

NEW BUFFALO TOWNSHIP

**AN ORDINANCE TO REGULATE HUMAN-HELD COMMERCIAL SIGNS
ORDINANCE NO. 20250523b**

The Township of New Buffalo ordains:

Section 1. Title. This ordinance shall be known and cited as the “Human-Held Commercial Sign Ordinance of New Buffalo Township.”

Section 2. Purpose and Intent. The purpose of this ordinance is to promote traffic and pedestrian safety, protect visual aesthetics, and preserve the public peace and welfare. This ordinance is content-neutral and regulates the time, place, and manner of human-held commercial advertising to address legitimate public concerns.

Section 3. Definitions.

Human-held commercial sign: A sign or advertisement displayed, worn, carried, or otherwise held by a person for the purpose of promoting a business, product, service, or commercial event.

Public right-of-way: Any road, street, sidewalk, median, or similar public area maintained by a governmental entity for transportation or public access.

Section 4. Prohibited Conduct. No person, entity, or business shall:

- A. Stand, sit, or walk within any public right-of-way while displaying or spinning a human-held commercial sign.
- B. Display a human-held commercial sign on any property in a commercial zoning district.
- C. Use animation, spinning, flipping, waving, or reflective surfaces in connection with a human-held commercial sign in any location visible to the public from the public right-of-way.

Section 5. Penalties. A violation of this ordinance is a municipal civil infraction punishable by a fine of not more than \$1,500 for the first offense and \$3,000 for each subsequent offense. Each day a violation occurs shall constitute a separate offense.

Section 6. Severability. If any section or part of this Ordinance is declared invalid by a court, the remaining sections shall remain in effect.

Section 7. Effective Date. This Ordinance shall take effect thirty (30) days after publication as required by law.

Introduced: May 23, 2025
Adopted: May 23, 2025
Published: May 24, 2025
Effective: June 23, 2025