

ARTICLE 19 SIGNS

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Section 19.05 Purpose

The purpose of this Article is to promote the health, safety, and welfare of the residents of the Village of Mattawan through the regulation of the installation, construction, maintenance, and design of signs and outdoor advertising in a manner which will minimize their harmful effects, while permitting latitude of creative and effective advertising and business identification and to provide a mechanism to allow the Village to provide support and assistance to advertisers, businesses and residences in issues relating to signs. Further, the intent of this Article is:

- A. To prevent the number of public and private signs and sign messages from exceeding a level reasonably necessary to identify businesses and promote their products, aid orientation, and promote education and local history.
- B. To prevent the placement of public and private signs in a manner that will conceal or obscure signs or adjacent buildings.
- C. To keep public and private signs within a reasonable scale with respect to their surroundings and reduce competition between signs.
- D. To keep the areas adjacent to streets clear of public and private signs, which might obstruct the view and/or distract the attention of motorists.

- E. To ensure that the number, size, and location of public and private signs do not create a negative impact on the image or aesthetic environment of the Village and to reduce visual clutter.
- F. To control the use of public and private signs and their motion, colors, and illumination which may negatively affect property values and may be injurious to the mental and physical well being of the public.
- G. To identify proper maintenance of public and private signs to protect the aesthetic nature of the districts.
- H. To encourage public and private signs appropriate to the zoning districts in which they are located.
- I. To allow signs which do not create either a safety hazard or nuisance within the community.
- J. To encourage advertisers and businesses to limit signs to that which can be considered reasonable and necessary and to discourage the use of signs that are unattractive, not necessary or out of character with their surroundings.
- K. To provide fair and reasonable regulation of signs displayed within the community by setting limitations on size, type, and number of signs displayed.

Section 19.10 Permits Required

It shall be unlawful for any person to erect, re-erect, alter, remodel, or relocate any sign, except as otherwise identified in this Article, unless a sign permit has first been obtained from the Zoning Official. Any sign that is in conformance with this Ordinance and has a sign permit issued by the Village of Mattawan, may be repaired at any time without a required sign permit.

Section 19.15 Definitions

- A. Awning Sign – A sign attached to, or printed upon, a retractable roof like cover (as of canvas) extending over or in front of a place as a shelter, which projects from and is supported by a building.
- B. Billboard Sign – A sign not less than one hundred (100) square feet nor larger than three hundred (300) square feet as defined in Sections 1.40 and 19.70.
- C. Canopy Sign – A sign attached to, or printed upon, a rigid overhanging cover, shelter, or shade, which projects from and is supported by a building.

- D. Changeable Copy Sign – A sign on which copy is changed manually in the field, i.e. reader board with changeable letters or changeable pictorial panels.
- E. Free-Standing Sign (Pole Sign) – A sign not attached to a building, and supported by uprights or braces or some object on the ground, with a maximum height of 8 feet, and contains up to one hundred (100) square feet of area. A decorative base of natural materials (stone and/or brick) of up to 50% of the allowable sign square footage shall be allowed. A billboard is a free-standing sign with a surface greater than one hundred (100) square feet and less than three hundred (300) square feet and is defined in Section 19.70.
- F. Identification Sign – A sign which only carries the street name and number (address) of the premises and is used only to identify location of said premises and not to advertise.
- G. On Premise Advertising Sign – All signs must be on the property advertising on the sign.
- H. Portable Sign – A sign not permanently attached to the ground or a building, excluding temporary signs and signboards, as here in defined. Portable signs are prohibited.
- I. Private Traffic Direction Sign – Traffic direction sign on private property.
- J. Projecting Sign – A sign which is supported by a wall, roof or building and which projects from the building at some angle greater than twenty (20) degrees thereto.
- K. Public/Quasi-Public Sign – A sign on a public/quasi-public property.
- L. Roof Sign – A sign erected on or supported by the roof of any building, provided however, that this definition does not include signs attached to a vertical face on a mansard roof.
- M. Signboards (Sandwich Board Sign) – A board or boards bearing signage that usually rests upon the ground. The signboard may be either one-sided or two-sided.
- N. Special Event Sign – A temporary sign for special events, or an event banner.
- O. Swinging Sign – A sign not rigidly attached to a building, or post, which is designed to swing freely.
- P. Temporary Sign – A sign, with or without letters and numerals, such as land sale signs, subdivision openings, construction signs, seasonal events or public and semi-public functions as permitted in all districts.
- Q. Wall Sign – A sign which is attached flatly to the surface of a building's walls or facet,

including the vertical face of a mansard roof, with the exposed face of the sign in a place parallel to the building wall or facet including signs which project from the building twenty (20) degrees or less therefrom. Signs painted permanently and directly on the surface of a building shall be considered wall signs.

- R. Window Sign – A sign which is attached flat to the surface of a building’s window, and covers no more than twenty (20) percent of the window area.
- S. Electronic Message Display (EMD) – A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.
1. EMD Dissolve – a mode of message transition on an EMD accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.
 2. EMD Fade - a mode of message transition on an EMD accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
 3. EMD Frame – a complete, static display on an EMD
 4. EMD Frame Effect – a visual effect used on an EMD applied to a single frame to attract the attention of viewers.
 5. EMD Transition – a visual effect used on an EMD to change from one message to another.

Section 19.20 Sign Regulations – Summary Table

Signs	Districts Permitted	Maximum Area of Sign	Other Provision
Awning	None		
Billboard	HBD	Not to exceed 300 sq. ft.	Height not to exceed 30 feet
Canopy	HCBDB VGBD / HBD / BPD / LID	24 sq. ft. Area counted toward total sq. ft. for wall or projecting sign	
Free Standing Billboard	HBD	Not to exceed 300 sq. ft.	Height not to exceed 30 feet – measured from ground at base of sign to highest point
Freestanding Sign (Pole)	VGBD HBD BPD LID	100 sq. ft. 100 sq. ft. 100 sq. ft. 50 sq. ft.	1 sq. ft. per 1 lineal foot of wall area 1 sq. ft. per 1 lineal foot of wall area 1 sign for each public street (8 feet maximum all districts)
Identification	AG Division R-3 / PUD including condos MHP including residential subdivisions	6 sq. ft. 12 sq. ft. 20 sq. ft.	Height not to exceed 4 feet Height not to exceed 6 feet Height not to exceed 6 feet
Inflatable Balloons	HCDB VGBD / HBD		Height not to exceed 40 feet Displayed - 30 days total per year Height of balloon not to exceed 8 feet

Signs	Districts Permitted	Maximum Area of Sign	Other Provision
On-Premise Advertising	HCBD VGBD / HBD / BPD / LID	2 signs (no more) 32 sq. ft. 40 sq. ft. 100 sq. ft.	Facing street or parking area Height not to exceed 4 feet Fronting 2 major streets – signage 4 sides per requirements of Ordinance
Portable	Prohibited		
Private Traffic Direction	All Districts	3 sq. ft	Height not to exceed 5 feet 5 feet from property line
Projecting	HCBD VGBD HBD / BPD LID	3 sq. ft. 6 sq. ft. 6 sq. ft. 100 sq. ft.	Frontage on interstate not to exceed 60 sq. ft. 1 sq. ft. per 2 lineal feet of building area on a side
Public/Quasi-Public	All Districts	25 sq. feet	Height not to exceed 6 feet Subject to regulation of jurisdiction
Roof Sign	None		
Signboard	BPD / HCBD / VGBD / HBD	9 sq. feet per side	Height not to exceed 3 feet; must allow 5 ft. of passage to comply with ADA requirements.
Special Events	HCBD / VGBD / HBD	25 sq. ft.	Height not to exceed 8 feet Not to exceed 14 calendar days
Temporary On-Premise Advertising Sign	HCBD / VGBD / HBD / LID	25 sq. ft.	Height not to exceed 8 feet Not to exceed 30 calendar days
Wall	HCBD VGBD / HBD / BPD LID	32 sq. ft. 40 sq. ft. 100 sq. ft. *	1 sq. ft. per 1 lineal feet of wall 1 sq. ft. per 1 lineal feet of wall 1 sq. ft. per 2 lineal feet of wall
Window	HCBD / VGBD / HBD	20% of Window <i>Area</i>	Additional area of interior window sign

Section 19.25 Application Procedure

A. Permit Application

Applications for sign permits shall be made upon application forms provided by the Village for this purpose, and submit proof of insurance for General Liability Property coverage.

B. Application Action

Within three (3) business days of the submission of a completed application for a sign permit, the Zoning Official shall either:

1. Issue the sign permit if the application is properly completed and the subject sign conforms to the requirements of this Ordinance.
2. Deny the sign permit if the sign(s) that is the subject of the application fails to conform to this Ordinance. The Village shall supply the applicant in writing the basis for denial.
3. In the case of a free-standing billboard sign, forward said application to the Village Manager for consideration.
4. In the case of a portable sign, forward said application to the Village Manager for consideration.
5. Applicant must sign an Indemnification Agreement with the Village and provide proof of insurance, naming the Village as co-insured, for all signs that in any way touch Village property.
6. Permits shall be completed in three (3) business days. After three (3) business days the permit will be considered to be completed and approved and work may commence.

C. Fees

The application for a sign permit shall be accompanied by the fees as established by the Village Council. No permit fees are required for exempt signs, sandwich board signs,

temporary signs, window lettering or face changes. Permit fees are required for new signs only if required and will be determined by the Village Council.

Section 19.30 Exempt Signs

The following signs shall be exempt from sign permit requirements:

- A. Normal maintenance and repair of an otherwise authorized, grandfathered, or exempt sign.
- B. Change of lettering or display panels which do not substantially alter the character or nature of the sign.
- C. Real estate signs, For Rent signs, Help Wanted signs on any premises, provided such signs do not exceed six (6) square feet in area.
- D. Highway or street signs erected by any governmental agency authorized to erect such signs.
- E. Signs erected by or at the direction of governmental agencies designating hours or conditions for use of public parks, parking lots, recreational areas, governmental buildings, or other public areas, provided that the signs meet all other conditions and requirements for the zoning district in which they are located.
- F. Historic signs designating sites recognized by the State Historical Commission as centennial farms and historic landmarks, provided that the signs meet all the conditions and requirements for the zoning district in which they are located.
- G. Signs posted to control or prohibit hunting or trespassing within the boundaries of the land on which they are located, provided no such sign shall exceed four (4) square feet in area.
- H. Essential public service signs denoting utility lines, railroad lines, hazards, and precautions.
- I. Memorial signs or tablets of three (3) square feet or less which are either cut into the face of a masonry surface, or constructed of bronze or other similar material, when located flat on the face of a building.

- J. One (1) sign per construction project denoting architects, engineers, contractors, owners, or financial institutions connected with the work under construction, provided such signs do not exceed thirty-two (32) square feet in area and meet all of the conditions and requirements for the zoning district in which they are located.
- K. On-Premise signs which are used to publicize church events, school events, civic events, public gatherings, picnics, and similar events, provided that such signs are erected for a period not to exceed ten (10) days and do not exceed twenty (20) square feet in area, and are removed within forty-eight (48) hours after the event is over.
- L. Accessory professional or nameplate signs, provided they are less than one (1) square foot in area.
- M. On-Premise banners, pennants, light strings (not flashing or blinking), when used as temporary decorations in connection with an event. Such decorations shall be permitted for sixteen (16) days prior to the event, removed within four (4) days following the event with which they are connected.
- N. Election or political signs, provided that such signs are removed within forty-eight (48) hours after the general election.
- O. Address signs, containing only the street and/or address numerals.
- P. Garage/Yard sales and open house signs provided they are no greater than four (4) square feet in size, are erected no earlier than three (3) days prior to the event and are removed within one (1) day following the event.

Section 19.35 Signs in Agricultural District

In the Agricultural Zoning District, the following signs shall be permitted under the conditions set forth in this Ordinance. All exempt signs shall be permitted in the Agricultural Zoning district, provided said signs comply with all other conditions or regulations of this Ordinance.

A. Identification Signs

In addition, an identification sign shall be permitted to identify the agricultural operation, sale of produce from the land, and address of the farmstead, or other permitted or special use

in the Agricultural Zoning District. The identification sign shall be no greater than six (6) square feet in area, nor greater than forty-eight (48) inches in height and must meet yard setbacks.

B. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property line.

C. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.40 Signs in Residential Zoning Districts

In the R1, R2, R3, and R4 zoning districts only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in Residential Zoning Districts, provided they comply with all other conditions or regulations of this Ordinance. Additionally, the following signs are permitted:

A. Identification Signs

1. Multiple-family housing developments, Planned Unit Developments, and condominium developments of more than nine (9) units may have a sign identifying the name and address of the development, provided that it does not exceed twelve (12) square feet in area and six (6) feet in height. Said sign shall not be closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet to any side yard line.

2. Residential subdivisions and manufactured housing parks may have one (1) sign located at each entrance road serving the subdivision identifying the name of the subdivision, provided that it does not exceed twenty (20) square feet in area, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property line.

B. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property line.

C. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.45 Signs in the Historic Central Business District

In the HCBD zoning district only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in the Historic Central Business District, provided they comply with all other conditions or regulations of this Ordinance. Additionally, the following signs are permitted:

A. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in

height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property line.

B. On-Premise Advertising Signs

1. Each business (one or more uses within a building or buildings using common parking) shall be permitted a maximum total of two (2) signs per side, which may be in the form of any of the following:
 - a. Four (4) signs in total equal to one and one-half (1-1/2) square feet of sign area for each lineal foot of building frontage, but a minimum of 32 square feet shall be allowed and a maximum allowable square feet shall be 66 square feet.
 - b. One (1) projecting sign not to exceed six (6) square feet in area, per business.
 - c. One (1) canopy sign not to exceed one (1) square foot of sign area for each lineal foot of building frontage, or twenty-four (24) square feet in area, whichever is least, per business.
 - d. Each business may have one (1) two-sided signboard (sandwich board) sign, not to exceed nine (9) square feet per side and not to exceed three (3) feet in height and to be displayed only during business hours. Placement of the sign must not block any commercial public right-of-way and allow at least five (5) feet of passage on public sidewalks or as required for compliance with the Americans with Disabilities Act.
2. For each business development, an additional area of interior window signs shall be permitted, up to a maximum of twenty (20) percent of the window area.
3. Free Standing Signs – All businesses in the Historic Central Business District shall be allowed a free standing sign if they can meet the required set back. If they cannot meet the required set back then they shall be allowed additional wall signage of sixty (60) square feet under the formula above.

C. Temporary On-Premise Advertising Signs

1. Grand Openings, Change of Tenancy or Ownership, Etc.

Signs advertising a grand opening or change of tenancy or ownership, etc. of an existing business are permitted for a period not to exceed thirty (30) calendar days. Each business development shall be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet in area and shall not exceed eight (8) feet in height.

2. Inflatable Balloons

One (1) cold air inflatable or helium inflated balloon may be used for advertising a grand opening, change of tenancy or ownership , etc. of an existing business is permitted subject to the following:

- a. Said balloon shall not exceed eight (8) feet in area or be tethered more than forty (40) feet above grade and shall be set back from any property line one (1) foot for every one (1) foot of height.
- b. Said balloon may be either roof mounted or ground installed, and is permitted for a period not to exceed thirty (30) calendar days total per year.
- c. Said balloon may be illuminated from inside or from exterior sources, provided that the light source is shielded in such a manner so as to not directly impact adjoining properties and roadways. Flashing, colored, or glaring lights are not permitted.
- d. Said balloon shall be installed so as to not interfere with utility lines, traffic circulation, fire lanes, or the visibility of drivers.

3. Other Special Events

Signs advertising special events, such as sales, introduction of new merchandise, etc. shall be permitted for each business development for a period not to exceed fourteen (14) calendar days. Each business development may be allowed a maximum of fifty

(50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet of area and not exceed eight (8) feet in height.

D. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.50 Signs in the Village General Business District

In the VGBD zoning district only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in the Village General Business District, provided they comply with all other conditions or regulations of this Ordinance. Additionally, the following signs are permitted:

A. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property.

B. On-Premise Advertising Signs

1. Wall Signs and Projecting Signs

Each business may have four (4) wall signs per side equal to one and one-half (1-1/2) square feet of sign area for each one (1) lineal foot of building frontage occupied by that business, not to exceed one hundred (100) square feet of sign area per business and one (1) projecting sign not to exceed six (6) square feet in sign area per business. A minimum of 32 square feet of sign area shall be allowed.

2. Freestanding

Each business development is permitted one (1) freestanding or pole sign. The permitted sign area for free-standing or pole signs shall not exceed one (1) square foot of sign area for each one (1) lineal foot of lot frontage, not to exceed a maximum of one-hundred (100) square feet of sign area.

3. Canopy Sign

Each business may have one (1) canopy sign, provided that the sign area shall be counted toward the allowable total square foot for wall or projecting signs.

4. Window Signs.

For each business, an additional area of interior window signs shall be permitted up to a maximum of twenty (20) percent of the window area, and shall not be counted in the sign square feet allowed.

5. Each business may have one (1) two-sided signboard (sandwich board) sign, not to exceed nine (9) square feet per side and not to exceed three (3) feet in height and to be displayed only during business hours. Placement of the sign must not block any commercial public right-of-way and allow at least five (5) feet of passage on public sidewalks or as required for compliance with the Americans with Disabilities Act.

6. A business is permitted to have signage on four (4) sides of the business that meet the requirements of this Ordinance.

7. Electronic Message Display

1 Operational Limitations. Such displays shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images or the appearance or optical illusion of movement or pictorial segment of the sign, including any illumination or the flashing, scintillating or varying of light intensity.

2 Minimum Display Time. Each message on the sign must be displayed for a

minimum of 60 seconds.

- 3 Brightness. EMD's shall not exceed 0.3 foot-candles over ambient lighting conditions when measured at 20 feet.
- 4 Dimming. All EMD's shall be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim according to ambient light conditions. The EMD shall also be able to be manually adjusted for compliance.
- 5 Square Footage. EMD's shall be included in the total square footage of signage allowed within the district.

C. Temporary On-Premise Advertising Signs

1. Grand Openings, Change of Tenancy or Ownership, Etc.

Signs advertising a grand opening or change of tenancy or ownership, etc. of an existing business are permitted for a period not to exceed thirty (30) calendar-days. Each business development shall be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet in area and shall not exceed eight (8) feet in height.

2. Inflatable Balloons

One (1) cold air inflatable or helium inflated balloon may be used for advertising a grand opening, change of tenancy or ownership, etc. of an existing business is permitted subject to the following:

- a. Said balloon shall not exceed eight (8) feet in area or be tethered more than forty (40) feet above grade and shall be set back from any property line one (1) foot for every one (1) foot of height.
- b. Said balloon may be either roof mounted or ground installed, and is permitted for a period not to exceed thirty (30) calendar days in total per year.
- c. Said balloon may be illuminated from the inside or from exterior sources, provided that the light source is shielded in such a manner so as to not directly impact adjoining properties and roadways. Flashing, colored, or

glaring lights are not permitted.

- d. Said balloon shall be installed so as to not interfere with utility lines, traffic circulation, fire lanes, or the visibility of drivers.

3. Other Special Events

Signs advertising special events, such as sales, introduction of new merchandise, etc. shall be permitted for each business development for a period not to exceed fourteen (14) calendar days. Each business development may be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet of area and not exceed eight (8) feet in height.

D. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.55 Signs in the Highway Business District

In the HBD zoning district only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in the Highway Business District, provided they comply with all other conditions or regulations of this Ordinance. Additionally, the following signs are permitted:

A. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property.

B. On-Premise Advertising Signs

1. Wall Signs and Projecting Signs

Each business may have four (4) wall signs equal to one and one-half (1-1/2) square feet of sign area for each one (1) lineal foot of building frontage occupied by that business, not to exceed one hundred (100) square feet of sign area per business and one (1) projecting sign not to exceed twelve (12) square feet in sign area, per business, except that businesses located on a lot with frontage on the interstate may not exceed one hundred forty (140) square feet of sign area per business. A minimum of thirty-two (32) square feet of sign area shall be allowed.

2. Freestanding

Each business development is permitted one (1) freestanding or pole sign for each street that the building has frontage on. The permitted sign area for free-standing or pole signs shall not exceed one (1) square foot of sign area for each one (1) lineal foot of lot frontage, nor to exceed a maximum of one-hundred (100) square feet of sign area.

3. Canopy Sign

Each business may have one (1) canopy sign, provided that the sign area shall be counted toward the allowable total square foot for wall or projecting signs.

4. Window Signs

For each business, an additional area of interior window signs shall be permitted up to a maximum of twenty (20) percent of the window area, and shall not be counted toward sign square feet allowed.

5. Each business may have one (1) two-sided signboard (sandwich board) sign, not to exceed nine (9) square feet per side and not to exceed three (3) feet in height and to be displayed only during business hours. Placement of the sign must not block any commercial public right-of-way and allow at least five (5) feet of passage on public sidewalks or as required for compliance with the Americans with Disabilities Act.

5. A business is permitted to have signage on four (4) sides of the business that meet the requirements of this Ordinance.
6. Electronic Message Display
 - 1 Operational Limitations. Such displays shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images or the appearance or optical illusion of movement or pictorial segment of the sign, including any illumination or the flashing, scintillating or varying of light intensity.
 - 2 Minimum Display Time. Each message on the sign must be displayed for a minimum of 60 seconds.
 - 3 Brightness. EMD's shall not exceed 0.3 foot-candles over ambient lighting conditions when measured at 20 feet.
 - 4 Dimming. All EMD's shall be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim according to ambient light conditions. The EMD shall also be able to be manually adjusted for compliance.
 - 5 Square Footage. EMD's shall be included in the total square footage of signage allowed within the district.

C. Temporary On-Premise Advertising Signs

1. Grand Openings, Change of Tenancy or Ownership, Etc.

Signs advertising a grand opening or change of tenancy or ownership, etc. of an existing business are permitted for a period not to exceed thirty (30) calendar days. Each business development shall be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet in area and shall not exceed eight (8) feet in height.

2. Inflatable Balloons

One (1) cold air inflatable or helium inflated balloon may be used for advertising a grand opening, change of tenancy or ownership, etc. of an existing business is permitted subject to the following:

- a. Said balloon shall not exceed eight (8) feet in area or be tethered more than forty (40) feet above grade and shall be set back from any property line one (1) foot for every one (1) foot of height.
- b. Said balloon may be either roof mounted or ground installed, and is permitted for a period not to exceed thirty (30) calendar days in total per year.
- c. Said balloon may be illuminated from the inside or from exterior sources, provided that the light source is shielded in such a manner so as to not directly impact adjoining properties and roadways. Flashing, colored, or glaring lights are not permitted.
- d. Said balloon shall be installed so as to not interfere with utility lines, traffic circulation, fire lanes, or the visibility of drivers.

3. Other Special Events

Signs advertising special events, such as sales, introduction of new merchandise, etc. shall be permitted for each business development for a period not to exceed fourteen (14) calendar days. Each business development may be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet of area and not exceed eight (8) feet in height.

D. Off-Premise Advertising Signs

1. Billboards

Off-premise advertising in the form of billboards are permitted provided they are in compliance with Section 19.70 of this Article.

E. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.60 Signs in the Business Park District

In the BPD zoning district only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in the Business Park District, provided they comply with all other conditions or regulations of this Ordinance, and all signs do not exceed the one hundred (100) square feet of total sign area. Additionally, the following signs are permitted:

A. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property.

B. On-Premise Advertising Signs

1. Wall Signs and Projecting Signs

Each business may have four (4) wall signs equal to one and one-half (1-1/2) square feet of sign area for each one (1) lineal foot of building frontage occupied by that business, not to exceed one hundred (100) square feet of sign area per business and one (1) projecting sign not to exceed six (6) square feet in sign area, per business, not to exceed one hundred (100) square feet of sign area in total. A minimum of thirty-two (32) square feet of sign area shall be allowed.

2. Freestanding

Each business park development containing two (2) or more uses, is permitted one (1) freestanding or pole sign for each public street that the development has frontage on. The permitted sign area for free-standing or pole signs shall not exceed the one-hundred (100) square feet of total sign area.

3. Canopy Sign

Each business may have one (1) canopy sign, provided that the sign area shall be counted toward the allowable total square foot for wall or projecting signs.

4. Each business may have one (1) two-sided signboard (sandwich board) sign, not to exceed nine (9) square feet per side and not to exceed three (3) feet in height and to be displayed only during business hours. Placement of the sign must not block any commercial public right-of-way and allow at least five (5) feet of passage on public sidewalks or as required for compliance with the Americans with Disabilities Act.

4. If a business is fronting on two (2) major streets, then it is permitted to have signage on (2) sides of the business that meet the requirements of this Ordinance,

5. Electronic Message Display

- 1 Operational Limitations. Such displays shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images or the appearance or optical illusion of movement or pictorial segment of the sign, including any illumination or the flashing, scintillating or varying of light intensity.
- 2 Minimum Display Time. Each message on the sign must be displayed for a minimum of 60 seconds.
- 3 Brightness. EMD's shall not exceed 0.3 foot-candles over ambient lighting conditions when measured at 20 feet.
- 4 Dimming. All EMD's shall be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim according to ambient light conditions. The EMD shall also be able to be manually adjusted for compliance.

- 5 Square Footage. EMD's shall be included in the total square footage of signage allowed within the district.

C. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.65 Signs in the Limited Industrial District

In the LID Zoning District only the following signs shall be permitted under the conditions set forth in this Ordinance:

Any sign identified as exempt from sign permit requirements are permitted in the Limited Industrial District, provided they comply with all other conditions or regulations of this Ordinance. Additionally, the following signs are permitted:

A. Public and Quasi-Public Signs

Schools, libraries, churches, and similar public or quasi-public uses may have one (1) sign, provided that it does not exceed twenty-five (25) square feet, is no greater than six (6) feet in height, and shall be no closer than one-half (2) of the required front yard setback requirement nor closer than fifteen (15) feet from any side property.

B. On-Premise Advertising Signs

1. Wall Signs and Projecting Signs

Each business may have four (4) signs equal to one and one-half (1-1/2) square feet of sign area for each one (1) lineal foot of building frontage occupied by that business, not to exceed one-hundred forty (140) square feet of sign area per business. A minimum of thirty-two (32) square feet of sign area shall be allowed.

2. Freestanding

Each industrial park development containing two (2) or more uses, is permitted one (1) freestanding or pole sign for each public street that the development has frontage on. The permitted sign area for free-standing or pole signs shall not exceed fifty (50) square feet of sign area, or one hundred (100) square feet of sign area in total.

3. Canopy Sign

Each business may have one (1) canopy sign, provided that the sign area shall be counted toward the allowable total of one hundred forty (140) square feet for all signs.

4. If a business is fronting on two (2) major streets, then it is permitted to have a signage on two (2) sides of the business that meet the requirements of this Ordinance, provided the one hundred forty (140) square feet of sign area which is allowed is not exceeded.

5. Electronic Message Display

- 1 Operational Limitations. Such displays shall contain static messages only, changed only through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images or the appearance or optical illusion of movement or pictorial segment of the sign, including any illumination or the flashing, scintillating or varying of light intensity.
- 2 Minimum Display Time. Each message on the sign must be displayed for a minimum of 60 seconds.
- 3 Brightness. EMD's shall not exceed 0.3 foot-candles over ambient lighting conditions when measured at 20 feet.
- 4 Dimming. All EMD's shall be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim according to ambient light conditions. The EMD shall also be able to be manually adjusted for compliance.
- 5 Square Footage. EMD's shall be included in the total square footage of signage allowed within the district.

C. Temporary On-Premise Advertising Signs

1. Grand Openings, Change of Tenancy or Ownership, Etc.

Signs advertising a grand opening or change of tenancy or ownership, etc. of an existing business are permitted for a period not to exceed thirty (30) calendar days. Each business development shall be allowed a maximum of fifty (50) square feet of sign area, provided that each sign shall not exceed twenty-five (25) square feet in area and shall not exceed eight (8) feet in height.

D. Private Traffic Direction Signs

A sign directing traffic movement onto or within a premise, located entirely thereupon, and containing no advertising message except an advertising symbol when deemed necessary. Maximum size of the sign will be three (3) square feet per face, not to exceed five (5) feet in height. Placement of Private Traffic Directional Signs will not be closer than five (5) feet from any property line. Placement restrictions noted are subject to review and recommendation of the Zoning Official.

Section 19.70 Free-Standing Billboard Signs

A. Permitted Locations

Free-standing billboard signs or off-premise advertising signs are permitted only in the Highway Business District (HBD), in recognition of both the locational advantages of this zoning districts and the potential impacts on residential and commercial uses, as well as the experience of the motorist. Billboards are permitted in HBD by Special Use.

B. Site Location Principals

The following principals shall be utilized to evaluate the proposed location of any free-standing billboard sign. These principles shall be applied by the Village of Mattawan Planning Commission as general guidelines to be used in their determination of issuing a sign permit:

1. The proposed site is adjacent to a high speed, high volume, limited access interstate highway in a district zoned for Business Highway.

2. The proposed site is not clearly visible from a concentration of residential uses, a school, a church, or a public building.
3. The proposed site is not the location of a significant natural feature such as a wetland.

C. Site Development Requirements

The following requirements along with any additional applicable requirements of this Ordinance shall be complied with:

1. Maximum/Minimum Size

The free standing billboard sign shall be not larger than three-hundred (300) square feet in area.

2. Location

The free-standing billboard sign shall be located on parcels of land that have at least one (1) property line abutting a high speed, high volume, limited access interstate highway. Free standing billboard signs shall not be located closer than one-quarter (1/4) mile from any exit or entrance ramp accessing the interstate highway.

3. Setbacks

The free-standing billboard sign shall be set back a minimum of two-hundred (200) feet from, and no more than three-hundred (300) feet from the edge of the road right of way.

4. Spacing

The free-standing billboard sign shall be located at least five-hundred (500) feet, measured in all directions, from any signs (on-premise and off-premise), exceeding one-hundred (100) square feet in area.

5. Height

The height of the free-standing billboard sign shall not exceed thirty (30) feet as measured from the ground at the base of the sign to the highest point of the sign.

6. Placement

Free standing billboard signs shall not be stacked or placed next to each other nor shall they be placed on the roof of any structure. Back-to-back placement of signs is permissible.

7. Lighting

Illumination shall be arranged so that it is deflecting away from adjacent properties and streets.

8. Other Applicable Codes and Regulations

All other codes and regulations, including building codes, shall be complied with.

Section 19.75 General Standards

The following standards shall apply to all signs, both on-premise and off-premise (unless specifically identified) where applicable:

A. Setbacks in Residential Zoning Districts

All signs located in the residential zoning districts shall be no closer than one-half (2) of the required front yard setback and no closer than fifteen (15) feet to any side property line.

B. Projecting Signs

All projecting signs shall be securely attached to the building and shall not protrude over any public right of way by more than two (2) feet, as measured from the building front.

C. Canopy Signs

1. If the signs faces are less than six (6) inches apart, only one (1) face shall be used to

determine the square footage of the sign.

2. If the sign faces are more than six (6) inches apart at any point, all faces of the sign shall be used to determine the total square footage of the sign.
3. The signs shall not extend more than three (3) feet over any public right of way, nor be closer than eight (8) feet to the ground or higher than thirty-five (35) feet as measured from the ground to the highest point of the proposed sign.
4. Where a building has a canopy constructed as an integral part of said building, signs may be placed upon it parallel to the building face. All canopy sign area is included in the total area allowed for all signs, and shall be determined by the actual face of the building.

D. Temporary Off-Premise Signs

The following temporary off-premise signs shall be allowed with Permit Application made upon application forms provided by the Village for this purpose, and submit proof of insurance for General Liability Property coverage.

1. Off-Premise signs which are used to publicize church events, school events, civic events, public gatherings, picnics, and similar events, provided that such signs are erected for a period not to exceed ten (10) days and do not exceed twenty (20) square feet in area, and are removed within forty-eight (48) hours after the event is over.
2. On-Premise banners, pennants, light strings (not flashing or blinking), when used as temporary decorations in connection with an event. Such decorations shall be permitted for sixteen (16) days prior to the event, removed within four (4) days following the event with which they are connected.

E. Prohibited Sign Types and Locations

1. All signs shall be stationary without any moving or rotating components.
2. No sign shall be erected, constructed, re-constructed, placed, or located in any location, or in any manner, where it may interfere with, obscure the view of, or be confused with any authorized traffic control sign or signal.

3. No sign, except those deemed necessary for public safety, shall be attached to a utility pole, traffic control device, another sign or any other similar object located on public or private property.

4. Oscillating, flashing, blinking, or intermittent illumination of any sign shall be prohibited.

5. Maintenance of Signs

All signs shall be securely affixed to the premises where located and shall be maintained in good repair. Any sign found to be improperly maintained by the Zoning Official shall be removed, or repaired in ten (10) days of the violation receipt by property owners. All signs pertaining to a business, which is no longer active, shall be removed within (10) days of business activity cessation. The Village Zoning Official shall have the power to require bonds be posted for signs in violation of this Ordinance and file liens against property for signs in violation.

6. Height of Signs

Unless otherwise provided for in this Ordinance, all signs shall comply with the maximum height requirements as established in Article 16 ASchedule of Regulations.≡

7. Signs in Mobile Home Park Districts

Refer to Article 7, Section 7.40.C.

8. A licensed electrical contractor shall be required to work on electrical signs and the work shall be required to be inspected by an electrical inspector.

9. If a sign must be moved due to street widening or village work the village shall pay for the move, if the sign is a conforming, legal and permitted sign.

10. If a business fronts on two streets it is allowed to have two free standing road signs.

11. Exempt or exemption is defined as free or released from liability or requirements.

12. Grandfathered a clause creating an exemption based on circumstances previously

existing and is a permanent exemption from this day forth.

13. Existing signs either conforming or nonconforming are Grandfathered if they were in place before the adoption of this Ordinance.
14. Multi-tenant signage shall be no more than fifteen (15) percent of the total front of the building with a minimum of thirty-two (32) square feet.
15. High Rise on premise signs shall be no more than two hundred (200) square feet of signage and must be within one thousand (1,000) feet of I-94 exit. Example would be a Shell or fast food sign.

Section 19.80 Non-Conforming Signs

Notwithstanding the provisions of Article 22, pertaining to non-conforming uses, buildings, or structures, all non-conforming signs may continue after the effective date of adoption or amendment of this Ordinance. A non-conforming sign which is damaged by any means whatsoever to an extent of more than fifty percent (50%) of its replacement cost shall not be reconstructed except in conformity with the provisions of this Article.

Any sign which is damaged to an extent of fifty percent (50%) or less of its replacement cost may be restored in its location existing prior to such damage, provided such construction is commenced within thirty (30) days of the date of damage and is diligently pursued to completion. Failure to complete reconstruction shall result in the loss of legal nonconforming status.

