

ORDINANCE NO. 200

ZONING TEXT AMENDMENT ORDINANCE

AN ORDINANCE to amend certain portions of the Zoning Ordinance of Zeeland Charter Township, Ottawa County, Michigan, for the purpose of defining billboards and signs, regulating signs for gasoline service stations and public garages, identifying exempt signs, and regulating directional signs.

THE CHARTER TOWNSHIP OF ZEELAND, COUNTY OF OTTAWA, AND STATE OF MICHIGAN, ORDAINS:

Section 1. Definition of a Billboard. That Section 3.7 of the Zoning Ordinance shall be amended to state in its entirety as follows:

SECTION 3.7 BILLBOARD. Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising either: (A) a business, service, entertainment, activity or event which is not conducted on the land upon which the structure is located; (B) a product which is not primarily sold, manufactured, processed or fabricated on the land upon which the structure is located; (C) a second structure which is not located on the land upon which the first structure is located; (D) a geographical location or place which is not located on the land upon which the structure is located; or (E) a person. However, any structure which meets the definition of a directional sign shall not be considered to be a billboard.

Section 2. Definition of a Sign. That Section 3.60 of the Zoning Ordinance shall be amended to state in its entirety as follows:

SECTION 3.60 SIGN. Any structure or portion thereof on which lettered or pictorial matter is displayed for advertising or informational purposes, but not including a billboard. Definitions of particular types of signs are set forth below.

A. Business Sign: Any structure, including the wall of any building, on which lettered, figured, or pictorial matter is displayed for advertising (1) a business, service, or entertainment conducted on the land where the structure is located, or (2) products primarily sold, manufactured, processed, or fabricated on such land.

B. Real Estate Sign: Any temporary structure used only to advertise with pertinent information the sale, rental, or leasing of the premises upon which it is located.

Identifying Sign: Any structure on the same premises it identifies which serves only (1) to tell the name or use of any public or semi-public building or recreation space, club, lodge, church, or institution, (2) to tell the name or address of an apartment house, hotel, or motel, or (3) to inform the public as to the use of a parking lot.

D. Name Plate: A structure affixed flat against the wall of a building which serves solely to designate the name or the name and profession or business occupation of a person or persons occupying the building.

E. Directional Sign: Any structure erected adjacent to a street which identifies, points toward and gives the distance to any public or semi-public building, off-street parking area, recreation space, club, lodge, church, institution, business, service, entertainment, activity or event.

Section 3. Regulation of Signs for Gasoline Service Stations and Public Garages. That Section 4.22.H(3) of the Zoning Ordinance shall be amended to state in its entirety as follows:

- (3) Lettering displayed over individual entrance doors or bays, consisting only of the words "washing", "lubrication", "repairs", "mechanic on duty" or other words closely similar in import; provided, however, that there shall not be more than one (1) such sign over each entrance or bay, the letters thereon shall not exceed fifteen (15) inches in height, and no such sign shall exceed six (6) square feet in area.

Section 4. Exempt Signs. That Section 4.22.L(3) (which describes directional signs erected for private off-street parking areas) shall be eliminated in its entirety; and that Section 4.22.L(4), (5), (6), (7), (8), (9) and (10) shall be restated in their entirety as Section 4.22.L(3), (4), (5), (6), (7), (8) and (9), respectively.

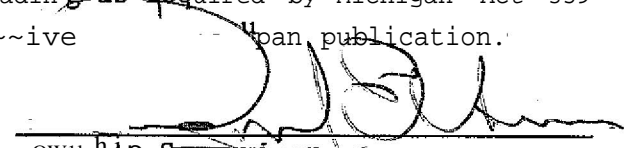
Section 5. Directional Signs. That Section 4.22.M shall be added to state in its entirety as follows:

M. Each public or semi-public building, off-street parking area, recreation space, club, lodge, church, institution, business, service, entertainment, activity or event may erect not more than two (2) directional signs. Each directional sign shall be limited to nine (9) square feet in area on a side, must be located within five (5) miles of the destination to which it gives direction, and shall not be placed closer than five (5) feet to the street right-of-way.

Section 6. Repeal. That all ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 7. Effective Date. That the foregoing amendment to the Zeeland Charter Township Zoning Ordinance was approved and adopted by the Township Board of Zeeland Charter Township, Ottawa County, Michigan, on ~N~O~V~. 1~8~, 1991, after a public hearing as required pursuant to Michigan Act 184 of 1943, as amended, and after introduction and **first read** [ng on 0~C~T~2~1~, 1991, and publication after such first reading ~~as required~~ by Michigan Act 359 of 1947, as amended. This ordinance ~~is~~ <sup>will be</sup> published.

At \_\_\_\_\_


  
\_\_\_\_\_  
Township Supervisor

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\_\_\_\_\_  
Township Clerk

CERTIFICATE

I, MARILYN EVINK, the Clerk for the Charter Township of Zeeland, Ottawa County, Michigan, do hereby certify that the foregoing Zeeland Charter Township Zoning Text Amendment Ordinance was adopted at a regular meeting of the Township Board held on Nov. 18, 1991.. The following members of the Township Board were present at that meeting: Ellens, Evink, De Kleine, Berghorst, Norman, Nykamp, Schreur. The following members of the Township Board were absent: none. The Ordinance was adopted by the Township Board with members of the Board Ellens, Evink, De Kleine, Berghorst, Norman, Nykamp, Schreur voting in favor and members of the Board none voting in opposition. Notice of Adoption and Posting of the Ordinance was published in the Grand Rapids Press-Lakeshore Edition on NOV. 29, 1991. An attested copy of the Ordinance was sent to the Ottawa County Clerk by first class mail, postage prepaid, on Nov, 29, 1991.

  
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Marilyn Evink, Clerk  
Zeeland Charter Township