

Signs

These sign standards are being ordained pursuant to MCL 252.304 of the Highway Advertising Act of 1972 to preserve the public health, safety and welfare of Lake Township.

SECTION 1501. INTENT AND PURPOSE

The purpose of this ordinance is to regulate signs and outdoor advertising in a manner which will minimize their harmful effects while permitting maximum latitude for creative and effective advertising and identification. Signs may be erected or maintained in the Township of Lake only as permitted by this ordinance and subject to all restrictions contained herein. These sign standards are adopted in order to:

- A. To prevent the placement of signs in a manner that will conceal or obscure other signs or adjacent businesses;
- B. To keep the number of signs and sign messages at a level reasonably necessary to identify a business and its products;
- C. To keep sign sizes within a reasonable scale with respect to the buildings to which they relate;
- D. To prevent off-premise signs from conflicting with business, residential and public land uses;
- E. To keep an area adjacent to streets clear of signs which might obstruct or distract the view of motorists;
- F. To reduce the visual and physical obstructions to motorists entering or leaving streets.