

## **Section 1415 Signs**

### **Amended 04-06-15**

#### **1. Purpose**

The purpose of this article is to regulate signs and outdoor advertising within the Village of Shepherd to protect public health, safety, and welfare; minimize abundance and size of signs to reduce motorist distraction and loss of sight distance; promote public convenience; preserve property values; and enhance the aesthetic appearance within the Village. Signs must be orderly, readable, and harmonious in color, material and lighting with the building to which it relates. These objectives are accomplished by establishing the minimum amount of regulations necessary concerning the size, placement, and other aspects of signs in the Village. An existing sign in a commercial district may be used by a new business. The sign may be removed from the building in order to change the wording or illustrations on the sign to describe the new business. However, the physical dimensions of the sign shall not be changed. The sign shall be placed back in the same location on the building as occupied prior to removal.

#### **2. Sign Types**

**a. Canopy Sign:** Any sign attached to or constructed within or on a canopy or on an awning, or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area (Figure 11). A marquee is not a canopy and a protective roof over gasoline filling station areas shall not be considered a canopy for purposes of this article. Canopy signs shall not extend into a public right-of-way or encroach over abutting property lines and shall maintain an under clearance of eight (8) feet measured from the sidewalk surface.

**b. Community Service Group Sign:** A sign which displays the name or logo of an agency, organization, or group whose primary purpose is to promote or provide community or public service including, but not limited to, the Rotary Club, Jaycee's, or Lion's Club. **c. Directional Sign:** A sign which gives directions, instructions, or facility information for the movement of vehicles or pedestrians on the lot on which the sign is located, such as parking or exit and entrance signs, but not including a commercial message.

**d. Freestanding Sign:** A sign, the bottom of which is more than 24 inches above the finished grade, and which is supported by a structure, poles, or braces which are less than 50% of the width of the sign (Figure 11).

**e. Governmental Sign:** A sign erected or required to be erected by the Village of Shepherd, Isabella County, Coe township or the state or federal government.

**f. Marquee Sign:** A business sign affixed to a marquee structure constructed and framed in steel or other durable material extending over the ground, sidewalk, or walkway (Figure 11). Marquee signs shall not extend into any public right-of-way more than seven (7) feet or one-half the width of the sidewalk. The minimum under clearance of such sign shall be eight (8) feet measured from the sidewalk surface.

**g. Memorial Sign:** A non-illuminated sign, tablet, or plaque memorializing a person, event, structure, or site.

**h. Monument Sign:** A sign, the bottom of which is less than 24 inches above the finished grade, and which is supported by a structure having a width of more than 50% of the width of the sign (Figure 11).

**i. Off Premise Sign:** Any sign, including billboards, relating to subject matter not conducted on the premises on which the sign is located.

### **Figure 11 Types of Signs**

**j. On Premise Sign:** An advertising sign relating in its subject matter to the premises on which it is located, or to products, accommodations, service, or activities on the premises. No sign shall be permitted which advertises a business that no longer exists or a service no longer provided, sign must be removed within one (1) month time frame of business closing.

**k. Projecting Sign:** A sign which is affixed to any building or structure other than a marquee, and any part of which extends beyond the building wall and the horizontal sign surface is not parallel to the building or structure (Figure 11). Projecting signs shall not project more than five (5) feet from the building, or one-third the sidewalk width, whichever is less.

**l. Wall Sign:** A sign painted or attached directly to and parallel to the exterior wall of a building (Figure 11). A wall sign shall extend no greater than 12 inches from the exterior face of a wall to which it is attached, shall not project beyond the wall to which it is attached, and shall not extend above the roof line of the building to which it is attached.

### **3. Prohibited Signs**

The following signs shall be prohibited throughout the Village:

**a.** Commercial vehicles used as signs which are parked on a business premises or an industrial lot for a time period exceeding forty- eight (48) hours for the intended purpose of advertising a product or serving as a business sign.

**b.** Exterior string lights used in connection with a commercial enterprise, other than holiday decorations.

**c.** Off Premise Signs, as defined in this ordinance, for the purpose of advertising a product, event, person or subject, unless otherwise provided for in this ordinance or covered under the State Highway Act.

**d.** Signs having moving members or parts excluding barber poles and electronic time/temperature signs which do not contain business messages.

**e.** Signs using high intensity lights or flashing lights, spinners, or animated devices. Any lights used to illuminate a sign shall be directed solely at the sign. Sign shall also be shielded so that the light source is not visible and direct light does not enter public roadways or adjacent properties, shall be steady, stationary and shall not create any glare or driving hazards.

**f.** Signs which obstruct vision or impair the vision of motorists or non- motorized travelers on any public right-of-way, driveway, or within a parking lot or loading area.

g. Signs which may be confused with the lighting of emergency vehicles or any kind of traffic sign or signal.

h. Signs which contain any words, lettering, photographs, silhouettes, drawings, or pictorial representations of a sexually explicit manner.

i. Any sign or banner located in or over the travel portion of any public right-of-way, except marquee signs and an enforcement permit that have been obtained from the DPW.

#### **4. Exempt Signs**

The following signs shall be exempt from the requirements of this Section. All signs, regardless of size, require the issuance of a zoning permit before public display unless otherwise specifically exempt by this article.

a. Banners containing messages or slogans promoting the Central Business District, civic events, and other public activities, displayed by the Village of Shepherd in the Central Business District.

b. Community service group signs four square feet or less.

c. Directional signs two (2) square feet or less.

d. Governmental signs.

e. Memorial signs.

f. Nameplate signs two (2) square feet or less.

g. Political signs used in connection with local, state, or national elections. Not to exceed sixteen (16) square foot, 45 days prior to election of which they pertain. Must be removed within three (3) days after election date.

h. Real estate signs, provided they shall be removed within 30 days after completion of the sale or lease of the property.

i. Signs for essential services two (2) square feet or less.

j. Special event signs calling attention to special events of interest to the general public which are sponsored by governmental agencies, schools, or other non-profit groups. Not to exceed twelve (12) square feet in area and such signs are not to be posted earlier than two (2) weeks prior to the event and removed within two (2) days after the event. m

k. Contractor signs- A single, non-illuminated sign, not to exceed sixteen (16) square feet. Must be placed in area maintained on the premises while the building is actually being constructed.

l. Property restriction signs- Non-illuminated signs such as those announcing; no trespassing, the private nature of a road, driveway or hunting on the premises. The area of the sign shall not exceed two (2) square feet.

m. Sandwich boards signs are regulated by the DPW.

#### **5. Permitted Signs in the AG, R-1, R-2, R-3, and R-4 District.**

### Portable lighted and unlighted signs (aka portable arrow signs)

A business, non-profit or resident may display a portable sign for 30 days, then it must be removed for 14 days before being displayed again for that business, resident or non-profit organization. Each business, resident or non-profit organization may have a portable sign for no more than 90 days per calendar year.

The Village of Shepherd must be notified of the location and duration of all portable signs displayed before they are placed. There is a \$15 registration fee for each placement.

The following signs are permitted in the AG, R-1, R-2, R-3, and R-4 Districts. In addition to the requirements below, all signs shall be setback a minimum of five (5) feet from the front property line and twenty-five (25) feet from all other property lines.

**a. Wall Signs:** One wall sign per street frontage is allowed for uses other than residential. Wall signs shall not exceed an area of twenty-four (24) square feet.

**b. Freestanding or Monument Signs:** One freestanding or monument sign per street frontage is permitted for uses other than residential. Freestanding signs shall not exceed a height of eight (8) feet and an area of twelve (12) square feet. Monument signs shall not exceed a height of five (5) feet and an area of sixteen (16) square feet.

**c. Residential Subdivision Signs.** One sign at each entrance road to a platted subdivision, multi-family development, or any other residential development is allowed. Such sign shall not exceed a height of five (5) feet and an area of twenty four (24) square feet.

### **6. Permitted Signs in the C-1 Central Business District.**

One (1) of the following signs per street frontage may be permitted for establishments in the Central Business District.

**a. Projecting sign.** Projecting signs shall not exceed a display area of eighteen (18) square feet per face.

**b. Marquee sign.** Marquee signs shall not exceed a size of ten (10) percent of the building façade.

**c. Monument sign.** Monument signs shall not exceed a height of five (5) feet and an area of twenty four (24) square feet.

**d. Freestanding sign.** Freestanding signs shall not exceed a height of twelve (12) feet and an area of twenty four (24) square feet.

**e. Canopy sign.** Canopy signs shall not exceed a size of ten (10) percent of the building façade or twenty-four (24) square feet, whichever is more restrictive. Only the copy area of the canopy shall be identified as the sign area used for sign area calculation purposes.

**f. Wall Sign.** Wall signs shall not exceed a size of ten (10) percent of the building façade or thirty two (32) square feet, whichever is more restrictive.

### **7. Permitted Signs in the C-2 and IND District.**

The following signs are permitted in the C-2 and IND District. In addition to the requirements below, all signs shall be setback a minimum of five (5) feet from the front property line and twenty-five (25) feet from all other property lines.

**a. Wall Signs:** One wall sign per street frontage is allowed for establishments. Wall signs shall not exceed an area of thirty-six (36) square feet.

**b. Freestanding or Monument Signs:** One freestanding or monument sign per street frontage is permitted for establishments.

Freestanding signs shall not exceed a height of twelve (12) feet and an area of thirty (30) square feet. Monument signs shall not exceed a height of six (6) feet and an area of twenty-four (24) square feet.

An existing sign in a commercial district may be used by a new business. The sign may be removed from the building in order to change the wording or illustrations on the sign to describe the new business. However, the physical dimensions of the sign shall not be changed. The sign shall be placed back in the same location on the building as occupied prior to removal. Effective: August 16, 2006

#### Section 1416 Substandard Dwelling Occupancy during the Construction of a Dwelling

For the express purpose of promoting the health, safety and general welfare of the inhabitants of the Village, and of reducing hazards to health, life and property, no basement-dwelling, cellar-dwelling, garage-house, tent, camper, travel trailer, recreational vehicle, mobile home not installed according to the requirements of this Ordinance, or other substandard structure shall hereafter be erected or moved upon any premises and used for dwelling purposes except under the following applicable conditions:

1. The location shall conform to the provisions governing yard requirements of standard dwellings in the district where located.

2. The use shall be for the sole purpose of providing dwelling facilities for the

owner of the premises during the period in which a dwelling conforming to the provisions of this Ordinance is in process of erection and completion, but not to exceed twelve (12) months. One (1) additional twelve (12) month extension may be obtained from the Zoning Administrator. The substandard dwelling shall be removed upon completion of construction of a dwelling complying with the requirements of this Ordinance.

3. Installation of septic system and water well shall be constructed and maintained in accordance with the standards of materials and installation recommended by District Health Department, and shall precede occupancy of the substandard dwelling.

4. Application for the erection and use of a substandard dwelling shall be made at the time of zoning permit application for the permanent dwelling. On approval and delivery of the zoning permit, the applicant shall certify in a space allotted for that purpose, and on the copy retained for filing by the Village, that he/she has full knowledge of the limitations of the permit and the penalty pertaining thereto. No such permit shall be transferable to any other person..

5. No annexes or additions shall be added to temporary substandard dwellings.

## Section 1417 Temporary Use of Recreational Vehicles as Dwellings

Travel trailers, motor homes and other similar recreational vehicles designed with sleeping accommodations shall not be

occupied for transient purposes for a continuous period exceeding thirty (30) days per each ninety (90) day period unless connected to electrical service and District Health Department approved sanitary facilities. Temporary occupancy of such vehicles connected to electrical and sanitary facilities shall not exceed ninety (90) days in any calendar year, except under the provisions of Section 1416. Permits for temporary use shall be obtained from the Zoning Administrator.