

## Article 11 Sign Regulations

### **Section 11.1 Purpose**

Signs include all those devices which convey an identification or message to persons on the same or neighboring properties or roadways. Properly developed signs guide users to a destination or convey a message without creating unnecessary confusion, congestion, distractions, or other hazards. In this manner, the basic purpose of this Section shall be: [G-1]

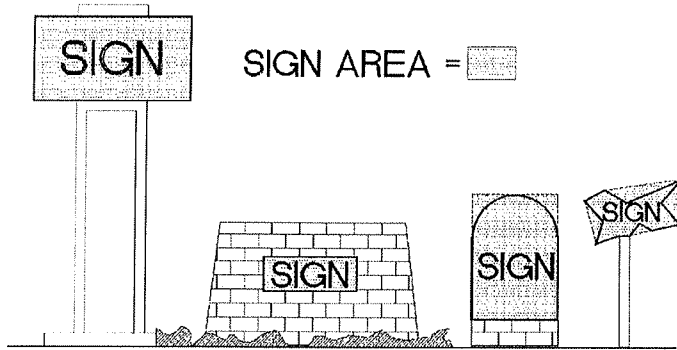
- A. To set forth conditions and requirements for all signs regardless of district boundaries.
- B. To set forth requirements for signs to protect the quality character of the Township by regulating the types of signs located in the various use districts, reasonable scale with respect to the building and design.
- C. To establish review, approval, and permit procedures for all signs. [G-1]
- D. To establish requirements regarding the construction and maintenance of signs and also the removal of any unauthorized signs placed within road right-of-way.
- E. To prevent the placement of signs in a manner that will conceal or obscure signs of adjacent businesses which would reduce visual distraction and obstructions to motorists traveling along, entering, or leaving streets.
- F. To keep the number of sign messages at the level reasonably necessary to identify a business and its products.
- G. To prevent the proliferation of temporary signs which create visual blight, negatively impact aesthetics and traffic safety, and result in an increase in the amount of signage otherwise allowed. [G-1]

### **Section 11.2 General Requirements That Apply To All Signs**

- A. A sign permit shall be required for the erection, construction, or alteration of any sign, including electrical permits for all illuminated signs and all such signs shall require site plan approval by the Planning Commission. [G-1]
- B. There shall be no flashing, oscillating, or intermittent type of illuminated sign or display; nor shall there be any streamers, windblown devices, spinners, , pennants, or flags other than those permitted by the Planning Commission. [G-1]
- C. No sign, except those established and maintained by the Township, county, state, or federal government, shall be located in, project into, or overhang a public right-of-way or dedicated public easement. [G-1]

D. [S-5] All calculation of total sign area shall be measured on one side of the face of the sign. The area of a sign that is irregular in shape shall be calculated by multiplying its tallest dimension times its longest dimension. [G-1]

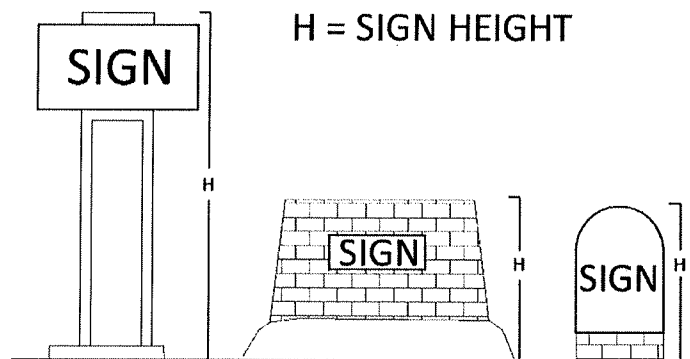
Figure 11-1: Sign Area Diagram



E. The sign height shall be determined based on the tallest point of the structure.

F. No sign above a height of three (3) feet shall be located within, project into, or overhang the triangular area formed at the intersection of street right-of-way lines at a distance along each line of twenty-five (25) feet from their point of intersection.

Figure 11-2: Sign Height Diagram



G. No sign above a height of three (3) feet shall be located within, project into, or overhang the triangular area formed at the intersection of street right-of-way and driveway at a distance along each line of twenty-five (25) feet from their point of intersection. [G-5]

H. All signs shall be lighted by internal illumination only unless the lighting equipment is designed as an integral part of the display. This means that the lights themselves are not visible and will in no way interfere with driver visibility or project onto adjoining property.

1. [S-5] [S-5] All signs shall be maintained in a condition similar to that which existed at the time of their erection. At the least, all signs and all awnings with sign components shall be kept clean, free of missing or loose parts, free of blistering or peeling paint, and without missing or obsolete sign panels.

**Section 11.3 Signs Permitted in Agricultural Districts [G-1]**

A. **Freestanding Sign.** Shall meet the below requirements when located in these zoning districts:

1. The freestanding sign not to exceed thirty-two (32) square feet or six (6) feet in height above the ground.
2. No sign shall be located closer than twenty (20) feet to the right-of-way line and shall not exceed twelve (12) feet in height above the ground.
3. Shall be non-illuminated unless specifically approved by the Planning Commission upon a finding that: the illumination will not adversely impact any nearby residential property or use; and the lighting equipment is properly concealed so that it does

not produce glare; and the lighting equipment will be turned off between the hours of 10:00 p.m. and 7:00 a.m.

4. Meet the requirements in Section 11.9B.

B. **Wall Sign.** Shall meet the below requirement when located in this zoning district:

1. Each separate tenant may have one (1) wall sign not to exceed twenty percent (20%) of its wall area facing the access street or drive, up to a maximum of thirty-two (32) square feet whichever is less.

C. **Temporary Sign.** Shall meet the below requirement when located in this zoning district:

1. Shall not exceed sixteen (16) square feet.

2. Shall meet all the requirements in Section 11.10G.

#### ***Section 11.4 Signs Permitted in Residential Districts***

A. **Freestanding Sign.** Shall meet the below requirements when located in these zoning districts:

1. The freestanding sign not to exceed sixteen (16) square feet nor exceed five (5) feet in height above the ground.

2. No sign shall be located closer than twenty (20) feet to the right-of-way line.

3. Shall be a non-illuminated sign.

4. Meet the requirements in Section 11.9B.

B. **Temporary Sign.** Shall meet the below requirements when located in these zoning districts:

1. Shall not exceed sixteen (16) square feet in area.

2. Shall meet all the requirements in Section 11.10G.

#### ***Section 11.5 Signs Permitted in Avoca Residential[G-1]***

A. **Freestanding Sign.** Shall meet the below requirements when located in these zoning districts:

1. The freestanding sign not to exceed sixteen (16) square feet nor exceed five (5) feet in height above the ground.

2. No sign shall be located closer than five (5) feet to the right-of-way line.

3. Shall be a non-illuminated sign.

4. Meet the requirements in Section 11.9B.

B. **Temporary Sign.** Shall meet the below requirements when located in these zoning districts:

1. Shall not exceed sixteen (16) square feet in area.

2. Shall meet all the requirements in Section 11.10G. [S-5] [S-5] [G-1]

**Section 11.6 Signs Permitted in Multiple Family Residential and Manufactured Housing Districts [G-1]**

- A. **Freestanding Sign.** Shall meet the below requirements when located in these zoning districts:
1. The freestanding sign not to exceed thirty-two (32) square feet or six (6) feet in height above the ground
  2. No sign shall be located closer than twenty (20) feet to the right-of-way line.
  - 3.
  4. Meet the requirements in Section 11.9B.
- B. **Temporary Sign.** Shall meet the below requirements when located in these zoning districts:
1. Shall not exceed sixteen (16) square feet.
  2. Shall meet all the requirements in Section 11.10G.
- C. **Wall Sign.** Shall meet the below requirement when located in these zoning districts: [G-1]
1. Each separate tenant may have one wall sign not to exceed twenty percent (20%) of its wall area facing the access street or drive, up to a maximum of two hundred (200) square feet.
- D. **Window Sign.** Shall meet the below requirements when located in these zoning districts:
1. The window sign(s) shall not occupy more than thirty percent (30%) of the total window area.
  2. Shall meet all the requirements in Section 11.10I.

**Section 11.7 Signs in Avoca Business District [G-1]**

- A. **Awning/Canopy Sign.** See requirements in Section 11.9A **Digital/Message Board Sign.** Shall meet the below requirements when located in these zoning districts:
1. One (1) permanent message board sign may be approved for each individual, freestanding business building on its own lot, and one (1) permanent message board sign may be approved for each complex of two or more individual offices, stores, or businesses. All message board signs shall comply with the following:
    - a. No message board sign shall obtain its electrical service from an extension cord or similar means. [G-1]
    - b. There shall be no flashing lights, arrows, or similar devices designed to attract attention as a part of any message board sign. This provision shall not prohibit electronic, sequential message signs provided the message does not change more frequently than once each thirty (30) seconds.
    - c. Message board signs for individual businesses shall not exceed twenty (20) square feet as measured on one side of a two-sided sign. [G-1]

- d. Message board signs for a complex of individual offices, stores, or businesses shall be incorporated as part of the complex's permanent, freestanding sign and shall not exceed fifty (50) square feet, as measured on one side of a two-sided sign. [G-1]
- B. **Freestanding Sign.** Shall meet the below requirements when located in this zoning district:
1. The total sign area of the freestanding sign plus the wall sign(s) shall not exceed twenty percent (20%) of the wall area facing the front lot line up to a maximum of thirty-two (32) square feet and a maximum height of six (6) feet.
  2. Meet the requirements in Section 11.9B.
- C. **Multipled Tenant Sign.** Shall meet the below requirements when located in these zoning district:
1. When a site contains two (2) or more office, business, or industrial tenants on the site may have a single freestanding sign not to exceed sixty-four (64) square feet.
  2. The design of the sign shall be compatible with the design and color of the building and structure.
- D. **Projection Sign.** Shall meet the below requirements when located in this zoning district:
1. Shall not exceed eight (8) square feet per side or total of sixteen (16) square feet.
  2. The bottom on the canopy must be at least seven (7) feet above the ground level or sidewalk.
- E. **Roof Sign.** Shall meet the below requirements when located in this zoning district:
1. Shall not exceed twenty (20) percent of the roof or two hundred (200) square feet which ever is less.
  2. Shall meet all the requirements in Section 11.10.
- F. **Temporary Sign.** Shall meet the below requirements when located in this zoning district:
1. Shall not exceed sixteen (16) square feet.
  2. Shall meet all the requirements in Section 11.10G.
- G. **Wall Sign.** Shall meet the below requirement when located in these zoning district:
1. Each separate tenant may have one wall sign not to exceed twenty percent (20%) of its wall area facing the access street or drive, up to a maximum of one hundred (100) square feet per establishment for tenants with less than 10,000 square feet of floor area and two hundred (200) square feet for tenants with 10,000 or more square feet of floor area.
- H. **Window Sign.** Shall meet the below requirements when located in these zoning district:

1. The window sign(s) shall not occupy more than thirty percent (30%) of the total window area.
2. Shall meet all the requirements in Section 11.10I. [G-1]

**Section 11.8 Signs in General Business and General Industrial Districts [G-1]**

- A. **Awning/Canopy Sign.** See requirements in Section 11.9A:
- B. **Digital/Message Board Sign.** Shall meet the below requirements when located in these zoning districts:
1. One (1) permanent message board sign may be approved for each individual, freestanding business building on its own lot, and one (1) permanent message board sign may be approved for each complex of two or more individual offices, stores, or businesses. All message board signs shall comply with the following:
    - a. All electrical service to message board signs shall be permanently installed, and inspected and approved by the Township. No message board sign shall obtain its electrical service from an extension cord or similar means. [G-1]
    - b. There shall be no flashing lights, arrows, or similar devices designed to attract attention as a part of any message board sign. This provision shall not prohibit electronic, sequential message signs provided the message does not change more frequently than once each thirty (30) seconds.
    - c. Message board signs for individual businesses shall not exceed fifty (50) square feet as measured on one side of a two-sided sign. [G-1]
- C. **Freestanding Sign.** Shall meet the below requirements when located in these zoning districts:
1. One (1) freestanding sign shall per permitted per parcel.
  2. The total sign area of the freestanding sign plus the wall sign(s) shall not exceed twenty percent (20%) of the wall area facing the front lot line up to a maximum of two hundred (200) square feet.
  3. Meet the requirements in Section 11.9B.
- D. **Multiple Tenant Sign.** Shall meet the below requirements when located in these zoning districts:
1. When more than two office, business, or industrial tenants may have a single freestanding sign not to exceed sixty-four (64) square feet that is uniform in design and colors which may display only the name of the complex and the name of each tenant.
- E. **Wall Sign.** Shall meet the below requirement when located in these zoning districts:
1. Each separate tenant may have one wall sign not to exceed twenty percent (20%) of its wall area facing the access street or drive
- F. **Billboard Sign.** Shall meet the below requirements when located in these zoning districts:
1. This is only permitted when there is a primary building on the property.

2. Non-accessory signs shall not exceed four hundred (400) square feet, shall not exceed fifty (50) feet in height and shall be spaced no closer than fifty(50) feet from the property line.
  3. The total sign area for the billboard sign plus the on-premise business sign(s) shall not exceed the total allowable sign area.
  4. Meet the requirements in Section 11.10H.
- G. **Window Sign.** Shall meet the below requirements when located in these zoning districts:
1. The window sign(s) shall not occupy more than thirty percent (30%) of the total window area. [G-1]
  2. Shall meet all the requirements in Section 11.10I.
- H. **Roof Sign.** Shall meet all the requirements in Section 11.10.
- I. **Temporary Sign.** Shall meet the below requirement when located in these zoning districts:
1. Shall not exceed thirty-two (32) square feet in size.
  2. Shall meet all the requirements in Section 11.10G.

***Section 11.9 Specific Requirements for Different Type of Signs***

- A. **Awning/Canopy Sign**
1. One (1) awning/canopy sign is allowed per tenant space.
  2. Lettering may cover a maximum of 1/3 of the awning or canopy.
  3. Lettering shall not project above, below, or beyond the physical dimensions of the awning or canopy.
  4. The bottom on the canopy must be at least seven (7) feet above the ground level or sidewalk.
  5. Building mounted lighting may indirectly illuminate the area above or below the canopy.
- B. **Freestanding Sign**
1. One (1) freestanding sign shall per permitted per parcel.
  2. In addition, no freestanding sign shall be constructed in a manner as to impair the vision of pedestrians and vehicles.

***Section 11.10 Multiple Signs for Individual Businesses [G-1]***

The following shall apply to the total of all signs for an individual business in Avoca Business, General Business, and General Industrial districts: [G-1]

- A. An individual business may have a free-standing sign only if the business occupies the entire building on the site otherwise, it is considered a multiple tenant sign; [G-1]

- B. An individual business may have a single, primary sign which may be a free-standing sign or a wall-mounted sign; [G-1]
- C. For wall and monument signs an individual business may also have a single, secondary sign only if it has a separate side or rear customer entrance; and
- D. An individual business may have a single sign, mounted directly on each customer entrance door, of not more than six (6) square feet. As an alternative, an individual business may have a single, pedestrian-scale icon sign mounted at each customer entrance door and perpendicular to the wall of the building. [G-1]
- E. Roof Sign [G-1]
1. Roof signs shall not project beyond or overhang the wall, or any project above or beyond the highest point of the roof.
  2. Shall be sufficient attached to the roof that is able to hold the additional load.
- F. Portable and Vehicle Advertising Sign
1. Portable and vehicle advertising signs are hereby prohibited regardless of form, size, character, or placement.
  2. A portable sign is a freestanding sign not permanently anchored or secured to either a building or the ground.
  3. A vehicle sign is a vehicle advertising sign when the vehicle upon which the sign is painted or attached is parked or placed upon the owner's premises primarily for advertising purposes.
- G. Temporary Sign
- One (1) temporary sign may be permitted, subject to the following:
1. The total display period shall not exceed thirty (30) days.
  2. Temporary message board signs shall not be illuminated unless there is a self-supporting on the sign such as a batteries, solar array.
  3. No business shall display the same temporary sign message more than twice (2) per year.
  4. The applicant shall file a complete application form, and provide all information required by Section 11.15 The Township Board may enact a Temporary Sign Permit Fee to defray administrative expenses.
  5. No business shall display the same temporary sign message more than twice (2) per year.
  6. Temporary signs shall be set back one (1) times the height of the sign from all property boundary lines and street right-of-way lines.
  7. Temporary signs may be permitted by the Zoning Administrator, subject to the following: [G-1]



## H. Wall Sign

1. Wall signs shall be displayed flat against the wall of the building or parallel to the wall of the building and shall not project from or be perpendicular to said wall.
2. Wall signs shall not project beyond or overhang the wall, or any project above or beyond the highest point of the parapet.

## I. Window Sign [G-1]

**Section 11.11 The sign shall not be dilapidated or in disrepair to the point it is an unsafe sign.] Obsolete Sign [G-1]**

- A. All signs that are obsolete, due to discontinuance of the business or activity advertised thereon, shall be removed within thirty (30) days of the close of said business or activity.

**Section 11.12 Certain Signs Exempt from Permit Requirement [G-1]**

The following signs shall be exempt from the permit requirements of this Section and shall conform to the following regulations:

- A. Temporary window signs in office, business and industrial districts which are displayed no longer than fourteen (14) days and do not occupy more than thirty percent (30%) of the total window area.
- B. One nameplate located on a dwelling shall not exceed four (4) square feet.
- C. Permanent bulletin boards not over sixteen (16) square feet in area when the bulletin board is located on the premises of the institution at least twenty (20) feet from all property lines and is not illuminated.
- D. A sign during construction a temporary sign denoting the name of the building, the architect, engineer, contractor, and anticipated completion, alteration, or removal date, not to exceed sixteen (16) square feet in residential districts and forty-eight (48) square feet in all other districts. All such signs shall be set back at least twenty (20) feet from all property lines and removed within seven (7) days after issuance of an occupancy permit.

**Section 11.13 Sign Area Bonus for Landscaping**

- A. The Planning Commission may grant a bonus in sign area for landscaping around a proposed free-standing sign according to the schedule below. In order to qualify for the bonus, the applicant shall submit a landscape plan prepared by a registered Landscape Architect or other competent professional. The Planning Commission shall make a finding that the plan provides additional landscaping not otherwise required by this Ordinance before granting the bonus. [G-1]
- B. The landscaping bonus shall be four (4) feet by four (4) feet or total of sixteen (16) square feet of landscaped area will result in a ten percent (10%) larger sign than what would otherwise be allowed. [S-9] [G-1]
- C. All original landscape plants shall be guaranteed for one (1) full year and the plantings shown on the landscape plan shall be permanently maintained by the sign owner and the sign advertiser in a healthy, growing condition for the life of the sign. [G-1]

**D. Maintenance of Property and Responsible Parties Identified: [G-1]**

1. Property surrounding any sign shall be kept clean, sanitary, and free from obnoxious and offensive substances, weeds, rubbish, and flammable materials. [G-1]
2. The owner of any property on which any sign is placed, and the person maintaining said sign are declared to be equally responsible for the condition of the sign and the area in the vicinity thereof. Both parties shall be clearly identified on the sign by name, address, and telephone number.

**Section 11.14 Corner Buildings and Multiple Street Frontage**

- A. Shall be allowed to have one (1) sign per street.

**Section 11.15 Sign Permit Procedure [S-11]**

- A. All applications for sign permits shall be made on forms provided by the Zoning Administrator and shall contain the following minimum information:
1. A sketch indicating the location of the subject property and current zoning classification of the subject property where the sign will be located to verify compliance with all setback requirements.
  2. A scale drawing of each sign, in the colors of the finished sign, indicating the size, shape, message, lettering style, and materials of the finished sign. (All required copies must also be in color.) [G-1]
  3. Building elevation sketches showing the position and size of each sign on the building and the location and size of any existing sign(s) on the same structure.
  4. Showing the sign height from ground,
  5. Surface of the sign (materials and dimensions),
  6. Area of sign surface,
  7. Lettering of sign, drawn as it will appear on the erected sign, need not be in the style of the finished sign but must be neatly printed in the size and of a weight approximating that of the final constructed sign.
  8. If the sign will be illuminated, plans shall include all details regarding the location, type of fixture, color of the illumination, and method of shielding the lighting equipment to prevent glare.
- B. All sign owners shall complete a form, provided by the Township, indicating the name, address, and phone number of the person responsible for maintenance of the sign. At the request of the Township, any sign owner shall update the information provided on this form from time to time. [G-1]

**Section 11.16 Standards to Approve Sign Permits**

- A. The Planning Commission shall use the below standards to approve sign permits.
1. The proposed sign(s) meet the requirements outlined in this Ordinance.
  2. The proposed sign(s) is constant with the surrounding character and would not cause harm to the surrounding properties.