



## SIGN PERMIT APPLICATION

Application Type	Fee
Sign	\$2 per square foot of total sign area
<p>➤ Certain signs <i>may also require</i> a Building Permit (e.g., Pylon Sign, etc.) see Section H of the Michigan Building Code</p> <p>➤ If the sign is to be illuminated, an electrical permit may also be required</p>	

Typical regulations are included with the application. Others can be found at [www.gh.org/zoning](http://www.gh.org/zoning).

### Applicant Information

Name \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 Email Address \_\_\_\_\_

Does the Applicant Own the Property? (Must be Signed by Property Owner) ( ) Yes ( ) No

### Property Information

Address/Location \_\_\_\_\_  
 Parcel Number 70 - - - - \_\_\_\_\_  
 Current Zoning \_\_\_\_\_ Size (acres) \_\_\_\_\_

Total Cost of Sign + Labor to Erect = \$ \_\_\_\_\_ (for record-keeping purposes only)

### Sign Specifications

<b>Type of Sign</b>	<input type="checkbox"/> Ground Sign	<input type="checkbox"/> Wall Sign	<input type="checkbox"/> Pylon Sign
	<input type="checkbox"/> Digital Sign	<input type="checkbox"/> Temporary Sign(s)	<input type="checkbox"/> Other (please specify)
<b>Size of Sign</b>	Height = _____ feet	Width = _____ feet	Total = _____ sqft
<b>Overall Height</b> (ground to top of sign)	Feet = _____		Inches = _____
<b>Number of Sides</b> (i.e. number of sign faces)	<input type="checkbox"/> One	<input type="checkbox"/> Two	
<b>Will the Sign be illuminated?</b>	<input type="checkbox"/> No	<input type="checkbox"/> Yes – internal*	<input type="checkbox"/> Yes – external**

\* internal illumination – shall have “dark” background (opaque or colored) and “light” lettering (white or lighter colored than the background); or shall have the capacity to convert the color scheme to meet this requirement for night lighting.

\*\* external illumination – backlighting of opaque letters or sharp cutoff/downcast fixtures installed above the sign; uplighting is prohibited.

I hereby attest the information on this application is, to the best of my knowledge, true and accurate.

\_\_\_\_\_  
 Signature of Property Owner

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Signature of Applicant (if different from Owner)

\_\_\_\_\_  
 Date

**Inspection Requirement:**

**The applicant is required to call the Township to schedule an inspection when the work is completed.**

**PROVIDE A DRAWING AND SITE PLAN OF THE PROPOSED SIGN(S) BELOW**

*Please provide a scaled drawing of all proposed signs. The drawing should include at a minimum the proposed sign dimensions (including height, width and height from ground), illumination details (if applicable), and setbacks from property lines and buildings (this should be shown in plan view). Use multiple pages if necessary. Please refer to Chapter 11 of the Grand Haven Charter Township Zoning Ordinance for complete regulations on signs.*

Tip: use an aerial map to draw the Site Plan,  
go to <https://gis.miottawa.org>, and click  
Property Mapping Lite



## Section 11.01

# PURPOSE AND INTENT

This section is intended to protect and promote the health, safety, and welfare of the residents of Grand Charter Haven Township; to maintain and improve the appearance of the Township; to conserve community character; to prevent traffic hazards; to provide safer conditions for pedestrians; and to promote economic development by regulating the construction, alteration, repair, maintenance, size, location, and number of signs in the community. These regulations are further intended to provide reasonable identification for businesses and other uses within the community, while protecting the First Amendment right to Freedom of Speech.

## Section 11.02

# DEFINITIONS.

For the purposes of this section, the following terms shall have the following meanings. For all terms not defined in this section, the definitions in [Chapter 2](#) shall apply. For all terms not defined in [Chapter 2](#), the definition in the most recently published version of the Merriam-Webster Dictionary shall apply.

- (A) **Architectural Feature.** An integral element of a building that does not contain any discernible message.
- (B) **Architectural Gateway Element.** A structure constructed at the entrance to a neighborhood, multi-family residential complex, business park, public park, or other similar complex that contains architectural features designed to attract attention to the entranceway.
- (C) **Artwork.** Any decorative element that is not integral to a building and does not contain an immediately discernible message.
- (D) **Awning.** A roof-like cover intended to shade a window or door opening or provide protection from the weather which is constructed of canvas or other opaque material stretched over a supporting frame attached directly to a building. Awnings may or may not be constructed so as to be raised or retracted to a position against the building when not in use. No structure that extends beyond a roofline shall be considered an awning for the purposes of this Chapter.
- (E) **Building Frontage.** Any side of a building that either has a public entrance to the building or is visible from a public road or public parking lot.
- (F) **Business.** Any non-residential use occupying physical space on a lot, regardless of whether the use operates for a profit or not, regardless of whether the use is in the public or private sector, and regardless of whether the use is open to the general public. This definition shall only apply within this section.
- (G) **Canopy.** A structure with a roof and support posts, but no walls. This definition shall apply only within this section.
- (H) **Commercial Signs.** Signs that contain advertising for a product, service, or a business that offers products and services, including graphics and representations which contain a discernible message connected to a business identity.
- (I) **Digital Messaging.** The use of changing lights or video screen(s) to form a sign message or messages in text, graphic, or video display form wherein the messages and the rate of change can be modified by an electronic process.
- (J) **Directional Signs.** Signs designed to direct pedestrian and/or automobile traffic through a site.
- (K) **Drive-Thru Service Window.** A window used for serving a product directly from a building to a customer in a vehicle.



Figure 11-1: Examples of Signs

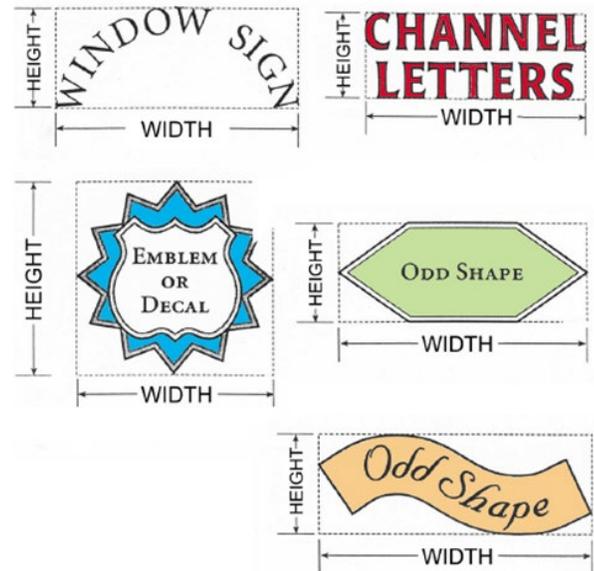
- (L) **External Illumination.** Lights designed to illuminate a sign that are not located internally with in the sign cabinet.
- (M) **Flutter Flag.** A piece of non-rigid cloth attached to a non-permanent pole and used as a temporary commercial sign.
- (N) **Flag.** A piece of non-rigid cloth that is not used as a commercial sign. This definition shall only apply within this chapter.
- (O) **Foot Candles.** A unit of illuminance on a surface equal to one lumen per square foot.
- (P) **Government Sign.** Signs erected by or on behalf of or pursuant to the authorization of a government body.
- (Q) **Ground Sign.** A sign supported by a base that is at least as wide of the sign itself and placed in or upon the ground and not attached to any building or other structure.
- (R) **Internal Illumination.** Lights designed to illuminate a sign from within the sign cabinet.
- (S) **Main Pedestrian Entrance.** An entrance to a building where the general public is welcome to enter. If a building has multiple entrances where the general public is welcome, then the applicant shall designate a Main Pedestrian Entrance on the application for a sign permit.
- (T) **Mural.** See "Artwork."
- (U) **Non-Commercial Signs.** Signs that, (1) do not contain advertising for a product, service, or a business that offers products and services, and (2) also do not contain graphics and representations which contain a discernible message connected to a business identity.
- (V) **Non-Conforming Sign.** A sign that was legally installed and was existing prior to the adoption of this ordinance that does not comply with the provisions of this chapter.
- (W) **Off-Premises Signs.** Commercial signs that are not located on the same lot as the product, service, or business for which they are related. Non-Commercial signs shall never be considered off-premises.
- (X) **On-Premises Signs.** Commercial signs that are accessory to a product, service, or business located on the same lot.
- (Y) **Permanent Sign.** Any sign constructed and intended to be displayed for an indefinite, long-term period of time. Any sign, regardless of construction and intention, that is in place for more than six months shall be considered a permanent sign.
- (Z) **Permit.** A sign permit issued by the Community Development Department that must be obtained prior to the installation of a sign.
- (AA) **Portable Sign.** A temporary commercial sign that is not permanently affixed to the ground.
- (BB) **Projecting Signs.** A sign constructed as to be attached at one end to a building and to extend out from the building.





Figure 11-2: Examples of Sign Area

- (CC) **Pylon Sign.** A sign supported by a base that is not as wide of the sign itself and placed in or upon the ground and not attached to any building or other structure.
- (DD) **Refacing.** The act of changing the copy, graphic, or message of a sign without altering the sign structure.
- (EE) **Sign.** A device, structure, fixture, or placard using graphics, symbols, and/or written copy designed specifically for the purpose of conveying an explicit message. Architectural features, architectural gateway elements, and artwork that do not contain an explicit message shall not be considered signs.
- (FF) **Sign Area.** The allowable area for signs shall be measured by calculating the square footage of the sign face and any frame or other material or color forming an integral part of the display or used to differentiate it from the background against which it is placed as measured by enclosing the most protruding points or edges of a sign within a parallelogram or rectangle. Back-to-back sign faces shall be counted as one sign face for the purposes of measurement. The cabinet surrounding a digital message sign shall not count as part of the sign area.



- (GG) **Sign Height.** The vertical distance from street grade abutting the property to the top of sign.
- (HH) **Storefront.** An entrance open to the general public that allows direct access to a single ground floor business. A storefront is a subset of the building frontage that provides access to a single business only. This definition shall only apply to this section.
- (II) **Temporary Signs.** Any sign not constructed and intended to be displayed for an indefinite, long-term period of time.
- (JJ) **Tube Lights.** Any light fixture that has the appearance of a “tube” of light, including neon, LED, or other lighting types.
- (KK) **Wall Signs.** Any sign attached to, painted on, inscribed, or otherwise set upon the exterior wall or surface of any building.
- (LL) **Window Signs.** Any sign, located within a building or affixed upon a window, which is intended to be visible from the exterior of the building.

## Section 11.03

# PERMIT PROCESS.

- (A) **Permits.** It shall be unlawful for any person to erect, alter, or structurally change a sign or other advertising structure, unless the type of sign is specifically listed in [Section 11.04](#) (Exempt Signs), without first obtaining a permit in accordance with the processes set forth by the Township Board and Community Development Department.
- (1) A Building Permit shall also be required for the foundation of any ground or pylon sign over six feet in height.
  - (2) An Electrical Permit shall be required for any illumination or digital message.



- (B) **Exceptions.** A new permit shall not be required for refacing a previously-approved sign without altering the size, shape or backing material of the sign and without adding electronic capability. Permits shall also not be required for the cleaning or maintenance of a sign, nor for the types of signs listed in [Section 11.04](#).
- (C) All sign permit applications must be signed by the property owner, which acknowledges an individual tenant is able to obtain a sign permit.

## Section 11.04 EXEMPT SIGNS.

The following signs shall not require a permit to be installed:

- (A) Government Signs, including those used to identify public facilities, government buildings, and parks.
- (B) Flags, as defined in this ordinance.
- (C) All signs under one square foot in area.
- (D) All signs required to be erected by law.
- (E) Signs that are not visible from a public road.
- (F) Temporary banners covering a permitted and approved sign, provided that the banner does not exceed the size of the sign.
- (G) **Architectural Features.** So long as such features do not contain an explicit message, words in any language, moving parts, or illumination.
- (H) **Artwork.** So long as such works do not contain an explicit message, words in any language, moving parts, or illumination. Murals must be painted with the permission of the property owner.
- (I) **Temporary Non-Commercial Signs.** Temporary non-commercial signs shall not require a permit in any zoning district provided that the following standards are met. Signs that do not meet these requirements shall require a permit and shall only be permitted if they meet the applicable standards of this Ordinance.
  - (1) The total area of temporary non-commercial signs on a single lot shall not exceed thirty-six (36) square feet. No individual sign may exceed sixteen (16) square feet.
  - (2) The maximum sign height of each temporary non-commercial sign shall be four (4) feet.
  - (3) Temporary non-commercial signs shall be located solely on private property outside of any street right-of-way or corner clearance area.
  - (4) Any temporary non-commercial sign in place for more than six (6) months shall be considered a permanent sign and must meet all requirements of this Ordinance that apply to permanent signage, including applying for a permit. If the requirements are not met, the permit will not be issued, and the sign must be removed.

## Section 11.05 PROHIBITED SIGNS.

- (A) **The following shall be prohibited throughout the Township:**
  - (1) Signs which incorporate in any manner flashing/moving lights.
  - (2) Any sign illumination that can:



- (a) Shine directly into the eyes of any occupant of any vehicle on a nearby highway, driveway or parking area
    - (b) Shine into any window of any residence within two hundred (200) feet,
    - (c) Interfere with the visibility or readability of any traffic sign or device.
  - (3) Exterior pennant strings, Flutter Flags, spinners, and streamers.
  - (4) Any sign or object, including inflatable objects, which has any visible motion, moving or animated parts or image, whether movement is caused by machinery, wind, or otherwise, except for permitted digital message signs and exempt flags, as defined in this Chapter.
  - (5) Any sign erected on a tree or utility pole.
  - (6) Any sign structure or frame that no longer contains a sign.
  - (7) Roof signs or any sign which projects above the roof line or top of a canopy.
  - (8) Any sign projecting into the public right-of-way.
  - (9) Any sign erected on any property, public or private, without the consent of the property owner.
  - (10) Any sign which simulates or imitates in size, color, lettering, or design, any traffic sign or signal or other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse the drivers or motorized vehicles.
  - (11) Any sign which incorporates any open spark or flame.
  - (12) Off-premises commercial signage, including, but not limited to billboards, except where the regulations of another jurisdiction (for example MDOT) take precedence over this Chapter.
  - (13) Tube lights, whether LED, neon, or any other type of light.
  - (14) Any sign which is structurally or electrically unsafe, in the opinion of the Zoning Administrator, or which obstructs any fire escape. "Structurally and electrically unsafe" shall include, but is not limited to, the following deterioration of the sign:
    - (a) Rust
    - (b) Non-functional wiring
    - (c) Leaning or in danger of toppling over
    - (d) Detaching from a wall, or in danger of falling off the wall
    - (e) Visible damage
  - (15) Any sign which, in the opinion of the Zoning Administrator, has deteriorated to the point where it has become a blight on surrounding properties. "Blight" shall include, but not be limited to, the following:
    - (a) Sign message deteriorated to the point of unreadability
    - (b) Peeling paint
    - (c) Burnt out lighting
    - (d) The aspects of deterioration listed in [Subsection 15](#)
  - (16) The Township Zoning Administrator shall have the authority to immediately remove or cause to be removed any sign which has been placed or located within the public right-of-way contrary to the provisions of the Ordinance or not authorized by the Ottawa County Road Commission or MDOT. The Township or its agents shall not incur any obligation to retain, store, or maintain any materials or salvage resulting from the removal of such signs.
- (B) The Township Zoning Administrator shall have the authority to immediately remove or cause to be removed any sign listed as prohibited in this Ordinance, unless the sign existed prior to the effective date of this Ordinance and was permitted under the previously effective Ordinance.



## Section 11.06

# TEMPORARY COMMERCIAL SIGNS.

Property owners must receive a permit as described in this Chapter prior to the erection of any temporary commercial signs and must follow all applicable requirements as described below. Portable ground signs shall be considered temporary commercial signs under this section.

- (A) Temporary commercial signs shall be permitted in the AG, C-1, C-2 and I-1 Districts, and all PUDs that include non-residential uses.
- (B) Temporary signs shall be limited to a total of sixteen (16) square feet.
- (C) Only one temporary sign is permitted per business at any given time.
- (D) The sign shall not be placed in the right-of-way.
- (E) Signs shall not impede or endanger pedestrian or automobile traffic, including maintaining required clear corner vision.
- (F) Portable temporary commercial signs (such as A-frames) can be placed outside only during the hours when the entrance is open to the general public and shall be stored indoors at all other times.
- (G) The Zoning Administrator shall determine the permitted length of time that the sign may be displayed and shall state the length of time on the permit. No temporary commercial sign shall be permitted to be in place for more than six months.

## Section 11.07

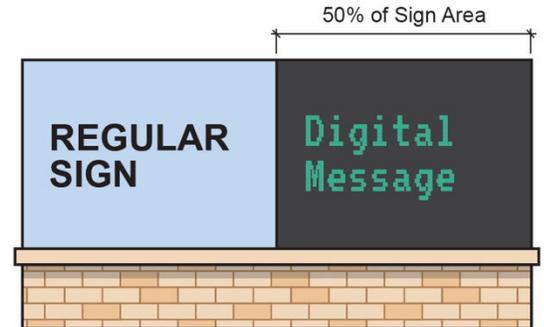
# LIGHTING AND DIGITAL MESSAGING.

- (A) **Lighting of Signs.**
  - (1) External illumination shall be permitted in all zoning districts. Backlighting of opaque letters shall be considered external illumination.
  - (2) Internal illumination shall be permitted only in the following districts: C-1, C-2, and I-1, as well as non-residential or mixed use PUDs. All such signs shall have “dark” backgrounds (opaque or colored) and “light” lettering (white or lighter colored than the background) so as to minimize glare or luminous overload.
  - (3) Uplighting of signage shall be prohibited.
  - (4) All signs must comply with the relevant lighting requirements in [Chapter 6](#).
- (B) **Digital Messaging.** Digital message signs shall be permitted in the C-1, C-2, and I-1 Districts, as well as for approved or permitted non-residential uses in all other districts, subject to the following standards:
  - (1) Digital Messaging is only permitted on ground, pylon, or wall signage
  - (2) Only one digital message sign is permitted per lot; provided that a corner lot or parcel may have one (1) digital message board facing each street.
  - (3) The maximum area of Digital Messaging shall be half the maximum permitted area of the sign in which the digital message board is placed.



- (4) Copy change shall be limited to once per ten (10) seconds in the C-1, C-2, and I-1 districts, and no more frequently than once per five (5) minutes in all other districts.
- (5) All digital messages shall be static and the transition between messages shall be instantaneous with no more than three-tenths (0.3) of a second between messages. The use of special effects such as, but not limited to, scrolling, fading, wiping, flashing, changing colors or exploding is prohibited.
- (6) No digital message board shall create glare or have characteristics that impair the vision of motorists or create a nuisance for surrounding properties.
- (7) Glare shall be reduced and/or minimized in such a manner as to maintain an appropriate level of contrast during the day. To reduce driver distraction at night and light trespass into residential areas, an automatic dimmer shall be installed to control brightness, which shall not be manually overridden at any time. The maximum brightness of the sign shall not exceed 10,000 NITs or the default setting of the manufacturer's brightness or dimming controls, whichever is less. At night, the sign shall be set to no more than one thousand (1,000) NITs.
  - (a) The digital message board shall have automatic dimming capabilities that adjust the brightness of the sign to changes in the ambient light levels at all times of the day and night.
- (8) Video display, animation, scrolling text, flashing, whirling, fading, dissolving transitions, or any other type of motion are prohibited. Audio speakers or any form of pyrotechnics are prohibited
- (9) Any property with a digital message sign shall not be permitted to have a Temporary Commercial Sign.
- (10) The owner of the sign shall allow the Township to use the digital message board to communicate emergency public service information related to disasters or emergencies.

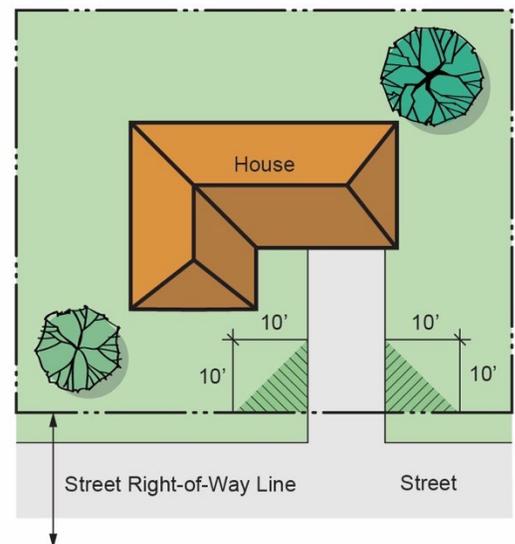
Figure 11-3: Digital Message Sign



## Section 11.08 CLEAR CORNER VISION AND SETBACK.

- (A) All signs in all zoning districts must allow clear corner vision, as described in the Township Clear Vision Ordinance for all street intersections and driveway entrances. Signs must be under two (2) feet tall within a triangle formed by two points, each ten (10) feet away from the intersection of the right-of-way line and the driveway, and the line connecting them, as displayed below:
- (B) All signs must be setback at least ten (10) feet from all lot lines. The edge of the public right-of-way is considered the front lot line. See [Chapter 21](#).

Figure 11-4: Clear Vision Area





Section 11.09

# PERMITTED SIGNS IN RESIDENTIAL AND AGRICULTURAL DISTRICTS.

(A) Residential and Agricultural Uses in districts AG, RP, and RR.

	Wall Signs	Ground Signs and Pylon Signs	Window Signs
Number	One per lot containing a permitted Home Based Business One per Farm Building Prohibited in all other cases	One per 500 feet of road frontage on a lot used for agriculture	One per lot containing a permitted Home Based Business, in lieu of a wall sign
Location	Any wall	Must be set back at least 10 feet from all lot lines and rights-of-way	Any window
Size	Home Based Business – 6 sf Farm Building – 8 sf	Area – 32 sf Height – 6 ft	6 sf

(B) Residential Uses in R-1, R-2, R-3, and R-4.

	Wall Signs	Ground Signs and Pylon Signs	Window Signs
Number	One per lot containing a permitted Home Based Business Prohibited in all other cases	One per road frontage at an entrance to a residential subdivision, complex, or neighborhood Exception – R-4, where signs may be located at all entrances	One per lot containing a Home Based Business, in lieu of a wall sign
Location	Any wall	Must be set back at least 10 feet from all lot lines and rights-of-way	Any window
Size	6 sf	Area – 24 sf Height – 6 ft	6 sf
Other	No illumination for a Home Based Business sign	May be affixed to an Architectural Gateway Element. The area of the sign shall only include the sign itself. The Architectural Gateway Element shall not be considered signage.	No illumination

(C) **Non-Residential and Non-Agricultural Uses.** Non-Residential Uses and Non-Agricultural Uses in the AG, RP, RR, R-1, R-2, R-3, and R-4 districts, including but not limited to churches and private schools shall be subject to the standards for the C-1, C-2 and I-1 districts in [Section 11.10](#), except that internal illumination shall be prohibited. Nursing and convalescent homes shall not be considered non-residential uses for the purposes of signage and shall be limited to the signage permitted for residential uses.



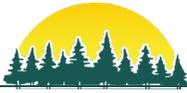
Section 11.10

# SIGNS PERMITTED IN THE C-1, C-2, AND I-1 DISTRICTS.

- (A) **Building Frontages.** The following shall apply when determining which parts of a building are considered “building frontages” for purposes of this Ordinance:
  - (1) Where a business has multiple building frontages, the permitted wall signage shall be calculated separately for each building frontage. However, no building frontage shall have more square footage of signage than the building frontage with the main pedestrian entrance to the building, regardless of the width of any of the building frontages.
- (B) **Projecting Signs.** The following shall apply to projecting signs:
  - (1) Maximum sign area of sixteen (16) square feet.
  - (2) The faces of the sign must be parallel to each other and no more than six (6”) inches apart.
  - (3) The bottom of the sign must be at least nine (9) feet from grade.
  - (4) The sign shall not extend above the roof line of the building.
  - (5) Digital Messaging is prohibited on projecting signs.
- (C) **Drive-Thru Signage.** Additional signage, above and beyond the signage described in [Section D](#), shall be permitted adjacent to the drive aisles for a drive-thru service window, with the following standards:
  - (1) No more than six (6) signs shall be permitted.
  - (2) The maximum area of any sign shall be forty-eight (48) square feet.
  - (3) The maximum height of any sign shall be ten (10) feet.
- (D) **Other Sign Types.**

	Wall Signs	Ground Signs and Pylon Signs	Awning Signs	Directional Signs
Number	One per pedestrian entrance	1 Ground OR 1 Pylon	No limit, provided area standards are met refer back to <a href="#">11.10.A</a>	No limit
Location	Any building frontage	Setback at least 10 feet from any lot line or right-of-way	Any awning	As needed
Size	(1) (2) (3)	<b>Ground</b> Area – 48 sf Height – 6 ft <b>Pylon</b> Area – 72 sf Height – 20 ft	(4) (5)	Area – 6 sf Height – 4 ft
Other	Canopies – Maximum 20 sf per face visible from a road or parking lot		(6)	Drive Thrus: <a href="#">See Section C</a>

- (1) Total square footage of all wall signs: one (1) square foot per linear foot of building frontage.
- (2) Maximum square footage of wall signage for any one business: one hundred (100) square feet.
- (3) Businesses that are setback more than two hundred (200) feet from the center line of the nearest adjacent roadway shall be entitled to the following square footage bonuses for wall signage:



- |                       |                       |
|-----------------------|-----------------------|
| (a) 200-299 feet: 25% | (c) 400-499 feet: 75% |
| (b) 300-399 feet: 50% | (d) 500+ feet: 100%   |
- (4) Max Awning Area: Twenty-five percent (25%) of awning, unless there is no wall sign, in which case 75% of awning
- (5) Awnings cannot extend more than six feet in front of the building.
- (6) Awnings may be externally illuminated if downcast and shielded. Back-lit or internally illuminated awnings are prohibited.
- (7) Window signs are prohibited.

## Section 11.11

# NON-CONFORMING SIGNS.

A non-conforming sign may be continued and shall be maintained in good condition as described elsewhere in this section, except that a non-conforming sign shall not be structurally altered to change its shape, type or design unless such change shall make the sign totally conforming; nor shall a non-conforming sign be replaced by another non-conforming sign. The size of the sign may be reduced, but not enlarged.

## Section 11.12

# WAIVER PROCESS.

The Planning Commission shall have the ability to waive or modify any of the standards in this chapter, provided that the following criteria are met. A waiver granted under this section shall apply for only the lifespan of the sign in question and shall not be transferable to any other sign or lot. The waiver shall not be considered a variance and shall not run with the land. The Planning Commission's decision shall be specific to the particular application and shall not be precedent-setting.

- (A) **Process.** Any applicant denied approval for a sign permit by the Zoning Administrator must apply for a waiver to the Planning Commission. The applicant shall notify the Zoning Administrator of their desire to apply for a waiver, and the Zoning Administrator shall note the waiver request, including whether or not it was approved, on the original sign permit application.
- (B) **Approval Criteria.** All of the following must be met for the waiver to be granted by the Planning Commission.
- (1) The proposed sign does not endanger the public health, safety, and welfare by virtue of being distracting to drivers, obscuring vision, being unnecessarily bright, being designed or constructed poorly, or in any other way.
  - (2) The design of the sign is consistent with character of the surrounding area.
  - (3) The sign does not block the view of other nearby signs to the extent that it would harm the ability of neighboring businesses to operate.
  - (4) The sign will not be a nuisance to any residential uses.
  - (5) The need for the waiver was not self-created by the applicant.
  - (6) There is a unique circumstance on the site that prevents that applicant from installing a sign that meets the requirements of this Ordinance—for instance, a sign meeting the required setback would not be visible from the road.
  - (7) There is no possible means of conveying the message of the sign without violating the ordinance AND the message of the sign is necessary to the operation of the site.