**ARTICLE IV-A**

**SIGNS**

**Section 4A.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:

1. **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.
2. **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**.**
   3. Encourage signs that enhance the appearance and value of the business districts.
3. **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.
4. **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 4A.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 4A.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 Article II shall be given the meaning 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 that 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 or sign support, and is intended to draw attention to the goods or services available on the premises.

**ANIMATED SIGN:** A sign using 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 that 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.

**BUSINESS CENTER:** Two (2) or more contiguous stores or contiguous businesses (See also SHOPPING CENTER).

**BUSINESS CENTER SIGN:** A sign that gives direction, name and identification to a business or shopping center and that typically does not contain any additional information regarding individual stores, businesses, institutions, organizations, or industries located within the business or shopping center.

**BUSINESS SIGN:** A sign that directs attention to a business or profession or to a product, service or activity sold or offered upon the premises where such sign is located and may include a business shopping center sign.

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

**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, non-profit association, or school activities.

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

**Cylindrical Sign:** A sign that is in the shape of a cylinder or barrel. A cylindrical sign has a footprint that is more-or-less the shape of a circle.

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

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

**ELECTRONIC MESSAGE CENTER:** Electronic Message Centers (EMCs) are computerized or programmable electronic signs that allow messages be changed remotely. Such signs are capable of storing multiple messages for display at varying times and intervals. EMCs may use but are not limited too incandescent lamps, light emitting diodes (LEDs), or liquid crystal display (LCD).

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

**FLASHING SIGN:** A sign designed with an intermittent or sequential flashing light source.

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

**GASOLINE-PRICE SIGN:** A sign that 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.”

**IDENTIFICATION SIGN**: A sign containing the name of a business operating on the premises where the sign is located, the type of business, the owner or resident, and/or the street address, and that typically sets forth no other advertisement display.

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

**ILLUMINATED SIGN:** A sign that is lit by artificial light by either emission or reflection.

**INCIDENTAL SIGN:** A small sign, emblem, or decal that is no more than one (1) square foot in area that is used to inform the public of goods, facilities, or services available on the premises. Examples of incidental signs include credit card signs, sings 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 façade. 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 an EMC.

**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-premises identification sign giving only the name, address, and/or occupation of an occupant or group of occupants.

**NEON SIGN**: See “Outline Tubing Sign.”

**NONCOMMERCIAL:** Not related to or connected with trade or commerce in general.

**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 thereof. (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 in 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.

**OUTLINE TUBING SIGN** A sign consisting of illuminated tubing.

**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.

**PENNANT:** A triangular, tapering flag, several of which are typically strung together on or across a site or a building for the purpose of attracting the attention of persons.

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

**POLITICAL SIGN:** A temporary sign used to express an idea or opinion on a topic that is frequently political but not tied to a scheduled election.

**PORTABLE SIGN:** A sign designed to be moved easily and is 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 inches (12”) 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 that 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 that 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 that 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 (see also BUSINESS CENTER).

**SIGN**: Any device, structure, fixture, or place 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 or temporary signs include signs that 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.

**TIME AND TEMPERATURE SIGN**: A sign that displays the current time and/or temperature.

**UNDER-HANGING SIGN:** Sign which that is located on the underside of a roof structure which extends out over a walkway adjacent to a building.

**VEHICLE SIGN:** A sign 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 inches (12”) from the wall of a building. Painted signs, signs that consist of individual letters, cabinet signs, and signs mounted on the face of a mansard roof shall be considered wall sings.

**Section 4A.04-ENFORCEMENT**

1. **Plans, Specifications, and Permits**
   1. **Permits.** It shall be unlawful for any person to erect, 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 Building Official. The following information shall be required:
      1. Name, address, and telephone number of the applicant.
      2. Location of the building, structure, or lot on which the sign is to be attached or erected.
      3. Position of the sign in relation to nearby buildings, structures, and property lines.
      4. Plans and specifications showing the dimensions, lettering style, color, materials, method of construction, method of illumination, and method of attachment to the building or the ground.
      5. Copies of stress sheets and calculations, as required by the Building Code.
      6. Name and address of the person, firm, or corporation owning, erecting, and/or maintaining the sign**.**
      7. Information concerning required electrical connection.
      8. Insurance policy or bond, as required in this Article.
      9. Written consent of the owner and/or lessee of the premises upon which the sign is to be erected.
      10. In any application for an entranceway sign, the Building Official shall require that appropriate provisions have been made to ensure continued maintenance of the sign and toward this end, may require a maintenance agreement with the City.
      11. 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**
      1. Planning Commission Review. Sign proposals submitted in conjunction with 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.
      2. Building Official Review. The Building Official shall review the sign permit application for any sign proposed on a site or existing building where no other new construction is proposed.
      3. Issuance of a Permit. Following review and approval of a sign application by the Planning Commission or Building Official, as appropriate, the Building Official shall have the authority to issue a sign permit.
   4. **Exceptions.** A new permit shall not be required for ordinary servicing of a sign 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 4A.05, sub-section A. However, an electrical permit shall be required for all signs that make use of electricity.
   5. **Correction of Violations**
      1. 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.
      2. 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, pursuant to this Ordinance or other applicable Ordinance.
      3. 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.
2. **Inspection and Maintenance**
   1. **Inspection of New Signs.** All signs for which a permit had 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.
   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 the 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. Tattered, faded, or torn window signs shall be removed.
   4. **Signs in Violation of Ordinance Declared a Public Nuisance.** Any sign that is erected, constructed, maintained, enlarged, altered, moved or converted in violation of any of the provisions of this chapter is hereby declared to be a public nuisance per se, and may be abated by order of any court of competent jurisdiction.
3. **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 a 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 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. In the case of an obsolete EMC, all of the above shall apply, as well as termination of electrical service to the sign.
4. **Liability Insurance**
   1. **Insurance for Certain Signs.** If any wall sign, projecting sign, or roof sign is suspended over a public street or property, or if any vertical distance of such a sign above the street is greater than the horizontal distance from the sign to the street right-of-way line such that the sign is capable of falling or being pushed onto public property, then the owner of such a sign shall maintain a public liability insurance policy, approved by the City Attorney, in the amount set by resolution of the Council. The policy shall indemnify the owner from all damages, suits or actions of any nature brought or claimed against the owner for or on account of injuries or damages to persons or property received or sustained by any person through any act of omission or negligence of the owner, his servants, agents, or employees regarding such sign. The policy shall contain a clause whereby the policy cannot be canceled until after a written notice of intention to cancel has been filed with the City Clerk at least ten (10) days prior to the date of cancellation. The policy shall be renewed annually on or before the first day of May of each year and certificate of renewal or new policy shall be filed with the City Clerk. In lieu of an insurance policy an owner may present satisfactory proof to the City Attorney that the owner is financially capable of self-insurance in the amounts required by resolution of the Council. Nothing in this section shall be interpreted to grant approval to signs suspended over public property or other signs not in compliance with the regulations in this Ordinance or other applicable ordinance.
   2. **Insurance for Sign Erector.** Before engaging or continuing in the business or erecting, repairing or dismantling signs, poster boards or other display signs in the City, persons engaged in such activity shall first furnish the City with proof that they are licensed and insured in accordance with the Reciprocal Electrical Council Incorporated (R.E.C.I.) and the National Electrical Code (NEC).
5. **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 XVI of the Zoning Ordinance.

**Section 4A.05-GENERAL PROVISIONS.**

1. **Permitted Exempt Signs.** A sign permit shall not be required for the following signs, which shall be permitted subject to applicable provisions herein, except that an electrical permit is required for all signs that use electricity.
   1. Address numbers with a numeral height no greater than six (6”) inches for residences and eighteen (18”) inches for businesses. All such signs shall comply with the sign design standards in Section 4A.06, including the illumination standards.
   2. Memorial signs, or tablets in cemeteries.
   3. 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. (See parking requirements for commercial vehicle, Section 6.01(p)).
   4. 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. Public emergency signs may be erected subject to approval by the Building Official.
   5. Flags bearing the official design of a nation, state, municipality, educational institution, or noncommercial organization.
   6. Incidental signs, subject to Section 4A.08 (k) and provided that total of all such signs shall not exceed one (1) square foot.
   7. Traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
   8. 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.
   9. Real estate signs which advertise the rental, sale or lease of the property on which they are located, subject to requirements in Section 4A.05, sub-section C.
   10. Portable real estate “open house” signs with an area no greater than three (3) square feet.
   11. “Help wanted” signs soliciting employees for the place of business where posted, provided further that only wall or window signs shall be permitted as an incidental sign for this purpose.
   12. Any sign which is located completely within an enclosed building, and which is not visible from outside.
   13. A plaque or sign designating a building as a historic structure, and providing the name of the building and date of construction. Such a sign may be cut into a masonry surface or constructed of bronze or similar material
   14. “No Trespassing,” “No Hunting” and “No Dumping” signs.
   15. 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:
       1. Directional signs shall not contain logos or other forms of advertising.
       2. Directional signs shall not exceed three (3) square feet in area, or four (4’) feet in height.
       3. Directional signs may be located in the front setback area.
   16. Temporary window signs, subject to the requirements in Section 4A.05, sub-section C.
   17. Emergency “Exit” signs and similar signs required by the Building Code, Fire Code or other applicable code.
   18. Signs that indicate an establishment is “Open” or “Closed,” provided that no such sign shall exceed (3) square feet in area.
2. **Prohibited Signs**. The following signs are prohibited in all districts:
   1. Any sign not expressly permitted.
   2. Signs which incorporate animated flashing, moving, rotary, and scrolling messages; 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. Holiday decorations shall be permitted for a period not to exceed sixty (60) days.
   5. Moving signs, including any sign that has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement caused by normal wind current.
   6. Any sign or sign structure which:
      1. Is structurally unsafe.
      2. Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment.
      3. Is capable of causing electric shock to person who come in contact with it; or
      4. 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 4A.03.
   9. Portable signs, except where expressly permitted in this Ordinance.
   10. Signs affixed to a park vehicle or truck trailer that is being used principally for advertising purposes, rather than for transportation purpose.
   11. Any sign that 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 by reason of its size, location, content, coloring, or manner of illumination, constitutes in the opinion of the Chief of Police, or his/her designee, a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, by distracting drivers, or by obstructing, or detracting from the visibility of any traffic sign or control device on public streets and roads.
   13. Any sign that uses 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.
   14. Any sign unlawfully installed, erected, enlarged, altered, moved or maintained.
   15. Roof Signs.
   16. Projecting signs.
   17. Sandwich signs.
   18. Signs on street furniture including, but not limited to, signs on benches and trash receptacles.
   19. Real estate signs no longer valid due to the sale, rental, or lease of the property.
   20. Off-premise advertising signs.
   21. Add-on signs.
   22. Any lighting when used as a border to define the edges or features of a building.
   23. Outline tubing signs in residential districts.
   24. Freestanding and pedestal signs that have more than two (2) faces
   25. Cylindrical signs.
   26. Balloons or inflated devices of any kind whether containing written material or not.
   27. Illuminated signs and signs with reflective surfaces in residential districts, except that permitted nameplate and street address signs, traffic control and directional signs, residential entranceway signs, and signs for permitted principal nonresidential uses in residential districts (such as churches) may be illuminated, and permitted nameplate and street address signs and traffic control and directional signs may have reflective surfaces.
3. Temporary Signs. Temporary signs shall be permitted as specified in the following table, except that permitted temporary signs in residential districts shall not be illuminated or have reflective surfaces.

**TEMPORARY SIGN STANDARDS**

**(Section 4A.05, Sub-Section C.)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type OF Sign** | **Districts Permitted** | **Type of Sign Permitted** | **Maximum Size** | **Maximum Height** | **Maximum Number Per Parcel** | **Permit Required** | **Required Setback** | **Permitted Duration (G\*)** |
| Construction Sign | All | Freestanding or Wall | 16 sq ft | 5 ft | 1  (H\*) | No | (A\*) | Issuance of Bldg Permit To Issuance of C of O |
| Real estate-Sale or Lease of business or vacant lot | Residential | Portable Freestanding | 4 sq ft | 3 ft | 1  (B\*) | No | (A\*) | Remove within 5 days of completion of sale or lease |
| Real estate-sale or lease of business or vacant lot | Office, Commercial | Portable Freestanding or Wall | 12 sq ft | 5 ft | 1  (B\*) | No | (A\*) | Remove within 5 days of completion of sale or lease |
| Real estate-sale or within 4 or more lots dwelling units | Residential | Portable Freestanding | 16 sq ft | 5 ft | 1  (C\*) | No | (A\*) | Remove 5 days after all units or lots are sold or leased |
| Grand Opening Sign | Commercial | Freestanding or wall | 16 sq ft | 5 ft | 1 | Yes | (A\*) | 30 days |
| Garage Sale Sign | Residential | Freestanding or wall | 4 sq ft | 5 ft | 2 | No | (A\*) | 4 Consecutive Days |
| Community Special Even Sign | All | (D\*) | (D\*) | 5 ft | (D\*) | Yes | (A\*) | Duration of Event |
| Election Sign | All | Freestanding or Wall | 16 sq ft | 5 ft | None Specified | No | (A\*) | 14 days after election (Except successful primary candidates that are certified to the next election ballot) |
| Political Sign | All | Freestanding or wall | 16 sq ft | 5 ft | None Specified | No | (A\*) |  |
| Temporary Window | Commercial and Office | Paper or Fabric | (E\*) | Not Applicable | (E\*) | No |  | Maximum display period 30 days (F\*) |
| Banner Sign | Commercial | Plastic or Fabric | 16 sq ft | Not Applicable | 1 | Yes | (A\*) | Not to exceed 4 weeks |

**\*Footnotes**

**Footnotes**

1. The temporary sign shall be setback a minimum of ten (10’) feet from the traveled portion of the road and permission of placement of the sign must be obtained from the property owner abutting the road right-of-way.
2. On a corner or double frontage lots, two (2) signs, one (1) facing each street shall be permitted. On a lakefront lot, two (2) signs, one (1) facing the road and one (1) facing the lake shall be permitted.
3. One (1) sign shall be permitted for each access road into the development, provided that such signs are spaced at least five hundred (500’) feet apart.
4. Community Special Event signs may include ground or wall signs, banners, pennants, or similar displays; the Building Official may issue a permit for such signs following review and approval of the number, size, and height by the Mayor.
5. The total area of all window signs, temporary and permanent, shall not exceed two (3) square feet in office districts, and shall not exceed twenty-five percent (25%) of the total window area in commercial districts. The area of permanent window signs shall be subtracted from the permitted area of all wall signs.
6. Temporary window signs that are faded, yellowed, ripped or otherwise damaged shall be removed immediately.
7. The Building Official may require a performance bond to assure proper removal of temporary signs upon expiration of the permitted duration.
8. Regardless of the number of contractors, subcontractors, etc. only one sign is permitted.

**Section 4A.06 SIGN DESIGN STANDARDS**

* 1. **Construction Standards:** All signs shall be designed and constructed in a safe and stable manner in accordance with the City’s adopted building code, electrical code, and other applicable codes and ordinance. All electrical wiring associated with a freestanding sign shall be installed underground.
  2. **Illumination**
     1. **General Requirements.** Signs shall be illuminated only by steady, stationary, shielded light source directed solely at the sign, or internal to it, except EMC’s
     2. **Non-Glare, Shielded Lighting**. Use of glaring, unshielded, or undiffused lights or bulbs shall be prohibited. Lights may be shaded so as not to project onto adjoining properties or streets.
     3. **Traffic Hazard**. 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**.**
     5. **EMC’s.** An EMC must have a photocell to allow dimming of illuminance (brightness) in response to a decrease in ambient light. The illuminance of an EMC during periods of decreased ambient light shall be measured per table 4A.06(5) listed below. The difference between off and solid message measurements shall not exceed 0.3 foot-candles. Message change frequency of an EMC or any portion of an EMC shall not be less than 15 seconds, and the duration of the changeover shall be less than or equal to one second. Scrolling of the messages or sudden lighting intensity changes is prohibited.
     6. **Illumination in Residential Districts.** Illumination signs are prohibited in all residential districts except for permitted nameplate and street address signs, traffic control and directional signs, residential entranceway signs, and signs for permitted principle nonresidential illumination in residential districts (such as churches). All sign illumination in all residential districts of high intensity, such as neon or LED’s, is not permitted.

**Illumination Table 4A.06(5)**

|  |  |
| --- | --- |
| *Area of Sign (sq. ft.)* | *Measurement Distance (ft)* |
| 8 | 28 |
| 10  12 | 32  35 |
| 15 | 39 |
| 18 | 42 |
| 20  22  25  28  30  32 | 45  47  50  53  55  57 |
| 35  38  40  42  45  48 | 59  61  63  65  67  69 |

* 1. **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 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 4.12.
  2. **Measurement** 
     1. **Sign Area.** Sign area shall be computed as follows:
        1. 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.
        2. 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.
        3. 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.
           2. The faces are back-to-back so that only one face is visible at any given time. The area of a double-faced sign shall be computed using the area of the larger face if the two (2) faces are of unequal area.
        4. Pedestal Sign. The area of a double-faced pedestal sign shall be computed by measuring the entire vertical surface of a face upon which the letters and logo are attached. Pedestal signs having more than two (2) back-to-back faces shall be prohibited.
     2. **Sign Height.** The height of a freestanding sign shall be measured from the top of the curb or adjacent road surface edge if no curb exists.
     3. **Setback and Distance Measurements.** The following guidelines shall be used to determine compliance with setback and distance measurements:
        1. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the two signs.
        2. The distance between a sign and 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.
        3. 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 or property line.
  3. **Sign Design Features.** The following standards shall apply to signs in office and commercial districts:
     1. **Location.** Signs shall not cover architectural details such as arches, transom-windows, molding, columns, capitals, sills, cornices and similar details.
     2. **Materials.** Sign material shall complement the construction materials and architectural style of the building façade.
     3. **Lettering Style.** Lettering style shall be clean and simple to assure readability and shall be in harmony with the style that shall be used on each sign.

**Section 4A.07 RESIDENTIAL DISTRICT SIGNS**

The following signs shall be permitted in all districts zoned for residential use:

1. **Nameplate and Street Address.** A nameplate sign and street address shall be permitted in accordance with Section 4A.05, sub-section a.
2. **Temporary Signs**. Real estate signs, garage sale signs, and other temporary signs shall be permitted in accordance with Section 4A.05, sub-section c.
3. **Residential Entranceway or Identification Signs.** Permanent residential entranceway or identification signs shall be permitted in accordance with 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 five (5’) feet.
   4. Such signs shall be set back a minimum distance of ten (10’) feet from any property line or right-of-way line.
4. **Signs for Nonresidential Uses**. Permitted principal nonresidential uses in residential districts, such as schools, colleges, museums, municipal buildings, churches, and country clubs, shall be permitted to erect the following signage:
   1. **Number**. There shall be no more than one (1) sign per parcel.
   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 ten (10’) feet from any right-of-way line, property line, driveway, or vehicular approach.
   4. **Height**. The maximum height of any freestanding sign shall be five (5’) feet.
   5. **Churches.** Churches and other religious institutions shall be permitted one (1) additional sign for each school, parsonage, or other related facility. A second additional sign shall also be permitted per parcel for the purposes of advertising special church events, such as bingo or church picnics. All such signs shall conform to the standards for area, location, and height as outlined in this sub-section.

**Section 4A.08 NONRESIDENTIAL DISTRICT SIGNS**

The following signs shall be permitted in districts zoned for nonresidential use:

1. **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 4A.07.
2. **Signs for Nonconforming Nonresidential Uses**. Signs for nonconforming nonresidential uses in an office or commercial district (for example, a nonconforming commercial use in an office district) shall be governed by the sign regulations that are appropriate for the type of use, as specified in this Section.
3. **Nameplate and Street Address**. A nameplate and street address sign shall be permitted in accordance with Section 4A.05, sub-section a.
4. **Temporary Signs.** Real estate signs and other temporary signs shall be permitted in accordance with Section 4A.05, sub-section C.
5. **Wall Signs.** Wall signs shall be permitted in office and commercial districts subject to the following regulations.
6. **Number.** One (1) wall sign shall be permitted per street frontage on each parcel. However, in the case of a business 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.
7. **Size**. The total area of a wall sign shall not exceed two (2) square feet per lineal foot of building frontage, provided that no such sign shall be larger than forty-eight (48) square feet in area. In the case of a multi-tenant business or shopping center, these size requirements shall apply to each business individually. Any awning signs shall be subtracted from the permitted area of wall signs. In the case of a corner business, the permitted sign area shall be computed independently for each side of the building.
8. **Location**. One wall sign may be located on each side of a building that faces a street.
9. **Vertical Dimensions**. The maximum vertical dimension of any wall sign shall not exceed one third (1/3) of the building height.
10. **Horizontal Dimensions.** The maximum horizontal dimension of any wall-mounted sign shall not exceed two-thirds (2/3) the width of the building.
11. **Height.** The top of a wall sign shall not be higher than whichever is lowest:
12. The maximum height specified for the district in which the sign is located.
13. The top of the sills at the first level on windows above the first story.
14. The height of the building facing the street on which the sign is located.
15. **Freestanding Signs.** Freestanding pedestal signs shall be permitted in office and commercial districts subject to the following regulations:
    1. **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 business or shopping centers the sign area may be allocated for use by individual tenants.
    2. **Size.** The total area of the freestanding sign shall not exceed one-half (1/2) of square foot per lineal foot of the street frontage, provided that no such sign shall be larger than forty-eight (48) square feet in area.
    3. **Setback.** Freestanding signs shall be set back 5 ft. from the property line or 5 ft. from the business edge of any sidewalk, whichever extends further into the private property; or 5 ft. from the edge of any driveway intersecting the public right-of-way.
    4. **Setback from Residential Districts.** Freestanding signs shall be located no closer than fifty (50’) feet to any residential district.
    5. **Height.** Freestanding signs shall not exceed ~~five~~ (~~5’~~) seven (7) feet in height (see Section 4A.06 (d) (2) regarding height measurement).
16. **Awning and Canopies.** Signs on awnings and canopies in commercial and office districts shall be permitted, subject to the following standards:
    1. **Compliance with Size Requirements for Wall Signs**. The area of signs on awning or canopies shall be subtracted from the permitted area of wall signs.
    2. **Projection**. Limitations imposed by this Ordinance concerning projection of signs from the face of a wall or building shall not be applied to awning and canopy signs, provided that such signs shall comply with the setback requirements for the district in which they are located.
    3. **Illumination.** Back-lit awning or canopy signs shall be prohibited.
    4. **New Awning.** Nothing in this section or article shall be constructed to permit the construction or placement of new awning if otherwise prohibited by this Ordinance.
17. **Gasoline Price Sign.** Gasoline price signs shall be permitted subject to the following standards:
    1. **Number.** In addition to other permitted signs. Gasoline filling station shall be permitted one (1) gasoline price sign per street frontage.
    2. **Size.** Gasoline price signs shall not exceed ten (10) 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.
18. **Temporary Signs.** Temporary signs shall be permitted in accordance with Section 4A.05, sub-section c.
19. **Gasoline Filling Stations.** Gasoline filling stations shall be permitted to display the following incidental signs.
    1. Lettering or insignia on a gasoline pump specifying the brand of gasoline sold, lead warning sign, and any other information required by law, provided that the total of all such signs shall not exceed three (3) square feet on each pump.
    2. A single non-illuminated double-faced sign not exceeding four (4) square feet in area shall be permitted on each gasoline pump island. Such signs may extend a maximum of two (2’) feet above the pumps.
20. **Incidental Signs.** Temporary signs shall be permitted in accordance with Section 4A.05, sub-section c.
21. **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 three square feet (3) in office districts and shall not exceed twenty-five (25%) percent of the total window area in commercial districts. Temporary window signs shall comply with the requirements in Section 4A.05, sub-section c. The area of permanent window signs shall be subtracted from the permitted area for wall signs.
22. **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 fifteen (15) seconds.
    2. **Size**. The area if 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.
23. **Under-Hanging Signs**. One (1) under-hanging sign shall not exceed two (2) square feet in area. The area of under-hanging signs shall be subtracted from the permitted area for wall signs.
    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.** Under-hanging signs shall be designed to serve pedestrians rather than vehicular traffic.
    3. **Size.** Under-hanging signs shall not exceed two (2) square feet in area. The area of under-hanging signs shall be subtracted from the permitted area of the wall signs.
24. **Outline Tubing 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 encased and shielded as specified by the Building Official, provided that the sign shall be fully encased if any portion of the sign is eight (8’) feet or less above grade.
    2. **Maximum Size.** Except where used on a freestanding sign, outline tubing signs shall be considered wall signs or permanent window signs for the purposes of determining compliance with maximum standard