

4. The United States mail service and the local school district are not required to traverse this private road and may provide service only to the closest public access.

J. Fees.

Before final approval, an application fee established by the Township Board and the cost for the Township to review the plans and inspect the construction shall be paid by the proprietor(s).

K. Final Approval.

The Planning Commission shall grant final recommendation of approval of a private road upon inspection and finding that the road is constructed according to the approved permit.

L. Emergency Services.

In the event that a private road is not constructed to the standards contained within this Section, the Township shall not be held liable for the inability to provide emergency services to properties accessed by said private road.

Section 330 Signs

The purpose of the provisions of this Section is to regulate outdoor signs designed to be visible to the public in a manner which does not restrict the content while recognizing the mass communication needs of businesses and other parties. The number and size of signs may be distracting to motorists and pedestrians and can create a traffic hazard. The number and size of signs can also reduce the effectiveness of signs needed to direct the public and may mar the appearance of the landscape. The provisions of this Section are intended to apply the minimum amount of regulation in order to protect property values, preserve the desirable character and personality of the Charter Township of Alpena, create a more attractive business environment, and promote pedestrian and traffic safety. The use and erection of all outdoor signs and media shall be subject to the following provisions.

A. General Regulations.

In addition to the size limitations stated in **Subsection B**, the following conditions shall apply to all signs and billboards erected in any zoning district:

1. **Approval Required.** No sign, except non-illuminated residential name plates and those listed in **Subsection D**, shall be erected or altered until approved by the Zoning Administrator or authorized by an approved site plan or building permit.
2. **Signs not to Constitute Traffic Hazard.** No outdoor advertising structure shall be erected where the position, size, movement, shape, or color may interfere with the view of, or be confused with, any authorized official traffic sign or device.

3. **Signs Erected by Governmental Agencies.** All signs, when established by the Township, County, State, or Federal governments, shall be permitted in all Districts.
4. **Illumination and Flashing/Moving Signs.** Illumination of signs shall be directed, shaded, or designed so as not to interfere with the vision of persons on the adjacent highway, streets, or properties. Illuminated signs shall not be of the flashing, moving, or intermittent type unless approved by the Zoning Administrator, who shall find that the lighting is non-glaring, does not interfere with traffic control devices, and further does not involve the principal notice or message carried on the sign; hence all intermittent lighting elements shall be designed as accessory to the sign.
5. **Signs Located at Intersections.** No signs or billboards shall be located on any street corner which would obscure the vision of drivers using said streets or conflict with traffic control signals at the intersection of any streets. No signs shall obstruct the vision of drivers at any driveway, parking lot, or other route providing ingress or egress to any premises. Signs shall conform to [Section 324 \(Intersection Visibility\)](#).
6. **Projecting Signs.** No sign shall project beyond or overhang the wall, roof, or any architectural feature by more than five (5') feet. However, prior to the erection or overhanging of a sign in a public right-of-way, the sponsor of such sign shall receive the approval of the proper governmental agency having jurisdiction over such right-of-way (County or State).
7. **Obstructions to Doors, Windows and Fire Escapes.** No sign shall be erected or maintained so as to prevent free ingress or egress from any door, window, or fire escape. No sign of any kind shall be attached to a stand pipe or fire escape.
8. **Obscene Material.** No sign shall contain statements, words, or pictures of an obscene nature which would appeal predominantly to a prurient interest in sexual conduct, depict or describe sexual conduct in a patently offensive way, and be offensive, rude, lewd, or disgusting according to accepted moral standards.
9. **Substitution Clause.** Any sign that can be displayed under the provisions of this Ordinance may contain a non-commercial message.
10. **Setbacks.** Freestanding signs, such as pole signs and monument signs, may be permitted in a front yard set ten (10') feet or more behind the front property line. In cases where an obstruction, either natural or man-made, will impair the visibility of the sign, the Zoning Administrator may issue a waiver to allow for no setback, provided the sign is not a traffic hazard to passers-by on the adjacent roadway.
11. **Number of Signs Allowed.** [Subsection B](#) limits the number of freestanding and wall signs. The Planning Commission allow a deviation from the total number of signs, including wall and free standing signs, allowed on a parcel during site plan review. An applicant may also request this deviation at any time after site plan review. Factors considered will include building size, location, length of road frontage, and lot size.

12. **Nonconforming Signs.** Nonconforming signs are signs that do not comply with the regulations in this Ordinance including the size regulations of the zoning district in which located.

- a. Nonconforming signs that were otherwise lawful on the effective date of this Zoning Ordinance may be continued.
- b. No person shall increase the extent of nonconformity of a nonconforming sign. No nonconforming sign may be enlarged or altered in such a manner as to aggravate the nonconforming condition, nor may illumination be added to any nonconforming sign.
- c. A nonconforming sign may not be moved or replaced except to bring the sign into complete conformity with this Section.
- d. If a nonconforming sign is destroyed by natural causes, it may not thereafter be repaired, reconstructed, or replaced except in conformity with all provisions of this Zoning Ordinance. The remnants of the former sign structure not usable for a new conforming sign shall be removed within sixty (60) days. For purposes of this Section, a nonconforming sign is considered destroyed if it is damaged to an extent that the cost of repairing the sign to its former stature or replacing it with an equivalent sign equals or exceeds the value of the sign so damaged.
- e. Subject to the other provisions of this Section, nonconforming signs may be repaired, maintained, serviced, or repainted if the framework and/or the size and/or shape of the sign remain unchanged. If such framework is altered or removed or the size and/or shape of the sign are altered, said sign must be changed to a conforming sign.
- f. If a nonconforming off-premise sign has been deemed “abandoned”, then [Subsection 13](#) applies.

13. **Abandoned Signs.**

- a. An abandoned sign is any sign to which any of the following applies:
 - (1) has remained blank over a period of one (1) year. “Blank” means that the primary message has been removed.
 - (2) The sign’s message becomes illegible in whole or substantial part.
 - (3) A sign which has fallen into disrepair.
- b. In the event that a sign is determined, by the Zoning Administrator, to be abandoned, the Zoning Administrator shall give notice in the form of a letter to the property owner that the sign has been determined to be abandoned. The property owner shall have thirty (30) days to remove said sign. Upon the expiration of thirty (30) days, the Zoning Administrator shall give a

second notice in the form of a letter. If the sign has not been removed upon the expiration of thirty (30) days from the date of the second notice, the Zoning Administrator is authorized to cause removal of such sign and any expense incident thereto shall be paid by the owner or lessee of the sign or, if such person cannot be found, by the owner of the building or structure or property to which such sign or structure is affixed. If such expense is not paid, the Township shall have a lien on the property and such cost shall be added to the tax bill for the property.

14. **Unsafe Signs.** Any sign declared, by the Zoning Administrator, to be unsafe to the public health, safety, and welfare shall be corrected or removed immediately. The required timing of such correction and removal shall be at the discretion of the Zoning Administrator.

B. Sign Standards.

1. **Allowable Sign Size Increase.** The Zoning Administrator may increase the allowable sign sizes and heights listed in **Subsection B** by up to twenty-five (25%) percent when it can be demonstrated that an increase is necessary to maintain proper sign visibility or to maintain architectural integrity.

2. R-1, WR, and C Districts.

Table 1: R-1, WR, and C Districts

Sign Type	Residential Uses	Non-Residential Uses
	Maximum Size and Height	Maximum Size and Height
Freestanding	4 square feet 6 feet maximum height 1 freestanding sign allowed	32 square feet 6 feet maximum height
Wall Signs	n/a	10% percent of the face of each wall
Message Centers	n/a	Considered part of the primary sign (See Table 6)

For Non-Residential Uses: Freestanding signs shall be limited to one (1) except for a use that fronts on more than one (1) street frontage, in which case one (1) sign shall be permitted for each street frontage.

3. R-2, R-3, FR, and A Districts.

Table 2: R-2, R-3, FR, and A Districts

Sign Type	Residential Uses	Non-Residential Uses
	Maximum Size and Height	Maximum Size and Height
Freestanding	10 square feet 6 maximum height 1 freestanding sign allowed	32 square feet 6 feet maximum height
Wall Signs	n/a	10% percent of the face of each wall
Message Centers	n/a	Considered part of the primary sign (See Table 6)

For Non-Residential Uses: Freestanding signs shall be limited to one (1) except for a use that fronts on more than one street frontage, in which case one (1) sign shall be permitted for each street frontage.

4. OS, B-1, B-2, B-3, I-1, and I-2 Districts.

Table 3: Speed Limits less than 35 MPH – Freestanding Signs

	Road Frontage of Property			
	100 ft or less	101-200 ft	201-300 ft	Over 300 ft
Maximum Sign Size	100 sq. ft.	100 sq.ft.	120 sq.ft.	120 sq.ft.
Maximum Sign Height	24 ft.	26 ft.	28 ft.	28 ft.

Table 4: Speed Limits 35-55 MPH – Freestanding Signs

	Road Frontage of Property			
	100 ft or less	101-200 ft	201-300 ft	Over 300 ft
Maximum Sign Size	120 sq. ft.	120 sq.ft.	130 sq.ft.	140 sq.ft.
Maximum Sign Height	28 ft.	32 ft.	32 ft.	32 ft.

a. **Notes for Table 3 and Table 4.**

- (1) Where a business is located on a corner and the two (2) streets have different speed limits, the sign size and height may be designed to accommodate the higher speed limit.
- (2) Freestanding signs shall be limited to one (1) except for a use that fronts on more than one street frontage, in which case one (1) sign shall be permitted for each street frontage. If a use exceeds three hundred (300') feet on any frontage, one (1) additional sign shall be permitted, and for each multiple of three hundred (300') feet of frontage, one (1) additional sign shall be permitted.

Table 5: Wall Signs

Distance of Wall Sign from Road	% of Building Face Permitted for Sign Area
0-100 ft.	Fifteen Percent (15%)
101-300 ft.	Twenty Percent (20%)
Over 300 ft.	Twenty-Five Percent (25%)

- b. **Notes for Table 5.** Roof signs may be allowed at the discretion of the Zoning Administrator in cases where no better alternative would exist for signage or when said roof display is necessary to maintain the architectural integrity of the structure to which it will be attached. Under no conditions shall any roof sign impair or obstruct the view of another structure or contribute to structural deficiency to the structure upon which it is mounted. Allowable square footage of graphic display shall not exceed the allowable sign size for wall signs as noted in [Table 5](#).

5. Other Signs – All Districts.

Table 6: Other Signs

Sign Type	Standards
<p>Message Centers (non-residential property only)</p>	<p>a. A message center is considered part of the primary sign and counts toward the total square footage of the primary sign.</p> <p>b. An electronic message center shall be allowed to have changing messages, scrolling message, and animation, but shall not be allowed to contain flashing elements.</p> <p>c. The electronic elements shall be of an intensity that the brightness and motion shall not adversely affect surrounding or facing premises, nor adversely affect safe vision of pedestrians or operators of vehicles on public or private streets, driveways, or parking areas.</p> <p>d. An electronic message center shall contain a default mechanism that freezes the sign in one position if a malfunction occurs.</p> <p>e. An electronic message center shall contain a mechanism to automatically adjust the intensity of its display according to natural ambient light conditions.</p> <p>f. Number Allowed: Only one (1) static or one (1) electronic message center shall be permitted per property.</p> <p>g. Instruments which use technology to display or project digital messages onto windows or walls of buildings shall be considered an electronic message board and shall be subject to all provisions of this Ordinance.</p>
<p>Projecting Signs (non-residential property only)</p>	<p>a. One (1) projecting shall be permitted in addition to the primary freestanding and/or wall signs.</p> <p>b. The surface area of the projecting or suspended sign shall not exceed twenty (20) square feet on each side or a total of forty (40) square feet.</p> <p>c. The bottom of the projecting shall be a minimum of eight (8') feet above the surface of the sidewalk or ground area, or otherwise be located so as not to interfere with pedestrian traffic.</p>
<p>Temporary Signs</p>	<p>The total square footage of all temporary signs combined shall be no greater than:</p> <ul style="list-style-type: none"> • 16 sq ft for Residential Uses • 32 sq ft for Nonresidential Uses
<p>Sail-Type Signs (also known as flag banners and feather flags) (non-residential property only)</p>	<p>One (1) sail-type sign shall be allowed per twenty-five (25') lineal feet of road frontage. A clear line of sight shall be kept for all ingress/egress points on the property and on neighboring properties.</p>

<p>Cluster Sign (Multiple Sign)</p>	<p>For multiple use facilities, such as but not limited to shopping centers, malls, and industrial parks, one (1) multiple use sign is allowed. The height shall not exceed forty (40) feet, and the sign size shall not exceed five hundred (500) square feet; however no single use sign shall exceed the size requirements of Subsection B.</p>
<p>Portable Changeable Copy Message Boards</p>	<p>Portable Changeable Copy Message Boards are prohibited in the Township.</p>

C. Off-Premise Signs.

1. In those instances where a business use or tourist service facility is not located directly on a major route but is dependent upon passer-by traffic for support, not more than three (3) off-premises signs per business may be permitted in the R-3, OS, B-1, B-2, B-3, I-1, I-2, A, and FR Districts, subject to review and approval of location by the Zoning Administrator. Not more than one (1) off-premise sign per lot or more than one (1) off-premise sign per one-hundred (100) feet of road frontage may be allowed. No off-premise signs shall be permitted in the R-1, R-2, WR, and C Districts.
2. Off-premise signs and billboards regulated and permitted by the Michigan Department of Transportation under the [Highway Advertising Act, 1972 PA 106](#), as amended, and all other off-premise signs shall be subject to the limitations of [Subsections A](#) and [B](#).
3. Existing Off-Premise Signs that do not conform to [Subsections A](#) and [B](#) shall be considered Nonconforming Signs and are subject to [Subsection A.12](#).
4. **Digital Off-Premise Signs.**
 - a. **Rate of Change.** The rate of change between static messages or images shall not exceed more than one (1) change per six (6) seconds. Each change shall be complete in one (1) second or less.
 - b. **Luminance.** The maximum daylight sign luminance level shall not exceed 62,000 candelas per meter squared at 40,000 lux illumination beginning 1/2 hour after sunrise and continuing until 1/2 hour before sunset and does not exceed 375 candelas per meter squared at 4 lux illumination at all other times.
 - c. Digital large off-premise signs shall be configured to default to a static display in the event of mechanical failure.

D. Signs Allowed without a Permit.

The following signs are permitted in all districts except where restrictions are indicated, in accordance with the provisions of this Section and shall not require permits for erection:

1 Title & Purpose	2 Definitions	3 General Provisions	4 District Regulations	5 Site Plan Review & Plot Plans
6 Special Land Use Review	7 Supplemental Regulations	8 Zoning Board of Appeals	9 Administration & Enforcement	10 Adoption & Amendments

1. **Accessory Signs.**

- a. Accessory wall signs not exceeding four (4) square feet in area on non-residential property.
 - b. Accessory freestanding signs on nonresidential property that do not exceed four (4) square feet each.
2. Information when cut into any masonry surface or plaques when constructed of non-ferrous metal and attached to a building.
 3. Signs erected by an official governmental body, public utility, or historic agency.
 4. Flags.
 5. Projecting identification signs when located on or below a canopy, awning, or marquee which do not extend below a minimum height of eight (8') feet from ground level.
 6. Permanent non-residential accessory signs on non-residential accessory structures such as gas pumps or storage sheds.
 7. Temporary signs (including sail-type temporary signs).
 8. Bulletin boards erected by public, charitable, or religious institutions when they are located on the premises of such institutions.
 9. Signs not readable by motorists or pedestrians on any road, alley, water body, public lands, or adjacent parcels.
 10. Legal postings.
 11. Window Signs.

E. **Severance Clause for Signs.**

Provisions of [Section 330](#) shall be deemed to be severable, and should any section, subsection, paragraph, or provision thereof be declared by the courts to be unconstitutional or invalid, such holdings shall not affect the validity of this Section as a whole or any other part thereof, other than the part so declared to be unconstitutional or invalid. If any court shall declare invalid the application of any provision of this Section to a particular parcel, lot use, building, or structure, such ruling shall not affect the application of said provision to any other parcel, lot use, building, or structure not specifically included in said ruling.