

## ARTICLE 20.00

# SIGNS

### Section 20.01 -- PURPOSE

The purpose of these sign regulations is to establish requirements for signs and other displays that are needed for identification or advertising, subject to the following objectives:

- (a) **Safety.** The requirements with regard to placement, installation, maintenance, size and location of signs are intended to minimize distractions to motorists, maintain unobstructed vision for motorists, protect pedestrians, and otherwise minimize any threat to public health or safety.
- (b) **Aesthetics.** Signs should enhance the aesthetic appeal of the City. Thus, these regulations are intended to: 1) regulate signs that are out-of-scale with surrounding buildings and structures, 2) prevent an excessive accumulation of signs, and 3) encourage signs that enhance the appearance and value of the business districts.
- (c) **Equal protection and fairness.** These regulations are designed to be fair to each property owner by establishing uniform standards that provide adequate exposure to the public for all property owners.
- (d) **Land use planning objectives.** The placement and design of signs should further the land use planning objectives of the City, and protect neighborhood character and the value of surrounding properties.

### Section 20.02 -- SCOPE OF REQUIREMENTS

No sign may be erected, relocated, enlarged, structurally changed, painted, or altered in the city unless in conformance with the standards and procedures set forth in this Article, including the issuance of a permit except as otherwise provided herein.

### Section 20.03 -- DEFINITIONS

Words and phrases used in this Article shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in the Article II shall be given the meanings set forth in Article II. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise.

**ACCESSORY SIGN:** A sign which pertains to the use of the premises on which it is located.

**ADD-ON SIGN:** A sign that is attached as an appendage to another sign, sign support, or a building, and is intended to draw attention to the goods or services available on the premises.

**ANIMATED SIGN:** A sign which uses lights, moving parts, or other means to depict action, create an image of a living creature or person, or create a special effect or scene (see also "Flashing Sign").

**AWNING SIGN:** A sign which is painted on, printed on, or attached flat against the surface of an awning.

**BANNER SIGN:** A sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame.

**BULLETIN BOARD:** A type of "changeable copy" sign which displays the name of an institution, school, library, community center, fraternal lodge, golf course, country club, park or other recreational facility, and which displays announcements of its services and activities upon the premises.

**CANOPY SIGN:** A sign painted on, printed on, or attached to the surface of a canopy.

**CHANGEABLE COPY SIGN (AUTOMATIC):** A sign on which the message changes automatically (for example, electronic or electric time and temperature signs).

**CHANGEABLE COPY SIGN (MANUAL):** A sign on which the message is changed manually (for example, by physically replacing the letters).

**COMMUNITY SPECIAL EVENT SIGN:** Signs and banners, including decorations and displays celebrating a traditionally-accepted patriotic or religious holiday, or special municipal or school activities.

**CONSTRUCTION SIGN:** A temporary sign identifying the architect, designer, contractors and sub-contractors, and/or material suppliers participating in construction on the property on which the sign is located.

**CYLINDRICAL SIGN:** A ground sign which is in the shape of a cylinder or barrel. A cylindrical sign has a footprint that is more-or-less in the shape of a circle.

**DIRECTIONAL OR INFORMATIONAL SIGN:** A sign which is intended to direct the flow of vehicular and pedestrian traffic to, from, and within a development site.

**FESTOON:** A string of ribbons, tinsel, small flags, pinwheels or lights, typically strung overhead in loops.

**FLASHING SIGN:** A sign which contains an intermittent or sequential flashing light source.

**FREESTANDING SIGN:** A sign which is erected upon or supported by the ground, including "pole signs" and "pedestal signs."

**GASOLINE PRICE SIGN:** A sign which is used to advertise the price of gasoline. In the event that the brand identification sign is attached to or is a part of the sign advertising price, that portion of the sign used for advertising price shall be considered the gasoline price sign.

**GROUND SIGN:** See "Pedestal Sign."

**ILLEGAL SIGN:** A sign which does not meet the requirements of this ordinance and which has not received legal nonconforming status.

**INCIDENTAL SIGN:** A small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises. Examples of incidental signs include credit card signs, signs indicating the hours of business, no smoking signs, signs used to designate bathrooms, and signs providing information on credit cards and business affiliations.

**INFLATABLE SIGN:** A temporary sign consisting of a non-porous bag or balloon inflated with a gas.

**INFORMATIONAL SIGN:** See "Directional" sign.

**MANSARD:** A sloped roof or roof-like facade. Signs mounted on the face of a mansard roof shall be considered wall signs.

**MARQUEE SIGN:** A sign attached to or supported by a marquee structure.

**MOVING SIGN:** A sign in which the sign itself or any portion of the sign moves or revolves. A "rotating sign" is a type of moving sign. Such motion does not refer to the method of changing the message on the sign.

**MURAL:** A design or representation which is painted or drawn on the exterior surface of a structure and which does not advertise a business, product, service, or activity.

**NAMEPLATE:** A non-electric on-premise identification sign giving only the name, address, and/or occupation of an occupant or group of occupants.

**NEON SIGN:** See "Outline Tubing Sign."

**NONCONFORMING SIGN:** (1) A sign which is prohibited under the terms of this Ordinance, but was erected lawfully and was in use on the date of enactment of this Ordinance, or amendment thereto. (2) A sign which does not conform to the requirements of this Ordinance, but for which a variance has been granted.

**OBSOLETE SIGN:** A sign that advertises a product that is no longer made, a business that is no longer in operation, or an activity or event that has already occurred.

**OFF-PREMISE ADVERTISING SIGN:** A sign which contains a message unrelated to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where such sign is located. A "billboard" is a type of off-premise advertising sign.

**ON-PREMISE ADVERTISING SIGN:** A sign which contains a message related to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where the sign is located.

**OUTLINE TUBING SIGN:** A sign consisting of glass tubing, filled with a gas such as neon, which glows when electric current is sent through it.

**PARAPET:** The extension of a false front or wall above a roof line. Signs mounted on the face of a parapet shall be considered wall signs.

**PEDESTAL SIGN:** A three-dimensional, self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is painted or posted. A pedestal sign may also consist of a base-mounted cylindrical structure upon which a message is painted or posted.

**POLE SIGN:** A type of freestanding sign that is elevated above the ground on a pole.

**POSTER PANEL:** A type of temporary sign that is used to draw attention to matters that are temporary in nature, such as price changes or sales. "A" frame or sandwich signs are types of poster panel signs.

**POLITICAL SIGN:** A temporary sign relating matters to be voted on in a local, state, or national election or referendum.

**PORTABLE SIGN:** A sign designed to be moved easily and not permanently affixed to the ground or to a structure.

**PROJECTING SIGN:** A sign, other than a flat wall sign, that projects more than twelve (12) inches from the face of the building or structure upon which it is located. A projecting roof sign is one that projects beyond the face or exterior wall surface of the building upon which the roof sign is mounted.

**PUBLIC SIGN:** A sign erected in the public interest by or upon orders from a local, state, or federal public official. Examples of public signs include: legal notices, safety signs, traffic signs, memorial plaques, signs of historical interest, and similar signs.

**REAL ESTATE SIGN:** A temporary sign which makes it known that real estate upon which the sign is located is for sale, lease, or rent.

**REAL ESTATE DEVELOPMENT SIGN:** A sign that is designed to promote the sale or rental of lots, homes, or building space in a real estate development (such as a subdivision or shopping center) which is under construction.

**RESIDENTIAL ENTRANCEWAY SIGN:** A sign which marks the entrance to a subdivision, apartment complex, condominium development, or other residential development.

**ROOF LINE:** The top edge of a roof or building parapet, whichever is higher, excluding cupolas, pylons, chimneys, or similar minor projections.

**ROOF SIGN:** Any sign that extends above the roof line or is erected over the surface of the roof.

**ROTATING SIGN:** See "Moving Sign."

**SANDWICH SIGN:** A sign which consists of two boards upon which a message is posted, and which are hinged at the top and are open at the bottom so that the boards can lean against each other when placed on the ground.

**SHOPPING CENTER:** A complex consisting of stores and shops of various kinds, typically with shared parking.

**SIGN:** Any device, structure, fixture, or placard which uses words, numbers, figures, graphic designs, illumination, logos or trademarks for the purpose of informing or attracting the attention of persons.

**TEMPORARY SIGN:** A sign not constructed or intended for long term use. Examples of temporary signs include signs which announce a coming attraction, a sale or bargain, a new building under construction, a community or civic project, or other special events that occur for a limited period of time (see also "Inflatable Sign").

**TIME AND TEMPERATURE SIGNS:** Signs which display the current time and/or temperature.

**UNDERHANGING SIGNS:** Signs which are located on the underside of a roof structure which extends out over a sidewalk adjacent to a building.

**VEHICLE SIGNS:** Signs painted or mounted on the side of a vehicle, including signs on the face of a truck trailer.

**WALL SIGN:** A sign attached parallel to and extending not more than twelve (12) inches from the wall of a building. Painted signs, signs which consist of individual letters, cabinet signs, and signs mounted on the face of a mansard roof shall be considered wall signs.

**WINDOW SIGN:** A sign located in or on a window which is intended to be viewed from the outside.

## **Section 20.04 -- ENFORCEMENT**

(a) **Plans, Specifications, and Permits**

1. **Permits.** It shall be unlawful for any person to erect, alter, relocate, enlarge, or structurally change a sign or other advertising structure, unless specifically exempted by these regulations, without first obtaining a permit in accordance with the provisions set forth herein. A permit shall require payment of a fee, which shall be established by the City Council.
2. **Applications.** Application for a sign permit shall be made upon forms provided by the Department of Building and Community Development. The following information shall be required:
  - a. Name, address, and telephone number of the applicant.
  - b. Location of the building, structure, or lot on which the sign is to be attached or erected.
  - c. Position of the sign in relation to nearby buildings, structures, and property lines.
  - d. Plans and specifications showing the dimensions, materials, method of construction, and attachment to the building or in the ground.
  - e. Copies of stress sheets and calculations, as required by the Building Code.
  - f. Name and address of the person, firm, or corporation owning, erecting, and/or maintaining the sign.
  - g. Information concerning required electrical connections.
  - h. Insurance policy or bond, as required in this Article.
  - i. Written consent of the owner and/or lessee of the premises upon which the sign is to be erected.
  - j. Other information required by the Building Official to make the determination that the sign is in compliance with all applicable laws and regulations.

3. **Review of Application**

a. Planning Commission Review

Sign proposals submitted in conjunction with the proposed construction of a new building or addition to an existing building shall be reviewed by the Planning Commission as a part of the required site plan review. Proposed signs shall be shown on the site plan.

b. Building Official Review

The Building Official shall review the sign permit application for any proposed sign.

c. Issuance of a Permit

Following review and approval of a sign application, the Building Official shall have the authority to issue a sign permit.

4. **Exceptions.** A new permit shall not be required for ordinary servicing or repainting of an existing sign message, cleaning of a sign, or changing of the message on the sign where the sign is designed for such changes (such as lettering on a marquee or numbers on a gasoline price sign). Furthermore, a permit shall not be required for certain exempt signs listed in Section 20.05, sub-section A. However, an electrical permit shall be required for all signs that make use of electricity.

(b) **Inspection and Maintenance**

1. **Inspection of New Signs.** All signs for which a permit has been issued shall be inspected by the Building Official when erected. Approval shall be granted only if the sign has been constructed in compliance with the approved plans and applicable Zoning Ordinance and Building Code standards.

In cases where fastenings or anchorages are to be eventually bricked in or otherwise enclosed, the sign erector shall advise the Building Official when such fastenings are to be installed so that inspection may be completed before enclosure.

2. **Inspection of Existing Signs.** The Building Official shall have the authority to routinely enter onto property to inspect existing signs.
3. **Maintenance.** All signs shall be maintained at all times in a safe, secure, and aesthetically attractive manner. Exposed surfaces shall be cleaned and painted as necessary. Broken and defective parts shall be repaired or replaced.
4. **Correction of Violations**
- a. If the Building Official finds that any sign is in violation of this ordinance, he shall notify one or more of the responsible persons to correct the violations by repair, removal or other action, within a timetable established by the Building Official.
- b. The notice provided in Subsection (a) may be accompanied or followed by a written order, sent to the responsible persons, requiring correction of violations by repair, removal or other action within thirty (30) days. Where there is imminent danger to public safety, immediate removal or action may be required.
- c. For purposes of this Section, responsible persons includes persons who own, erect or maintain a sign, the owner and/or operator of the business to which a sign pertains and the

owner and/or operator of the building, structure or premises upon which the sign is located.

- (c) **Removal of Obsolete Signs.** Any sign that identifies a business that is no longer in operation, or that identifies an activity or event that has already occurred, or a product that is no longer made, shall be considered abandoned and shall be removed by the owner, agent, or person having use of the building or structure. Upon vacating a commercial or industrial establishment, the proprietor shall be responsible for removal of all signs used in conjunction with the business.

However, where a conforming sign structure and frame are typically reused by a current occupant in a leased or rented building, the building owner shall not be required to remove the sign structure and frame in the interim periods when the building is not occupied, provided that the sign structure and frame are maintained in good condition.

- (d) **Nonconforming Signs.** No nonconforming sign shall be altered, enlarged or reconstructed, unless the alteration or reconstruction is in compliance with Article XVIII of the Zoning Ordinance, and the following regulations:

1. **Repairs and Maintenance.** Normal maintenance shall be permitted, provided that any nonconforming sign that is destroyed by any means to an extent greater than fifty percent (50%) of the sign's pre-catastrophe fair market value, exclusive of the foundation, shall not be reconstructed. Normal maintenance shall include painting of chipped or faded signs; replacement of faded or damaged surface panels; or, repair or replacement of electrical wiring or electrical devices.
2. **Nonconforming Changeable Copy Signs.** The message on a nonconforming changeable copy sign or nonconforming bulletin board sign may be changed provided that the change does not create any greater nonconformity.
3. **Substitution.** No nonconforming sign shall be replaced with another nonconforming sign. However, the panel containing the message may be replaced with a different message without affecting the legal nonconforming status of a sign, provided that the sign structure or frame is not altered.

- (e) **Appeal to the Zoning Board of Appeals.** Any party who has been refused a sign permit for a proposed sign or received a correction or removal order for an existing sign may file an appeal with the Zoning Board of Appeals, in accordance with Article 23 of the Zoning Ordinance.

- (f) **Enforcement.** Placards, posters, circulars, showbills handbills, political signs, cards, leaflets or other advertising matter, except as otherwise provided herein, shall not be posted, pasted, nailed, placed, printed, stamped or in any way attached to any fence, wall, post, tree, sidewalk, pavement, platform, pole, tower, curbstone or surface in or upon any public easement, right-of-way or on any public property whatsoever. Provided, however, nothing herein shall prevent official notices of the City, school districts, County, State or Federal Government from being posted on any public property deemed necessary.

All placards, posters, circulars, showbills, handbills, political signs, cards, leaflets or other advertising matter posted, pasted, nailed, placed, printed, stamped on any right-of-way or public property may be removed and disposed of by City enforcement officials without regard to other provisions of this Ordinance.

## **Section 20.05 -- GENERAL PROVISIONS**

- (a) **Permitted Exempt Signs.** A sign permit shall not be required for the following signs, which shall be permitted subject to applicable provisions herein:

1. Address numbers with a numeral height no greater than six (6) inches for residences and eighteen (18) inches for businesses.
2. Nameplates identifying the occupants of the building, not to exceed two (2) square feet.
3. Memorial signs or tablets in cemeteries.
4. Signs on a bus, truck, trailer, or other vehicle while operated and used for transport in the normal course of a business, provided that the primary use of the vehicle displaying the sign shall not be for the purpose of advertising a business on the premises where the vehicle is parked.
5. Public signs, including the authorized signs of a government body or public utility, including traffic signs, legal notices, railroad crossing signs, warnings of a hazard, and similar signs.
6. Flags bearing the official design of a nation, state, municipality, educational institution, or noncommercial organization.
7. Incidental signs, provided that total of all such signs shall not exceed two (2) square feet.
8. Traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
9. Permanent signs on vending machines, gas pumps, or ice containers indicating only the contents of such devices, provided that the sign area of each device shall not exceed three (3) square feet.
10. Real estate signs which advertise the rental, sale or lease of the property on which they are located, subject to the requirements in Section 20.05, sub-section C.
11. Portable real estate "open house" signs with an area no greater than three (3) square feet.
12. "Help wanted" signs soliciting employees for the place of business where posted, provided that the maximum area for all such signs shall be four (4) square feet.
13. Any sign which is located completely within an enclosed building, and which is not visible from outside the building.
14. Plaques or signs designating a building as a historic structure.
15. "No Trespassing," "No Hunting," and "No Dumping" signs.
16. Signs used to direct vehicular or pedestrian traffic to parking areas, loading areas, or to certain buildings or locations on the site, subject to the following conditions:
  - a. Directional signs shall not contain logos or other forms of advertising.
  - b. Directional signs shall not exceed three (3) square feet in area, or four (4) feet in height.
  - c. Directional signs may be located in the front setback area.
17. Temporary window signs, subject to the requirements in Section 20.05, sub-section C.

(b) **Prohibited Signs.** The following signs are prohibited in all districts:

1. Any sign not expressly permitted.
2. Signs which incorporate flashing or moving lights; however, time and temperature signs shall be permitted.
3. Banners, pennants, festoons, spinners, and streamers, unless specifically permitted elsewhere in this Ordinance.
4. String lights used for commercial purposes, other than holiday decorations.
5. Moving signs, including any sign which has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement achieved by electrical, electronic, or mechanical means, including movement caused by normal wind current.
6. Any sign or sign structure which:
  - a. Is structurally unsafe;
  - b. Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment;
  - c. Is capable of causing electric shock to person who come in contact with it; or
  - d. Is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
7. Any sign erected on a tree or utility pole, except signs of a government or utility.
8. Obsolete signs, as specified in Section 20.03.
9. Portable signs, except where expressly permitted in this Ordinance.
10. Signs affixed to a parked vehicle or truck trailer which is being used principally for advertising purposes, rather than for transportation purposes.
11. Any sign which obstructs free access to or egress from a required door, window, fire escape, driveway or other required exit from a building or premises.
12. Any sign which makes use of the words "Stop", "Look", or "Danger", or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or confuse traffic.
13. Any sign unlawfully installed, erected, enlarged, altered, moved or maintained.
14. Roof signs.
15. Projecting signs.
16. Sandwich signs.
17. Signs on street furniture including, but not limited to, signs on benches and trash receptacles.
18. Real estate signs no longer valid due to the sale, rental, or lease of the property.

19. Add-on signs.

(c) **Temporary Signs.** Temporary signs shall be permitted as specified in the following table.

**TEMPORARY SIGN STANDARDS**

(Section 20.05, sub-section C)

<u>Type of Sign</u>	<u>Districts Permitted</u>	<u>Type of Sign Permitted</u>	<u>Maximum Size</u>	<u>Maximum Height</u>	<u>Maximum Number Per Parcel</u>	<u>Permit Required</u>	<u>Required Setback</u>	<u>Permitted Duration</u> [i]
Construction Sign	All	Freestanding or Wall	32 sq. ft.	15 ft.	1	Yes	[a]	From: issuance of bldg. Permit To: issuance of C. of O.
Real Estate - sale or lease of individual home or residential lot	Residential	Portable Freestanding	6 sq. ft.	6 ft.	1[b]	No	[d]	Remove within 30 days of completion of sale or lease
Real Estate - sale or lease of individual business or vacant lot	Office, Commercial, industrial	Portable Freestanding or Wall	16 sq. ft.	10 ft.	1[b]	No	[d]	Remove within 30 days of completion of sale or lease
Real Estate - sale or lease of unplatted vacant	All	Portable Freestanding	32 sq. ft.	10 ft.	1[b]	Yes	[a]	Remove within 30 days of completion of sale land or lease
Real Estate Development Sign	All	Portable Freestanding	32 sq. ft.	10 ft.	[c]	Yes	[a][h]	Remove within 30 days after all units or lots are sold or leased
Grand Opening Sign	Commercial	Freestanding or Wall	16 sq. ft.	10 ft.	1	Yes	[d]	60 days
Garage Sale Sign	Residential	Freestanding or Wall	2 sq. ft.	5 ft.	2	No	[d]	4 consecutive days
Community Special Event Sign	All	[e]	[e]	[e]	[e]	Yes	[d]	Duration of the event
Political Sign	All	Freestanding or Wall	32 sq. ft.	10 ft.	[l]	No	[d]	From: 30 days prior To: 10 days after election
Temporary Window Sign	Commercial and Office	Paper or Fabric	[f]	Not Applicable	[f]	No	- -	Maximum display period: 30 days [g]
Banner Sign	Commercial	Plastic or Fabric	32 sq. ft.	15 ft.	1	[k]	[d]	Not to exceed 4 weeks any 6 month

<u>Type of Sign</u>	<u>Districts Permitted</u>	<u>Type of Sign Permitted</u>	<u>Maximum Size</u>	<u>Maximum Height</u>	<u>Maximum Number Per Parcel</u>	<u>Permit Required</u>	<u>Required Setback</u>	<u>Permitted Duration</u> [i]
Inflatable Signs	C-1 and C-2 Districts	Per definition in Section 20.03	Not Applicable	20 ft. [j]	1	Yes	[a]	period Not to exceed 4 days in any 6 month period

**Footnotes**

- [a] The temporary sign shall be set back a distance equal to the height of the sign.
- [b] On a corner parcel two (2) signs, one (1) facing each street, shall be permitted.
- [c] One on-premise sign shall be permitted for each frontage on a secondary or major thoroughfare, and one off-premise sign shall be permitted per development.
- [d] The temporary sign may be located in the required setback area, but shall not be located within the road right-of-way.
- [e] Community special event signs may include ground or wall signs, banners, pennants, or similar displays; the number, size and height of such signs shall be subject to Planning Commission approval.
- [f] The total of all window signs, temporary and permanent, shall not exceed one-third (1/3) of the total window area in commercial districts, and shall not exceed two (2) square feet in office districts. The area of permanent window signs shall also be counted in determining compliance with standards for total area of wall signs.
- [g] Temporary window signs that are faded, yellowed, ripped or otherwise damaged shall be removed immediately.
- [h] Real estate development signs shall not be erected within fifty (50) feet of any occupied dwelling unit.
- [i] The Building Official may require a performance bond to assure proper removal of temporary signs upon expiration of the permitted duration.
- [j] Height standard applies to the sign only and does not include the building on which it may be placed.
- [k] No permit is required for banner signs under six (6) square feet in area; a permit shall be required for banner signs that are six (6) square feet or greater in area, up to a maximum of thirty-two (32) square feet.
- [l] No limit has been established on the number of political signs.

- (c) **Off-Premise Advertising Signs.** Freestanding off-premise advertising signs (i.e., billboards) shall be permitted in the I-1, Limited Industrial District, subject to the following:
1. **Maximum Size.** No such sign shall exceed seventy-two (72) square feet in area per sign face.
  2. **Maximum Height.** The maximum height for such signs shall be twenty-five (25) feet.
  3. **Minimum Setbacks.**
    - a. Off-premise accessory signs shall comply with the setback requirement for the district in which they are located.
    - b. No part of any such sign shall be located closer than 300 hundred feet to any park, school, church, hospital, cemetery, convention center, or government building.
  4. **Spacing**
    - a. Billboard structures having more than one billboard face shall be considered as two billboards and shall be prohibited in accordance with the minimum spacing requirements set forth in this sub-section.
    - b. Not more than three (3) off-premise advertising signs shall be located per linear mile of street, regardless of the fact that such signs may be located on different sides of the street.
    - c. There shall be a minimum of 1,500 feet between off-premise advertising signs along any other public road or street.
    - d. No off-premise advertising sign shall be located closer than one thousand (1,000) feet to another off-premise advertising sign, measured on a direct line from sign to sign.

## Section 20.06 -- SIGN DESIGN STANDARDS

(a) **Construction Standards**

1. **General Requirements.** All signs shall be designed and constructed in a safe and stable manner in accordance with the City's adopted building code and electrical code. All electrical wiring associated with a freestanding sign shall be installed underground.
2. **Building Code.** All signs shall be designed to comply with requirements set forth in the Basic Building Code of the Building Officials Conference of America, Inc., as adopted.
3. **Framework.** All signs shall be designed so that the supporting framework, other than the supporting poles on a freestanding sign, is contained within or behind the face of the sign or within the building to which it is attached so as to be totally screened from view.

(b) **Illumination**

1. **General Requirements.** Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it.
2. **Non-Glare, Shielded Lighting.** Use of glaring undiffused lights or bulbs shall be prohibited. Lights shall be shaded so as not to project onto adjoining properties or streets.
3. **Traffic Hazards.** Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.

4. **Bare Bulb Illumination.** Illumination by bare bulbs or flames is prohibited, except that bare bulbs are permitted on changeable copy signs and theater marques.

(c) **Location**

1. **Within a Public Right-of-Way.** No sign shall be located within, project into, or overhang a public right-of-way, except as otherwise permitted herein.
2. **Compliance with Setback Requirements.** All signs shall comply with the setback requirements for the district in which they are located, except as otherwise permitted herein.
3. **Sight Lines for Motorists.** Signs shall comply with the requirements for unobstructed motorist visibility in Section 21.08.

(d) **Measurement**

1. **Sign Area.** Sign area shall be computed as follows:
  - a. General Requirements. Where a sign consists of a generally flat surface or sign face on which lettering and other information is affixed, the sign area shall be computed by measuring the entire face of the sign. Where a sign is affixed to a curved surface, such as a curved awning, the sign area shall be measured by considering the surface as being flat, consistent with the view directly in front of the surface.
  - b. Individual Letters. Where a sign consists of individual letters and logo affixed directly to a building, canopy, awning, or other building surface, the area of the sign shall be computed by measuring the area of the envelope required to enclose the lettering and logo.
  - c. Freestanding Sign. The area of a double-faced freestanding sign shall be computed using only one (1) face of the sign provided that: 1) the outline and dimensions of both faces are identical, and 2) the faces are back-to-back so that only one face is visible at any given time.
  - d. Pedestal Sign. The area of a pedestal sign shall be computed by measuring the entire vertical surface of a face upon which the letters and logo are attached. In the case of a multi-faced ground sign, the area of the sign shall be computed using only one face of the sign.
  - e. Cylindrical Sign. The area of a cylindrical ground sign shall be computed by multiplying the diameter of the cylinder by its height.
2. **Setback and Distance Measurements.** The following guidelines shall be used to determine compliance with setback and distance measurements:
  - a. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the two signs.
  - b. The distance between a sign and a parking lot or building shall be measured along a straight horizontal line that represents the shortest distance between the outer edge of the parking lot or building.

- c. The distance between a sign and a building or property line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the building.

## **Section 20.07 -- RESIDENTIAL DISTRICT SIGNS**

The following signs shall be permitted in all districts zoned for residential use (see Generalized Schedule of Sign Standards):

- (a) **Nameplate and Street Address.** A nameplate sign and street address shall be permitted in accordance with Section 20.05, sub-section A.
- (b) **Real Estate Signs.** Real estate signs shall be permitted in accordance with Section 20.05, sub-section C.
- (c) **Garage Sale Signs.** Garage sale signs shall be permitted in accordance with Section 20.05, sub-section C.
- (d) **Residential Entranceway or Identification Signs.** Permanent residential entranceway or identification signs shall be permitted in accordance with Section 21.09 and the following regulations:
  - 1. There shall be no more than one (1) such sign located at each entrance to a sub-division or other residential development.
  - 2. The maximum size for such sign shall be twenty-five (25) square feet.
  - 3. The maximum height for such sign shall be six (6) feet.
  - 4. Such signs shall be set back a minimum distance of twenty-five (25) feet from any property line or right-of-way line.
- (e) **Signs for Nonresidential Uses.** Each nonresidential use in a residential district shall be permitted one wall-mounted sign, subject to the following requirements:
  - 1. The maximum size for such a sign shall be two (2) square feet.
  - 2. No such sign shall be intentionally lighted.
- (f) **Signs for Special Approval Uses.** Except as otherwise noted, all uses which are permitted subject to special approval in residential districts shall comply with the following sign standards:
  - 1. **Number.** There shall be no more than one (1) sign per parcel, except on a corner parcel, two (2) signs, one (1) facing each street shall be permitted.
  - 2. **Size.** The maximum size of each such sign shall be twenty-five (25) square feet.
  - 3. **Location.** Freestanding signs shall be located no closer than twenty-five (25) feet from any right-of-way line, and at least fifteen (15) feet from all other property lines, driveways, and approaches.
  - 4. **Height.** The maximum height of any freestanding sign shall be four (4) feet.
  - 5. **Churches.** Churches and other religious institutions shall be permitted one (1) additional sign for each school, parsonage, or other related facility.

One (1) additional sign shall also be permitted per parcel for the purposes of advertising special church events, such as bingo or church picnics. Any such sign shall conform to the standards for area, location, and height as outlined in this section.

- 6. **Residential Uses.** Residential uses permitted subject to special approval which are located in a single family dwelling shall be permitted one wall-mounted sign, not to exceed two (2) square feet in area.

## **Section 20.08 -- NONRESIDENTIAL DISTRICT SIGNS**

The following signs shall be permitted in districts zoned for nonresidential use (see Generalized Schedule of Sign Standards):

- (a) **Signs for Residential District Uses in a Nonresidential District.** Signs for nonconforming residential district uses in a nonresidential district shall be governed by the sign regulations for residential district uses set forth in Section 20.07.
- (b) **Signs for Nonconforming Nonresidential Uses.** Signs for nonconforming nonresidential uses in an office, commercial or industrial district (for example, a nonconforming commercial use in an industrial district) shall be governed by the sign regulations which are appropriate for the type of use, as specified in this Section.
- (c) **Nameplate and Street Address.** A nameplate and street address shall be permitted in accordance with Section 20.05, sub-section A.
- (d) **Real Estate Signs.** Real estate signs shall be permitted in accordance with Section 20.05, sub-section C.
- (e) **Wall Signs.** Wall signs shall be permitted in office, commercial and industrial districts subject to the following regulations:
  - 1. **Number.** One (1) wall sign shall be permitted per street frontage on each parcel. However, in the case of a multi-tenant building or shopping center, one (1) wall sign shall be permitted for each tenant having an individual means of public access. Tenants who occupy a corner space in a multi-tenant structure shall be permitted to have one (1) sign on each side of the building. Where several tenants use a common entrance in a multi-tenant structure, only one (1) wall sign shall be permitted, but the total sign area should be allocated to all tenants.
  - 2. **Size.** The total area of a wall signage shall not exceed two (2) square feet per lineal foot of building frontage, not to exceed the limits specified in the following table:

<u>Zoning District in Which Sign Is Located</u>	<u>Maximum Sign Area</u>
CS	25 sq.ft.
O-1, C-1, C-3	64 sq.ft.
C-2, I-1	90 sq.ft.

In the case of a multi-tenant building or shopping center, these size requirements shall apply to each business individually, except that in shopping centers having a total site area of ten (10) acres or greater, wall signs shall comply with the following standards:

<u>Total Tenant Floor Area</u>	<u>Maximum Sign Size</u>	<u>Maximum Sign Width</u>	<u>Maximum Letter Height</u>
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up to 4,000 sq.ft.	100 sq.ft.	66% of store width	3.0 ft.
4,001-10,000 sq.ft.	150 sq.ft.	66% of store width	3.5 ft.
10,001-20,000 sq.ft.	200 sq.ft.	66% of store width	4.5 ft.
over 20,000 sq.ft.	300 sq.ft.	66% of store width	5.0 ft.

3. **Location.** One wall sign may be located on each side of a building that faces a street.
  4. **Vertical Dimensions.** The maximum vertical dimension of any wall sign shall not exceed one third (1/3) of the building height, except as noted for shopping centers.
  5. **Horizontal Dimensions.** The maximum horizontal dimension of any wall-mounted sign shall not exceed two-thirds (2/3) the width of the building.
  6. **Height.** The top of a wall sign shall not be higher than whichever is lowest:
    - a. The maximum height specified for the district in which the sign is located.
    - b. The top of the sills at the first level on windows above the first story.
    - c. The height of the building facing the street on which the sign is located.
- (f) **Freestanding Signs.** Freestanding pedestal or pole signs shall be permitted in commercial and industrial districts, and pedestal signs shall be permitted in office districts, subject to the following regulations:
1. **Building Setback.** Freestanding signs shall be permitted only if the buildings are set back at least forty (40) feet from the existing right-of-way line.
  2. **Number.** One (1) freestanding sign shall be permitted per street frontage on each parcel. However, only one sign shall be permitted on lots having frontage on more than one street if a single sign can be located such that it is clearly visible from both streets. In multi-tenant buildings or shopping centers the sign area may be allocated for use by individual tenants.
  3. **Size.** The total area of the freestanding sign shall not exceed one-half (2) of a square foot per lineal foot of street frontage, not to exceed the limits in the following table:

<u>Zoning District in Which Sign Is Located</u>	<u>Maximum Sign Area</u>
CS	25 sq.ft.
O-1, C-1, C-3	64 sq.ft.
C-2, I-1	90 sq.ft.

The size standards specified above may be increased by twenty-five (25) square feet for pedestal signs. Also, shopping centers having a total site area of ten (10) acres or greater shall comply with the following freestanding sign standards:

- Maximum size of sign face: 200 sq.ft.
- Maximum size of pedestal sign structure: 350 sq.ft.
- Maximum height: 25 ft.
- Number: One freestanding sign per street frontage on an arterial or collector road

4. **Setback from the Right-of-Way.** Freestanding signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than one (1) foot to the existing right-of-way line. If a parcel is served by a private road or service road, no portion of a freestanding sign shall closer than five (5) feet to the edge of such road.
5. **Setback from Residential Districts.** Freestanding signs shall be located no closer than fifty (50) feet to any residential district.
6. **Height.** Except as noted above for shopping center signs, freestanding signs shall comply with the following height requirements:

<u>District/Sign Type</u>	<u>Maximum Height</u>
Office districts (pedestal signs)	6 ft.
Commercial, Industrial districts	
- Pole Signs	15 ft. <sup>1</sup>
- Pedestal Signs	
if set back 25 ft. or more <sup>2</sup>	8 ft.
if set back less than 25 ft. <sup>2</sup>	4 ft.

<sup>1</sup> The maximum height may be increased to twenty (20) feet for signs set back at least twenty (20) feet from the existing road right-of-way line.

<sup>2</sup> Set backs shall be measured from existing right-of-way line.

7. **Underclearance.** Pole signs shall have a minimum underclearance of eight (8) feet.
- (g) **Marquee Signs.** Marquee signs shall be permitted for theaters located in commercial districts subject to the following requirements:
1. **Construction.** Marquee signs shall consist of hard incombustible materials. The written message shall be affixed flat to the vertical face of the marquee.
  2. **Vertical Clearance.** A minimum vertical clearance of ten (10) feet shall be provided beneath any marquee.
  3. **Projection.** Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to marquee signs, provided that marquee signs shall comply with the setback requirements for the district in which they are located.

4. **Number.** One (1) marquee shall be permitted per street frontage.
  5. **Size.** The total size of a marquee sign shall not exceed one and one-half (1 2) square feet per lineal foot of building frontage.
  6. **Compliance with Size Requirements for Wall Signs.** The area of permanent lettering on a marquee sign shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.
- (h) **Awnings and Canopies.** Signs on awnings and canopies in commercial, office, and industrial districts shall be permitted, subject to the following standards:
1. **Compliance with Size Requirements for Wall Signs.** The area of signs on awnings or canopies shall be counted in determining compliance with the standards for total area of wall signs permitted on the parcel.
  2. **Projection.** Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not apply to awning and canopy signs, provided that such signs shall comply with the setback requirements for the district in which they are located.
- (i) **Gasoline Price Signs.** Gasoline price signs shall be permitted subject to the following standards:
1. **Number.** One (1) gasoline price sign shall be permitted per street frontage.
  2. **Size.** Gasoline price signs shall not exceed fifteen (15) square feet in area.
  3. **Setback.** Gasoline price signs shall comply with the setback and height requirements specified for freestanding signs in the district in which the signs are located.
- (j) **Temporary Signs.** Temporary signs shall be permitted in accordance with Section 20.05, sub-section C. Banners shall be permitted in the C-1 and C-2 districts only.
- (k) **Window Signs.** Temporary and permanent window signs shall be permitted on the inside in commercial and office districts provided that the total combined area of such signs (including incidental signs) shall not exceed one-third (1/3) of the total window area. Temporary window signs shall comply with the requirements in Section 20.05, sub-section C.
- (l) **Time and Temperature Signs.** Time and temperature signs shall be permitted in commercial and office districts, subject to the following conditions:
1. **Frequency of Message Change.** The message change shall not be more frequent than once every three (3) seconds.
  2. **Size.** The area of these types of signs shall be included within the maximum sign area permitted on the site.
  3. **Number.** One (1) such sign shall be permitted per street frontage.
- (m) **Underhanging Signs.** One (1) underhanging sign shall be permitted for each business, subject to the following conditions:
1. **Vertical Clearance.** A minimum vertical clearance of eight (8) feet shall be provided between the bottom edge of the sign and the surface of the sidewalk.

2. **Orientation.** Underhanging signs shall be designed to serve pedestrians rather than vehicular traffic.
  3. **Size.** Underhanging signs shall not exceed six (6) square feet in area.
- (n) **Signs in the C-3 District.** The C-3 District encompasses land in the "Old Downtown", consisting of buildings with distinctive architectural features that date back to the early settlement of the City. It is important to capture and preserve the unique character of the Old Downtown in the types of signs permitted. Accordingly, the following additional standards shall apply to signs in the C-3 district:
1. **Location.** Signs shall not cover architectural details such as arches, transom windows, moldings, columns, capitals, sills cornices and similar details.
  2. **Materials.** Sign materials shall complement the original construction materials and architectural style of the building facade. Generally, wood or metal signs are considered more appropriate than plastic.
  3. **Lettering Style.** Lettering style shall complement the style and period of architecture of the building. No more than two (2) different type styles shall be used on each sign.
  4. **Illumination.** Signs shall be illuminated using a direct but shielded light source, rather than internal illumination.
  5. **Projecting Signs.** Projecting signs shall be permitted provided they are oriented towards pedestrian traffic, have a minimum underclearance of eight (8) feet, and have a maximum size of twelve (12) square feet.
  6. **Colors.** No more than three (3) complementary colors may be used per sign, with generally one color for the background, one for lettering, and one for accent. More than three complementary colors may be used for graphics or symbols on the sign.
- (o) **Outline Tubing (Neon) Signs.** Outline tubing signs, also known as neon signs, are permitted in commercial districts subject to the following conditions:
1. **Construction.** Such signs shall be enclosed unless the applicant provides sufficient documentation that unenclosed signs satisfy requirements in the adopted Building Code.
  2. **Maximum Size.** Such signs shall be considered wall signs for the purposes of determining compliance with maximum size standards.

## GENERALIZED SCHEDULE OF SIGN STANDARDS FOR RESIDENTIAL USES\*

<u>Type of Sign</u>	<u>Number</u>	<u>Area</u>
Nameplate	1	2 sq.ft.
Street Address	1	6 in. height
Church	1[a]	25 sq.ft.
Real Estate Signs	1	6 sq.ft.
Garage Sale Signs	2	2 sq.ft.
Residential Entranceway Signs	1[b]	25 sq.ft.
Wall Signs for Nonconforming Uses	1	2 sq.ft.

\* Specific sections in this Ordinance should be consulted for details.

[a] One (1) additional sign shall be permitted for each school, parsonage, or other related facility.

[b] One (1) sign is permitted at each entrance to a subdivision or residential development.

## GENERALIZED SCHEDULE OF SIGN STANDARDS FOR NONRESIDENTIAL USES\*

Type of Sign	Uses In the CS District		Office and Commercial Uses in the O-1, C-1 or C-3 Districts		Commercial or Industrial Uses in the C-2 and I-1 Districts	
	Number	Maximum Area	Number	Maximum Area	Number	Maximum Area
Wall	1[a]	2 sq.ft. per ft. of bldg. front, up to 25 sq.ft.	1[a]	2 sq.ft. per ft. of bldg. front, up to 64 sq.ft.	1[a]	2 sq.ft. per ft. of bldg. front, up to 90 sq.ft. [c]
Freestanding	1[b]	2 sq.ft. per ft. of street frontage, up to 25 sq.ft.	1[b]	2 sq.ft. per ft. of street frontage, up to 64 sq.ft.	1[b]	2 sq.ft. per ft. of street frontage, up 90 sq.ft. [c]
Window Signs	N.A.	1/3 of window area	N.A.	1/3 of window area	N.A.	1/3 of window area; not permitted in industrial districts
Awning or Canopy Signs	1	[d]	1	[d]	1	[d]
Gasoline Price Signs	1	15 sq.ft.	1	15 sq.ft.	1	15 sq.ft.
Marquee Sign	N.P.	N.P.	1[e]	Based on max. permitted sign area on site	1[e]	Based on max. permitted sign area on site
Time and Temperature Market Signs	1	Based on max. permitted sign area on site	1	Based on max. permitted sign area on site	1	Based on max. permitted sign area on site
Real Estate	1	16 sq.ft. [f]	1	16 sq.ft. [f]	1	16 sq.ft. [f]

\* Specific sections in this Ordinance should be consulted for details.

N.A. = Not Applicable

N.P. = Not Permitted

### Footnotes

- [a] In the case of a multi-tenant building, one (1) wall sign shall be permitted for each tenant having an individual means of public access. Tenants who occupy a corner space in a multi-tenant structure shall be permitted to have one (1) sign on each side of the building. Where several tenants use a common entrance in a multi-tenant building, only one (1) wall sign shall be permitted, but the total sign area should be allocated to all tenants.
- [b] Only one (1) freestanding sign shall be permitted per street frontage for multi-tenant buildings or shopping centers, but the sign area may be allocated for use by individual tenants.

## ***Signs***

- [c] See Section 20.08, sub-sections E and F for shopping center sign requirements.
- [d] The area of awnings and canopy signs shall be counted in determining compliance with the standards for total area of wall signs. Temporary window signs are not permitted in the industrial districts.
- [e] Marquee signs shall be permitted for theaters located in commercial districts. The area of permanent lettering on a marquee sign shall be counted in determining compliance with the standards for total area of wall signs.
- [f] Real estate signs offering unplatted vacant land for sale or lease may be up to thirty-two (32) square feet in area.