SIGN

Section 16.1 PURPOSES

The purpose of this Article is to establish requirements for placement of signs on private and public property in Keweenaw County.

A. It is acknowledged that the County’s economic well being is heavily dependent upon the resort and tourist industry. A natural appearing landscape and North Woods small town character is essential to continuing to attract tourists. This dependence makes the preservation of the natural and built environment from unnecessary and cluttered signage a matter of critical importance to this County.

B. These sign standards are declared to be necessary to protect the public health, safety, and general welfare of the citizens of Keweenaw County, and are based on the following objectives:
1. To reflect the primary purpose of signs as being the identification of a particular user or use on a property, but not necessarily every activity or service performed thereon.
2. To enhance pedestrian, bicycle, snowmobile and traffic safety, by avoiding the creation of obstacles or traffic hazards that may be distracting or confusing to motorists, or which may impair the ability of motorists to see pedestrians, read other traffic signs or see other vehicles.
3. To avoid excessive use of signs in order to give each use optimum visibility to passer-by traffic and if possible, to prevent one sign from blocking the view of another sign.
4. Enhance the effectiveness of necessary directional and warning signs.
5. To preserve property values from the negative impacts of blighted, unsafe, cluttered and otherwise unregulated signs on abutting property or in the area.
6. To encourage native plants and other landscaping materials around ground signs so as to compliment the site and integrate the sign with the buildings, parking areas and natural site features.
7. To protect the natural character and image of Keweenaw County by encouraging the design of institutional, business, and industrial signs that reflect the County’s favorable environment as a permanent and seasonal home community.
8. To maintain and enhance economic stability by retaining aesthetic appeal to tourists, resorters and visitors, and encouraging signing practices that will compliment the County’s natural environment and preserve its scenic and natural beauty by minimizing visual obstructions to the natural landscape.
9. To encourage the use of aesthetically pleasing sign materials and colors, and to encourage signs to be predominately natural in appearance, through the use of rough cedar, fir, pine, or other types of weather tolerant wood or material of equivalent character.
10. To avoid bright lights and reflection, and to protect views of the night sky from poorly shielded lights.

C. The standards in this Article are determined to be the minimum necessary to achieve the above stated purposes.
D. Compliance with this Article does not relieve the applicant for sign approval from the responsibility for compliance with other local, state or federal sign regulations, nor does the issuance of a Sign Permit grant permission to the applicant to place signs on any property including road rights-of-way other than property owned or otherwise legally under the control of the applicant. The issuance of a Sign Permit only assures the applicant that the sign meets the requirements of the County Zoning Ordinance.

Section 16.2 DEFINITIONS

A. The following definitions apply only to words and phrases used in this Article.

1. **Banner:** A sign made of natural, synthetic or plastic material used to call attention to a land use or product, service or activity; however, not including pennants or flags.

2. **Billboard:** An off premises sign owned by a person, corporation or the entity that engages in the business of selling the advertising space on that sign and is subject to regulation under the Highway Advertising Act, Public Act 106 of 1972.

3. **Business Center Sign:** A sign which gives direction, name, and identification to a business center and which does not contain any additional information regarding individual stores, businesses, institutions, organizations, located within the planned complex or contiguous stores.

4. **Changeable Message Sign:** A sign on which the message can be changed by hand, mechanically, electrically, or electronically. Examples include a time and temperature sign, current gasoline prices, special product sales or prices, upcoming events or special greetings.

5. **Directional Sign:** An on- or off- premises sign which provides no advertising display or commercial message, but is used to direct visitors or customers to a particular land use.

6. **Entrance Way Sign:** A sign that designates the street entrance way to a residential or industrial subdivision, apartment complex, condominium development, or permitted institution, from a public right of way.

7. **Flag:** a) **Governmental Flag:** Usually a rectangular piece of fabric of distinctive design that is used as a symbol, as of a nation or state; b) **Nongovernmental Flag:** A sign made of natural, synthetic or plastic material having a distinctive size, color and design used as a symbol or emblem. A flag of a nation or state is not a sign.

8. **Flashing Sign:** Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use.

9. **Governmental Sign:** A sign authorized by a local unit of government, the county, a governmental agency, the State of Michigan, or the federal government, for street direction, destination, hazardous condition, traffic control, public notice or identification purposes.

10. **Ground or Pole Sign:** A freestanding sign supported by one (1) or more uprights, poles, braces or some other structure, placed in or upon the ground surface and not attached to any building.

11. **Home Occupation Sign:** A non-illuminated sign announcing a home occupation or professional service.
12. **Identification Sign:** A sign containing the name of a business operating on the premises where located, the type of business, owner or resident, and/or the street address and sets forth no other advertisement display.

13. **Illuminated Sign:** A sign that provides artificial light by either emission (usually from inside) or reflection (usually either from light above or below the sign).

14. **Informational Sign:** A small, non-advertising sign used to identify architectural features of a land use such as building entrances, drop boxes, restrooms, handicapped ramps and similar features.

15. **Ingress-Egress Sign:** A sign located adjacent to the entrance or exit drives of a development to identify the points of vehicular ingress and egress.

16. **Marquee Sign:** An "identification or business" sign attached to a marquee, canopy, or awning projection from the building.

17. **Nonconforming Sign:** A sign lawfully existing on the effective date of this Ordinance which does not conform to one (1) or more of the regulations set forth in this Ordinance.

18. **Off-Premises Advertising Sign:** A sign which advertises a business or activity conducted elsewhere than on the premises where the sign is located.

19. **Pennant:** A small, often triangular, tapering flag used in multiples as a device to call attention to a land use or activity.

20. **Portable Sign:** A freestanding sign not permanently anchored or secured to either a building or the ground (such as a sandwich sign), and includes traillered or similarly mounted signs or signs on parked vehicles where the sign is the primary use of the vehicle or wheeled object while it is parked.

21. **Projecting Sign:** A sign which is affixed to any building or structure other than a marquee and projects in such a way that the message is not parallel to the wall to which it is attached.

22. **Residential Neighborhood Identification Sign:** A free-standing ground sign used to identify a subdivision plat, condominium project, apartment complex or residential PUD.

23. **Roof Sign:** A sign erected, constructed, or maintained upon, or which projects above, the roof line of a building.

24. **Sign:** Any identification, description, illustration, display or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant, placard or temporary sign designed to advertise, identify or convey information. For the purpose of removal, signs shall also include all sign poles and similar supporting structures. House or building numbers and tenant nameplates under one-square foot in size on or next to a door or on a mailbox are not considered signs.

25. **Seasonal Commodity Sign:** An on- or off-premise sign which indicates the name of the farm, the sale of farm products produced seasonally on the premises, the location of the premises, and/or the hours open to the public.

26. **Sign Face:** That part of a sign structure which is used to graphically communicate a message or announcement.
27. **Temporary Sign:** A display sign, banner, or advertising device with or without a structural frame such as a portable or trailer sign, intended for a limited period of display, such as grand openings, vehicle shows, displays, craft shows, benefits, fund raisers, festivals, holidays or public demonstrations.

28. **Wall Sign:** A sign which is attached directly to or painted upon a building wall which does not project more than twelve (12) inches therefrom. The exposed face of the sign must be in a plane parallel to the building wall or structure (such as a water tower). The sign shall not extend above the height of the building, wall or structure.

B. Figure 16-1 illustrates many of the different types of signs defined above.

**Figure 16-1**

*Signs Diagram*
Section 16.3 PROHIBITED SIGNS

A. The following limitations, obligations, and prohibitions apply to all signs:

1. Any sign installed prior to the effective date of this Ordinance is considered legal (refer to Section 16.7A).
2. Any sign, unlawfully installed, erected or maintained after the effective date of this Ordinance is prohibited.
3. No portion of a privately-owned sign, or its supporting structures, such as poles or cables, shall be placed on, or within the air space above, publicly owned property, a public right-of-way (such as a street or sidewalk), or a proposed public right-of-way.
4. Any sign which revolves or has any visible moving parts, visible revolving parts or visible mechanical movement of any type, or other apparent visible movement on the sign face such as flashing lights, letters or objects achieved by electrical, electronic or mechanical means, excepting those movements associated with displaying time and/or temperature, shall be prohibited.
5. No sign shall be erected by other than a public road authority at the intersection of any street in such a manner as to obstruct free and clear vision; or at any location where by reason of the position, shape or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop", "look", "danger" or any word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.
6. Signs and sign structures that are no longer in use as originally intended or have been abandoned; or are structurally unsafe or are insecurely affixed to a substantial structure, or otherwise constitutes a hazard to safety and health, or those not kept in good repair are prohibited.
7. Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way are prohibited.
8. Signs affixed to trees, rocks, shrubs, fences, utility poles (except utility company signs), or other similar features are prohibited.
9. Billboards, except in the M-1 and M-2 districts are prohibited.
10. A sign erected on a roof of a building above the roofline is prohibited.
11. Advertising devices such as banners, balloons, flags, pennants, pinwheels, robots, searchlights or other devices with similar characteristics are prohibited, except when used temporarily for periods not to exceed fifteen (15) days to announce the opening of a new type of business or use by a new owner.
12. Any sign on a motor vehicle (excluding antique vehicles) or trailer which is parked in a position visible to traffic on a public road or parking area for a period longer than six days in a 60-day period is prohibited.
13. Any sign greater than eighty (80) square feet in any district is prohibited.

B. Signs remaining after a business or activity has terminated must be removed within thirty (30) days.

Section 16.4 SIGNS ALLOWED IN ANY DISTRICT WITHOUT A PERMIT
A. Subject to other applicable requirements and permits, the following signs are authorized without a Sign Permit but shall still conform with all other applicable requirements of this Article:

1. **911 and Driveway Sign.** One per lot or parcel, not illuminated and not exceeding one and ½ (1.5) square feet.

2. **Small Sign.** One sign per lot or parcel, not illuminated, and not exceeding three (3) square feet in area. The sign may not exceed a height of forty-two inches (42") above ground level. This sign may carry any lawful message. No home occupation is permitted additional signs.

3. **No Hunting.** No hunting, no trespassing, dangerous animal and on-premise directional signs not exceeding two (2) square feet in area each. Except for no trespassing signs which may be placed at any spacing interval, no other sign addressed in this Section may be placed closer than three hundred (300) feet from one another per lot or parcel.

4. **Governmental Signs.** Governmental signs and signs identifying conservation areas owned and maintained by public or quasi-public entities like land trusts are permitted in all districts, but may not exceed the maximum sign area permitted in the district or fifty (50) square feet, whichever is larger.

5. **Ingress/Egress Signs.** Ingress/egress signs are permitted, however:
   a) Only one sign per legal driveway.
   b) An ingress/egress directional sign may not exceed one and ½ (1.5) square feet.

6. **Flags.** Three governmental flags are permitted per parcel. Governmental flags must be displayed in a dignified, non-commercial manner and shall be governed by the standard rules of national protocol, except that no governmental flag shall exceed fifty-six (56) square feet. Non-governmental flags are signs subject to the sign regulations of this Article and shall not exceed more than thirty-two (32) square feet per face. No flag pole may exceed thirty (30) feet above ground level.

7. **Warning Signs.** Signs exclusively devoted to warning the public of dangerous conditions and unusual hazards such as drop offs, high voltage, fire danger, and explosives, are permitted. Warning signs may not exceed three (3) square feet unless the governmental body erecting the sign makes a fact specific determination that a larger sign is needed in that location.

8. **Historical Site Signs.** A sign erected by a government agency which exclusively denotes a government-recognized historical site is permitted. This sign shall not exceed three square feet unless otherwise provided by a state or federal program.

9. **Trail Signs.** Signs on public hiking, biking, snowshoeing, skiing and snowmobile trails identifying the trail, providing direction and/or identifying the availability of products, services or businesses ahead, provided all such signs are made of materials and erected per the requirements of the entity responsible for trail maintenance and operations, and provided all product, services and business signs are posted not less than two-hundred feet from the intersection of a public road or public right-of-way, the sign face with a message is not visible from the right-of-way and the sign area of each sign is not more than two (2) square feet.

10. **For Sale Sign.** Any identification, address, or "for sale" sign affixed to a wall, mailbox, post, lamp post, or pillar; and which is not larger than four (4) square feet in display surface.

11. **Construction Site Identification Signs.** Such signs may identify the development project, the owner or developer, architect, engineer, contractor and subcontractors,
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funding sources, and may contain related information including, but not limited to, sale or leasing information on lots in a subdivision, site condominium or PUD. Not more than one such sign, not exceeding thirty-two (32) square feet in sign face area, shall be erected per site. In the place of the one large sign up to four (4) individual smaller signs may be erected on the site, upon the condition that each such smaller sign shall not exceed four (4) square feet in sign face area per sign. All such signs shall be removed not more than one (1) year after the sale of seventy (70%) of the lots or dwelling units within the development.

12. Seasonal Commodity Sign & Banners. Seasonal commodity signs (such as for garden produce or products like maple syrup) or special seasonal banners (such as welcoming hunters with a beverage special) shall not have a total sign face greater than thirty-two (32) square feet. Such signs shall not be set in place for use until one (1) week before the beginning of the season and shall be removed within one week of the close of the season and may not remain hanging for more than ninety (90) days. Additional banners are permitted if draped over a permitted wall sign and if not larger in area than a permitted wall sign.

13. Special Temporary Event Signs. One sign not exceeding thirty-two (32) square feet in sign face indicating a special temporary event such as a carnival, circus, festival or similar event, placed on the lot where the activity is to take place. Such signs may be erected not sooner than four (4) weeks before the event and must be removed not later than seven (7) days after the event.

14. Yard Sale Signs. Yard sale, or garage sale signs or other similar temporary activity signs not covered in the foregoing categories, so long as such signs meet the following restrictions:
   a. Not more than one (1) such sign may be located on any lot or parcel.
   b. No such sign may exceed four (4) square feet in surface area.
   c. Such signs shall be erected not more than three (3) days prior to the event and shall be removed immediately following the event.
   d. Such signs shall not be erected more than one (1) time per each six (6) months.
   e. Directional signs not exceeding two (2) square feet in area may be erected, but no advertising signs may be installed on public or utility poles.
   f. All directional signs shall be removed within twenty-four (24) hours of the sale.

15. Sandwich and Related Signs: One sandwich or similar portable sign without any lights or moving images is permitted on a lot or parcel if not greater than eight (8) square feet on each sign face, provided the sign is not in the right-of-way.

16. Political Signs. Signs erected in connection with elections or political campaigns. Such signs shall be removed within six (6) days following the election or conclusion of the campaign. No such exempt sign may exceed six (6) square feet in sign face area. Any larger political signs require a Sign Permit to ensure placement in a location which does not create a traffic hazard.

17. Memorial Sign. Memorial signs or tablets, names of buildings, and dates of erection, when cut into any masonry surface or when constructed of bronze or other noncombustible material.

B. Other temporary signs, not listed in subsection (A), shall be regarded and treated in all respects as permanent signs which require a permit.

Section 16.5 SIGNS AUTHORIZED WITH A PERMIT
A. The Zoning Administrator shall issue a Sign Permit for signs in accordance with the following provisions.

1. **Permitted Signs in RS-1 and RS-2 Districts.** Commercial, retail, service and office uses are permitted one wall sign and one ground sign for each lot or parcel.
   a. All signs for a single business shall not exceed thirty-two (32) square feet for signs placed between the right-of-way of the street from which access is taken to the building line. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.
   b. A ground sign may not exceed a height of eight (8) feet above the uniform finished grade to the bottom edge of the sign, unless the placement of the sign is below the grade of the road from which access is taken, in which case it shall not be more than eight (8) feet above the grade of the road.
   c. Businesses on corner lots may have a second wall sign that is not larger than the wall sign on the street from which primary access is taken.
   d. All other uses are permitted a single ground or wall sign not larger than thirty-two (32) square feet. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.

2. **Permitted Signs in B-1 Districts.** Commercial, retail, service and office uses are permitted one wall sign and one ground sign for each lot or parcel.
   a. All signs for a single business shall not exceed ten percent (10%) of the area of the front face of the building on the lot or parcel, or fifty (50) square feet, whichever is less for signs placed between the right-of-way of the street from which access is taken to the building line. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.
   b. A ground sign may not exceed a height of fifteen (15) feet above the uniform finished grade, unless the placement of the sign is below the grade of the road from which access is taken, in which case it shall not be more than fifteen (15) feet above the grade of the road.
   c. Signs for multi-tenant businesses are subject to the same restrictions as above, except the total sign area can rise to eighty (80) square feet with not more than twenty (20) square feet for any one tenant.
   d. Businesses on corner lots may have a second wall sign that is not larger than the wall sign on the street from which primary access is taken.
   e. All other uses are permitted a single ground or wall sign not larger than twenty (20) square feet. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.

3. **Permitted Signs in M-1 and M-2 Districts.** One wall sign or one ground sign is permitted for each industrial/manufacturing parcel.
   a. All signs shall not exceed ten percent (10%) of the area of the front face of the building on the parcel, or eighty (80) square feet, whichever is less for signs placed between the right-of-way of the street from which access is taken to the building line. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.
   b. A ground sign may not exceed a height of fifteen (15) feet above the uniform finished grade unless the placement of the sign is below the grade of the road.
from which access is taken, in which case it shall not be more than fifteen (15) feet above the grade of the road.

c. Industries on corner lots may have a second wall sign that is not larger than the wall sign on the street from which primary access is taken.

d. All other uses are permitted a single ground or wall sign not larger than twenty (20) square feet. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.


a. Two wall or ground signs are permitted for each lot or parcel.

b. The aggregate area of all signs shall not exceed forty (40) square feet. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.

c. A ground sign may not exceed a height of eight (8) feet above the uniform finished grade, unless the placement of the sign is below the grade of the road from which access is taken, in which case it shall not be more than eight (8) feet above the grade of the road.

d. All other uses are permitted a single ground or wall sign not larger than twenty (20) square feet. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line.

5. Permitted Signs in CE, R-1, R-2, RR, and PD Districts.

a. A residential neighborhood identification sign is permitted to have one residential neighborhood identification sign for each entrance street. Such signs shall not extend into any public right-of-way. The face of the sign shall not exceed twenty (20) square feet. The height of the sign may not exceed eight (8) feet above the uniform finished grade, unless the placement of the sign is below the grade of the road from which access is taken, in which case it shall not be more than eight (8) feet above the grade of the road.

b. Non-dwelling use signs. A non-dwelling use in a residential area, such as a school, a religious facility, an institutional use, a club house, etc., is permitted to have one ground sign and one wall sign, neither of which shall exceed twenty (20) square feet in area. Total sign area is permitted to increase one (1) percent for each additional foot signs are set back behind the building line. The height of a ground sign may not exceed eight (8) feet above uniform finished grade, unless the placement of the sign is below the grade of the road from which access is taken, in which case it shall not be more than eight (8) feet above the grade of the road.

c. All other uses other than individual single family homes, or duplexes, are permitted a single ground or wall sign not larger than twenty (20) square feet.

B. Setbacks for all ground and temporary signs shall not be less than ten (10) feet from the right-of-way of any street or road, except for “no trespassing” signs which can be placed on the property line. An exception to this is in RS districts where ground and temporary signs may be placed on the parcel property line.

C. Portable, movable and temporary signs with or without lights greater than eight (8) square feet in area (of each sign face) shall be permitted only in accordance with the following provisions:

1. Use: Portable signs are permitted for grand openings, advertising charitable or community-related events and the like.

2. Lighting: All externally illuminated portable signs shall comply with the requirements of Section 16.6.
3. Placement: All portable signs shall be located no closer than ten (10) feet to the street right-of-way line.
4. Area: Any portable signs shall not exceed thirty-two (32) square feet of sign face on one side. No more than two sign faces are permitted on one sign.
5. Number: Only one (1) portable sign may be established on a lot or parcel.

D. Billboards may be permitted by Special Use Permit in the M-1 Limited Manufacturing and M-2 General Manufacturing Districts. Billboards are not permitted in any other district. Land may not be rezoned to permit a billboard as a principal use. No billboard greater than eighty (80) square feet in area shall be permitted nor may any billboard exceed fifteen (15) feet in height. Any billboard must be no closer to the highway than the building line of the property on which it is located. Only one billboard is permitted per lot or parcel and all billboards must be at least three hundred (300) feet apart as measured on both sides of the road. All required permits from the Michigan Department of Transportation shall also be obtained prior to erecting the billboard adjacent to any state highway. A billboard may not be located closer than three hundred (300) feet from a school, church, residence or district permitting residences. A billboard may not be used for on-premises advertising.

E. Total permitted sign area of signs permitted in Section 16.5 A. that are not exempt in Section 16.4, or permitted separately as a temporary portable sign under Section 16.5.C, or in industrial districts, a billboard as regulated in Section 16.5.D, shall be calculated as follows. The total permitted area of signs shall not exceed the sum of the following:
   1. All sign faces for wall or ground signs on the premises;
   2. All sign faces for all other signs listed below:
      a. Business center sign,
      b. Changeable message sign,
      c. Directional sign,
      d. Identification sign,
      e. Marquee sign,
      f. Off-premises sign,
      g. Projecting sign, and/or
      h. Any other sign not regulated as a temporary sign, or sign allowed without a permit.

Section 16.6 CONSTRUCTION REQUIREMENTS
A. All signs shall conform with the following requirements related to construction.
   1. Codes. All signs shall conform to the latest edition of the applicable building and electrical codes, particularly as relates to wind load, bracing and anchorage.
   2. Fastenings. All signs must remain safe and secure during the period of use. All parts of the signs, including bolts and cables, shall remain painted, and free of corrosion.
   3. Fire Escapes. A sign may not obstruct a fire escape.
   4. Lighting. External lighting shall be down directed and shielded from view and shall be focused upon the sign to avoid stray lighting. Lighting should be of no greater wattage than necessary to make the sign visible at night and should not unnecessarily reflect on adjacent properties or impair the vision of drivers. Flashing, rotating, and intermittent lighting are prohibited. Reflective sign lettering is preferred to externally illuminated signs. No externally lighted signs are
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permitted in the CE, R-1, RR, AG, CEP, or TR districts. Internally lighted signs are prohibited in all districts except B-1, M-1 and M-2.

5. **Identification.** All signs for which a permit is required shall identify the name and operating telephone number of the person responsible for the sign.

6. **Proximity to Electrical Conductors.** Signs and all supporting structures shall be no closer to electrical utilities than is permitted by applicable codes. No sign, including cables and supports, shall, in any event, be within six feet (6') of any electrical conductor, electrical light pole, electric street lamp, traffic light, or other public utility pole.

7. **Sanitation.** Property surrounding any ground sign shall be maintained in a clean and sanitary condition. It shall be free from weeds, rubbish, and flammable material.

8. **Landscaping.** The area beneath and around a sign shall be landscaped with plants and material so as to complement the site and integrate the sign with buildings, parking areas, and natural site features.

9. **Responsibility for Compliance.** The owner of the parcel on which a sign is placed and the person maintaining the sign are each fully responsible for the condition and the maintenance of the sign, and the area around the sign.

### Section 16.7 NONCONFORMING SIGNS

A. It is the intent of this Section to permit the continuance of all permanent signs or outdoor advertising structures existing at the effective date of this Article, although such sign or outdoor advertising structure may not conform with the provisions of this Article, except for permanent signs in a public right-of-way which are illegal. It is also the intent that nonconforming signs shall not be enlarged upon, expanded or extended. Further, it is the intent that nonconforming signs shall be gradually eliminated and terminated upon their natural deterioration, destruction, removal or replacement. The continuance of all nonconforming signs and outdoor advertising structures within the County shall be subject to the conditions and requirements set forth below.

1. **Structural Changes:** Signs may be repaired, or renovated, and kept in good repair, provided that, the faces, supports, or other parts of any nonconforming sign or outdoor advertising structure shall not be structurally changed, altered, substituted, or enlarged unless the resultant changed, altered, substituted, or enlarged sign or outdoor advertising structure conforms to the provision of this Article for the use it is intended.

2. **Placement:** No nonconforming sign shall be relocated on a property, unless located in conformance with this Ordinance and sized so as to conform with this Ordinance.

3. **Illumination:** Illumination may not be added to any nonconforming sign.

4. ** Destruction:** If a nonconforming sign is destroyed more than sixty (60) percent of its replacement cost, exclusive of foundations, it may not thereafter be repaired, reconstructed, or replaced except in conformity with all the provisions of this Ordinance.

5. **Change on Sign Face:** The message of a nonconforming sign may be changed so long as this does not create any new nonconformities (for example, by creating an off-premises sign under circumstances where such a sign would not be allowed.)

B. A sign shall be considered abandoned if:

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1. The sign advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating or being offered or conducted for more than one-hundred twenty (120) days; or
2. The sign does not display a well-maintained message for a consecutive one-hundred twenty (120) days; or
3. The owner of the sign cannot be located at the owner's last known address, as reflected on the records of the County; or
4. A structure designed to support a sign no longer supports the sign for a period of one-hundred twenty (120) consecutive days.

C. A sign shall not be considered abandoned if it is seasonally removed and reinstalled year after year.

**Section 16.8 FIRST AMENDMENT PROTECTION**

The number, size, placement and related characteristics of signs is specifically regulated in this Ordinance. All signs allowed under this Ordinance may contain any lawful message.

**Section 16.9 RESERVED FOR FUTURE USE**

**Section 16.10 PERMIT REQUIREMENTS**

A. Application for a Sign Permit to erect or replace a sign regulated under Section 16.5 shall be made to the Zoning Administrator, by submission of the required forms, fees, exhibits, and information by the owner of the property on which the sign is to be located, or by his agent, or lessee. The application shall contain the following information unless a site plan meeting the requirements of Section 18.24 has already been submitted and the following sign information is included on it:

1. The property owner's name and address in full.
2. Applicant's name and address, phone, fax and email address.
3. Address of property on which sign is to be situated.
4. Business to which sign belongs or relates.
5. Total display area in square feet.
6. Proposed setback from right-of-way.
7. A scale drawing of the property at one inch equals twenty (20) feet, showing the location of all buildings/structures and their uses, and the location of the proposed sign on the lot, building or structure.
8. Sign type and purpose.
10. Height and width of building to be served.
11. Drawing of proposed sign indicating proposed copy or message.
12. Evidence of knowledge of all applicable building code requirements.

B. Sign Permits issued on the basis of plans and applications approved by the Zoning Administrator authorize only the design and construction set forth in such approved plans and applications, and no other design.

C. The Zoning Administrator shall not approve plans or issue Sign Permits for any sign which does not conform to the provisions of this Ordinance.

D. The Zoning Administrator shall maintain a record of all Sign Permits issued, and said record shall be open for public inspection.

E. A Sign Permit shall become null and void if the work for which the permit was issued has not been completed within a period of twelve (12) months after the date of the permit. Said permit may be extended for a period of thirty (30) days upon request by the applicant.

Section 16.11 SIGN PERMIT FEES

Sign Permit fees shall be established by Resolution of the County Board of Commissioners. A copy of current fees is available from the Zoning Administrator.

Section 16.12 ILLEGAL SIGNS

For all signs hereafter erected without issuance of a required Sign Permit, the Zoning Administrator shall issue a citation per the requirements of Article 18.

Section 16.13 APPEALS

The Board of Appeals may authorize a variance of the requirements of this Article, provided the standards established in Article 19 of this Ordinance are fully met; however, the Board of Appeals may not grant a variance for a larger sign or total sign area larger than that permitted in this Article.