

**ARTICLE XIV**

**SIGNS**

**SECTION 14.00 - PURPOSE AND INTENT**

It is hereby determined that regulation of the location, size, placement and certain features of signs is necessary to enable the public to locate goods, services and facilities without difficulty and confusion, to promote traffic safety, safeguard public health and welfare and prevent wasteful use of natural resources in competition among businesses for attention.

In addition, it is the intent of this Ordinance to assure the continued attractiveness of the total community environment through the adoption of discretionary controls designed to preserve scenic, aesthetic and economic values within the City.

It is further determined that signs which may lawfully be erected and maintained under the provisions of this Ordinance are consistent with customary usage.

**SECTION 14.01 - DEFINITIONS**

The following words and phrases shall have the meanings set forth in this section when they are used in this Chapter:

- (a) **BUSINESS:** Any legal use of a building, other than for a religious institution, day care center, school, home occupation or residence, by a person, firm or corporation. Although contained in the same building as another business and owned by the same person, an activity may be treated as a separate business if it is physically separated from, uses different personnel than, and provides different products or services than such other related business.
- (b) **BUILDING FRONTAGE:** The length of the portion of a building occupied by a single-business facing a street adjacent to the premises on which the business is located.
- (c) **MAXIMUM HEIGHT:** Shall be measured from grade or sidewalk to the highest-edge of the sign surface or its projecting structure.

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- (d) **MINIMUM HEIGHT:** Shall be measured from grade or sidewalk to the lowest edge of the sign surface or its projecting structure.
- (e) **OWNER:** A person, firm, partnership, association or corporation and/or its legal successors.
- (f) **PREMISES:** A "lot" in the same ownership or control which is not divided by a public street.
- (g) **SIGN:** A name, message identification, image, description, display, light, balloon, banner or illustration which is affixed to, or painted, or otherwise located or set-upon, or in, a building, bench, structure or piece of land and which directs attention to an object, product, place, activity, person, institution, organization or business and which is visible from any public street, sidewalk, alley, park or public property. The definition includes interior and exterior signs but not signs primarily directed at persons within the premises of the sign owners. The definition does not include goods displayed in a business window.
  - 1. **Accessory Sign:** A sign which pertains to the principal or accessory use of the premises upon which such sign is located.
  - 2. **Awning Sign:** An awning which is cloth, canvas, or vinyl which is installed Above windows or a main entrance to a building with metal frames.
  - 3. **Banner Sign:** A sign on paper, cloth, fabric or other flexible or combustible material of any kind, either with or without frames.
  - 4. **Billboard Sign:** A non-accessory freestanding sign, upon which a display can be posted, painted or otherwise affixed in a manner which is readily changed.
  - 5. **Bulletin Board:** A sign with temporary or replaceable letters or characters, used to announce dates of functions or activities.
  - 6. **Commercial Sign:** A sign displayed for the purpose of identifying a commercial use, or advertising a service, product, business or venture that is offered for trade or sale.
  - 7. **Directional Sign:** A sign, the primary purpose of which is to expedite the flow of vehicular and/or pedestrian traffic to, from and within a site.
  - 8. **Garage and Yard Sale Signs:** A sign that is used for temporary use to sell household items, garage, tools, and miscellaneous items used in a residential area.
  - 9. **Ground Sign:** Any freestanding sign supported by one or more uprights, poles,

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pylons, a base, or braces located in or upon the ground or to something requiring location on the ground and not attached to any building or other structure.

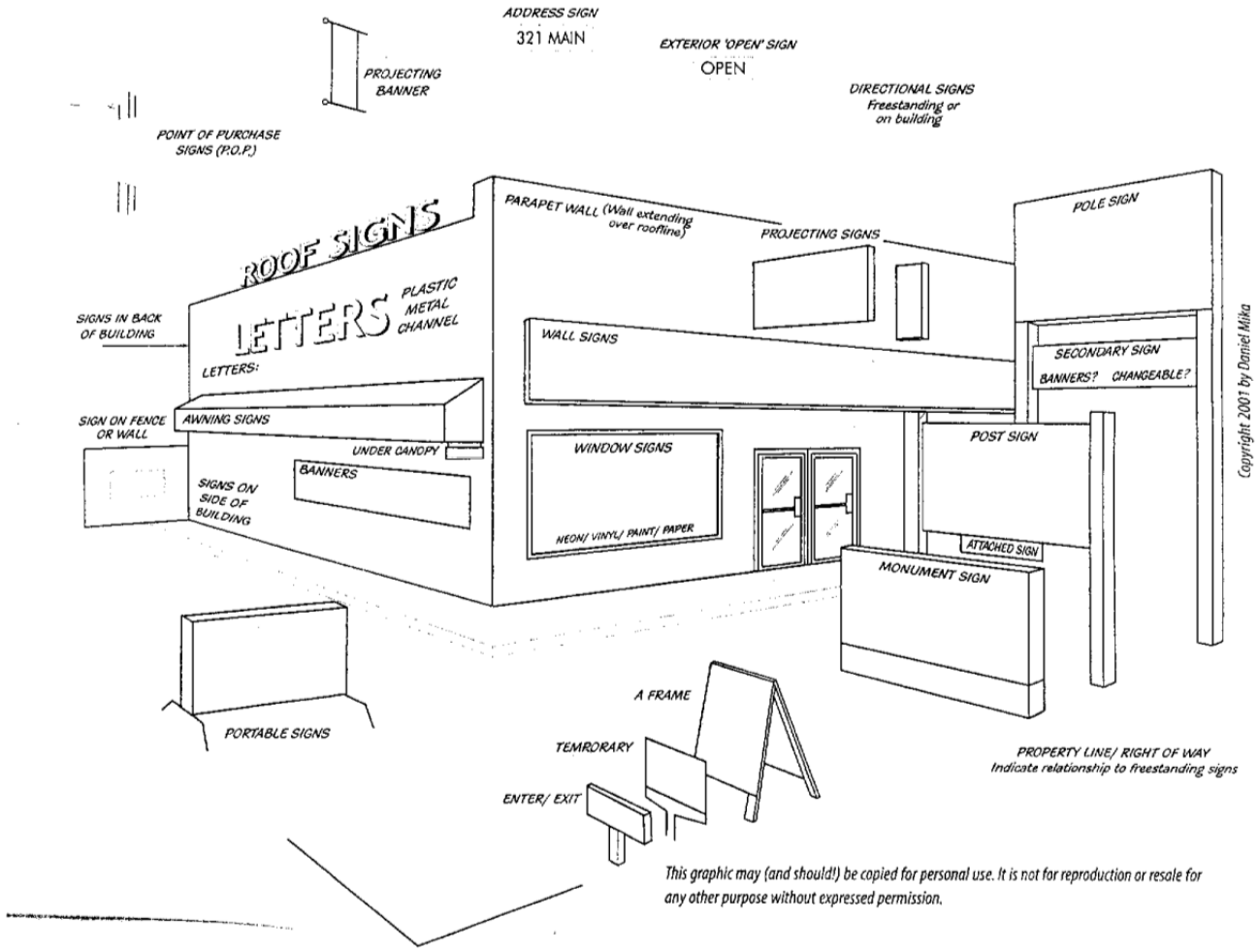
10. **Group Identification Sign:** A sign or entranceway structure, listing the names and addresses only of the establishments occupying a development or subdivision. The erection of such identification signs is so intended to assist the public in locating establishments within its immediate area and shall be placed upon property within the development or subdivision.
11. **Institutional Sign:** A sign containing a surface area upon which is displayed the name of a religious institution, school, library, community center, or similar institutions, and the announcement of its services or activities
12. **Marquee Sign:** A sign attached to or hung from a marquee, wall, canopy or other covered structure projecting from and supported by the building.
13. **Moving Sign:** A sign that has motion either constantly or at intervals or that gives the impression of movement through intermittent, flashing, scintillating or varying intensities of illumination.
14. **Mural:** A picture, photograph, painting, mosaic, or relief artwork applied to exterior walls, facilities, or structures, intended to serve as a cosmetic adornment for the building.
15. **Non-Accessory Advertising Sign:** A sign relating to a business activity, use or service not performed on the premises or to a product not fabricated, produced, handled or sold on the same premises upon which the sign is displayed.
16. **Occupational Sign:** A sign denoting only the name and profession of an occupant in a commercial building or public institutional building.
17. **On-Premises Sign:** A sign which advertises only goods, services, facilities, events or attractions available on the premises where located, or identifies the owner or occupant or directs traffic on the premises. All other signs are off-premises signs.
18. **Outline Tubing Sign:** A sign arranged of exposed gaseous tubes that outline and call attention to certain features of an advertising device such as individual letters, figures, shapes or words.
19. **Parasite Signs:** A sign that is intended to draw attention to any one or more of various services, items for sale, contests, etc., and is attached as an

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appendage to an accessory sign, sign support or any part of a principal building, accessory building or other structure located on a development site.

20. **Pole Sign:** A type of ground sign that is mounted above the ground on a pole.
21. **Political Sign:** A sign relating to the election of a person to public office or relating to a political party or relating to an issue or a matter to be voted upon at an election called by a public body.
22. **Portable Sign:** A sign or sign board which is free standing and not permanently anchored or secured to either a building, structure or the ground; such as, but not limited to, so-called "A" frame, "T" shaped or inverted "T" shaped stands, or any sign attached to a trailer or other vehicle not accessory to the vehicle or its use, but used with the express intent of advertising.
23. **Projecting Sign:** A sign erected and attached at one end to a building, pole or other structure, or any part thereof, and extending beyond the attachment surface by more than twelve (12) inches.
24. **Real Estate Sign:** A sign advertising that the property said sign is located upon is for sale, rent or lease.
25. **Road Sign:** A type of ground sign that is typically mounted close to the ground on a three-dimensional base which is constructed of the same materials and colors as the sign face it sell A "monolith sign" is one type of road sign which consists of a base-mounted cylindrical structure upon which a message is painted or posted.
26. **Roof Sign:** A sign which is erected constructed and maintained above the roof or parapet of a building or any portion thereof.
27. **Small Signs:** A sign which is used as a temporary use for special events.

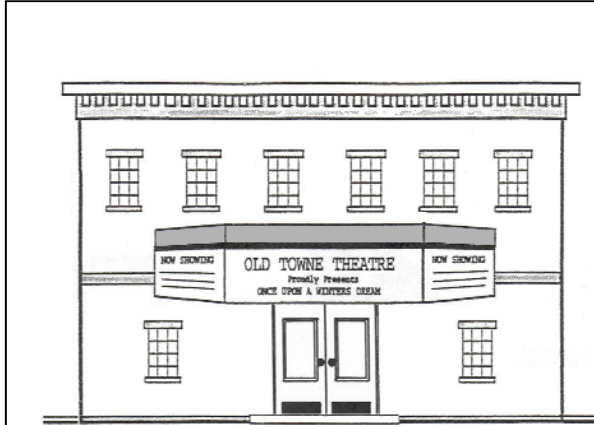
# SIGNS



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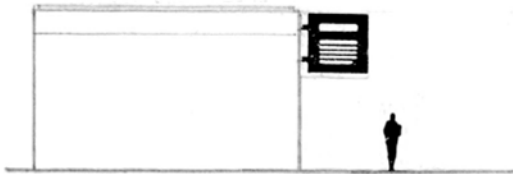
Pole Signs are not permitted

Roof Signs are not permitted



**Marquee Sign**

**PROJECTING SIGN**



**PUBLIC INFORMATION SIGNS** \_\_\_\_\_

**DIRECTIONAL SIGNS** \_\_\_\_\_

## VARIOUS TYPES OF FREESTANDING SIGNS



**GROUND SIGN**



**GROUND SIGN**



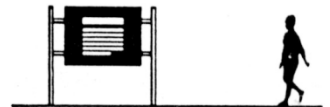
**BASE-MOUNTED GROUND SIGN**



**DOUBLE INSIDE-POST GROUND SIGN**



**CENTER-POLE SIGN**



**POST AND PANEL GROUND SIGN**

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28. **Temporary Sign:** An information sign, or banner, with or without a structural frame, intended for a limited period of display, including decorative displays for holidays or public demonstrations, not including accessory signs as defined under (a) above, or signs pertaining to sale, rent, or lease of property.
  29. **Time and Temperature Sign:** A sign that displays only the current time and/or temperature.
  30. **Wall Sign:** A sign attached to, painted on, inscribed, or otherwise set upon the exterior wall or surface of any building, no portion of which projects more than twelve (12) inches from the wall, and which may not project above the roof or parapet line. The roofline meaning the vertical distance measured from the established grade to the highest point of the roof surface for flat roofs; to the deck line of mansard roofs; and the average height between eaves and ridge boards for gable, hip and gambrel roofs.
  31. **Window Sign:** Signs which are affixed, painted, or otherwise inscribed on the window of a building such that they are visible from the outside of said building. For the purposes of this Ordinance, signs, which are not affixed directly to a window but are positioned next to a window so that they are visible from the outside, shall be considered window signs.
- (h) **SIGN ERECTOR:** Any person engaged in the business of erecting, conditions altering, or removing signs on a contractual or hourly basis.
- (i) **SIGN AREA:** The entire area within a circle, triangle, rectangle or other geometric shape enclosing the extreme limits of writing, representation, emblem or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed.

**SECTION 14.02 - MEASUREMENT OF SIGN AREA**

The total sign area is to be expressed in square feet and shall be computed as herein set forth and permitted in the "Schedule of Sign Regulations" attached to and made a part of this Code.

- (a) Single-Face Sign total area shall be computed as the number of square feet within lines drawn at the outer perimeter forming any single and/or combination of geometric shapes, such as a square, rectangle, triangle or circle encompassing the extreme limits of an individual letter(s), word(s), message(s), representation, emblem or any similar figure, including open space(s), together with any frame or other material forming an integral part of display used to differentiate such sign from the background against which it is placed.
- (b) Double-Face Signs having two (2) faces of equal size arranged and/or positioned back to back and parallel or with the faces at an included angle of not more than thirty (30) degrees in the plan or vertical view; the area of the sign shall be computed as one-half (1/2) the total area of the two (2) faces. When the faces of such a sign are not of equal area, then the area of the sign shall be computed as the total area of the largest face.



**SECTION 14.03 - PERMITS AND APPLICATIONS**

- (a) **Permit Required:** It shall be unlawful for any person to erect, re-erect, alter or relocate any sign unless a permit shall have been first obtained from the Building Official, except as provided in Section 14.04 below, and a permit fee paid in accordance with the schedule adopted by resolution of the City Council. Any sign that makes use of electricity shall, in addition to a sign permit, require an electrical permit, regardless of size.
- (b) **Undefined Signs:** Any sign that is not explicitly defined in DEFINITIONS of this Ordinance must be approved by the Zoning Board of Appeals before a permit shall be issued.
- (c) **Permits:** Permits for the erection of signs shall only be issued to persons qualified to carry on such work under the provisions of this chapter.
- (d) **Permit Expiration:** A sign permit shall become null and void if the work for which the permit was issued is not completed within six (6) months of the date of issue.
- (e) **Applications:** Applications for sign permits shall be made upon forms provided by the Building Department for this purpose.
- (f) **Servicing:** No permit shall be required for ordinary servicing, repainting of existing sign message, or cleaning of a sign. No permit is required for change of message of a sign designed for periodic message change without change of structure, including a bulletin board or billboard, but not including a sign to which a new permanent face may be attached.

**SECTION 14.04 - EXEMPT SIGNS**

No erection permit shall be required for signs enumerated below. Such exemptions, however, shall not be construed to relieve the owner of the sign from responsibility for its proper location, erection and maintenance.

**(a) Construction Signs**

Signs advertising buildings or projects under construction shall not exceed thirty-two (32) square feet where the total parcel frontage is twenty-one (21) feet or less, where parcel frontage exceeds twenty-one (21) feet, such signs shall not exceed 1.5 square feet per ten (10) lineal feet of thoroughfare frontage or fraction thereof, up to a maximum of one hundred (100) square feet. Such signs shall have a

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maximum height of ten (10) feet and shall be set back at least twenty-five (25) feet from any public right-of-way unless attached to a building, construction fence, or barricade. All such signs shall be removed promptly upon completion of construction. No more than one (1) construction sign shall be permitted per thoroughfare frontage.

### (b) Garage and Yard Sale Signs

Signs to be posted in ground only with a size no larger than 18" x 24". No permit required and following stipulations apply:

1. For a one-day sale the sign may be erected the morning of the sale with removal at the end of the day.
2. For a two or three-day sale the sign may be erected the morning of the first day of the sale with removal at the end of the second or third day.
3. Signs may not be posted for more than three (3) days.

### (c) Government Signs

Signs erected on a City, County, State or Federal building or land which announce the name, occupancy and information of the use or admission to the premise or the flag of any nation or state which is respectfully displayed.

### (d) Political Signs

Shall be solely for the purpose of providing information relating to the election of a person to public office, or to a political party, or to a matter to be voted upon at an election called by a public body, or any other public issue or expression of opinion, and shall be permitted subject to the following conditions:

1. Political signs shall not be located closer than fifteen (15) feet to the edge of the traveled portion of the roadway and not in a dedicated right-of-way or attached to any utility pole. Political signs shall be ground or wall signs. No ground sign shall be higher than thirty-six (36) inches above average mean grade of the yard on which it is placed.
2. All political signs shall be removed within ten (10) calendar days after the election or event.
3. Such signs shall not be erected in such a manner that they will or reasonably may be expected to interfere with, obstruct, confuse or mislead traffic.

### (e) Real Estate Signs

1. Single and Multiple Family Real Estate

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A sign with an area not in excess of six (6) square feet advertising the sale, rent and/or lease of a single or multiple-family structure or vacant property, placed adjacent to such a structure and upon the premises is permitted. Such a sign may indicate only that the property is for sale, rent, and/or lease and the address or telephone number where the inquiry can be made. It shall have a maximum height of six (6) feet from grade and shall be set back ten (10) feet from any public right-of-way unless attached to the building. It shall be unlawful for any rental unit or dwelling, as defined in Article IX, Section 5-247 (Rental Registration) of the City of Keego Harbor Code of Ordinances as amended, to advertise the rent and/or lease of a rental unit or dwelling without receiving a Certificate of Compliance in accordance with Article IX, Section 5-251 (Certificate of Compliance) of the City of Keego Harbor Code of Ordinances as amended.

### **2. Non-Residential Real Estate Signs**

One (1) sign, with a total area not in excess of thirty-two (32) square feet, shall be permitted on each parcel for the purposes of advertising the sale, rent and/or lease of non-residential real estate. Such signs shall have a maximum height of ten (10) feet and shall be set back twenty-five (25) feet from any public right-of-way unless attached to a permanent building.

### **3. Residential subdivision or condominium developments**

The allowable area for one (1) accessory or sign pertaining to the sale, rent and/or lease of real estate within a residential subdivision or condominium complex being developed shall be limited to an area of one hundred (100) square feet. Not more than one (1) non-accessory sign advertising the sale of lots or residential buildings in other than the subdivision or condominium complex being developed shall be permitted. The size of this non-accessory sign shall be not more than one hundred (100) square feet in area. The Board may allow additional signs if they find that due to location of the development or some other hardship, the additional exposure can be justified. Such signs shall have a maximum height of ten (10) feet and shall be set back twenty-five (25) feet from any public right-of-way.

### **4. Not more than one (1) Real Estate sign per thoroughfare frontage shall be placed on any premises. Real estate signs larger than six (6) square feet shall**

not be placed on any premises with an occupied structure.

5. Removal

Real Estate signs shall be removed within ten (10) days of the sale, lease or rental of the premises, land parcel or residential subdivision/complex.

6. Real Estate signs which indicate property is sold are prohibited.

(f) Residential Address Signs

For each dwelling unit in the R-1 and R-2 Districts, one (1) sign not exceeding two (2) square feet in area indicating the address and name(s) of the occupants.

(g) Street Signs

Signs erected by the City, County, State or Federal Government for street direction or traffic control.

## **SECTION 14.05 – CONSTRUCTION AND MAINTENANCE REQUIREMENTS**

(a) Materials and Design

All signs shall be designed, constructed and maintained in conformity with the provisions for materials, loads, and stresses of the latest adopted edition of the City Building Code and requirements of this Chapter.

(b) Erector's Imprint

Signs of every type which come within the Purview of this Chapter, must carry the identification and address of the sign erector, electrical voltage, when applicable, and date of erection in clearly legible letters whether for the initial erection or re-hanging of a sign.

(c) Fastenings

All signs must be erected in such a manner and with such materials to remain safe and secure during the period of use and all bolts, cables, and other parts of such signs shall be kept painted and free from corrosion. Any defect due to the fault of the erector shall be repaired by the erector.

(d) Support Location

No pole, cable or support of any nature shall be placed on any publicly owned property, street right-of-way, or proposed street right-of-way.

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(e) Proximity to Electrical Conductors

No sign shall be erected so that any part including cables, guys, etc. will be within ten (10) feet of any electrical conductor, electric light pole, street lamp, traffic light or other public utility pole or standard.

(f) Re-Hanging

In case of re-hanging or re-erection of any sign, the new erector must place his identification, address and the date on the sign.

(g) Sanitation

Property surrounding any ground sign shall be kept clean, sanitary and free from obnoxious and offensive substances, free from weeds, rubbish, and inflammable material.

(h) Illumination

No sign shall be illuminated by other than continuing white light using approved electrical devices and shall be installed in accordance with the requirements of the provisions of this chapter. In no case shall any open spark or flame be used for display purposes unless specifically approved by the Building Official.

(i) Shielding

Any lighting for the illumination of signs shall be directed away from and shall be shielded from any adjacent lots and shall be so arranged as to not adversely affect driver visibility on adjacent public thoroughfares.

(j) Traffic Interference

No advertising device shall be erected or maintained 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 traffic.

## SECTION 14.06 - GENERAL PROVISIONS

The following conditions shall apply to all signs erected or located in any zoning district:

(a) Sign Location

1. No sign, except those established and maintained by the City, County, State, or Federal Governments, shall be located in, project into, or overhang a public right-of-way or dedicated public easement. Projecting signs in the C-1 or C-2 area may project over a public sidewalk provided there is a minimum clearance of eight (8) feet between the sidewalk and the bottom of the sign.
2. No sign shall be erected, established, or maintained on any lot which will obstruct the view of drivers in vehicles approaching an intersection of two roads or the intersection of a road and driveway. Accordingly, signs located in the triangular area described below shall not be permitted to obstruct cross-visibility between a height of thirty (30) inches and six (6) feet above the lowest point of the intersecting roads or driveways. The unobstructed triangular area is described as follows:

The area formed at the corner intersection of two public right-of-way lines, the two (2) sides of the triangular area being twenty-five (25) feet in length measured along the abutting right-of-way lines, and the third side being a line connecting these two sides, or;

The area formed at the corner intersection of a public right-of-way and a driveway, the two (2) sides of the triangular area being ten (10) feet in length measured along the right-of-way line and edge of the driveway, and the third side being a line connecting these two sides.

3. Construction signs advertising buildings or projects under construction may be erected and maintained for a period not to exceed the term of construction, and such sign shall be erected on the site of construction. Said sign shall advertise only the building or project under construction and information related thereto such as its developers, contractors, engineers, brokers and architects.
4. No sign shall be permitted at any location which, in the sole discretion of the Building Official, creates any type of safety hazard or visual impediment to pedestrian or vehicular traffic.

### (b) Sign Height

No ground sign serving a single tenant or multi-tenant building having a common entrance shall exceed a maximum height of six (6) feet, including a two (2) foot base as measured from the elevation at a point along the nearest right-of-way line the sign is directed to, determined by a line drawn from the closest point of the sign to the right-of-way at a ninety (90) degree angle. In no instance shall the sign be placed on an artificial mound or berm in such a manner to exceed the maximum height of six (6) feet.

No ground sign serving a multi-tenant building shall exceed a maximum height of eight (8) feet, including a two (2) foot base as measured from the elevation at a point along the nearest right-of-way line the sign is directed to, determined by a line drawn from the closest point of the sign to the right-of-way at a ninety (90) degree angle. In no instance shall the sign be placed on an artificial mound or berm in such a manner to exceed the maximum height of eight (8) feet.

### (c) Liability Insurance

If the vertical distance of such sign above the street is greater than the horizontal distance from the sign to the street right-of-way line and so located as to be able to fall or be pushed onto public property, then the owner of such sign shall keep in force a public liability insurance policy in the amount of One Hundred Thousand (\$100,000.00) Dollars for injury to One (1) person and Three Hundred Thousand (\$300,000.00) Dollars for injury to more than One (1) person and Property Damage Insurance in the amount of Twenty-Five Thousand (\$25,000.00) Dollars for damage to property. In lieu of an insurance policy as required herein, an owner may present satisfactory proof to the City Attorney that said owner is financially capable of self-insurance in the above amounts.

### (d) Prohibited Signs

The following signs are prohibited in all zoning districts, notwithstanding anything to the contrary in this chapter.

1. Signs which incorporate in any manner or are illuminated by any flashing or moving lights such as strobe lights or police and fire type flashers other than for

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conveyance of noncommercial information which requires periodic change. This section does not prohibit barber poles which otherwise meet the provisions of this Chapter.

2. Exterior banners, pennants, spinners and streamers, other than a banner or pennant used as a permitted sign under provisions of this chapter.
3. Exterior string lights used in connection with a commercial premise, other than holiday decorations.
4. Any sign which has any visible motion other than permitted flags of governmental units or banners and other than for the conveyance of noncommercial information requiring periodic change.
5. Any sign which is structurally or electrically unsafe.
6. Any sign erected on a tree or utility pole except signs of any political subdivision of this state.
7. Any business sign or sign structure now or hereafter existing which no longer advertises a bona fide business conducted or a product sold.
8. Portable Signs and any freestanding exterior sign not permanently anchored or secured to either a building or the ground, except real estate "open house" signs.
9. Signs displayed on licensed vehicles or trailers when the subject vehicle or trailer is parked in such a manner that the obvious intent is to attract attention to a business, service, or commodity on the premises.
10. Any sign on a motor vehicle or trailer which projects more than six (6) inches from the surface of such a vehicle when it is parked at a location visible from a public street, except political signs.
11. Any sign structure or frame no longer supporting or containing a sign.
12. Any roof sign which is located above the roof or parapet of a building or any portion thereof.
13. Internally illuminated awnings shall not be translucent.

### (e) Fire Escapes

No signs of any kind shall be attached to or placed upon a building in such a manner as to obstruct any fire escape.

### (f) Changeable Message Signs

The message change cycle of a changeable message sign shall be not less than



five minutes per message, except in a combined time and temperature sign where the change cycle shall not be less than thirty (30) seconds.

(g) Revolving Signs

Revolving signs are not permitted.

## SECTION 14.07 - DISTRICT REGULATIONS

(a) Signs Permitted in NR, R-2 Districts

Signs pertaining to other than single-family residential uses may be permitted, subject to approval by the Building Official, not to exceed twenty (20) square feet in area for one (1) accessory sign or thirty-six (36) square feet in area for one (1) bulletin board sign.

(b) Signs Permitted in R-M District

1. One (1) accessory sign identifying each subdivision, apartment or condominium complex, or mobile home park per vehicle entrance not to exceed nine (9) square feet in area for each sign and shall not be illuminated.
2. Accessory signs identifying community facilities or special uses within said City of developments shall not exceed twenty (20) square feet for each building or use and no such sign shall be located closer than thirty (30) feet to any property line of adjacent single-family district.

(c) Signs Permitted in C-1, C-2, P-1 and O-1 Districts

1. Signs for Single-Tenant Buildings or Multi-Tenant Buildings Having a Common Entrance:

The following sign standards shall apply to (a) buildings which contain only one (1) tenant, and (b) buildings which contain more than one (1) tenant but where all tenants share a common building entrance or entrances (for example, an office building or other type of building where access to individual tenant space is off of a common hallway or atrium):

- a. Any such building shall be permitted a total of up to three (3) signs, consisting of wall or ground signs, provided that no more than one (1) ground sign shall be permitted. To improve sign visibility, wall signs may be located on the side or near the front of the building, subject to review and approval by the Planning Commission.

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Where total parcel frontage is sixty-four (64) feet or less, the total area of all such signs shall not exceed forty-eight (48) square feet. Where the total parcel frontage exceeds sixty-four (64) feet, the total sign area shall not exceed two (2) feet per lineal foot of parcel frontage, up to a maximum of one hundred (100) square feet.

- b. For the purposes of enforcing these provisions, frontage shall be along the front lot line as designated on the plat, site plan review application, or request for a building permit. Although not required, use of road signs and wall signs is encouraged (rather than pole signs), in accordance with the goals and recommendations set forth in the City's master plan.

- c. Permit Required.

### 2. Signs for Shopping Centers and Similar Multi-Tenant Buildings.

The following standards shall apply to shopping centers and similar multi-tenant buildings, where each tenant has building frontage and their own entrance to the outside:

- a. Any such use shall be permitted a total of up to three (3) signs, consisting of wall or ground signs, for group identification or to advertise the name of the shopping center or premises, provided that no more than one (1) ground sign shall be permitted. To improve sign visibility, wall signs may be located on the side or near the front of the building, subject to review and approval by the Planning Commission.

Where total parcel frontage is sixty-four (64) feet or less, the total area of all such signs shall not exceed forty-eight (48) square feet. Where the total parcel frontage exceeds sixty-four (64) feet, the total sign area shall not exceed two (2) feet per lineal foot of parcel frontage, up to a maximum of one hundred (100) square feet.

- b. For the purposes of enforcing these provisions, frontage shall be along the front lot line as designated on the plat, site plan review application, or request for a building permit. Although not required, use of road signs and wall signs is encouraged (rather than pole signs), in accordance with the goals and recommendations set forth in the City's master plan.
- c. In addition, in multi-tenant structures such as shopping centers, one (1) wall sign shall be permitted per building frontage. If an individual tenant has

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multiple building frontages it shall be permitted not more than one additional wall sign located on a second building frontage, subject to review and approval by the Planning Commission. The maximum area for each wall sign shall not exceed two (2) square feet per lineal foot of building frontage for the building frontage on which such sign is located.

(Ord. 462, 11/2/2017)

- d. Ground signs permitted. Double inside post ground sign, base mounted ground sign, and post and panel ground sign.
- e. Landscaping is encouraged around base or bottom of sign. Post and panel shall have decorative posts.
- f. Ground sign to be permitted to use electronic messages and to be a minimum of five minutes before changing. No rotating or flashing of messages or symbols.
- g. Permit Required.

### 3. Ground Sign Standards

- a. Ground signs shall not be located closer than one hundred (100) feet to any residential district.
- b. There shall be no more than one (1) ground sign for any single premises, including shopping centers, regardless of the number of separate tenants or uses located within said shopping center.
- c. Landscaping is encouraged around the base or bottom of any ground sign. Post and panel shall have decorative posts. Landscaping shall consist of a combination of evergreen and deciduous shrubs. Creativity in landscaping is encouraged.
- d. Ground signs may not exceed forty-eight (48) square feet in area and no more than twenty-four (24) square feet per sign face.

### 4. Gasoline Price Signs

Gasoline service stations shall be permitted one (1) gasoline price sign, except that two (2) price signs, one (1) facing each street, shall be permitted for stations located at the intersection of two major thoroughfares. Such signs shall not exceed thirty (30) square feet in area.

### 5. Theaters

Theaters shall be permitted two hundred (200) square feet of sign area in

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addition to the district provisions of this Chapter for changeable-message type marquee signs.

### 6. 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 does not exceed one-third (1/3) of the total window area. The area of permanent window signs shall be counted in determining compliance with standards for total area of wall signs on the parcels. Temporary window signs that are faded, yellowed, ripped or otherwise damaged shall be removed immediately.

### 7. Awning Signs

Awning signs may be externally illuminated, with gooseneck lighting direct downward to illuminate only the intended message. No more than fifty (50) percent, or twenty-four (24) square feet, whichever is less, of the awning may contain logos, symbols, or lettering intended to advertise the business. Twenty-five (25) percent of awning signage shall count toward wall signage. Permit required.

### 8. Outline Tubing (Neon)

a. Outline Tubing signs may be permitted by the Planning Commission subject to the following:

1. May be used to provide back lighting where the neon tubing is fully obscured by opaque lettering or characters;
2. Outline tubing may be permitted where the proposed sign is in character with the type of use;
3. Outline tubing may be permitted where the proposed sign has significant historical references;
4. May not be used to outline the perimeter of a window.

### 9. Marquee Signs

1. May be permitted to be used additionally to allowed signage. Marquee
2. Sign may be a maximum of 2'x5' or 105 square feet and can be electric.
3. Message to be a minimum of five minutes before changing.
4. Sign can be attached to building flat on a wall and not to extend above

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first floor roofline and not allowed above first floor of multi-story building. Permit Required.

### 10. Projecting Signs

1. Projecting signs may be permitted on buildings containing one (1) business.
2. The maximum size is eight (8) square feet.
3. Buildings containing more than one tenant, maximum size is sixteen (16) square feet.
4. Support for sign must be architectural material (iron, industrial cable, or warehouse hooks).
5. Permit Required.

### 11. Murals

- a. Any proposed mural shall meet the intent of this section, as follows:
  1. Creation of a City landmark
  2. Demonstration of community identity and pride
  3. Enlivening the downtown area
- b. No more than 25% of the area of a mural, or 24 square feet, whichever is less, may include text, numbers, trademarks, logos or other forms of business advertisement. This area shall be counted toward the amount of wall sign permitted.
- c. Upon application for a mural, the following information will be required:
  1. Objectives of the mural.
  2. The specific location of the mural.
  3. Concept sketch, in color and a written description of the artwork.
  4. A schedule for the project.
  5. Dimensioned elevation plans identifying the existing structure and proposed mural.
- d. The complete mural application shall be reviewed by the Planning Commission.
- e. The following standards shall be used when formulating the design of the proposed mural:
  1. Integration of the windows and doors into the composition.
  2. Determination of a suitable building or building side for mural

- application.
3. Consideration of mural materials and durability. (Painting directly on natural brick and bare concrete could require the repainting of the mural regularly).
  4. Completion of the mural in a reasonable amount of time.
- f. The following maintenance regulations and standards apply to all murals:
1. Where approval is given, it will be with the condition that two (2) years after installation, a review by the Building Official or City Planning Consultant, of the condition and continued relevance of the mural may require its removal.
  2. The City shall not perform any maintenance on the mural. When a mural has either faded or been damaged and the sponsor is unable to continue to maintain it, the City may require removal at the cost of the applicant. No City agency can commit to contacting the artist or sponsor in the event that a mural needs to be removed.
  3. A maintenance plan and budget for the mural is required. The plan will allocate responsibility for monitoring the condition of the mural on a regular basis, for decision making related to repair and removal.
- g. Permit Required.

### 12. Sandwich Board or A-Frame Signs

Portable sandwich board or A-Frame signs may be placed at the public entrances to businesses, on either private property or the public sidewalk, in accordance with the following standards:

- a. No sign shall be placed within a distance of ten (10) feet from any fire hydrant, or in any location where it would imperil public safety, as determined by the Zoning Administrator, or their designee, or interfere with the function of the fire department.
- b. The sign shall not be located any further than the sidewalk immediately adjacent to the subject property and its location shall not interfere with pedestrian or vehicular circulation as determined by the Zoning Administrator or their designee.
- c. There shall be only one portable sandwich board or A-Frame sign per

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- business. For buildings with front and rear customer entrances, one additional portable sandwich board or A-Frame sign may be permitted at the second entrance.
- d. Each sign shall be placed outside only during the hours when the business is open to the general public and shall be stored indoors at all other times.
  - e. Each sign shall be placed next to the building wall or outside of the road right-of-way in a manner, which is safe for and does not interfere with normal pedestrian or auto traffic. A clear path of five (5) feet must be maintained at all times.
  - f. Portable sandwich board or A-Frame signs shall not have more than two (2) sign faces.
  - g. The following design requirements shall apply to all sandwich board or A-Frame signs:
    - 1. Portable sandwich board or A-Frame sign lettering, excluding that which is part of the business logo, shall be between 2 to 4 inches high. Chalkboard signs may be permitted.
    - 2. Sandwich board or A-Frame sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged.
    - 3. The business name lettering and/or logo shall be neatly painted, raised, or routed onto the sign.
    - 4. The sign shall be kept in good repair at all times.
    - 5. Portable sandwich board or A-Frame signs are encouraged to relate to the nature or theme of the business advertised.
  - h. All sandwich board or A-Frame signs must be reviewed and approved by the Zoning Administrator or their designee, prior to a sign permit being granted.
  - i. No portable sandwich board or A-Frame sign shall exceed an overall height of forty-five (45) inches and an overall width of twenty-four (24) inches. The maximum height of the sign area shall be thirty-six (36) inches. Sign supports may be a maximum of nine (9) inches in height. The Maximum sign area per sandwich board or A-Frame sign is six (6) square feet.
  - j. Any person, firm, or corporation who violates any provisions of this section shall be subject to the penalties outlined in Section 16 of this Ordinance.
  - k. An annual permit is required. The permit shall be renewed each calendar

year.

(Ordinance 434, 5/17/12)

## 13. Small signs

Small signs shall not be more than four (4) square feet in area and the total Area of all signs on one premises shall not exceed two (2) signs. Permit is for Thirty (30) days at a time and only twice per year. If more time is requested, must apply to Planning Commission. Signs must be maintained in good condition.

## 14. Temporary Signs

Shall not exceed thirty-two (32) square feet in area, shall be displayed for no more than thirty (30) days, and no more than once per year. If requested for more than once per year, it must be approved by Planning Commission. Exempt temporary signs are; banners, or flags when in the nature of special decorative displays used for public demonstrations or promotions of civic welfare or charitable purposes on which there is no commercial advertising, provided the City is held harmless and blameless for any damage or injury resulting there from.

## 15. Permit Required.

### (e) Signs Permitted in M-1 District:

1. For premises containing only one occupant, one (1) wall or accessory ground sign, or combination thereof, the total of which shall not exceed an area of seventy-five (75) square feet.
2. Where any premises has more than one occupant, as in the case of multi-tenant complexes, there shall be permitted one (1) accessory ground sign not to exceed seventy-five (75) square feet for group identification and/or to advertise the premises if the name of the complex is distinct from that of any occupant. In addition, multi-occupant complexes may identify individual tenants or uses with not more than one (1) wall sign not to exceed ten (10) square feet located on the face of the area occupied by the tenant or use.
3. Ground signs shall not be located closer than one hundred (100) feet to any adjacent residential district and shall be limited to one (1) ground sign for any single premises regardless of the number of separate tenants or uses within the complex.



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4. Non-Accessory Signs and Billboards: Off-premises, non-accessory signs are permitted only in accordance with the following regulations and any other applicable provisions of this chapter:
  - a. No such sign shall have a total area of all faces in excess of two hundred (200) square feet or one hundred (100) square feet per sign face.
  - b. It shall have a maximum height not greater than twenty (20) feet from average grade as calculated within a sixty (60) foot radius from the base of the sign.
  - c. It shall not be closer than one thousand (1000) feet to any other non-accessory sign on the same side of the right-of-way.
  - d. The setback of the non-accessory sign shall be equal to the zoning yard requirements for the M-1 District.
  - e. A non-accessory sign shall be situated on the property so as to: (1) Maximize motor vehicle sight distance, clear view, and traffic safety in general, in relation to other vehicles, pedestrians, and to other signage which is, or is anticipated to be, nearby; and (2) Minimize the destruction of trees, the visibility of the billboard and illuminations thereof by and from residences, and any dangerous distraction and thus, hazard, of and to motorists, as determined in the discretion of the Planning Commission.
  - f. A non-accessory sign shall not be materially incompatible with surrounding improvements, as determined in the reasonable discretion of the Planning Commission.
  - g. A non-accessory sign may be illuminated but shall not have moving parts and/or intermittently flashing illumination. An illuminated non-accessory sign shall be situated at least 500 feet from any residential zoning district or residential use, and the illumination shall be directed away from all residential uses.
  - h. Permit Required.
- (f) Signs Permitted in R-MH DistrictM-1 District:  
Refer to district provisions for sign requirements.
- (g) Permit Required

## SECTION 14.08 - SCHEDULE OF SIGN REGULATIONS

Except as otherwise provided herein, signs shall be permitted in zoning districts according to this Schedule of Sign Regulations.

### SCHEDULE OF SIGN REGULATIONS

Sign Type	Permit Required	NR	R-M, R-ME, R-MH	CBD, CBD Fringe	C-1, C-2, P-1, O-1	M-1
Billboard (Non-Accessory)	X					X
Bulletin Board	X	X	X	X	X	
Directional		X	X	X	X	X
Ground	X	X	X		X	X
Group Identification	X		X		X	X
Institutional		X	X	X	X	
Marquee	X			X	X	X
Occupational					X	
Political	X	X	X	X	X	
Projecting				X		
Real Estate	X	X	X	X	X	
Temporary	X	X	X	X	X	
Time/Temperature	X				X	
Wall	X	X	X	X	X	X
Window				X	X	X

## **SECTION 14.09 - NON-CONFORMING SIGNS**

### **(a) Lawful Existing Signs**

Any sign lawfully existing at the time of this Chapter which does not fully comply with all provisions shall be considered a non-conforming sign and may be permitted to remain as long as the sign is properly maintained and not detrimental to the health, safety and welfare of the community except as hereafter provided.

### **(b) Continuance**

A non-conforming sign shall not:

1. Be expanded or changed to another nonconforming sign;
2. Be relocated or structurally altered so as to prolong the life of the sign or so as to change the shape, size, type, placement, or design of the sign;
3. Be re-established or maintained after the activity, business or usage to which it relates has been discontinued for 90 days or longer;
4. Be repaired or re-erected after being damaged if the repair or re-erection of the sign would cost more than 50 percent of the cost of an identical new sign.

### **(c) Intent**

It is the intent of this section to encourage eventual elimination of signs that, as a result of the adoption of this Chapter, become non-conforming, and to administer this Chapter to realize the removal of illegal non-conforming signs and to avoid any unreasonable invasion of established private property rights, therefore;

1. No person shall be required to remove a sign which was erected in compliance with previous regulations of this Chapter if said sign becomes nonconforming due to a change occurring after adoption of this chapter, or in the location of buildings, streets or other signs, which change, is beyond the control of the owner of the sign and the premises on which it is located.
2. If the owner of a sign or the premises on which a sign is located changes the location of a building, property line, or sign, or changes the use of a building so that any sign on the premises is rendered nonconforming, such sign must be removed or made to conform to this Chapter.

## **SECTION 14.10 - APPEALS**

Any person aggrieved by any decision, ruling, or order from the Building Official, may make an appeal to the Zoning Board of Appeals. The ZBA may grant a variance as provided for in this ordinance.

## **SECTION 14.11 - ENFORCEMENT**

This Ordinance Section shall be administered and enforced by the Building Official.