

Article 11. Landscaping and Screening

Section 11.1 Intent and Purpose

The purpose of this article is to minimize the adverse effects of certain land uses and outdoor activities upon their surroundings and to improve the appearance of parking areas and street frontages within the community. It is further intended to preserve and enhance the aesthetic qualities, character, privacy, and land values within Holland Charter Township. The standards of this article are intended to help achieve a number of functional and environmental objectives such as:

- A. Reduce the physical impact between adjacent land uses by requiring complementary landscape treatments and providing a transitional area adjacent to natural areas.
- B. Screen headlights to reduce glare and incidental pollution.
- C. Control soil erosion by slowing the effects of erosive winds and water.
- D. Provide reasonable standards to bring developed sites, which existed prior to the adoption of these standards, into compliance with the requirements contained in this article.
- E. Recognize and preserve the aesthetic value of natural areas such as woodlands, wetlands, and floodplains within and adjacent to a development site.

Section 11.2 General Landscaping Requirements

A. *Applicability.*

1. Site Plan Approval. These requirements apply to all new buildings and parking lots and the area affected, or the area adjacent to, expansions to existing buildings and parking lots requiring site plan approval.
2. Installation. Required landscaping shall be installed before occupancy or establishment of the use, unless the township authorizes occupancy or establishment of the use prior to complete landscape installation, based on unforeseen weather conditions or the timing of construction as it relates to the planting season. In cases where deferment is approved, a performance guarantee may be required per *Section 18.2*.
3. Zoning Districts. Landscaping requirements apply to all non-residential and non-farm properties within the Agricultural (*Article 3*) and Residential (*Article 4*) Districts, all multi-family residential developments within the Residential (*Article 4*) Districts, and all uses in the Commercial and Office Districts (*Article 5*), and the Industrial Districts (*Article 6*).

B. *Materials.*

1. Type. All plant material shall be hardy to Ottawa County, and be free of disease and insects. A prohibited list of species is available in the Community Development Department office.
2. Restriction. Artificial plant material shall not be used within any required landscaped area.

C. *Number.*

1. Substitution. No substitution of plant species or sizes shall be allowed unless approved by the Zoning Administrator.
2. Variety. No one (1) tree species can exceed 50 percent of the total proposed.
3. Rounding. Where this article requires landscaping based on a distance measured in feet along a property boundary and a dimension results in a fraction of the given requirement, the number shall be rounded down to a whole number.

4. Separate Requirements. All landscape plans shall meet each required calculation individually and in no case shall any required plantings and planting areas be counted towards other landscape requirements.

D. Size.

1. Minimum Installation Size. When landscaping is required, it shall be installed at the minimum sizes included in *Table 11.2A*. Tree widths are measured at the diameter at breast height (DBH), which is four and a half (4 ½) feet above the ground.

Type	Minimum Size
Deciduous Canopy Tree	2.5 in. caliper
Deciduous Ornamental Tree	2 in. caliper
Evergreen Tree	6 ft. height
Shrub	24 in. height

2. Credit for Existing Trees. When landscaping is required and existing trees within front yards or designated buffer areas can be preserved, healthy and desirable trees may be counted to satisfy the requirements of this article. Sizes of existing material must meet the requirements for newly installed trees and shrubs to qualify (*Table 11.2A*). However, larger trees may count for two (2) required trees if the minimum sizes of *Table 11.2B* are met.

Type	Minimum Size	Credits
Canopy Tree	Eight (8) inches DBH or greater	Two (2)
Evergreen Tree	12 feet high or greater	Two (2)

E. Placement and Maintenance.

1. Setback. Plant material shall not be placed closer than three (3) feet to any fence or property line.
2. Placement. All landscaped areas shall be arranged to simulate a natural setting such as staggered rows or massings. Planting beds shall have a well-maintained edge.
3. Utilities. All plant material shall be installed in a manner that will not cause damage to utility lines (above and below ground) and public streets. Landscape plans shall consider utility easements, overhead power lines, and underground utilities.
4. Drainage. All plant material shall be installed in a manner that does not alter drainage patterns on site or on adjacent properties.
5. Groundcover. All planting beds shall be mulched, or comparably treated, and those areas not containing landscaping be planted with ground cover. Mulch, or comparable products, shall not be used for ground cover.
6. Berms. The maximum slope for a berm shall be one (1) foot vertical to three (3) feet horizontal with a crest area at least four (4) feet wide.
7. Sight Lines. Landscaping shall be installed such that, when mature, it does not obscure traffic signs, fire hydrants, lighting, or obstruct vision for safety of ingress or egress.
8. Planting Soil. Planting Soil (approximately 1/3 topsoil, 1/3 peat, 1/3 excavation material) shall be placed around all plantings as required and within planting beds to a depth of eight (8) to 12 inches.
9. Topsoil. Topsoil (loam soil free of stones, sticks, weeds, or debris) shall be placed to a depth of four (4) to six (6) inches for lawn areas.

- F. Maintenance. All landscaping shall be maintained in a healthy, neat and orderly state free from refuse and debris. Required trees and shrubs that are determined by the Zoning Administrator to be diseased, dead, or dying shall be replaced within one (1) growing season.

- G. Lawn Grasses. Lawn grasses shall be planted in species normally grown as permanent lawns in Ottawa

County. Grasses may be plugged, sprigged, seeded, or sodded. Rolled sod, erosion reducing net or suitable mulch shall only be used in swales or other areas susceptible to erosion and shall be staked where necessary for stabilization. Lawns shall be free of weeds and noxious pests or disease.

- H. *Performance Guarantee*. The Planning Commission may require a performance guarantee in accordance with the requirements of *Section 18.2* sufficient amount to ensure the installation of all required landscaping.

Section 11.3 Modifications

- A. *Circumstances*. The approval authority may vary the landscaping requirements of this article only under at least one of the following circumstances:
1. When existing natural or topographic features render compliance with the requirements unnecessarily difficult;
 2. When adherence to the requirements result in the loss of significant natural or cultural features;
 3. Where a variation clearly results in a superior landscape that could not be achieved under the requirements of this article;
 4. When existing vegetation can be preserved to meet the intent of the screening and buffering intent of this article.
- B. *Easements*. Where easement restrictions exist, the type and/or location of trees and shrubs may be adjusted with approval of the Zoning Administrator upon review of the easement holder's published planting guidelines.

Section 11.4 Landscape Plans

- A. *Landscape Plans*. Landscape plans shall be professionally prepared. Landscape plans shall include the following materials:
1. A separate plan sheet shall be drawn at the same scale as the required site plan. To ensure that landscaping is not affected by, nor interferes with utilities, the plans shall indicate all existing or proposed utilities and easements. At the discretion of the Zoning Administrator, for simple site plans, plantings may be shown directly on site plans.
 2. Provide existing and proposed contours at intervals not to exceed two (2) vertical feet.
 3. Plans shall show all landscaped areas and plants listed in a table by common and scientific name, including quantities, and size at installation. Anticipated mature height shall be indicated and the crown spread shall be shown on the plan with circles indicating anticipated plant size at maturity. Plans shall illustrate the location, spacing, species, and size of proposed plant material.
 4. Text shall accompany the landscape plan that provides calculations for the proposed landscaping and describes how the plan complies with the regulations of this article. Required trees or materials cannot be double-counted.
 5. Existing natural and man-made landscape features and proposed buildings and structures, as required for the overall site plan, shall be clearly indicated.
 6. Landscape plans shall show all existing trees eight (8) inch caliper or greater for deciduous and 12 feet or taller for evergreen, located in portions of the site that will be built upon or otherwise altered. Trees shall be labeled "To Be Removed" or "To Be Saved" on the plan.
 7. Limits of grading shall be indicated and measures to protect existing trees to be saved shall be noted on the plans, including but not limited to protective fencing. When protective fencing is proposed, plans shall include the following statement: "Protective fencing shall be installed prior to site disturbance." Tree preservation fencing shall be established at the drip line of the tree and a detail of the fence shall be provided.

8. Provide planting details to ensure proper installation and establishment of proposed plant material.
9. Identify grass areas and other methods of ground cover.
10. Include a description of irrigation methods for landscaped areas.
11. Identify a landscape maintenance program including a statement that all diseased, damaged or dead materials shall be replaced in accordance with standards of this article.

Section 11.5 Right-of-Way Landscaping

The area between the street paving or curb line and the property line or sidewalk, with the exception of driveways and walkways, shall be used exclusively and maintained as landscaped area with grass, trees, and other plants.

Section 11.6 Front Yard Landscaping

- A. *Applicability.* For all uses within the Commercial and Office Districts (*Article 5*), Industrial Districts (*Article 6*), and all non-residential and non-agricultural uses in the Agricultural (*Article 3*) and Residential Districts (*Article 4*), front yard trees and shrubs are required in accordance with this section within a 10-foot wide strip.
- B. *Trees.*
 1. Number. The total number of trees shall be based on a ratio of one (1) per 40 linear feet of frontage.
 2. Placement. The required front yard landscaping strip shall be planted between the parking area and the road right of way. If there is no front yard parking, the landscaping strip may be placed anywhere within the front yard, subject to the spacing requirements of this section.
 3. Spacing. Trees shall be spaced in a manner so as not to overlap crown spread at maturity. Spacing from curbs and paved areas shall be at least four (4) feet, unless additional space is necessary for healthy growth. Grouping of different height trees can overlap, as long as each tree does not interfere with the growth potential of a nearby required tree.
- C. *Shrubs.* For areas where parking lot screening is not required, front yards shall include:
 1. Number. Seven (7) shrubs for every 40 linear feet of frontage or fraction thereof.
 2. Placement. Shrubs are encouraged to be placed in groups/clusters with a shrub spacing not to exceed five (5) feet on center.

Section 11.7 Buffers

- A. *General Requirements.* A buffer is an area intended to provide visual barrier and noise abatement between specified land uses.
 1. Applicability.
 - a. A buffer area is not required if the qualifying adjacent zoning districts are separated by a public right-of-way.
 - b. A buffer area shall be required even when the adjacent property is undeveloped.
 2. Design and Placement.
 - a. The buffer area shall abut the applicable property line and plantings shall fall within the required buffer area width.
 - b. Buildings, structures, and parking lots may not encroach into the buffer area. Driveways may cross the required buffer areas perpendicularly.
 - c. Stormwater management measures, such as areas for infiltration or retention, may be located in the buffer area, provided, the planting requirements in *Table 11.7A* can still be met.

3. Walls. When a wall is provided, it shall have a maximum height of six (6) feet and shall be constructed of brick, stone, or decorative masonry material.
 - a. The colors and materials of the wall shall complement that of the main building or structure.
 - b. A residential privacy fence may be approved in place of a solid wall if it is more compatible with the character of the area. The privacy fence must be six (6) feet tall, completely opaque and, if wooden, treated to prevent decay.

B. *Buffer Requirements*. Buffer area types applicable to the following zoning districts are indicated in the following tables.

Table 11.7A Buffer Types							
District	Use	Adjacent to					
		AG	R1, R2	R-2A, R-3	C-1, C-2, C-3	O-S	I-1, I-2
AG, R-1, R-2, R-2A, R-3	Non-Residential Use	C	A	B	C	C	None
R-2A, R3	Multi-Family Residential	C	B	C	None	None	None
C-1	Any	C	A	B	C	C	None
C-2	Any	B	A	B	C	C	None
C-3	Any	A	A	B	C	B	C
O-S	Any	B	B	C	C	C	C
I-1	Any	A	A	A	B	B	C
I-2	Any	A	A	A	A	A	C

Table 11.7B Buffer Planting Requirements			
Type	Min. Width	Screen	Requirement
A	30 ft.	6 ft. high vertical wall or, 4 ft. high berm.	1 canopy tree, 3 evergreen trees and 5 shrubs per each 40 linear feet along the property line.
B	20 ft.	None required.	1 canopy tree, 1 evergreen tree and 7 shrubs per each 40 linear feet along the property line.
C	10 ft.	None required.	1 canopy and 7 shrubs per each 40 linear feet along the property line.

Section 11.8 Screening

- A. *Non-Residential and Multi-Family Dumpsters, Rolling Carts, and Trash Cans*. Unless otherwise permitted in accordance with this section, garbage and recycling service areas shall be screened from the view of all streets and parking lots with a solid fence or wall enclosure that meets the following specifications:
1. Enclosures shall be constructed of masonry, concrete, metal, treated wood, or similar materials and must be durable, weather resistant, rust proof and easily maintained.
 2. Screening shall be opaque. Chain link fences with slats are not acceptable.
 3. Access gates shall be closed at all times when not in use.
 4. Enclosures shall be protected by bollards or other means to prevent interior or exterior damage.
 5. Enclosures shall be a height sufficient to obscure containers and garbage cans but shall be no less

than four (4) feet in height.

6. A three-sided enclosure without a gate may be approved if the depth of the enclosure is at least three (3) times the horizontal depth of the dumpster and if it can be determined that this design will provide the same degree of screening required by this section.
- B. *Off-Street Parking*. Except for entrance/exit areas, all off-street parking areas will be lightly screened when adjacent to public right-of-way and abutting the Agricultural (*Article 3*) and Residential (*Article 4*) Zoning Districts.
1. Height. 30 inches.
 2. Type. Walls or hedgerows shall be used to meet this requirement.
 - a. Hedgerows shall be planted with evergreen or deciduous shrubs, two and one-half (2 1/2) feet on center within a landscape area at least four (4) feet wide.
 - b. Walls shall be incorporated when a four (4) foot wide area is not available.

Section 11.9 Parking Lot Canopy Trees

- A. *Purpose*. To provide shade and to break up the visual appearance of large paved areas, parking lot canopy trees are required. This requirement does not apply to paved outdoor vehicle sales areas.
- B. *Canopy Trees*. Off-street parking areas containing five (5) or more parking spaces shall be provided with one (1) canopy tree and 100 square feet of landscaped area per 12 spaces, or fraction thereof.
- C. *Location*. A minimum of one-half (1/2) of the required trees shall be placed within the interior of the parking area, within islands, peninsulas, or corners. The remaining trees shall be placed within 10 feet surrounding the parking lot.
- D. *Dimensions*. Islands or peninsulas containing canopy trees shall be a minimum of nine (9) feet wide and shall have no more than one (1) tree per 15 feet of length.
- E. *Protection*. Landscape areas shall be protected by raised curbs (with or without cuts), parking blocks, or other similar methods to prevent damage. Notwithstanding this requirement, alternative Low Impact Design solutions shall be encouraged, such as areas for stormwater infiltration, with incorporation of methods to prevent damage.
- F. *Design and Placement*. Trees shall be planted at least three (3) feet from curbs or the edge of pavement.

Article 12. Lighting

Section 12.1 General Requirements

- A. *Applicability.* Outdoor light fixtures shall be subject to the requirements of this article.
- B. *Shielding and Fixture Specifications.*
 - 1. Light shall be fully shielded, confined on-site by the direction of the fixture, shielding, or adjustment the level of brightness.
 - 2. Under-canopy lighting shall be mounted flush or recessed.
 - 3. Wall pack and pole-mounted light fixtures shall be a down-lighted type and 100 percent cut off. Light fixtures shall be constructed and installed in such a manner that all light emitted, either directly from the lamp or a diffusing element, or indirectly by reflection or refraction from any part of the luminaire, is projected below the horizontal plane through the lowest light-emitting part.
- C. *Government Flag Lighting.* Government flag lighting shall only illuminate the flag and shall be placed so lighting or glare is not directed toward streets or adjacent properties.

Section 12.2 Prohibited Lighting

- A. *Prohibited Lighting.* The following lighting types and methods are prohibited for commercial and residential application:
 - 1. Laser lights, searchlights or any similar high intensity light for outdoor advertisement or entertainment.
 - 2. Any lighting where the light source creates glare and is a hazard to travelers on an adjacent street.
 - 3. Lighting that flashes, moves, or is intermittent. Residential holiday lighting shall be exempt from the provisions of this section.
 - 4. Lighting that is similar to that used for traffic control devices or emergency vehicles.

Section 12.3 Public Area Lighting

- A. *Applicability.* Lighting shall be provided throughout any non-residential or multi-family parking lot. Lights to illuminate parking lots shall not be attached to any building, except for the lighting of parking rows immediately adjacent to buildings. This requirement does not apply to home occupations.
- B. *Adaptive Control Integration.* Dimmers, timers, and use of occupancy motion sensors are permitted after hours of public access.
- C. *Type and Color.* The lighting color temperature of new and replacement light fixtures shall not exceed 3,000 Kelvins.
- D. *Height.* Light poles shall have a maximum height of 20 feet when in or adjacent to an Agricultural or Residential Zoning District. All other light poles shall have a maximum height of 25 feet. The maximum height shall be measured from the parking lot grade at the base of the pole to the top of the pole. No portion of any light fixture mounted on a light pole may extend more than one (1) additional foot higher than the maximum light pole height.
- E. *Illumination Levels.* Light levels on commercial sites shall meet the requirements in *Table 12.3* for the developed portion of the site containing buildings, drives and parking lots.
 - 1. Sites are not subject to minimum lighting levels during closed hours.
 - 2. *Table 12.3* shall not apply to ornamental street lighting, public street lights or driveway/intersection

lighting necessary for pedestrian and traffic safety.

3. The light level along a non-residential lot line may be increased to the parking lot maximum in cases where there are shared access/vehicular connections or the adjacent use is a similar use.

Table 12.3 Required Site Illumination

Location on Site	Minimum Footcandles	Maximum Footcandles
Parking Lots and Building Entrances	0.6 (at any point) 2.4 (average)	10.0
Walkways	0.2 (at any point) 1.0 (average)	10.0
Along Front Lot Line Adjacent to the Street Frontage	0.0	2.0
Along All Other Lot Lines	0.0	0.1

- F. *Demonstration of Compliance.* Compliance with the lighting design criteria shall be demonstrated by submitting the following information as part of the required site plan:
 1. Lighting plan showing light fixture locations, height, and type designations.
 2. Lighting equipment specifications and data sheets.
- G. *Photometric Plans.* The Zoning Administrator or Planning Commission may require a photometric plan to ensure that the intent and requirements of this section are met. When required, a photometric plan with a lighting grid shall be prepared by a lighting professional. The photometric plan shall show horizontal luminance levels (footcandles) in a point-by-point format.

Article 13. Signs

Section 13.1 Intent and Purpose

The intent and purpose of this article is to protect free speech, minimize and eliminate visual clutter, reduce the number and types of distractions experienced by drivers, and to channelize commercial and customer traffic to commercial and industrial areas of the township.

Section 13.2 Sign Permits

- A. *Sign Permit Required.* No person shall erect, replace, attach, structurally alter, or add to any sign without first obtaining a permit, unless specifically exempted by this article.
- B. *Plans.* Plans shall be drawn to an accurate, common scale, depicting the following:
 - 1. A scaled drawing of the proposed sign showing the display area and dimensions, including the height of the sign.
 - 2. For ground signs and pylon signs, a site plan drawn to scale, accurately identifying the location of the proposed sign and setbacks from the nearest public or private street right-of-way and property lines. If there are proposed grade changes, such as adding a berm, this shall be noted on the site plan.
 - 3. For wall signs, the height and width of the building wall.
- C. *Validity.* All sign permits shall be valid for a period of one (1) year from the date of issuance.
- D. *Responsibility for Compliance.* The owner of property on which a sign is located is declared to be responsible for the erection, inspection, safety, condition, and removal of a sign.

Section 13.3 General Requirements

- A. *Applicability.* This article applies to all signs, as defined in *Article 22*. Murals and menu boards are not subject to the requirements of this article.
- B. *Conformity.* All signs and billboards erected after the effective date of this ordinance shall conform to this article.
- C. *Consent.* Signs, temporary or permanent, shall not be erected, constructed, installed, or located on private property without the written consent of the owner of such property, however, the requirement that the consent be written shall not apply to temporary yard signs.
- D. *Requirements.*
 - 1. Signs shall not interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device; constitute a nuisance; or cause a hazard to vehicle or pedestrian traffic.
 - 2. Signs shall be constructed to withstand all wind and vibration forces which can normally be expected to occur. Signs and sign structures shall remain structurally safe and shall not constitute a hazard to safety or health. All signs shall be properly maintained and shall not be allowed to become unsightly through disrepair or because of the effects of the weather.
 - 3. Signs shall not be placed in, upon or over any public right-of-way, alley, or other public place, except as may be otherwise permitted by the Ottawa County Road Commission or Michigan Department of Transportation.
 - 4. Signs shall not contain external moving parts.
 - 5. Signs shall not obstruct free ingress to or egress from a required door, window, fire escape, or other required exit way.

6. A sign and its supporting mechanism shall conform to the setback requirements of this article.
 7. Signs shall not be attached to any tree, utility pole, street sign, traffic control device, or other similar object, or installed, attached or affixed to any public building or structure.
- E. **Measurement of Sign Area.** No sign shall exceed the maximum sign area allowed for the district in which it is located. The sign area is to be expressed in square feet, computed to the nearest tenth of a square foot.
1. **Pylon and Ground Signs**
 - a. **Single-Face Sign.** 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 (*Figure 13-1*).
 - b. **Double-Face Sign.** The area of a pylon and ground signs that have two (2) or more faces shall be measured by including the area of all sign faces, except if two (2) faces are placed back-to-back and are no more than two (2) feet apart at any point, the area of only one (1) face shall be counted toward the maximum size requirement. In this case, 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.

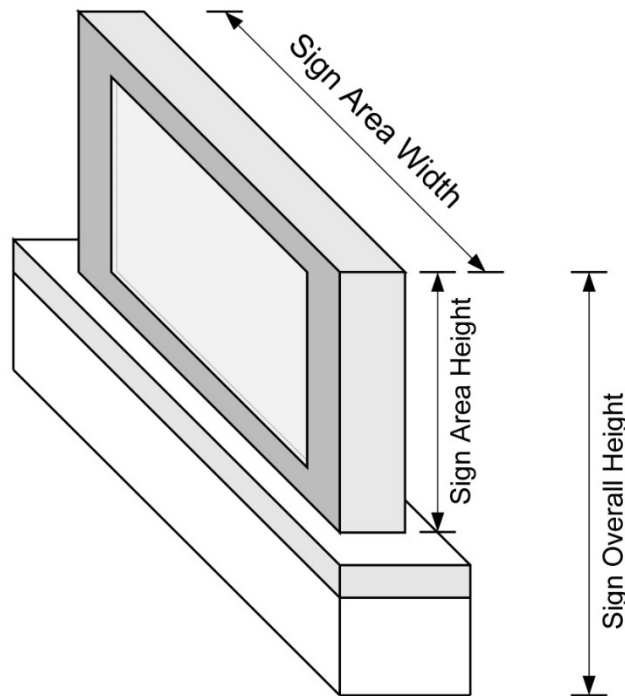


Figure 13-1 Sign Measurement

2. **Wall Sign.**
 - a. **Area.** For a sign consisting of individual letters and/or a logo affixed directly onto a building, the area of the sign shall be computed by measuring the area of the envelope required to enclose the lettering and logo.

- b. **Multi-Tenant Building Sign Area.** For buildings with multiple tenants, the sign area for wall, projecting, canopy or awning signs shall be determined by taking that portion of the front wall of the building applicable to each tenant and computing the sign requirements for that portion of the total wall (Figure 13-2).

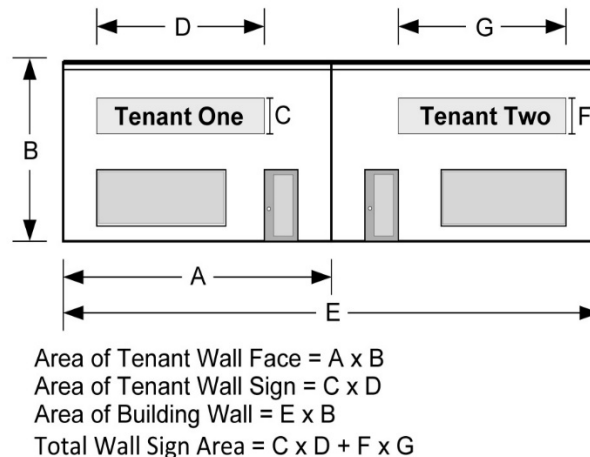


Figure 13-2 Multi-Tenant Sign Area Calculation

- c. **Projection.** Signs shall not extend more than 12 inches from the facia to which they are attached.
- d. **Height.** Signs shall not extend above the roof line or parapet wall.
- F. **Sign Height.** The height pylon and grounds signs shall be measured as the vertical distance from the highest point of the sign to the finished grade of the ground immediately beneath the sign, including the sign standard. Artificially constructed earthen berms shall count against the maximum height.
- G. **Vacated Business.** Any sign advertising a business which has vacated the premises shall have the name of the vacated business either hidden or removed in a manner acceptable to the township within three (3) months of the date of the operations closure.
- H. **Site and Building Changes.** Adjustment of lot lines or changes to buildings that will cause a sign to become nonconforming are not permitted.
- I. **Setbacks.** Setbacks required by this Article are measurement from the road right-of-way and lot lines.
- J. **Traffic Visibility and Clear Vision Areas.** Signs are prohibited in the following clear vision areas:
1. **Intersection of Streets.** Within the triangular area formed by the intersection of the street right-of-way lines and a line connecting two (2) points which are located on those intersecting right-of-way lines 30 feet from the point of the intersection of the right of way lines (*Figure 13-3*).
 2. **Street and Driveway.** Within the triangular area formed by the intersection of a street right-of-way line and a driveway and a line connecting two (2) points that are located on the right-of-way line and the driveway 20 feet from the point of intersection of the right-of-way line and driveway (*Figure 13-3*).

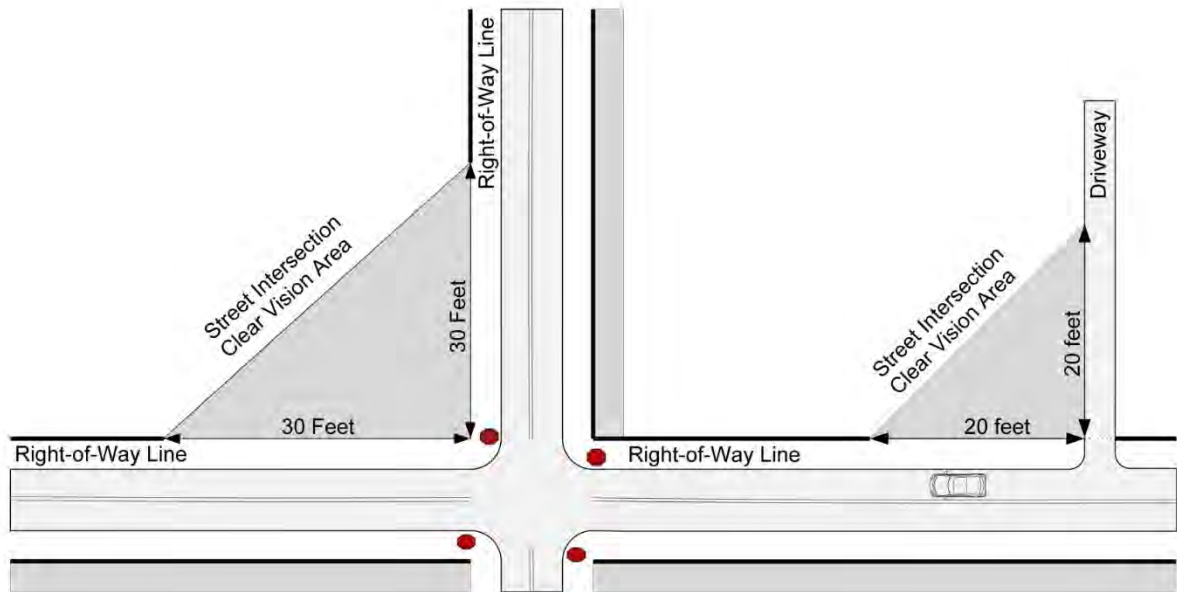


Figure 13-3 Traffic Visibility

Section 13.4 Exempt Signs

- A. *Applicability.* Certain signs are designated as exempt from the permitting requirements of this article. However, exempt signs remain subject to all applicable requirements of this article.
- B. *Sign Types.* The following sign types and improvements are exempt:
1. Painting, repainting, cleaning, maintenance, repair, and change of a sign face, message or graphics, provided that no structural alterations or additions to the display area are made.
 2. Changing copy or message of signs that are specifically designed for changeable copy as well as changing the display panels of a sign.
 3. Government and public signs.
 4. Public utility signs.
 5. Internal site signs on non-residential property no more than four (4) square feet which are not oriented toward the public right-of-way.
 6. Incidental signs one (1) square foot or less.
 7. Historic designation markers, plaques, and informational resources.
 8. Signs established in association with public utility facilities.
 9. Signs on tablets are either cut into the face of a masonry surface or constructed of bronze or other incombustible material when located flat on the face of a building.
 10. Government flags.
 11. Window signs.
 12. Temporary Yard Signs on Residential Property.
 - a. Signs shall be limited to one (1) sign per lot of record in Agricultural and Residential districts. One (1) extra sign is permitted during a time period of 45 days prior to an election date to 15 days after the election date.
 - b. Each sign shall not exceed six (6) square feet in area.
 - c. Signs shall be subject to a 10-foot setback from any property line and right-of-way.

13. Temporary Ground Signs on Construction Sites.
 - a. Lots of record shall be limited to one (1) sign in the Agricultural (*Article 3*) and Residential (*Article 4*) Districts.
 - b. Lots of record shall be limited to one (1) sign per street frontage in the Commercial and Office (*Article 5*) and Industrial (*Article 6*) Districts.
 - c. Each sign shall not exceed 32 square feet in area.
 - d. Signs shall be subject to a 10-foot setback from any property line and right-of-way.
 - e. Signs shall be confined to the site of the construction and shall be removed within 14 days after the issuance of an occupancy permit.
14. Temporary Ground Signs at Platted Subdivisions and Site Condominium Developments.
 - a. Developments shall be limited to one (1) sign per entrance, but no more than two (2) per development.
 - b. Each sign shall not exceed 64 square feet in area.
 - c. Signs shall be subject to a 10-foot setback from any property line and right-of-way.
 - d. Signs shall not exceed eight (8) feet in height.
 - e. Signs shall be removed when 75 percent of the lots within the plat or units within the site condominium have been sold.
15. Temporary Ground Signs on properties for sale in Commercial and Office (*Article 5*) and Industrial (*Article 6*) Districts.
 - a. Signs shall be limited to one (1) per street frontage.
 - b. Each sign shall not exceed 32 square feet in area.
 - c. Signs shall be subject to a 10-foot setback from any property line and right-of-way.
 - d. Signs shall not exceed eight (8) feet in height.
 - e. Signs shall be removed once the property is sold.

Section 13.5 Prohibited Signs

- A. *Prohibited Sign Types.* The following sign types are prohibited:
1. Vehicles or trailers which have the primary function of acting as a sign.
 2. Roof signs.
 3. Human signs.
 4. Feather signs.
 5. All off-site signs, including portable signs, unless specifically permitted as billboards by this ordinance.

Section 13.6 Portable Signs

- A. *General Use.* Portable signs shall be permitted in the Commercial and Office (*Article 5*) and Industrial (*Article 6*) Districts and in PUDs only. No portable sign shall be larger in area than 60 square feet on one (1) face. In determining the area of a portable sign, the border shall be included. Except as provided in paragraph B of this section, each property shall be entitled to display and utilize only one (1) portable sign for a continuous period of 30 days during a six (6) month period. This period shall begin the day the sign is first displayed. All portable signs shall comply at all times with the requirements of this article.
- B. *Grand Openings.* Portable signs, which shall not be counted against the number of portable signs permitted by paragraph A of this section, shall be permitted when displayed and utilized in connection with the grand opening of the commercial enterprise located on the premises, provided that the portable signs are not displayed more than 20 days for a grand opening. These portable signs shall comply with all requirements contained in this section. The use of balloons as a sign or as a part of a sign shall be permitted only in connection with a grand opening, as provided in this section.

Section 13.7 Permanent Signs

Table 13.7A Agricultural and Residential Districts	
Wall Sign for Dwelling with a Home Occupation	
Max. Number	1.
Max. Size (s.f.)	2.
Location	Must be attached flat against a building wall.
Illumination	Not permitted.
Permit	Required.
Ground Sign for Bed and Breakfast	
Max. Number	1.
Max. Size (s.f.)	10.
Max. Height (ft.)	4.
Min. Setback (ft.)	15.
Illumination	Permitted (electronic changeable message displays are not permitted).
Permit	Required.
Ground Sign on a Non-Residential Property	
Max. Number	1.
Max. Size (s.f.)	40 total (electronic changeable message area maximum- 40 s.f.).
Max. Height (ft.)	8.
Min. Setback (ft.)	10.
Illumination	Permitted.
Permit	Required.
Wall Sign on a Non-Residential Property	
Max. Number	1.
Max. Size (s.f.)	40.
Illumination	Permitted (electronic changeable message displays are not permitted).
Permit	Required.
Ground Sign for Residential Subdivision or Site Condominium	
Max. Number	1 per entry.
Max. Size (s.f.)	32.
Max. Height (ft.)	8.
Min. Setback (ft.)	10.
Illumination	Permitted (electronic changeable message displays are not permitted).
Location	Sign must be located on a property owned by a homeowner's association or within a private easement area held by the homeowner's association.
Permit	Required.
Billboards- See Section 13.8	
Location	AG District.

Table 13.7B Commercial, Office, and Industrial Districts	
Commercial, Office, and Industrial Districts	
Wall, Projecting, and Canopy Signs	
Max. Number	No limit of wall signs.
Max. Size (s.f.)	<ul style="list-style-type: none"> Commercial and Office Districts. 10 percent of wall area of the primary entry façade. 40 square feet maximum for Electronic Changeable Message signs. Canopy sign dimensions no greater than two (2) feet in height and six (6) feet in width. Industrial Districts. Two (2) percent of wall area of the main façade.
Illumination	Permitted.
Permit	Required.
Ground Sign	
Max. Number	<ul style="list-style-type: none"> 1. 2 for lots of record having frontage along US-31, M-121 or I-196 and frontage along an access street, when buildings do not exceed 100,000 square feet. 1 per frontage for developments on a lot of record with 100,000 square feet or more of building space.
Max. Size (s.f.)	<ul style="list-style-type: none"> 50 total (electronic changeable message area maximum- 40 s.f.). 65 total for 2-3 businesses. 80 total for 4 or more businesses.
Max. Height (ft.)	8.
Min. Setback (ft.)	10.
Illumination	Permitted.
Permit	Required.
Pylon Sign	
Max. Number	1, in lieu of one (1) permitted ground sign on lots of record having at least 90 feet of frontage along US-31 or I-196.
Max. Size (s.f.)	80 total (electronic changeable message area maximum- 40 s.f.).
Max. Height (ft.)	25.
Min. Setback (ft.)	10.
Illumination	Permitted.
Permit	Required.
Ground Sign for Business or Industrial Subdivision or Site Condominium	
Max. Number	1 per development.
Max. Size (s.f.)	100 total (electronic changeable message area maximum- 40 s.f.).
Max. Height (ft.)	8.
Min. Setback (ft.)	10.
Illumination	Permitted.
Location	Sign must be located on a property owned by an association or within a private easement area held by the association
Permit	Required.
Billboards- See Section 13.8	
Location	I-1 and I-2 Zoning Districts.

Section 13.8 Billboards

A. *Zoning Districts.* Billboards are permitted in the AG, I-1, and I-2 Zoning Districts.

- B. *Requirements.* Billboards shall:
1. Be located no closer than 2,000 feet from another billboard (changeable or non-changeable) on the same side of the street.
 2. Be located no closer than 1,000 feet (measured parallel to the road) from a billboard on the other side of a street.
 3. Be located more than 1,000 feet from any State Trunkline or Primary Road as classified by the Ottawa County Road Commission intersections or from expressway access or exit ramps.
 4. Be no closer than 50 feet to the street right-of-way and 20 feet from any other lot line.
 5. Be located no closer than 500 feet to the property line of a lot of record on which a residence is located.
 6. No billboard shall be stacked or placed one (1) above another, and not more than one (1) billboard shall be permitted on any single location other than a double-sided billboard. A "V" billboard shall be considered as one (1) billboard and each face (side) shall not exceed 400 square feet.
 7. No billboard, either single or double sided, shall have an area in excess of 400 square feet per side including border and trim, but excluding uprights and supports.
- C. *Other Signs.* In all agricultural and residential zoning districts, no other permanent sign shall be located on the property on which a billboard is located.
- D. *Illumination.* Illumination of billboards must comply with the provisions found in *Section 13.9*.
- E. *Height.* Billboards shall not exceed 25 feet.
- F. *Construction and Maintenance.* A billboard shall be constructed in such a fashion that it will withstand all wind and vibration forces that can normally be expected to occur in the vicinity and in compliance with all applicable codes. A billboard shall be maintained so as to assure proper alignment of structure, continued structural soundness, have paintable surfaces regularly maintained and continued readability of message.
- G. *Permitting.* Every billboard requires a township sign permit and building permit before installation or modification. Permits shall be reviewed and issued consistent with the terms of this section as well as all other applicable ordinances of the township including, without limitation, this zoning ordinance as amended from time to time. Every applicant for a billboard permit shall file with the application a certificate of insurance, certifying that the applicant is insured against bodily injury and for property damage arising out of the erection, maintenance, repair, and replacement of the billboard. Each applicant, if the permit is granted, shall be required to maintain said insurance.
- H. *Other Requirements.* Billboards must otherwise comply with all other relevant regulations and ordinances of the township.
- I. *Applicability.* To the extent they are not specifically inconsistent with the terms and provisions of this section dealing specifically with billboards, all of the other terms and provisions of this article pertaining to signs shall be applicable to billboards.

Section 13.9 Sign Illumination

- A. *Code Compliance.* A sign's wiring and electronic components shall be installed in accordance with the State of Michigan Electrical Code.
- B. *Prohibited Illumination.* Flashing, animation, moving, oscillating, blinking, intermittent illumination, or variable intensity light is prohibited on all signs and billboard sign faces.

- C. *External Illumination.*
1. Sign lighting shall be of low intensity with effective provisions made to minimize spillover of light beyond the actual sign face.
 2. The light source shall be enclosed and directed to prevent light from shining directly onto traffic or neighboring property.
- D. *Internal Illumination.* Sign faces shall be opaque so that individual lamps are muted and cannot be distinguished behind the sign face.
- E. *Electronic Changeable Message (ECM) Signs.*
1. Number. Lots of record are limited to one (1) ECM sign each.
 2. Display. ECM image displays shall be static.
 3. Interval. ECM displays shall not change more frequently than once every eight (8) seconds. Transitions from one static image to the next shall appear instantaneously.
 4. Brightness. Brightness of ECM signs shall be measured as follows:
 - a. At least 30 minutes following sunset, a foot candle meter shall be used to obtain an ambient light reading for the location. This is done while the sign is off or displaying black copy. The reading shall be made with the meter aimed directly at the center of the sign area from a distance determined with the following formula: The square root of the product of the sign area multiplied by 100. Example using a 12-square foot sign:
 - b. Measurement Distance = $\sqrt{(12 \text{ Sq. Ft.} \times 100)} = 34.6$ feet as the determined setback.
 - c. The sign shall then be turned on to full white copy to take another reading with the meter at the same location.
 - d. If the difference between the readings is 0.3 foot candles or less, the brightness is properly adjusted and the sign is in compliance.
- F. *Neon.* Neon illumination is prohibited.

Section 13.10 Nonconforming Signs

- A. *Continuation.* A lawfully established sign that does not conform to the type, height, size, area, location or other requirements of this article as of the effective date of this article or amendments to this article is determined to be nonconforming. Nonconforming signs shall be permitted to continue unless otherwise required to conform by this article. It is the intent of this section to permit the continuance of legal nonconforming signs until they are removed or destroyed and to encourage overall compliance with this article.
- B. *Illegal Nonconforming Signs.* Signs installed without a sign permit shall be considered illegal nonconforming signs and shall be either removed or made to conform to this article and a permit shall be required. Nothing in this section shall be construed to give a nonconforming status to any illegal nonconforming sign erected without a sign permit.
- C. *Requirements and Restrictions.*
1. Change. Nonconforming signs shall not:
 - a. Be changed to another nonconforming sign.
 - b. Be structurally altered so as to prolong the life of the sign or so as to change the shape, size or type.
 2. Replacement. A nonconforming sign shall not be replaced with a nonconforming sign, if removed.
 3. Re-Facing. The face of a nonconforming sign may be replaced as long as the nonconforming nature of the sign is not expanded or increased.

4. Repair. Any nonconforming sign, sign structure, frame or standard damaged by any means shall not be repaired or rebuilt if the damage exceeds 50 percent of present day replacement value considering a sign of equal and similar size, building materials, construction, and quality. The sign owner shall provide an estimate acceptable to the Zoning Administrator for an official determination concerning restoration and repair eligibility.
5. Normal Maintenance. Nonconforming signs may be painted, cleaned, and maintained.