

# Chester Township Sign Permit

Complete text of the regulations can be found in Section 312 of the Zoning Ordinance

To begin, you must define the type of sign you wish to display using the following definitions from the Chester Township Zoning Regulations:

**Sign:** Any structure or part thereof, or any device attached to, or painted directly or indirectly on, a structure, building or parcel of land and which displays or includes any letter, model, banner, pennant, insignia, device or other representation to direct attention to a person, institution, organization, activity, service, location, place, object, product or business when the same is placed in view of the general public. Also, a name, identification, announcement, declaration, insignia, description, display or illustration which is affixed to, or painted, or represented directly on or indirectly upon a building, structure or land, and which directs attention to an object, product, place, activity, service, person, institution, organization or business or is used to identify, advertise or promote.

**Agribusiness Sign:** A sign that identifies an Agricultural Business and can include some advertising regarding that Agricultural Business.

**Awning Sign:** A sign constructed of fabric with a rigid framework which is attached, either wholly or partially, to a building.

**Banner Sign:** A sign constructed of fabric or any other flexible non-rigid material with no enclosing framework. Pennants and flags, excluding the American flag, are considered to be "banner signs."

**Billboard:** A sign directing attention to a use, activity, message, product or service which is not conducted on or directly related to the lot or parcel upon which the sign is located. Also, a sign that advertises or designates an establishment, service, merchandise, use, entertainment, activity, product or message that is not conducted, sold, produced, manufactured or furnished upon the parcel or lot where the sign is located. A directional sign is not a billboard.

**Community Service Group Sign:** A sign which displays the name or the logo of a governmental agency or unit or a nonprofit organization or group whose primary purpose is to promote or provide community or public service. This definition includes signs such as, but not limited to, those identifying a church or the Rotary Club, Jaycees, Lions Club or American Legion.

**Community Special Event Sign:** A temporary sign used to call attention to special events of interest to the general community.

**Construction Sign:** A sign identifying an architect, contractor, subcontractor, developer, financial institution or material supplier participating in construction on the property upon which the sign is located.

**Digital Sign:** A digital sign usually consists of (or has a portion comprised of) a computer or playback device connected to a large, bright digital screen such as an L.C.D., L.E.D., computer, electronic, plasma, or similar display. Such signs can utilize electronic changeable copy.

**Directional Sign:** Any off premise sign that provides directional way-finding information only and contains no advertising except logos or insignia. A directional sign must refer to a particular property, site, business or organization. A directional sign may or may not contain a directional arrow, pointer or similar directional symbol.

**On-Site Directional Sign:** A sign located on the lot or parcel where the use involved is located and that provides directions or instructions regarding that use, but which sets forth no advertising, business logo or insignia, or similar promotions or advertising (except as otherwise expressly provided in this Chapter).

**Farm Centennial Sign:** An on-site sign that recognizes the centennial (100 year) anniversary of a farm ownership on the same parcel or lot where the farm is located being in the same family and as certified by the Michigan Historical Commission.

**Freestanding Identification Sign:** A sign supported upon the ground only by its own structural support poles or base and is not attached to any building or other object or structure. A freestanding identification sign contains only identification information, but no advertising, promotion, or logo.

**Freestanding Business Advertising Sign:** A sign supported upon the ground only by its own structural support poles or base and is not attached to any building, object or structure and can include identification, information and advertising for a business or businesses that are located on the same

parcel or lot upon which the sign is located. This includes all changeable non-digital message board signs. Multiple businesses located on the same parcel or lot are required to share only one such sign per parcel or lot.

Incidental Sign: A sign that identifies a street address, entrances and exits, safety precautions, and other incidental information, and which contains no other promotion, logo or advertisement. Examples of incidental signs include credit card signs, signs indicating the hours of business, no smoking signs, no trespassing or no hunting signs, farm symbols and warning safety signs.

Institutional Sign: A sign that identifies public institutions such as schools, churches, and government owned buildings and other structures.

Mural Sign: A design or a representation applied to, painted on, or drawn on a wall or structure.

Off-site Sign: Any sign relating to a matter not located on the lot or parcel where the sign itself is located.

On-site Sign: A sign relating in its subject matter to the lot or parcel on which the sign is located, or a sign relating to products, accommodations, services or activities located on the lot or parcel where the sign is located.

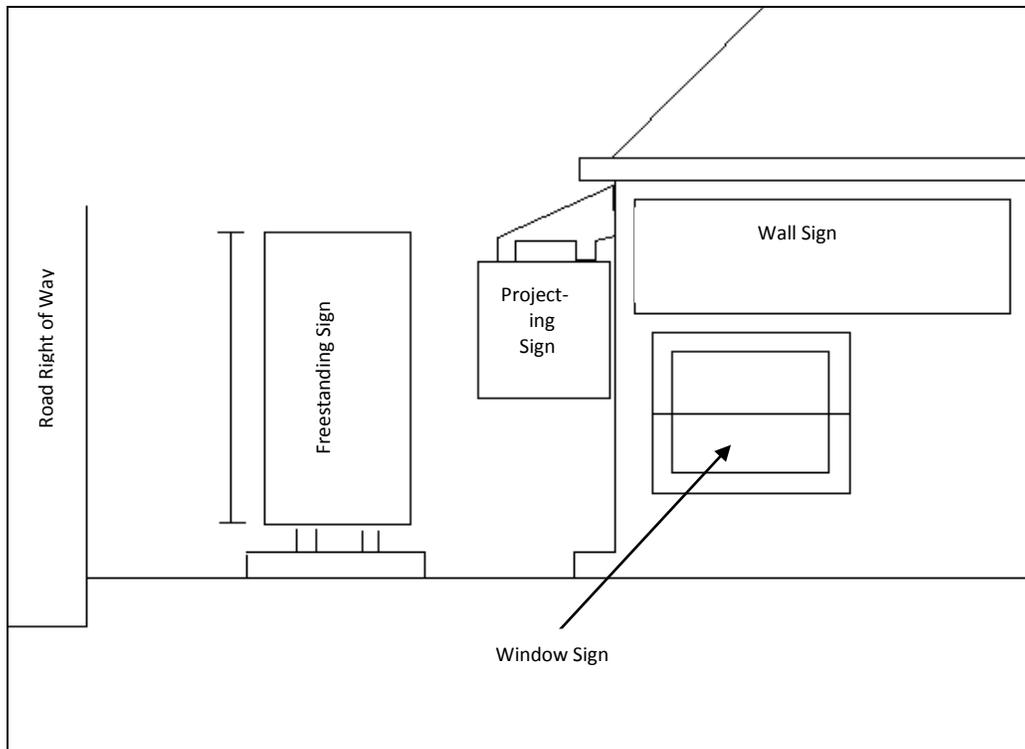
Projecting Sign: A sign attached to a building and extending in whole or in part no more than twelve (12) inches beyond the building wall.

Temporary Sign: A sign that is used only for a short period of time and is not permanently affixed to the ground or any structure.

Wall Sign: A sign incorporated in or affixed to a building wall and parallel to it.

Window Sign: Any sign that is placed inside or upon a window and intended to be visible and send a message to those from outside the building.

*After defining the sign type(s) you are applying for, please use the illustration below and draw in the sign layout, including the sign height, width, and placement.*



**Chester Township  
Sign Permit Application  
Fee: \$25.00**

**Sign Location:**

Parcel Number \_\_\_\_\_

**Property Owner Information:**

**Applicant Information *(if different):***

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone # \_\_\_\_\_

Phone # \_\_\_\_\_

Cell # \_\_\_\_\_

Cell # \_\_\_\_\_

**Sign Type** *(see Sign Ordinance definitions attached):* \_\_\_\_\_

**Property & Sign Information:**

Zone District \_\_\_\_\_

Setback Requirement \_\_\_\_\_

Sign Setback \_\_\_\_\_

(from road right of way to point of sign nearest the right of way)

Maximum Square Footage \_\_\_\_\_

Sign Area \_\_\_\_\_

(the sign size in width x height)

Maximum Height \_\_\_\_\_

Sign Height \_\_\_\_\_

(including base from main grade to top of sign)

Will the sign be illuminated?            Yes    No

If yes, will it have external illumination?    Yes    No

    Or internal illumination?            Yes    No

\_\_\_\_\_  
Signature of Property Owner: \_\_\_\_\_ Date: \_\_\_\_\_

Zoning Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

Approved: Yes    No

Reasons for not approving: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_