

**Section 7.11 Signs: (SECTION 7.11 ADDED BY AMENDMENT 100D)**

It is the intent of this ordinance to limit the number and size of signs in order to prevent traffic hazards, promote safety for passers by, and to maintain in so far as possible the rural ambience and the environment of the Township. It is also the intent to allow signs which are appropriate, proportional, and in scale with adjacent uses and roadways, and which are compatible with the character of the community.

To allow Peninsula Township to regulate the height, size, display area, setback, lighting, and distances between billboards, and other regulatory powers pursuant to Act 153 of 1990, in order to control outdoor advertising along federal aid trunkline highways.

To allow billboards for the purposes of outdoor advertising, that provides information, identification, and/or direction, without jeopardizing the beauty of the natural landscape or disrupting the environment of historically significant features or sites.

To regulate outdoor advertising in such a way as to create land use patterns that are in concert with future land use objectives and to prevent signs that would detract from scenic roadways and scenic views.

To insure compatibility with rural lands, neighborhoods, and business areas, in order to protect land values, thereby enhancing the image of the community for residents, tourists, and visitors.

**Section 7.11.1 Sign Placement and/or Design Requirements:** All signs shall conform with Table 7.11.6 and all other provisions of this ordinance.

- (1) All signs shall be located on the same premises as the associated use, unless otherwise provided for in this Ordinance.
- (2) No sign shall be constructed, erected, moved, enlarged, illuminated, or substantially altered unless authorized in accordance with this ordinance. Repainting or changing the message of a sign shall not in and of itself be considered a substantial alteration.
- (3) Flags or insignia of any governmental or non-profit organization when not displayed in connection with a commercial promotion or as an advertising device shall not be considered signs.
- (4) Signs may be free standing, attached to a building, or installed inside a window, provided, if the sign is attached to a building:
  - (a) The sign does not project more than twelve (12) inches from the building wall;
  - (b) The exposed face of the sign is in a plane parallel to the building wall or structure.
  - (c) The sign does not extend above the height of the building or wall.
- (5) A two-sided sign shall be considered as one sign when:
  - (a) With respect to a V-type sign, the angle between the sign faces does not exceed fifteen (15) degrees, or;

- (b) With respect to double faced (back-to-back) signs, the distance between the backs of each face does not exceed three (3) feet.
- (6) The support system for billboards is a structure which must meet all setbacks, and requires a lot that meets the area and size requirements for the district in which located.
- (7) Materials, supports, frames, letters and sign surfaces may be any commonly used material, however, the use of natural or natural appearing materials is highly encouraged.
- (8) The sign including supporting structures shall not be more than one and one-half times the width of the sign face alone.
- (9) The area of a sign shall be the minimum area of a parallelogram, ellipse, or circle which is capable of containing the graphics, symbols, and/or written copy along with the background area.
- (10) Height of signs shall be measured from the highest point of the sign or supporting structure to the elevation of the highest point of grading beneath the sign exclusive of architectural landscaping related to the sign.
- (11) Setbacks shall be measured from the lot line of the road from which the sign will be viewed to the leading edge of the sign or support structure whichever is less.
- (12) If illumination is allowed by this Ordinance, such illumination shall conform to the requirements of Section 7.14. **(REVISED BY AMENDMENT 175B)**
- (13) All plans for construction, design and appearance of signs permitted in Commercial Districts shall be reviewed as part of the site plan approval process.
- (14) All plans for the construction, design and appearance of Entrance Way Signs and Subdivision Development Signs not subject to a Special Use Permit shall be submitted to the Zoning Board of Appeals for review and approval.
- (15) In addition to any other consideration, the Planning Commission and/or the Zoning Board of Appeals shall consider the following in reviewing and approving signs:
  - (a) Compatibility of the sign with the character of the neighborhood.
  - (b) The sign does not unreasonably block views from other properties.
  - (c) Materials and colors used are natural looking and consistent with surrounding structures in the vicinity, and with the intent of the Ordinance.
- (16) Signs shall not be placed within road rights-of-way.
- (17) Signs shall not be attached to trees.
- (18) Signs shall not be attached to utility structures or poles except by the utility company.
- (19) Signs shall not be placed so as to interfere with driver or pedestrian vision at

intersections of public roads, private roads, or driveways. In order to not obstruct the view of on-coming traffic from the ingress or egress point of the property, signs, if higher than three (3) feet, shall not be placed within a clear site zone which is a triangle with sides fifteen feet from the beginning of the radius of the entrance way measured along the road providing access to the property and along the access drive fifteen feet from the end of the radius of the entrance way.

- (20) There shall be a minimum horizontal spacing of 2,000 feet between any two billboards including both sides of a highway.

**Section 7.11.2 Prohibited Signs:** The following signs shall NOT be allowed in any district:

- (1) Signs which do not relate to existing businesses or products.
- (2) Signs which are illegal under applicable State or local laws, regulations and/or ordinance.
- (3) Signs that are not clean and in good repair or that have become unsafe or not secure.
- (4) Signs not securely fastened to a substantial structure.
- (5) Signs which attempt or appear to attempt to regulate, warn, or direct the movement of traffic, or which interfere with or resemble any official traffic sign, signal or device.
- (6) Signs which are not consistent with the standards in this Ordinance.
- (7) Flashing signs, portable signs, roof signs, advertising flags, revolving, moving or animated signs, signs with automated changes in sign appearance and all types of banners, pennants, streamers, and airborne devices attached to the ground or buildings except where otherwise specifically permitted by this Ordinance.  
**(REVISED BY AMENDMENT 175B)**
- (8) Signs utilizing vehicles, trucks, vans, or other wheeled devices, or tripods, sandwich boards, or (unless specifically allowed elsewhere in this Ordinance) changeable message boards.
- (9) Commercial signs extending perpendicularly from a building wall.
- (10) Directional Signs except those specifically allowed by this Ordinance.
- (11) Signs within a road right-of-way except traffic direction and control signs placed by the County Road Commission or Michigan Department of Transportation.
- (12) Prohibited Billboards:  
The following types of billboards shall not be permitted:
  - (a) A billboard within 500 feet of any residential district, historic district, park, school, church, hospital, retirement home, cemetery, or government building. A billboard located within 500 feet of a residential, commercial, industrial, or agricultural use on the same property.

- (b) A billboard that is stacked, tiered, stepped, or placed next to or along side of any other billboard or sign.
- (c) A billboard which would, by its erection, destroy significant natural vegetation and/or cause significant existing vegetation to be removed.
- (d) A billboard mounted on or over the roof of a building.
- (e) Billboards which may otherwise be prohibited by any other laws, ordinances or regulations.

**Section 7.11.3 Signs Permitted in all Districts:** The following signs shall be allowed in all zoning districts:

- (1) Agricultural Products Signs on the same premises with a general farm or horticultural use while the retail outlet is in operation. Signs may be two sided and may have changeable strips identifying specific products or products in season.
- (2) Church/Non-profit Social Organization/Governmental Sign.
- (3) Construction Site Sign may be displayed while construction is taking place.
- (4) Entrance Way Sign.
- (5) Event Sign and Directional Event Signs are permitted under the following conditions:
  - (a) The event has been approved by the Peninsula Township Board.
  - (b) The specific size, number, location, and duration of placement of the signs has been approved by the Peninsula Township Board.
- (6) Informational Signs.
- (7) Memorial/Historical Markers
- (8) Name Plate Sign.
- (9) Official signs of a non-commercial nature erected by a public utility.
- (10) Private Property/No Hunting/No Trespassing Sign.
- (11) Public notice signs placed by public agencies.
- (12) Real Estate Sign while the property is available for rent/lease or sale.
- (13) Roadside Stand Sign.
- (14) Signs required by law or placed by any governmental agency for traffic control.

- (15) Subdivision Development Sign.
- (16) Yard/Garage Sale Signs.  
The on-site sign may not be displayed for more than three (3) consecutive days and not more than ten (10) days in any 365-day period.
- (17) Signs approved in association with a Special Use Permit.  
In approving a Special Use Permit, the Township Board may approve any or all signs allowed in this Ordinance provided that the approved signs:
  - (a) Are related to an approved use in the Special Use Permit;
  - (b) The design, size, setback and lighting are shown on a scale drawing;
  - (c) The number and location of all signs is reasonably necessary to meet the intent of this ordinance.

**(REVISED BY AMENDMENT 107G).**

Section 7.11.4 Signs Permitted in Commercial Districts: In the Commercial Districts the following signs shall be permitted:

- (1) Signs allowed by Section 7.11.3.
- (2) Billboards - PROVIDED that they shall be allowed only along M-37 and shall be restricted to properties zoned Commercial C-1.
- (3) Business Center Sign.
- (4) Business Identification Sign.
- (5) Promotional sign provided it pertains to the business or product on the property and also provided that it is changed at least bi-weekly.

Section 7.11.5 Signs Permitted in the A-1 Agricultural District: The following signs shall be permitted in the A-1 District:

- (1) Signs allowed by Section 7.11.3.
- (2) Signs representing state or national awards won by the farm unit and/or its proprietors, and is removed within a year of placement.
- (3) Farm Processing Facility. **(ADDED BY AMENDMENT 174)**

Section 7.11.6: Sign Placement and Requirements Table (see Section 7.11.1 for sight triangle provisions) **(REVISED BY AMENDMENT 174)**

- (1) Areas are in square feet.
- (2) Setbacks are measured from road rights-of-way that are lot lines, however no signs shall be placed in required side yards that are not road rights-of-way.

(3) THE FOLLOWING SIGNS DO NOT NEED A SIGN PERMIT:

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Sign Type	No.	Area	Hgt.	Stbk.	Lt.
Agricultural Products	2	6	4	0	No
Construction Site	1	6	4	0	No
Farm Processing Facility	1	9	6	0	No
Name Plate **Unless attached to a building	1	3	4**	0	Yes
Promotional Sign	1	3	N/A	N/A	No
Real Estate	1	6	4	0	No
Roadside Stand	1	9	6	0	No
Yard/Garage Sale	1	6	4	0	No
Private Property * Not more than one per 100 feet of frontage or portion thereof.	*	1	6	0	No

(REVISED BY AMENDMENT 174)

**TABLE 7.11.6: SIGN PLACEMENT AND REQUIREMENTS TABLE  
CONTINUED**

(d) The following signs require approval of the Zoning Board of Appeals unless approved by the Township Board either as part of a Special Use Permit or as an Event Permit and they also require a sign permit issued by the Zoning Administrator.

Sign Type	No.	Area	Hgt.	Stbk.	Lt.
Billboard	1	30	10	15	No
Business Center With or without Business Identification Signs	1	30	10	***	Yes
Business Identification Within a Business Center	1	30	**	**	Yes
**Wall or Marquee/Awning Only Not in a Business Center	1	9	10	15	Yes
Church/Non-Profit/Governmental	1	9	6	15	Yes
Entrance Way	1	9	6	15	Yes
Event Sign	1	6	4	0	No
Directional Event Sign (As approved by the Township Board)					
Ingress/Egress	***	2	3	0	***
Informational	***	2	***	***	***

\*\*\* as per approved site plan

(e) Such permit shall be preceded by the submission of an application on a form prescribed by the Board of Appeals accompanied with a filing fee. The Board of Appeals shall thereafter hold a hearing on the application, said hearing to be at such time and place and preceded by such notice as the Board of Appeals may determine. If the Board of Appeals shall determine that the granting of the application will not be inimical to the public health, safety, morals or welfare, then it may issue a permit for the erection of the sign as described in the application. In assuring the maintenance and preservation of public health, safety, morals and welfare, The Zoning Board of Appeals may establish reasonable set back, structural and maintenance provisions which shall be made a part of the sign permit. Sign permits may be revoked at any time conditions specified under Section 7.11 apply or conditions specified in permit are not met.