated parts.
- k) **Miscellaneous Signs** - Balloons, strings of light bulbs, pennants, streamers, or flags (other than those of a governmental nature not used for the purpose of commercial advertisement) hung overhead to draw attention to a business or its merchandise on display shall be prohibited.
- l) **Wall Sign Placement Extension** - No wall sign shall extend beyond the edge of the wall to which it is affixed, and no wall sign shall extend above the roof line of a building.
- m) **Above Roof Line** - No sign attached to a building shall be erected above the roof line of that building.
- n) **Relationship to On-Site Use** - All signs shall pertain only to the business or activity conducted on the premises, with the exception of billboards, government signs, political signs, special event signs, and those signs permitted by Section 7.60, a), 9) and Section 7.60, a), 10). [Ordinance No. 190, 4/15/02; Ordinance No. 193, 7/1/02]

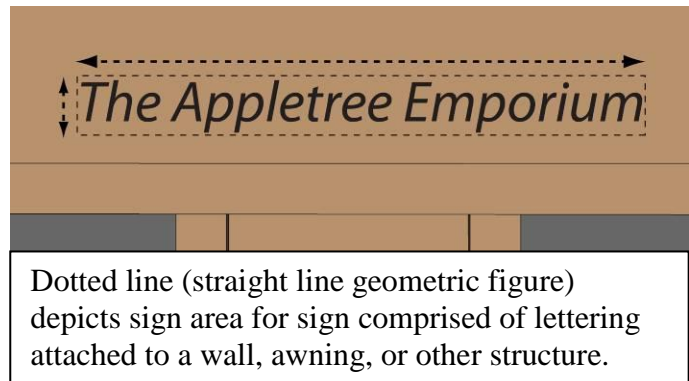
Section 7.40 Nonconforming Signs, Illegal Signs, and Signs Accessory to Nonconforming Uses

- a) Every permanent sign which does not conform to the height, size, area, or location requirements of this Article as of the date of the adoption of this Ordinance, is hereby deemed to be nonconforming.
- b) Nonconforming signs may not be altered, expanded, enlarged, or extended; however, nonconforming signs may be maintained and repaired so as to continue the useful life of the sign.

- c) For the purposes of this Ordinance, a nonconforming sign may be diminished in size or dimension or the copy of the sign amended or changed without jeopardizing the privilege of nonconforming use.
- d) Any nonconforming sign destroyed by fire or other casualty loss shall not be restored or rebuilt if reconstruction will constitute more than fifty (50) percent of the value of the sign on the date of loss.
- e) Any sign which for a period of one (1) year or more no longer advertises a bona fide business conducted or product sold shall be removed by the owner of the building, structure, or property upon which the sign is located, within thirty (30) days of receipt of written notice by the Zoning Administrator.
- f) A sign accessory to a nonconforming use may be erected in the City in accordance with the sign regulations for the District in which the property is located.

Section 7.50 Signs - Units of Measurement

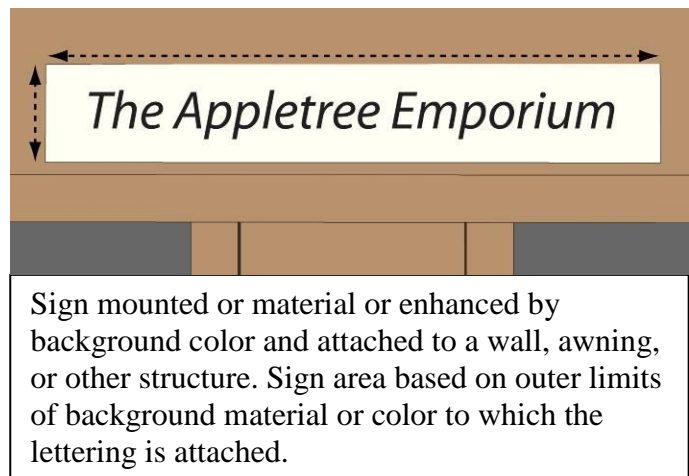
a) **Sign Area** – (see **Figures 7-1 and 7-2**) The area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of writing, representation, emblem, logo, or any other figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign.



Dotted line (straight line geometric figure) depicts sign area for sign comprised of lettering attached to a wall, awning, or other structure.

Figure 0-2: Area of Sign, Example 1

b) **Area and Multiple Sign Faces** - The area of a freestanding, ground, or projecting sign that has two (2) or more faces shall be measured by including the area of all sign faces, except if two (2) such faces are placed back-to-back, with the backs no greater than twelve (12) inches apart, and are of equal size, the area of the two (2) back-to-back faces shall be counted as one face. If the two (2) back-to-back faces are of unequal size, the larger of the two (2) sign faces shall be counted as the one (1) face.



Sign mounted or material or enhanced by background color and attached to a wall, awning, or other structure. Sign area based on outer limits of background material or color to which the lettering is attached.

Figure 0-1: Area of Sign, Example 2

c) **Height** – (see Figure 7-3) The height of a sign shall be measured as the vertical distance from the highest point of the sign to the grade of the adjacent street or the average grade of the ground immediately beneath the sign, whichever is less.

d) **Apportioning Sign Area for Multiple Tenants** - For buildings with multiple tenants, the 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 requirements for that portion of the total wall.

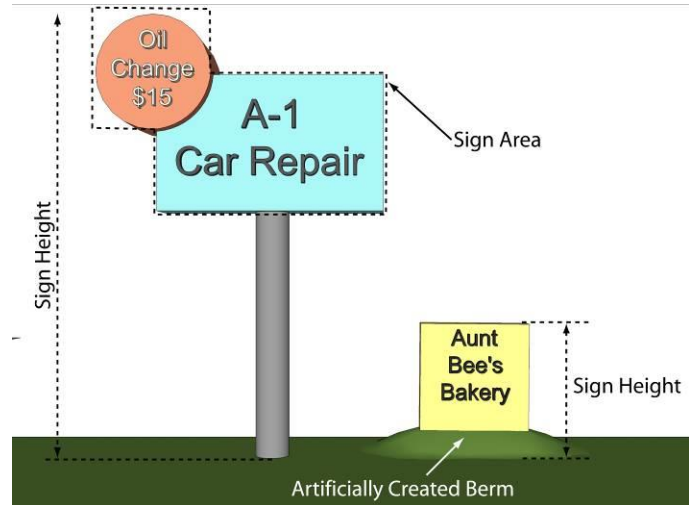


Figure 0-3: Height of Sign

Section 7.60 Sign Regulations Applicable to all Districts

a) The following sign regulations are applicable to all Districts:

- 1) Portable signs and balloon signs are not permitted except for special events as noted under Section 7.60.
- 2) All ground, wall and freestanding signs may include reader boards.
- 3) Any sign, including awnings to which signs are affixed or displayed, not resting directly on the ground shall maintain a minimum clear space of eight (8) feet from the bottom of the sign to the ground.
- 4) A political sign shall be removed within ten (10) days after the official election to which the sign pertains.
- 5) Real estate signs shall be removed within thirty (30) days after completion of the sale or lease of the property.
- 6) Construction signs are permitted in all districts, subject to the following restrictions:
 - a. Construction signs shall be limited to one (1) sign. The sign shall not exceed thirty-two (32) square feet, nor eight (8) feet in height. The sign may contain multiple messages such as the name and amenities of the development, design architect, design engineer, builder, lending institution, and similar information. Such messages shall be oriented directly to the project on which the sign is located.
 - b. Construction signs shall not be erected until a building permit has been issued for the project which is the subject of the proposed sign and construction activity has begun. The sign shall be located on the premises of the development to which the sign refers. The placement (setback) of construction signs shall be consistent with permanent signs.

- c. Construction signs shall be removed immediately upon the issuance of any Occupancy Permit for the building or structure which is the subject of the construction sign.
 - d. A construction project which is to be developed in phases may erect one (1) new sign per each phase, provided, however, the sign for a new phase may not be erected until the sign for a preceding phase as been removed.
- 7) Special event signs, including banner signs, are permitted in any District, subject to the following restrictions:
- a. No more than one (1) sign shall be displayed for a special event. The sign shall be located on the lot on which the special event is to be held.
 - b. The display of the signs shall be limited to the twenty-one (21) days immediately preceding the special event which is being advertised.
 - c. The signs shall have a maximum size of thirty-two (32) square feet in area, and a maximum height of five (5) feet and shall be set back from any front or side lot line a minimum of fifteen (15) feet.
 - d. The signs shall be removed within forty-eight (48) hours of the conclusion of the special event which is being advertised.
- 8) Directional signs are permitted subject to the following restrictions:
- a. A directional sign may contain a logo of an on-premise establishment, but no advertising copy.
 - b. No directional sign shall exceed six (6) square feet in area or four (4) feet in height.
 - c. Directional signs shall be limited to traffic control functions only.
- 9) Garage sale, estate sale, auction sale, roadside stand sale and family social event signs are permitted subject to the following restrictions:
- a. One (1) sign per premises is permitted, located on the premises on which the sale is being conducted, provided that the sign
 - 1. is a freestanding sign;
 - 2. does not exceed six (6) square feet in area;
 - 3. is set back a minimum of three (3) feet from any front or side lot line;
 - 4. is erected no more than one (1) day prior to the day of the sale or event;
 - 5. is removed within one (1) day after the completion of the sale or event;
 - 6. is erected for no more than five (5) consecutive days.
 - b. One (1) sign per sale or event is permitted to be located off the premises on which the sale or event is being conducted, provided that the sign:
 - 1. is a freestanding sign;
 - 2. is erected on a private parcel on the nearest cross street;
 - 3. is not place on a private parcel which already has an off-premises sign (only one sign per parcel is permitted);

4. is not erected in public street right-of-way;
 5. does not exceed four (4) square feet in area;
 6. contains only the following wording:
 - i. Type of sale (Garage, Estate, etc.) or event,
 - ii. Street name and number of event;
 - iii. Day(s) of sale or event;
 - iv. A directional arrow.
 7. has the name, address and phone on it;
 8. is set back a minimum of three (3) feet from any front or side lot line;
 9. is erected no more than one (1) day prior to the day of the sale or event;
 10. is removed within one (1) day after the completion of the sale or event;
 11. is erected for no more than five (5) consecutive days. [Ordinance No. 190, 4/15/02]
- 10) Real estate open house signs are permitted subject to the following restrictions:
- a. One (1) sign per premises is permitted, located on the premises on which the open house is being conducted, provided that the sign:
 1. is a freestanding sign;
 2. does not exceed four (4) square feet and a height of three (3) feet from grade;
 3. is set back a minimum of three (3) feet from any front or side lot line;
 4. is erected the day of, and a maximum of one (1) hour before, the open house;
 5. is removed the day of, and a maximum of one (1) hour after, the open house;
 6. is erected for no more than one (1) day in any week.
 - b. One (1) sign per open house event is permitted to be located off the premises on which the open house is being conducted, provided that the sign:
 1. is a freestanding sign;
 2. is erected on a private parcel with the private parcel owner's permission;
 3. is not placed on a private parcel which already has an off premises open house sign (only one (1) such sign per parcel is permitted);
 4. is not erected in a public street right-of-way;
 5. contains a directional arrow and the words "Open House" and has the realtor's name on it;

6. does not exceed four (4) square feet in area and a height of three (3) feet above grade;
7. and is set back a minimum of three (3) feet from any front or side lot line;
8. is erected the day of, and a maximum of one (1) hour before, the open house;
9. is removed the day of, and a maximum of one (1) hour after, the open house;
10. is erected for not more than one (1) day in any week. [Ordinance No. 193, 7/1/02]

11) Electronic displays: An electronic display is permitted, subject to the following requirements:

a. General requirements

1. An electronic display is permitted only on freestanding or ground signs, except that an electronic display that displays time and temperature only may be allowed as part of a wall sign.
2. An electronic display is not permitted on a sign that has a reader board.
3. The entire sign face shall only convey a single product or message at any one time.
4. Except for the change from one display to the next, which shall be instantaneous, each individual sign display shall be stationary. No elements of the display may move, flash or scroll, except to change from one display to the next.
5. Displays may change no less than five seconds apart.

b. An electronic display strictly for the purpose of stating gasoline prices and that is stationary (except when updating prices) is exempt from these requirements; however the area of any such display shall be included in the total permitted area of the sign of which the display is a part.

c. District requirements

1. In the RD, RG-1, RG-2 and RG-3 districts and in residential planned unit developments, an electronic display is permitted for an allowed non-residential use only. The electronic display shall consist of no more than 40 percent of the sign area.
2. In the GC, CC, LI and PI districts and any commercial or mixed use planned unit development, an electronic display is permitted for nonresidential uses, provided that the electronic display shall consist of no more than 50 percent of the sign area.

[Ordinance No. 265, 10/4/2010]

Section 7.70 District Sign Regulations

RD, RG-1, RG-2, AND RG-3 DISTRICTS - PERMITTED SIGNS	
<i>Ground signs for residential subdivisions, manufactured home parks, multiple family complexes, schools, etc.</i>	
Number	One (1) per major entrance
Size	No greater than thirty-two (32) square feet
Location	Minimum five (5) feet from front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet
<i>Wall signs for home occupations</i>	
Number	One (1) per lot or parcel
Size	No greater than two (2) square feet
Location	On wall of house facing street, unilluminated
<i>Wall signs for non-residential uses</i>	
Number	One (1) per street frontage
Size	No greater than five percent (5%) of the wall area to which the sign is affixed.
Location	On wall of building facing street
<i>Political signs</i>	
Number	One (1) per issue or candidate
Size	No greater than six (6) square feet
Location	Minimum of five (5) feet from front yard right-of-way line and fifteen (15) feet from any side property line
Height	No higher than six (6) feet
<i>Real Estate Signs</i>	
Number	One (1) per lot or parcel
Size	No greater than six (6) square feet for parcels up to one (1) acre; sixteen (16) square feet for parcels over one (1) acre.
Location	Minimum three (3) feet from front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet

S - SERVICE and C - COMMERCIAL DISTRICTS - PERMITTED SIGNS	
<i>Wall Signs (see Figure 7-4)</i>	
Number	One (1) per street frontage
Size	S - No greater than five percent (5%) of the wall area to which the sign is affixed C - No greater than ten percent (10%) of the wall area to which the sign is affixed
Location	On wall of building facing street

S - SERVICE and C - COMMERCIAL DISTRICTS - PERMITTED SIGNS



Wall Sign Area =
Width x Height of Building x
% of Wall Area

Figure 0-4: Area of Wall Signs

Awning or Canopy Signs [Ordinance No. 247, 12/01/08]

Number	1 per awning or canopy
Size	Not to exceed 1/3 of awning or canopy; any sign area on an awning or canopy shall be included in the calculations of maximum wall sign square footage.
Location	No awning or canopy sign shall extend above the awning or canopy structure to which it is attached

Political Signs

Number	One (1) per issue or candidate
Size	No greater than thirty-two (32) square feet
Location	Minimum five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet

Real Estate Signs

Number	One (1) per lot or parcel
Size	No greater than sixteen (16) square feet
Location	Minimum five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet

Freestanding Signs

Number	<p>S - None permitted</p> <p>C - One (1) per lot or parcel, except for parcels with two (2) or more public street frontages equaling or exceeding three hundred (300) feet shall be permitted two (2) signs, which may be either freestanding or ground signs, or a combination, each of which must meet the other regulations applicable to the sign.</p> <p>A business center on a parcel in the C District with public street frontage(s) equaling or exceeding three hundred (300) feet shall be permitted two (2) signs, which may be either freestanding or ground signs, or a combination, each of which must meet the other regulations applicable to the sign [Ordinance 232, 8/21/06]</p>
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S - SERVICE and C - COMMERCIAL DISTRICTS - PERMITTED SIGNS

Freestanding Signs (cont.)

Size	One and one-half (1½) square feet for each one (1) foot of lot frontage up to a maximum of fifty (50) square feet, for each sign allowed For business centers, One and one-half (1½) square feet for each one (1) foot of lot frontage up to a maximum of seventy-five (75) square feet, for each sign allowed or, if only one (1) sign is erected on a lot with public street frontage(s) equaling or exceeding three-hundred (300) feet, one (1) sign not-to-exceed 120 square feet. [Ordinance 232, 8/21/06]
Location	Minimum five (5) feet from front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than twenty (20) feet

Ground Signs

Number	One (1) per lot or parcel, except that only one (1) ground sign or one (1) freestanding sign shall be permitted per lot or parcel. A business center on a parcel in the C District with public street frontage(s) equaling or exceeding three hundred (300) feet shall be permitted two (2) signs, which may be either freestanding or ground signs, or a combination, each of which must meet the other regulations applicable to the sign
Size	S – No greater than thirty two (32) square feet for each sign allowed C – No greater than fifty (50) square feet for each sign allowed. For business centers, One and one-half (1 ½) square feet for each one (1) foot of lot frontage up to a maximum of seventy-five (75) square feet, for each sign allowed or, if only one (1) sign is erected on a lot with public street frontage(s) equaling or exceeding three-hundred (300) feet, one (1) sign not-to-exceed 120 feet.
Location	Minimum of five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet [Ordinance 232, 8/21/06]

INDUSTRIAL and PI - PORT INDUSTRIAL DISTRICTS - PERMITTED SIGNS

Ground Signs

Number	One (1) per lot or parcel
Size	No greater than thirty-two (32) square feet
Location	Minimum of five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet

Wall Signs

Number	One (1) per street frontage
Size	No greater than five percent (5%) of the wall area to which the sign is affixed
Location	On wall of building facing street

Political Signs

Number	One (1) per issue or candidate
Size	No greater than thirty two (32) square feet
Location	Minimum of five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet

INDUSTRIAL and PI - PORT INDUSTRIAL DISTRICTS - PERMITTED SIGNS	
<i>Real Estate Signs</i>	
Number	One (1) per lot or parcel
Size	No greater than sixteen (16) square feet
Location	Minimum of five (5) feet from the front right-of-way line and fifteen (15) feet from any side and rear property line
Height	No higher than six (6) feet
<i>Billboards - Subject to Section 7.80</i>	

SECTION 7.80 Billboards

- a) Billboards shall be permitted in the Industrial Districts subject to the following:
 - 1) Billboards within the Industrial Districts shall be classified as a permitted use but shall be subject to review and approval by the Planning Commission under the Site Plan Review provisions of Article 5 of this Ordinance.
 - 2) The maximum number of signs per parcel shall not exceed one (1) sign. The sign shall be in addition to the other signs permitted for an existing use located on the same site on which the billboard is to be placed.
 - 3) The maximum sign area shall not exceed three hundred (300) square feet.
 - 4) The sign shall not exceed a height of thirty-five (35) feet.
 - 5) The sign may be illuminated. To minimize glare, light shall be directed upon the sign and shall not be visible to motorists on an interstate highway, except as reflected from the sign.
 - 6) Sign placement shall be regulated as follows:
 - a. A sign shall not be located within five hundred (500) feet of an interchange or intersection.
 - b. A sign shall not be located within five hundred (500) feet of Spring Lake or the Grand River.
 - c. A sign shall not be located within five hundred (500) feet of an RD, RG1, RG2, or RG3 Zone District.
 - d. A sign shall not be located closer than seventy five (75) feet from the nearest edge of the main traveled portion of Highway U.S. 31, nor greater than six hundred sixty (660) feet from the main traveled portion of Highway U.S. 31.
 - e. A sign shall not be located within five hundred (500) feet of another off-premises sign on the same side of the highway, including official and off-premise signs as defined in Section 131 [c] of Title 23 of the United States Code. The spacing measurement shall apply separately to each side of the highway and shall be measured along the nearest edge of the pavement of the highway between points directly opposite each sign.
 - 7) A billboard shall not be located or maintained on trees or painted or drawn upon rocks or other natural resources.

- 8) When a sign is removed, or required to be moved, the entire structure, including supports, foundation, electrical apparatus, and other sign components and related materials shall be removed from the site.
- 9) The sign shall be subject to all state and federal permitting requirements.
- 10) Electronic graphic display billboards. A billboard sign meeting all other requirements of this Section may consist of an electronic graphic display, subject to the following:
 - a. Each message shall be static and not animated in any way.
 - b. Minimum duration of a message shall be seven seconds.
 - c. Transition from one message to the next shall be instantaneous and shall not fade, scroll or otherwise be animated.
 - d. Maximum brightness of the electronic graphic display billboard shall not exceed illumination of 5,000 nits (candelas per square meter) during daylight hours, nor 540 nits between dusk and dawn, as measured from the sign's face at maximum brightness. The sign shall have an automatic dimmer switch control to produce a distinct illumination change from a higher illumination level to a lower illumination level for the period of time between one-half hour before sunset and one-half hour after sunrise.
 - e. An electronic graphic display billboard shall be equipped with automatic dimmer features to adjust brightness levels for ambient light during daylight hours. The illumination system shall be set to "automatic" in order to comply with levels of brightness as set forth in this section.
 - f. An electronic graphic display billboard may only be constructed to replace an existing billboard.

[Ordinance No. 265, 10/4/2010]

