

CHAPTER 3200
ZONING ORDINANCE

Signs

Passed 11/21/2000

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SECTION 3201: Intent.

The purpose of this Chapter is to promote and protect the public health, welfare, and safety by regulating existing and proposed outdoor advertising, outdoor advertising signs, and signs of all types. It is intended to protect property values, create a more visually attractive economic and business climate, enhance and protect the physical appearance of the community, and preserve the scenic and natural beauty of designated areas. It is further intended to reduce sign or advertising clutter, distraction, and obstructions that may contribute to traffic accidents; reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way; provide more open space; curb the deterioration of the natural environment; and enhance community development by permitting signs that are compatible with their surroundings.

(Ord. 27-2000)

SECTION 3202: Governmental Signs Excluded.

For the purpose of this Ordinance, “sign” does not include signs erected and maintained pursuant to and in discharge of any governmental function, or required by any law, ordinance, or governmental regulation.

(Ord. 27-2000)

SECTION 3203: General Requirements for All Signs and Districts.

The regulations contained in this section shall apply to all signs and all use districts:

1. Any illuminated sign or lighting device shall employ only light emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating, or moving light or lights. In no event shall an illuminated sign or lighting device be placed or directed so as to permit the beams and illumination to be directed or beamed upon a public thoroughfare, highway, sidewalk, or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.
2. No sign shall employ any parts or elements that revolve, rotate, whirl, spin or otherwise make use of a motion to attract attention. Subsections (1) and (2) of this section shall not

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apply to any sign performing a public service function indicating time, temperature, stock market quotations, or similar services.

3. All wiring, fittings, and materials used in the construction, connection, and operation of electrically illuminated signs shall be in accordance with the provisions of the local electric code in effect, if any.
4. No projecting sign shall be erected or maintained from the front or face of a building a distance of more than **two (2)** feet, including those projecting from the face of any theater, hotel, or motel marquee.
5. No sign shall be placed on the roof of any building, except those signs whose supporting structure is screened so the sign appears to be a continuation of the face of the building.
6. No portable or temporary sign shall be placed in the front or on the face of a building or on any premises, unless a permit is secured from the Zoning Administrator.
7. No sign or part thereof shall contain or consist of banners, posters, pennants, ribbons, streamers, spinners, or other similar moving devices. Such devices, as well as strings of lights, shall not be used for the purpose of advertising or attracting attention.
8. The total of all signs erected or maintained in the window of a building, visible from any public or private street or highway, shall occupy no more than **thirty-three (33)** percent of the window surface.
9. No sign erected of any classification shall be installed, erected, or attached in any form, shape, or manner to a fire escape or any door or window giving access to any fire escape.
10. All signs hung and erected off-premises shall be plainly marked with the name of the person, firm, or corporation responsible for maintaining the sign.
11. Should any sign be or become unsafe or be in danger of falling, the owner thereof or the person maintaining the sign shall upon receipt of written notice from the Zoning Administrator proceed at once to put such sign in a safe and secure condition or remove the sign.
12. No sign shall be placed in any public right-of-way except publicly owned signs, such as traffic control signs and directional signs. Signs directing and guiding traffic and parking on private property but bearing no advertising matter shall be permitted on any property.
13. All signs shall be secured in such a manner as to prevent significant movement due to wind.
14. No advertising shall be attached to or supported by a tree, utility pole, trash receptacle, bench, vending machine, public shelter, fence, or other similar structure.
15. No sign shall contain words, images, or graphic illustrations of an obscene or indecent nature.
16. No sign shall be attached in such a manner that it may interfere with any required ventilation openings.

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17. No sign shall be located on a vacant lot, except for the purpose of advertising the lot for sale or lease, or for such purpose as the notification of present danger or the prohibition of trespassing.
18. No sign shall be located nearer than **ten (10)** feet vertically or **four (4)** feet horizontally from any overhead electrical wires, conductors, or guide wires.
19. No vehicle or trailer may be parked on a business premises or a lot for the purpose of advertising a business, product, service, event, object, location, organization, or the like.
20. Any signs placed in a parking or drive area must be protected by curb, bollards, or similar device.

(Ord. 27-2000)

SECTION 3204: Measurement of Sign Area.

The surface area of a sign shall be computed as including the entire area within a regular, geometric form, or combinations of regular, geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of surface area.

(Ord. 27-2000)

SECTION 3205: Permit Required.

1. No person shall locate or maintain any sign, or cause a sign to be located or maintained, unless all provisions of this Chapter have been met. To assure compliance with these regulations, a sign permit issued pursuant to this Ordinance shall be required for each sign unless specifically exempted in this Chapter.
2. A sign initially approved for which a permit has been issued shall not be modified, altered or replaced, nor shall design elements of any building or lot upon which such sign is maintained be modified, altered or replaced if any such design element constituted a basis for approval of such sign, unless a new or amended permit is obtained.
3. The repainting, changing of parts and preventive maintenance of signs shall not be deemed alterations requiring a sign permit.

(Ord. 27-2000)

SECTION 3210: Signs Permitted in All Districts Not Requiring A Permit.

1. Signs advertising the sale, lease, or rental of the premises upon which the sign is located shall not exceed **twelve (12)** square feet in area, except in all residential districts where the area of the sign shall not be more than **six (6)** square feet;
2. Professional nameplates may not exceed **four (4)** square feet in area;
3. Signs denoting the name and address of the occupants of the premises may not exceed **two (2)** square feet in area.

(Ord. 27-2000)

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SECTION 3211: Signs Permitted in Any District Requiring Permit.

1. Signs or bulletin boards customarily incidental to places of worship, libraries, museums, social clubs, or societies shall not exceed **fifteen (15)** square feet in area and shall be located on the premises of such institution.
2. Any sign advertising real estate developers or sub-dividers, in a district zoned residential, shall not exceed **twelve (12)** square feet in area and shall advertise only the names of the owners, trade names, products sold and/or the business or activity conducted on the premise where such sign is located.
3. Any sign advertising any conditional or non-conforming commercial use, in a district zoned residential, shall not exceed **twelve (12)** square feet in area, and shall advertise only the names of the owners, trade names, products sold and/or the business or activity conducted on the premises where such sign is located.
4. Directional signs for parking areas and driveways shall not exceed **four (4)** square feet in area.

(Ord. 27-2000)

SECTION 3212: Signs Permitted in Business and Manufacturing Districts Requiring a Permit.

The regulations set forth in this section shall apply to signs in all business and manufacturing districts and such signs shall require a permit.

1. In a business or manufacturing district, each business shall be permitted one flat or wall on-premises sign. Projection of wall signs shall not exceed two feet, measured from the face of the main building. The area of all permanent on-premises signs for any single business enterprise may have an area equivalent to **one and one half (1.5)** square feet of sign area for each lineal foot of building width, or part of a building, occupied by such enterprise, but shall not exceed a maximum area of **two hundred (200)** square feet.
2. B-1, B-2, B-3, M-1, and M-2 land uses may have one ground mounted double faced sign not to exceed **thirty (30)** square feet in sign area. Each side shall be a maximum of **six (6)** feet in height.
3. In a business or manufacturing district, all off-premises signs must be approved by the Planning Commission. No single off-premises sign shall exceed **two hundred (200)** square feet, not shall off-premises signs visible to approaching traffic have a minimum spacing between signs of less than **two hundred (200)** feet. All signs shall conform to all applicable yard and height regulations for the appropriate zoning district, except that such signs intended to be viewed from an elevated highway shall be not more than **twenty (20)** feet above the level of the roadway at its nearest point. All wall signs shall have all structural and supporting members concealed from view.
4. In B-3, M-1, and M-2 districts, free-standing on-premises signs not over **twenty (20)** feet in height, having a maximum total area of **one hundred (100)** square feet per display area and located not closer than **ten (10)** feet to any street right-of-way line and not closer than **thirty (30)** feet to any adjoining lot line may be erected to serve an individual or

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group of businesses or industries. There shall be only one free-standing sign for each building, regardless of the number of businesses conducted in said building.

(Ord. 27-2000)

SECTION 3220: Temporary Signs.

Temporary signs not exceeding **fifty (50)** square feet in area, announcing special public or institutional events, the erection of a building, the architect, the builders, or contractors may be erected for a period of **sixty (60)** days plus the construction period. Such temporary signs shall conform to the general requirements listed in **Section 3202**, the setback requirements listed in **Sections 3240-3243**, and other such standards deemed necessary to accomplish the intent of this Chapter as stated in **Section 3200**.

(Ord. 27-2000)

SECTION 3230: Political Signs.

Political signs means any sign referring to a candidate for elective office or a public question or issue to be submitted to the voters at any election. These signs shall meet the following regulations:

1. A political sign shall not be permitted on the public right a way.
2. Political signs erected on private property shall not be erected more than **thirty (30)** days before the election.
3. Political signs shall not exceed **four (4)** square feet in height.
4. There shall be no more than **one (1)** such political sign for each candidate, question, or issue permitted on any lot or parcel. However, if the lot abuts **two (2)** or more streets, **one (1)** sign for each candidate, question, or issue is permitted along each street.

Any political sign erected in the public right of way shall be removed by the Village of Holland.
(Ord. 27-2000)

SECTION 3235: Temporary Signs.

Temporary portable signs are allowed only if a permit is secured from the Zoning Administrator. These signs can be displayed for a maximum of **fourteen (14)** days at a time, and only **three (3)** times a year for a total of **forty-five (45)** days per year.

These signs can have a maximum of **fifty (50)** square feet per side, with a maximum of two sides.
(Ord. 27-2000)

SECTION 3240: Sign Setback Requirements.

1. **One (1)** double-face stick out sign per street frontage attached to buildings is permitted and may extend not more than **six (6)** feet into the required yard. Signs shall not extend above the parapet wall. Such signs shall be not more than **sixty (60)** square feet in area plus **one (1)** square foot for each foot of setback from the property line over **fifty (50)** feet, to a maximum of **two hundred (200)** square feet; or
2. The following ground signs may be maintained on a frontage on which no pole sign or stick out sign is maintained:

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- a. One single face ground sign not less than **fifteen (15)** feet from and parallel to the right of way, not less than **two and one-half (2 ½)** feet in height and containing no more than **forty (40)** square feet of surface area, plus **one (1)** square foot of additional sign area for each foot of setback over **fifteen (15)** feet, to a maximum of **sixty (60)** square feet, or
 - b. One double face ground sign not less than **ten (10)** feet from the right of way, not less than **one and one-half (1 ½)** feet from the ground, nor more than **six (6)** feet in height and with a maximum of **thirty (30)** square feet for each sign.
 3. Display material on signs in or over required yards shall be limited to the name and type of business located on premises.
 4. Flat single-faced signs affixed to the building wall may be maintained provided they shall be limited in size to **sixty (60)** square feet in area, plus **one (1)** additional foot for each foot of setback from the property line over **fifty (50)** feet, to a maximum size of **two hundred (200)** square feet. Signs shall not extend above the parapet wall.
 5. No sign shall flash, rotate or be otherwise animated or shine directly onto adjoining premises or the public right of way.
- (Ord. 27-2000)

SECTION 3260: Loss of Legal Non-Conforming Status.

A legal non-conforming sign shall immediately lose its legal non-conforming status, and therefore must be brought into conformance with this Chapter or be removed, if the sign is altered in copy (except in case of changeable copy signs) or structure; or if it is enlarged relocated, or replaced; or if it is part of an establishment which discontinues operation for **(90)** consecutive days; or if it is structurally damaged to an extent greater than **one-half** of its estimated replacement value. Similarly, any legal non-conforming advertising structure so damaged must be brought into compliance or be removed. Such maintenance as specified under **Section 3205** will not result in the loss of legal non-conforming status.

(Ord. 27-2000)

SECTION 3262: Violations.

In case any sign shall be installed, erected, constructed, or maintained in violation of any of the terms of this Ordinance, the Zoning Administrator shall notice in writing the owner or lessee thereof to alter such sign so as to comply with this Ordinance. Failure to comply with any of the provisions of this Chapter shall be deemed a violation and shall be punishable under this Ordinance. Political signs posted in violation of **Section 3230** of this Ordinance are subject to removal by the Zoning Administrator **five (5)** days after written notice of violation of **Section 3230** has been given.

(Ord. 27-2000)