

Whitefish Township Billboard Ordinance
Adopted By the Whitefish Township, June 13, 1991
Amended 11-01-2012

I. Definition of Billboard

Billboard: An outdoor sign advertising services or products, activities, persons or events that are not made, produced, assembled, stored, distributed, leased, sold or conducted upon the premises upon which the billboard is located.

II. Regulation of Billboards

Billboards may be established provided that they meet the following conditions:

1. Not more than three billboards may be located per linear mile of street or highway regardless of the fact that such billboards may be located on different sides of the street or highway. The linear mile measurement shall not be limited to the boundaries of the Township of Whitefish where the particular street or highway extends beyond such boundaries. Double-faced billboard structures (ie. , structures having back-to-back billboard faces) and V-type billboard structures having only one face visible to traffic proceeding from any given direction on a street or highway shall be considered as one billboard. Additionally, billboard structure having tandem billboard faces (ie., two parallel billboard faces facing the same direction and side by side to one another) or stacked billboard faces (ie., two billboard faces facing the same direction with one face being directly above the other) shall be considered as one billboard. Otherwise, billboard structures having more than one billboard face shall be considered as two billboards and shall be prohibited in accordance with the minimum spacing requirement set forth in Subsection 2 below.
2. No billboard shall be located within 1,000 feet of another billboard abutting either side of the same street or highway.
3. No billboard shall be located within 200 feet of a residential zone and/or existing residence, church or school. If the billboard is illuminated, this required distance shall instead be 300 feet.
4. No billboard shall be located closer than 75 feet from a property line adjoining a public right of way or 10 feet from an interior boundary line of the premises on which the billboard is located.
5. The surface display area of any side of a billboard may not exceed 300 square feet. In the case of billboard structures with tandem or stacked billboard faces, the combined surface display area of both faces may not exceed 300 square feet.
6. The height of a billboard shall not exceed 30 feet above the grade of the ground on which the billboard sits or the grade of the abutting roadway, whichever is higher.
7. No billboard shall be on top of, cantilevered or otherwise suspended above the roof of any building.
8. A billboard may be illuminated, provided such illumination is concentrated on the surface of the sign and is located so as to avoid glare or reflection onto any portion of an adjacent street or highway, the path of oncoming vehicles or any adjacent premises. In no event shall any billboard have flashing or intermittent lights nor shall the lights be permitted to rotate or oscillate.

9. A billboard must be constructed in such a fashion that it will withstand all wind and vibration forces that can normally be expected to occur in the vicinity. A billboard must be maintained so as to assure proper alignment of structure, continued structural soundness and continued readability of message.
10. A billboard established within a business, commercial or industrial area as defined in the Highway Advertising Act of 1972 (PA 106 of 1972 as amended) bordering interstate highways, freeways or primary highways as defined in said act shall, in addition to complying with the above conditions, also comply with all applicable provisions of said act and the regulations promulgated there under, as such may from time to time be amended,
11. Billboards shall be prohibited in areas designated recreational forest or shoreline.
12. No person, firm or corporation shall erect a billboard within Whitefish Township, without first obtaining a permit from the Whitefish Township zoning administrator, which permit shall be granted upon a showing of compliance with the provisions of this ordinance and payment of a fee therefore, Permits shall be issued for a period of one year, but shall be renewable annually upon inspection of the billboard by the Whitefish Township zoning administrator confirming continued compliance with the ordinance and payment of the billboard permit fee. The amount of the billboard permit fee required hereunder shall be established by resolution of the Whitefish Township Board and shall bear a reasonable relationship to the cost and expense of administering this permit requirement. The township board shall further have the right to amend the aforementioned resolution from time to time within the foregoing limits of reasonableness. The required fee shall be \$0.00 dollars per annum.

As amended by Board motion on December 6, 2012

Wanda Knox, Clerk

William Mangham, Supervisor