

ARTICLE 12

SIGNAGE

SECTION 1201 INTENT AND PURPOSE

- A. The purpose and intent of this Article is to regulate the location, size, construction, and manner of display of signs and off-premise advertising in order to minimize effects of the signage on the character and well-being of the Township of Fulton (“Township”). While it is recognized that signs and off-premise advertising are necessary to promote commerce and public information, failure to regulate them may lead to poor identification of individual businesses, deterioration and blight of business and residential areas, conflicts between different types of land use, and reduction in traffic safety to pedestrians and motorists.
- B. To achieve the intent and purpose, the following objectives are considered in the development of these provisions:
1. To prevent the placement of signs in a manner that will conceal or obscure signs of adjacent businesses.
 2. To keep the number of signs and sign messages at the level reasonably necessary to identify a business and its products.
 3. To keep signs within a reasonable scale with respect to the uses and structures they identify.
 4. To reduce visual distraction and obstructions to motorists traveling along, entering or leaving streets.
 5. To promote quality that enhances the character of the Township.
- C. Unless prescribed elsewhere in this Ordinance, a zoning permit is required in order to erect, affix or place a sign.

SECTION 1202 GENERAL SIGN PROVISIONS

- A. All signs shall be designed, constructed and maintained in compliance with the following standards:
1. Identification signs must be constructed of processed material, such as plastic, metal or finished (professional sanded and painted) wood. In no case shall unfinished material, such as untreated and unfinished plywood, be utilized on a sign that is subject to the Ordinance.

- B. Unless otherwise provided for herein, all signs must advertise a use or service on the premises upon which the sign is located and to which the sign is accessory to the approved use or development.
- C. Illumination of signs shall adhere to the following provisions:
1. Only indirectly illuminated signs shall be allowed in residential districts provided that such lighting is so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or zoned property.
 2. Indirectly or internally illuminated signs are permitted in non-residential districts provided that such lighting is so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or property.
 3. Signs with blinking, flashing, or fluttering lights or other illuminating devices having a changing light intensity, brightness, or color, and that are constructed and operated as to create an appearance of writing or printing are permitted in non-residential zoning districts provided that:
 - a. such signs are so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or property; and
 - b. the use of animated or Liquid Crystal Display (“LCD”) or other methods of technology whereas the advertisement is presented in format the same or similar to that of a television or motion picture is not permitted.
- D. The following construction and safety standards shall apply to all signs constructed in the Township:
1. All signs shall be erected and maintained in compliance with all applicable construction codes, and other applicable ordinances governing construction of signs. In the event of conflict between this Ordinance and other laws, the most restrictive shall govern.
 2. All signs shall be so placed as to not interfere with the visibility or effectiveness of any official traffic sign or signal; driver vision at any access point or intersection; or pedestrian movement on any public sidewalk.
 3. No sign shall be erected, relocated or maintained so as to obstruct fire fighting or prevent free access to any door, window or fire escape.

- E. Signs shall be measured as follows:
1. The area of a sign shall be computed as including the entire area within a regular geometric form or combination of such forms comprising all the display area of the sign and including all the elements of the matter displayed.
 - a. here a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except where two such faces are placed back to back, parallel to one another, and are twelve (12) inches or less apart. In this circumstance, the area of the sign shall be the area of one face.
 - b. he measurable area does not include support structures and embellishments, such as poles, pole covers, framing, decorative roofing, etc., provided that there is not written advertising copy on such.
 - c. f the sign is composed of more than two sign cabinets or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single, continuous geometric figure shall be the area of the sign.
 - d. pecific to wall signs, if the sign is composed of individual letters or symbols using a wall or window as the background with no added decoration, the total sign area shall be calculated by measuring as a single, continuous perimeter composed of any straight line geometric figure that encloses the extreme limits of the advertising message. The area internal to this perimeter shall be the area of the sign.
- F. Excepting wall signs on existing occupied structures and legally non-conforming occupied structures, all signs, as measured at the outer edge of the sign, shall maintain a minimum setback of ten (10) feet from all property lines and/or the right-of-way unless otherwise specified herein.
- G. Signage prohibited in all districts is as follows:
1. Signs not expressly permitted are prohibited.
 2. Signs that imitate or obscure traffic signals, traffic direction signs, or similar traffic control devices, and signs which make use of words such as “Stop”, “Look”, “Danger”, or any other words, phrases, symbols or characters as to possibly interfere with, mislead or confuse motorists.

3. Signs mounted upon trucks, vans, or other wheeled devices temporarily parked in a location for advertising purposes.
 - a. Signs permanently painted on, or otherwise permanently displayed upon a vehicle, licensed and operating on the public streets and highways, identifying the owner's occupation or livelihood, shall be permitted, provided that said vehicle is operational and utilized on a daily basis.
 4. All signs, other than those erected by a public agency, that are located within or overhang the public right-of-way or on public property are not permitted.
- H. With the exception of construction and safety provisions found herein, the following signs are exempt from this Article and a permit is not required for their installation:
1. Nameplates containing only a residents name and address not exceeding two (2) square feet in size.
 2. Political campaign signs announcing candidates seeking public office.
 3. “No Hunting,” “No Fishing,” “No Trespassing” signs if less than two (2) square feet in area.
 4. Historical Markers.
 5. Signs of a non-commercial nature and in the public interest, erected by a public officer in the performance of his public duty. Examples include directional signs, regulatory signs, cautionary signs and information signs.
 6. Names of buildings, dates of erection, monument citations, commemorative tablets, and the like, when carved into stone, concrete, or similar material or made of other permanent type construction and made an integral part of the structure or grounds.
 7. Any “For Sale” sign affixed to a wall, mailbox, post, lamp post, or pillar which is not larger than two (2) square feet in display area. See Section 1205 for information regarding real estate advertising signs.
 8. Flags or banners bearing the official design of a nation, state, municipality, educational institution and organization.
 9. Signage erected to advertise events, festivals, and activities initiated, sponsored, or endorsed by the Township Board.
- I. One (1) portable changeable copy temporary sign shall be permitted:

- a. The sign shall be placed so as not to encumber safe and efficient pedestrian and vehicular traffic movement.
- b. The sign shall not exceed thirty-two (32) square feet in size and have a height no greater than five (5) feet in height.
- c. Such sign shall be placed at least ten (10) feet from the road-right-of-way and any property line shared with a residentially zoned property.

SECTION 1203 SIGNS PERMITTED IN RESIDENTIAL DISTRICTS

- A. The following signs are permitted in zoning districts where residential use and development is a permitted use.
 1. One free-standing residential development identification sign is permitted for each public street frontage of a subdivision, site condominium, multiple-family development, or a manufactured housing park.
 - a. Each free-standing residential development identification sign shall not exceed eighteen (18) square feet in area and shall not exceed five (5) feet in height from ground level to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed eight (8) feet from ground level.
 - b. One (1) additional sign advertising "For Rent" or "Vacancy" may be placed on each public street frontage of a rental development, provided that such sign shall not exceed nine (9) square feet in area.
 - c. Signs permitted pursuant to the preceding two (2) items shall be setback no less than one-third (1/3) the minimum required front yard setback pursuant to the underlying zoning district.
 - d. Pole mounted signs are not permitted.
 2. For approved or legally non-conforming home occupations or home based businesses, one (1) non-illuminated name plate, not more than four (4) square feet in area, may be attached to the structure. The sign shall contain only the name, occupation, and address of the premises.
 - a. If the structure housing the home occupation or home based business is more than fifty (50) feet from the road right-of-way, the sign for the home occupation may be mounted on a post no less than ten (10) feet from the road right-of-way. The gross height of signage shall not exceed six (6) feet from ground level.

3. One identification sign shall be permitted for each public street frontage having a curb cut for vehicle entrance for a private school, church building, park, municipal buildings, civic organizations, quasi public uses, or other authorized non-residential use or legal nonconforming use in a residential or agricultural district.
 - a. Each sign shall not exceed eighteen (18) square feet in area. Signs shall not exceed five (5) feet in height from ground level to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed eight (8) feet from ground level.
 - b. Pole mounted signs are not permitted.

SECTION 1204 SIGNS PERMITTED IN NON-RESIDENTIAL DISTRICTS

- A. The following signs are permitted in association with single lot developments in zoning districts where non-residential development is a permitted use.
 1. Each structure is permitted a maximum signage area for one or combination of wall signs no greater than one (1) square foot of sign area for each one (1) linear foot of the structure width or height (whichever is greater) that faces one public street. Wall signs may also be projecting signs. Such signs shall project no more than four (4) feet from the building line of the structure that it serves and be at a height no less than twelve (12) feet above finished grade. No sign shall project higher than the roof line of the building that it serves, nor project into the public right-of-way.
 2. Each developed lot is permitted a free-standing identification sign subject to the following provisions:
 - a. A free-standing identification sign shall not exceed thirty-two (32) square feet in area and shall not exceed eight (8) feet in height from bottom to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed twelve (12) feet from ground level.
 - b. The leading edge of a free-standing identification sign shall be located no closer than ten (10) feet from a public road right-of-way, property line, or structure. The leading edge of a free-standing identification sign shall not be located closer than three (3) feet from a planned or established pedestrian way.
 - c. An automobile fueling station may have one additional free-standing identification sign for each public street frontage having a driveway for the purpose of advertising gasoline prices and other services provided on the premises.

- B. Window signs shall be permitted and shall not be included in total sign area computation if said signs do not occupy more than twenty-five (25) percent of the total window area of the floor level on which displayed or exceed a total of twenty (20) square feet. Window signage shall not be permitted to exceed these thresholds unless such area of sign can be counted toward the maximum requirements for a wall sign.
- C. Manual and electronic changeable copy signs are permitted when incorporated into a permitted wall or free-standing identification sign provided that the area devoted to changeable copy does not exceed fifty (50) percent of the permissible sign area. See Section 1202.C as it pertains to the use of electronic display.
- D. One (1) menu board for a drive-in or drive-through establishments is permitted in addition to other signs permitted under these regulations, provided such sign does not exceed twenty-four (24) square feet in area or eight (8) feet in height from finished grade.
- E. On-premise directional signs that direct traffic for purposes of ingress and egress, type of vehicle parking, and to specific uses area, such as for drive-through, are permitted. Such signs shall not exceed six (6) square feet in size and four (4) feet in height. Such signs shall display no more than a directional arrow, appropriate text as to the item being directed to, and the logo of the establishment.
- F. Folding and portable sandwich board signs shall only be permitted in the C-1, Commercial district. Such signs shall meet the following standards:
 - 1. Located so as to not interfere with pedestrian and vehicular traffic and adjacent to an existing improvement, such as the principal structure, lamp post or street tree.
 - 2. Shall only be located and displayed in front of business that such signage is advertising.
 - 3. Shall only be placed outside during normal business hours.
 - 4. Shall not exceed fifteen (15) square feet in area.

SECTION 1205 TEMPORARY SIGNS

- B. Temporary signs shall be permitted in accordance with the following provisions:
 - 1. One (1) non-illuminated sign used for advertising land or buildings for rent, lease, or sale of residential property shall be permitted provided such signs are located on the property intended to be rented, leased, or sold.

- a. Such signs shall not exceed an area of six (6) square feet and a height of four (4) feet.
 - b. If the lot or parcel has more than one (1) frontage, one (1) additional sign is permitted on the property on each frontage.
 - c. Such sign(s) shall be removed within seven (7) days after sale, lease or rent of subject residential property.
2. One (1) non-illuminated sign used for advertising land or buildings for rent, lease, or sale of non-residential property shall be permitted provided such signs are located on the property intended to be rented, leased, or sold.
 - a. Such signs shall not exceed an area of twelve (12) square feet and a height of eight (8) feet.
 - b. If the lot or parcel has more than one (1) frontage, one (1) additional sign is permitted on the property on each frontage.
 - c. Such sign(s) shall be removed within seven (7) days after sale, lease or rent of space subject to advertisement.
3. Temporary real estate directional signs, not exceeding six (6) square feet in area and four (4) in number, showing a directional arrow and placed outside of the right-of-way, shall be permitted on approach routes to an open house. The height of such signs shall not exceed four (4) feet.
4. Signs identifying building contractors, excavators, professional design firms and lending institutions are permitted temporarily on sites under construction. Each sign shall not to exceed six (6) square feet overall, with not more than a total of four (4) such signs permitted on each site.
 - a. The sign shall be confined to the site of construction, construction shed or construction trailer and shall be removed within fourteen (14) days of completion of services, construction or a certificate of occupancy has been issued.
5. Banners, pennants, search lights, balloons, or other gas filled figures shall be permitted at the opening of a new business in a commercial or industrial district for a period not to exceed fourteen (14) consecutive days. Such signs shall not obstruct pedestrian or vehicular view and shall not interfere in any way with safe traffic flow.