

CHARTER TOWNSHIP OF MONITOR
COUNTY OF BAY, MICHIGAN

ORDINANCE NO. 52-F

AN ORDINANCE AMENDING CHAPTER XV OF ORDINANCE 52, AS
AMENDED, TO REGULATE THE SIZE, LOCATION AND MANNER OF
DISPLAY OF EXTERIOR SIGNS

THE CHARTER TOWNSHIP OF MONITOR ORDAINS:

SECTION I

Chapter XV, Section 15.03 of the Monitor Township Ordinance 52, designated "Monitor Township Zoning Ordinance" effective December 14, 2003, as previously amended, is hereby amended to read as follows:

SECTION 15.03 EXEMPTED SIGNS

The following signs are exempt from the provisions of this Ordinance with respect to permits, heights, area and location, unless specified herein.

- (a) unchanged.
- (b) unchanged.
- (c) Directional signs, except as otherwise provided in Section 15.09(e), in conjunction with drives or off-street parking areas, provided any such sign does not exceed four (4) square feet in area, is limited to traffic control functions, and does not obstruct traffic vision.
- (d) unchanged.
- (e) unchanged.
- (f) unchanged.
- (g) unchanged.
- (h) Temporary signs promoting political parties or candidates so long as such signs are promptly removed after the completion of election activities.
- (i) Special decorative displays or signs used for holidays, public demonstrations or promotion of civic welfare or charitable purposes subject to the following standards:
 - 1) The display or sign may be utilized for a maximum of thirty (30) days in a twelve (12) month period.

- 2) The proposed sign or display may not negatively effect the light and air circulation for lots which are both adjoining and in the surrounding neighborhood of the proposed sign or display.
 - 3) The sign or display may not constitute a traffic hazard.
- (j) Time-temperature signs (a sign which displays the current time or outdoor temperature or both, and no other advertising messages or symbols) when incorporated as part of a permitted ground or wall sign structure.

SECTION II

Chapter XV, Section 15.05 of the Monitor Township Ordinance 52, designated "Monitor Township Zoning Ordinance" effective December 14, 2003, as previously amended, is hereby amended to read as follows:

SECTION 15.05 TEMPORARY SIGNS

The following signs are permitted on a temporary basis and shall not require a building permit:

- (a) unchanged.
- (b) unchanged.
- (c) unchanged.
- (d) Temporary signs advertising noncommercial rummage sales, garage sales, yard sales, and other similar used merchandise shall be a maximum of ten (10) square feet in area, and may be permitted for a period of not more than nine (9) days in a twelve (12) month period and not more than three (3) consecutive days. All signs must be removed after the sale period is completed.
- (e) Portable signs for a period of not more than seven (7) days, four (4) times per year, not closer than thirty (30) days apart, provided the following conditions are met:
 - 1) They do not exceed fifty (50) square feet in area on any side.
 - 2) They are not located closer than ten (10) feet to a street right-of-way.
 - 3) They may be illuminated provided such lights are not flashing or intermittent and are not placed or designed such that they can be confused with, or appear similar to, a highway sign or traffic safety device.

- 4) No portable sign shall exceed ten (10) feet in height.
- 5) No portable sign shall be located in such a manner as to interfere with vehicular or pedestrian traffic flow or visibility.
- 6) All portable signs shall require a sign permit. The applicant shall complete an application form supplied by the Building Official. An application fee shall accompany the application form. Said fee shall be determined by the Township Board and shall be sufficient to cover the cost of reviewing the application.

SECTION III

Chapter XV, Section 15.06 of the Monitor Township Ordinance 52, designated "Monitor Township Zoning Ordinance" effective December 14, 2003, as previously amended, is hereby amended to read as follows:

SECTION 15.06 GENERAL CONDITIONS

Except as otherwise provided, the following conditions shall apply in all districts:

- (a) unchanged.
- (b) unchanged.
- (c) unchanged.
- (d) unchanged.
- (e) unchanged.
- (f) unchanged.

(g) Electronic changeable copy (LED) signs may be permitted in the C and I Districts, subject to the following conditions:

- 1) Such sign shall not produce blinking or animated messages.
- 2) The changeable copy or message delivered by the sign shall not be changed more often than once in any four (4) hour time period.
- 3) Such sign may be a maximum of fifteen (15%) percent of the total sign size, up to a maximum of fifteen (15) square feet.
- 4) LED signs may only be incorporated into ground signs.
- 5) All messages shall not exceed two lines of characters.

- 6) Such signs shall be limited to fifty (50) foot-candles power output.

SECTION IV

Chapter XV, Section 15.09 of the Monitor Township Ordinance 52, designated "Monitor Township Zoning Ordinance" effective December 14, 2003, as previously amended, is hereby amended to read as follows:

SECTION 15.09 SIGNS IN THE C DISTRICT

In the C District, only the following signs shall be permitted:

- (a) The following sign standards shall apply to (a) buildings which contain only one (1) tenant, and (b) buildings which contain more than (1) tenant but where all tenants share a common building entrance or entrances (for example, and office building or other type of building where access to individual tenant space is off a common hallway or atrium).

- 1) The total permitted sign area (excluding Towner Signs, if permitted) for buildings with a setback less than two hundred forty-nine (249) feet, shall be as follows:

Setback Distance	Maximum Total Sign Area	Maximum Wall Sign Area	Maximum Ground Sign Area
Less than 100 ft.	48 sq. ft. *2	24 sq. ft.	24 sq. ft.
101 to 150 ft.	54 sq. ft. *3	30 sq. ft.	30 sq. ft.
151 to 249 ft	60 sq. ft. *4	35 sq. ft.	35 sq. ft.

*1 One wall sign, with a total wall sign area not to exceed the specified figure in this chart, may be permitted for each building frontage facing a public street.

*2 The total sign area shall not exceed three-quarters (3/4) of a square foot per lineal foot of parcel frontage, up to a maximum of forty-eight (48) square feet. No more than one (1) ground sign and wall sign shall be permitted.

*3 The total sign area shall not exceed three-quarters (3/4) of a square foot per lineal foot of parcel frontage, up to a maximum of fifty-four (54) square feet. No more than one (1) ground sign and wall sign shall be permitted.

*4 the total sign area shall not exceed three-quarters (3/4) of a square foot per lineal foot of parcel frontage, up to a maximum of

sixty (60) square feet. No more than one (1) ground sign and wall sign shall be permitted.

*5 For buildings with a setback of 249 feet or less, the maximum height for any ground sign shall be eight (8) feet. A ground sign shall be setback a minimum of five (5) feet from the front setback line.

- 2) The total permitted sign area (excluding Towner Signs, if permitted) for buildings with a setback of two hundred-fifty (250) feet or more shall be as follows:

Total Building Floor Area	Maximum Total Sign Area	Maximum Wall Sign Area	Maximum Ground Sign Area
Up to 4,000 sq. ft.	125 sq. ft.	100 sq. ft.	25 sq. ft.
4,001 to 10,000 sq. ft.	180 sq. ft.	150 sq. ft.	30 sq. ft.
10,001 to 20,000 sq. ft.	235 sq. ft.	200 sq. ft.	35 sq. ft.
20,001 to 75,000 sq. ft.	290 sq. ft.	250 sq. ft.	40 sq. ft.
75,001 to 100,000 sq. ft.	345 sq. ft.	300 sq. ft.	45 sq. ft.
Over 100,000 sq. ft.	400 sq. ft.	350 sq. ft.	50 sq. ft.

1. A total of three (3) wall signs may be permitted, with a total wall sign area not to exceed the specified figure in this chart. In no case, shall the width of the wall sign exceed sixty-six (66%) percent of the store. The maximum permitted letter height shall be four (4) feet.

2. For buildings with a setback of two hundred-fifty (250) feet or more, the maximum height for any ground sign shall be eight (8) feet. A ground sign shall be setback a minimum of ten (10) feet from the front setback line.

3. If a business establishment is located in a site with frontage on US-10 or I-75, the business establishment may be permitted to place one (1) additional wall sign on the wall facing US-10 or I-75.

4. Any pole sign shall not be located closer to adjacent properties than a distance equal to its height.

(b) The following standards shall apply to shopping centers and similar multi-tenant buildings, where each tenant has building frontage and their own entrance to the outside.

- 1) Any such development shall be permitted a total of up to three (3) signs, consisting of wall or ground signs, for group identification or to advertise the name of the shopping center or premises, provided that no more than one (1) ground sign shall be permitted.
- 2) The total sign area shall not exceed three-quarters (3/4) of a square foot per lineal foot of parcel frontage, up to a maximum of one hundred (100) square feet. The total area for a wall sign shall not exceed three-quarters (3/4) of a square foot of wall sign area per one (1) linear foot of building frontage, up to a maximum of forty (40) square feet. The total area for a ground sign shall not exceed one (1) square foot of ground sign area for each two (2) linear feet of lot frontage, up to a maximum of forty-eight (48) square feet. For buildings with a set back of one hundred (100) feet or less, wall sign lettering shall be a maximum of eighteen (18) inches in height.
- 3) In addition, in multi-tenant structures such as shopping centers, individual tenants or uses shall be permitted to have one (1) wall sign not to exceed three-quarters (3/4) of a square foot per lineal foot of store frontage located on the face of the building area occupied by the tenant or use.
- 4) Towner signs, as permitted by other provisions of this Ordinance, shall not be included in the sign display area limitation.
- 5) If a business establishment is located in a site with frontage on US-10 or I-75, the business establishment may be permitted to place one (1) additional wall sign on the wall facing US-10 or I-75.
- 6) Any pole sign shall not be located closer to adjacent properties than a distance equal to its height.

(c) Tower signs are permitted as a special use in the C District when authorized by the Planning Commission consistent with the special use approval procedures described in Section 3.31 of this Ordinance and subject to the limitations and requirements specified in this Ordinance. Special use approval for a tower sign must be obtained from the Planning Commission prior to construction of a new tower sign or prior to a new business advertising on an existing tower sign.

- 1) A tower sign may be permitted by special use if the Planning Commission determines that:

- a) Each business to be advertised on the sign shall primarily provide services or products to the motoring public using a limited access highway.
 - b) Uses on adjacent lots shall not be adversely affected by the tower sign.
 - c) The sign shall not adversely affect the neighborhood where the business is located or the community as a whole.
 - d) The sign shall not disrupt, impede or otherwise adversely affect the safe and convenient flow of traffic in the area.
 - e) A tower sign is appropriate if the Planning Commission determines that other permitted signs for the business will not be sufficiently visible to inform the motorists using the limited access highway.
 - f) The applicant has demonstrated that the proposed sign height is the minimum height needed to permit advertisement to the motorists using the limited access highway.
 - g) A sign sketch plan describing the proposed tower sign as indicated in subsection 15.09 (C)(10) is prepared by the applicant to assure compliance with these and other applicable regulations.
- 2) The phrase "line of intersection" as used in this section shall refer to the line where an exit or entrance ramp for a limited access right-of-way for I-75, M-13 or US-10 intersects with the edge of the right-of-way easement for Wilder Road or Mackinaw Road.
 - 3) In no event shall a tower sign be located more than thirteen hundred twenty (1,320) feet from a point on a line of intersection. Each business advertised on the tower sign must also be located not more than thirteen hundred twenty (1,320) feet from a point on a line of intersection.
 - 4) The sign shall be located within the rear yard, as defined in this Ordinance, on the site used for a business advertised on the sign.
 - 5) More than one (1) business may use the same pole to advertise. Each sign face advertising a business on a

tower sign pole shall meet the requirements of this section and each sign shall be subject to special use review by the Planning Commission consistent with these provisions. The Planning Commission shall not grant approval for advertising message area on a tower sign before the business to be advertised has been identified by name and location and considered consistent with these provisions.

- 6) A tower sign may exceed the height limitations of the C District described in Section 9.03 Height Regulations but in no event shall the height of the sign be less than fifty (50) feet nor exceed ninety (90) feet.
- 7) Not more than two (2) signs with each sign having not more than two (2) sign faces shall be displayed on a single tower sign pole.
- 8) The area of each sign face shall not exceed two hundred (200) square feet. The combination of the sign faces visible from each viewing angle shall not exceed four hundred (400) square feet. A maximum of eight hundred (800) square feet of total sign surface area may be displayed on each tower sign pole when two (2) signs each with two (2) faces are mounted on a single pole. Adjacent sign faces on a single pole shall not be merged or combined in any method so as to contain advertising messages that are coordinated to create a single advertising message describing products or services of a single business.
- 9) Any change in the advertising message on a tower sign face must be approved by the Planning Commission consistent with the requirements of this section.
- 10) A sign plan shall be prepared by each applicant for review by the Planning Commission consistent with the requirement of this section. The following minimum information is required to be included on each sign plan submitted for review of the Planning Commission.
 - a) A drawing shall be prepared on paper at one of the following scales:
 - i) one (1) inch equal to ten (10) feet;
 - ii) one (1) inch equal to twenty (20) feet;
 - iii) one (1) inch equal to thirty (30) feet;
 - iv) one (1) inch equal to forty (40) feet;
 - v) one (1) inch equal to fifty (50) feet;
 - vi) one (1) inch equal to one hundred (100) feet;
 - b) Name, address and phone number of the applicant and the person preparing the drawing.

- c) Property boundary lines and dimensions; if more than one lot is included in the site, the lot lines of each lot shall be indicated.
 - d) Edges of all existing and proposed paved surfaces including all parking spaces, drive aisles and driveways serving the site.
 - e) Location of the proposed tower sign.
 - f) The outline of all existing and proposed exterior building walls on the site and within one hundred (100) feet of the site.
 - g) A circle with a radius equal to the total height of the tower sign shall be drawn on the sketch plan. The center of the circle shall be the proposed location of the tower sign. The circle must be entirely contained within the lot lines of the lot owned, leased or otherwise under the control of the business advertised on the tower sign.
 - h) All existing and proposed exterior site improvements or modifications proposed in conjunction with the tower sign.
 - i) An architectural detail plan of the tower sign, indicating the height, construction materials, method of anchoring and the area.
- (d) A directory monument sign may be permitted, provided it is placed within one hundred (100) feet of an entrance to any subdivision, planned unit development, or site condominium complex. A directory monument sign shall not exceed eight (8) feet in height nor exceed sixty-four (64) square feet in sign display area. Information indicated on the sign shall be limited to identification of the subdivision, planned unit development, or site condominium complex to assist the motoring public in locating a business. Directory monument signs are subject to approval by the Planning Commission at the time of original or amended site plan or subdivision approval.
- (e) On-Premises Directional Signs may be permitted in the C District, subject to the following:
- 1) Directional signs shall not exceed two (2) square feet per side, nor exceed two (2) sides.

- 2) Directional signs shall be for traffic movement purposes only advertising messages or symbols are prohibited on said signs.
 - 3) Placement shall be within the subject property; no such signs shall be permitted within the street setback area or right-of-way.
 - 4) The size, content, coloring, placement or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
 - 5) Directional Ground signs shall not exceed a height of four (4) feet and shall be limited to one (1) per ingress or egress drive, located at the ingress or egress drive.
 - 6) On-premises directional signs may be located on buildings.
- (f) Menu and/or order board for a drive-thru facility may be permitted in the C District subject to the following:
- 1) Signs shall be located on the interior of the lot or parcel and shall not be readable from the exterior of the lot.
 - 2) Signs shall be intended to service the public utilizing the drive-thru facilities only.
 - 3) The placement shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow in any manner.
 - 4) The size, content, coloring, placement or manner of illumination shall not constitute a traffic or pedestrian hazard or impair vehicular or pedestrian traffic flow.
 - 5) The volume on order boards shall be maintained at the minimum level necessary so that it is audible to users, so as to minimize extraneous noise traveling off the site.
 - 6) A maximum of two (2) message board signs shall be permitted on any site.
- (g) Gasoline price signs may be permitted in the C District, subject to the following:
- 1) Gasoline price signs shall be considered ground and/or freestanding signs for the purpose of this Section.
 - 2) One (1) gasoline price sign shall be permitted per parcel.

(h) Gasoline station canopy signs shall be considered a type of wall signs and therefore counted in determining compliance with the standards for total sign area permitted on the parcel.

SECTION V

The violation of this Ordinance shall be deemed a Municipal Civil Infraction and shall be punishable as provided by the terms of Section V of Ordinance No. 53.

SECTION VI

This Ordinance shall be published in a newspaper circulated within the Charter Township of Monitor, Bay County, Michigan, and shall take effect on the 31st day after the date of such publication.

THE CHARTER TOWNSHIP OF MONITOR

Date of 1st Reading:
March 27, 2006

BY: Gary A. Brandt
GARY A. BRANDT, Supervisor

Date of 2nd Reading:
April 10, 2006

BY: Lindy L. Kowalski
CINDY J. KOWALSKI, Clerk

Date of Publication:
April 13, 2006

Effective Date:
May 14, 2006

