

CHAPTER 13

SIGNS

SECTION 13.1 PURPOSE AND INTENT

The purpose of this Chapter is to promote traffic safety, public safety, and the conservation of property values through the application of reasonable controls over the use, size, placement, and general appearance of signs.

SECTION 13.2 DEFINITIONS

The following definitions refer to this Chapter of this Ordinance and are placed here for convenience.

- A. Sign:** Sign shall mean and include every individual announcement, declaration, demonstration, display, illustration, insignia, surface or space when erected or maintained out of doors in view of the general public for identification, advertisement or promotion of the interests of any person.
- B. Sign, Business:** Any sign erected for the purpose of advertising a business, product, or subject related to the premises on which the sign is located.
- C. Sign, Display Area:** Display area means the entire area enclosing the extreme limits or writing, lighting, representation, emblem or any figure of similar character, together with any frame or other material 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.
- D. Sign, Freestanding:** An advertising structure which is supported by one or more uprights with all parts of the display surface of the sign eight (8) feet or more above the grade at the base of the sign.
- E. Sign, Ground:** A sign which is supported by one or more uprights in or upon the ground where parts of the display surface are less than eight (8) feet above the grade to the bottom of the display area.
- F. Sign, Home Occupation:** A sign containing only the name and occupation used for the purpose of advertising services in conjunction with a lawful home occupation.
- G. Sign, Identification:** A sign giving the nature, logo, trademark or other identifying symbol; address; or any combination of the name, symbol and address of a building, business, development or establishment on the premises where it is located.
- H. Sign, Incidental:** A sign that identifies street address, entrances and exits, safety precautions, identifying logos without text, and other such incidental information, and which sets forth no other advertisement intended to be read from the street.

- I. **Sign, Marquee:** A sign which is attached to or hung from the underside of a marquee, awning, canopy, or other covered structure projecting from and supported by a building and does not project horizontally beyond or vertically above said marquee, awning, canopy, or covered structure.
- J. **Sign, Name Plate:** A sign located on premises, giving the name or address, or both, of the owner or occupant of a building or premises.
- K. **Sign, Off-Premise:** A sign located on a different parcel of land or lot or premise than where the business, product, service, event, or person or subject is being advertised.
- L. **Sign, On-Premise:** A sign located on the parcel of land or lot advertising a business, product, service, event, person or subject being offered on said parcel of land or lot.
- M. **Sign, Placard:** A sign not exceeding an area of two (2) square feet which provides notices of a public nature, such as "No Trespassing" or "No Hunting" signs.
- N. **Sign, Portable:** A sign that is not permanent, affixed to a building, structure or the ground including signs supported on mobile chassis other than motor vehicles.
- O. **Sign, Projecting:** A sign which is attached directly to the building wall, and which extends more than fifteen (15) inches, but not more than five (5) feet from the face of the wall.
- P. **Sign, Roof:** A sign which is erected, constructed and maintained upon or above the roof of a building, or parapet wall and which is wholly or partially supported by the building.
- Q. **Sign, Setback:** The minimum linear distance as measured from the street right-of-way line to the nearest part of the sign or advertising structure.
- R. **Sign, Wall:** A sign that is attached directly to a wall, mansard roof, roof overhang, parapet wall, or above a marquee of a building with the exposed face of the sign in a plane parallel to the building wall or to the surface on which it is mounted, and which projects not more than eighteen (18) inches from the building or structure wall, and which does not have any part of such sign or sign supports extending above the uppermost building line not including chimneys, flag poles, electrical or mechanical equipment, TV antennas or any other similar equipment and extensions.

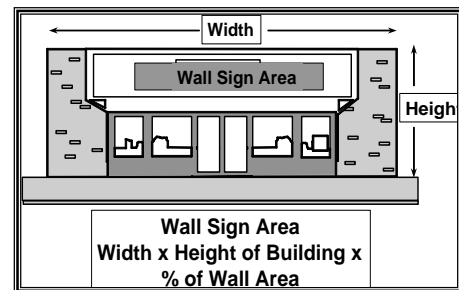
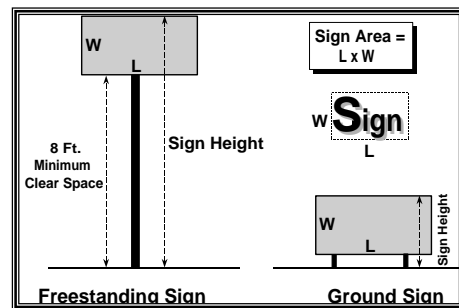
SECTION 13.3 GENERAL PROVISIONS RELATED TO SIGNS

A. PERMITS:

1. No sign, name plate, marquee, or other advertising structure shall be erected, replaced, structurally altered, enlarged, illuminated, changed in purpose, or relocated without first obtaining a sign permit pursuant to this Chapter, except those signs specifically exempted by Section 13.3, D of this Ordinance.
2. An application for a sign permit shall be made to the City, by the owner of the property on which the sign is proposed to be located or by his or her agent, or lessee.
3. The Zoning Administrator shall review all properly filed applications for sign permits and issue permits only for those applicants fully meeting the criteria established in this Ordinance and the City Building Code. The Development Official shall approve or reject the application within a reasonable period of time.
4. A schedule of permit fees shall be established and may be amended from time to time by resolution of the City Council.

B. Determination of Display Area and Height:

1. Except as noted in subparagraphs 3-4 below, the display area permitted for any sign shall be determined as the entire area within a square, rectangle, circle, triangle or parallelogram enclosing the extreme limits or writing, lighting, representation, emblem or any figure of similar character, together with any frame or other material 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.
2. Where a sign has two (2) or more faces, the area of all faces shall be included in determining the area of the sign; except that where two (2) such faces are placed back to back and are at no point more than three (3) feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.



3. The display area of signs painted directly on building wall surfaces shall be limited to that area within a circle, square, rectangle, triangle, or parallelogram enclosing the extreme limits of writing, letters or numbers.
4. Time and temperature displays including clock facings shall not herein be counted toward the allowable sign display area.
5. The height of sign shall be measured to the maximum vertical distance from the uppermost extremity of a sign or sign support to the average ground level at the base of the sign. Berms or other supporting measures for any sign shall be included in the computation for height.
6. Buildings with multiple tenants
 - a. The sign areas for wall signs, marquee signs, projecting signs, and awning signs shall be determined by taking that portion of the front wall of the building, applicable to each tenant space, and computing sign requirements for that portion of the total wall.
 - b. In the case of a corner lot, the wall area adjacent to the tenant space on the second street frontage shall be used to calculate the sign area for a second wall sign, awning sign, or projecting sign.
 - c. Each sign shall be attached to the same wall which is used to determine its size.
 - d. Only allowed one free standing sign per lot.

C. Prohibited Signs:

1. Any sign not expressly permitted is prohibited, including all signs noted in this subsection.
2. Roof signs. For the purpose of this Chapter, a sign that is mounted on a mansard roof, roof overhang, parapet wall, above a marquee, or on a wall with a roof below, shall not be considered as a roof sign, but shall instead be considered as a wall sign for that side of the building, provided that no part of such sign extends above the uppermost building line not including chimneys, flag poles, electrical, mechanical equipment, TV antennas and other similar equipment and extensions.
3. No sign shall employ any flashing, moving, oscillating, blinking, or variable intensity light or intermittent lights resembling the flashing lights customarily used in traffic signals, or police, fire, ambulance, or rescue vehicles, or lights so bright as to be blinding or distracting to a vehicle driver. However, variable time-temperature signs and intermittent electronic message boards may be permitted, provided each message shall not change more often than once every five (5) seconds.
4. No sign shall contain any moving or animated parts nor have the appearance of having any moving or animated parts.
5. A sign using the words, "Stop", "Danger", or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or

confuse a vehicle driver.

6. Billboards either as on or off-premise signs.
7. Any sign which obstructs the ingress or egress from a required door, window, or other required exit.
8. Signs located in the right-of-way of public streets or highways, except as may otherwise be permitted by this Chapter.
9. Strings of light bulbs, pennants, or streamers, or (other than those of a residential use or a governmental or educational institution not used for the purpose of commercial advertisement) hung overhead to draw attention to a business or its merchandise on display.

D. Exempt Signs: The following signs are permitted on premise with permission of the landowner without a written sign permit.

1. Real estate signs on premise for property to be sold or leased.
2. Building construction signs.
3. Political signs.
4. Placards and directional signs, not exceeding six (6) square feet in display area on each side.
5. Signs identifying a builder's address and/or the names of the occupants, but not advertising an occupation or business and not exceeding two (2) square feet in display area on each side.
6. Historic markers, signs identifying the name of a building or date of erection of a structure and official notices of any court or public agency not exceeding six (6) square feet in display area on each side.
7. Traffic control, directional, warning, or informational signs when authorized by a public agency having appropriate jurisdiction which conforms to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
8. Flags, pennants, or banners bearing the official insignia of a nation, state, county, municipality, or educational institution not to exceed fifty (50) square feet in display area on each side.
9. Governmental signs including welcome signs, park signs and municipal buildings.

E. Additional regulations applicable to ground signs and decorative walls for residential subdivisions (see also Section 13.5)

1. Subject to the provisions of this Chapter, a sign identifying entrances to a residential subdivision within the City may be permitted. Such signs shall be permitted as noted in Section 13.5, provided that they will not, by reason of their size, location, construction, or manner of display, endanger persons or property, cause a traffic hazard, or be incompatible with adjoining property use.

2. The location of subdivision identification signs may be within the public street right-of-way, but not in the traveled portion thereof for vehicular traffic. Written approvals of proposed sign placement and location shall first be obtained from appropriate City department heads, including the Chief of Police, the Fire Chief and the head of the Department of Public Works.
3. All such signs shall be maintained in good condition and be visually attractive. The immediate area surrounding the sign shall be landscaped.
4. Maintenance of all signs shall be at the expense of the owner, or owners, of the signs, which may be the subdivision property owners association, proprietor of the plat or other responsible person or entity.
5. The owner(s) of such signs shall obtain liability insurance coverage for injury to persons and damage to property, arising out of their ownership, use or maintenance, in limits suitable to the City. Such insurance shall be primary to all other insurance coverage, shall include the City as a named insured, and shall be maintained at all times while the sign is located within the public street right-of-way. Proof of insurance shall be furnished to the City.
6. As a condition of approval of the placement of subdivision signs in the public street right-of-way the owner(s) of the sign shall enter into an agreement with the City of Roosevelt Park in which the owner(s) covenants to hold the City harmless from any injury to persons and/or property damage arising out of the ownership, use and maintenance of the signs, and to indemnify the City for any injury and/or damage it may sustain by reason of such ownership, use or maintenance, including costs and attorney's fees.
7. Removal and replacement of such signs shall be by application to the Zoning Administrator. Approval shall be granted by the Zoning Administrator unless safety conditions, sign modifications, utility placement or relocation, street widening or relocation, need of other municipal improvements, or other such changing conditions occur which may for reasons of public health, safety, and welfare make replacement impractical. The City may require removal of such signs in the public right-of-way, at the owner's expense in any such cases where the public health, safety, or welfare is adversely affected by the continued existence of the sign in its location.

SECTION 13.4 SIGNS PERMITTED IN ANY ZONING DISTRICT

- A. Signs identifying contractors, architects, builders, or owners names during the period of construction are permitted subject to the following restrictions:
 1. Such signs shall not exceed fifty (50) square feet in display area on each side and eight (8) feet in height.
 2. Signs designating the future site of a subdivision shall not exceed thirty-two (32) square feet in display area on each side.
 3. Construction signs shall not be erected until a building permit has been

issued for the project which is the subject of the proposed sign and construction activity has begun.

4. Signs must be setback at least fifteen (15) feet from the front property line.
 5. Construction signs shall be removed within fifteen (15) days of the issuance of any Occupancy Permit for any building or structure which is the subject of the construction sign.
- B.** Directional signs are permitted subject to the following restrictions:
1. See Section 12.7,B.
 2. No such sign shall exceed six (6) square feet in area or four (4) feet in height.
 3. Directional signs shall be limited to traffic control functions.

- C. Incidental signs pertaining to any conforming accessory activity being conducted on the premises are permitted in any District, subject to the following restrictions:
 - 1. No individual sign shall exceed six (6) square feet in area.
 - 2. Only those signs which, in the opinion of the Zoning Administrator are necessary to indicate entrances, exits, safety precautions, including identifying logos without text, and other such incidental language shall be permitted.

SECTION 13.5 NON-CONFORMING SIGNS, ILLEGAL SIGNS, AND SIGNS ACCESSORY TO NON-CONFORMING USES

- A. Every permanent sign which does not conform to the height, size, area, or location requirements of this section as of the date of the adoption of this Ordinance, is hereby deemed to be non-conforming.
- B. Non-conforming signs may not be altered, expanded, enlarged, or extended; however, non-conforming signs may be maintained and repaired so as to continue the useful life of the sign.
- C. For purposes of this Chapter, a non-conforming sign may be diminished in size or dimension or the copy of the sign amended or changed without jeopardizing the privilege of non-conforming use. If a sign is nonconforming in its setback, this Section shall not apply, and the sign may not be replaced.
- D. Any non-conforming sign destroyed by fire or other casualty loss shall not be restored or rebuilt if the cost of reconstruction will constitute more than fifty (50) percent of the value of the sign on the date of loss.
- E. Any sign which for a period of nine (9) months or more no longer advertises a bona fide business conducted, service performed, or product sold, shall be removed by the owner of the building, structure, or property upon which such sign is located, within thirty (30) days of receipt of written notice by the Zoning Administrator.
- F. A sign, accessory to a non-conforming use, may be erected in the city in accordance with the sign regulations for the subject zoning district.

SECTION 13.6 SIGN REQUIREMENTS FOR INDIVIDUAL ZONING DISTRICTS

Sign requirements for specific zoning districts are contained in the following tables:

RESIDENTIAL ZONING DISTRICTS - PERMITTED SIGNS
Ground signs for manufactured home parks, multiple family complexes, schools, or other non-residential uses allowed in the District

RESIDENTIAL ZONING DISTRICTS - PERMITTED SIGNS	
Number	1 per major entrance
Size	No greater than 32 square feet
Location	Minimum of ½ of the front setback required for main buildings and a minimum of 15 feet from any side property line
Height	No higher than 8 feet
Ground signs and decorative walls for residential subdivisions (see also Section 13.3, E)	
Number	1 per street entrance
Size	No greater than 75 square feet (sign size only)
Location	See Section 13.3,E
Height	No higher than 8 feet
Wall signs for home occupations	
Number	1 per lot or parcel
Size	No greater than 2 square feet
Location	On wall of house facing street and nonilluminated
Wall signs for non-residential uses	
Number	1 per street frontage
Size	No greater than 5% percent of the wall area to which the sign is affixed.
Location	On wall of building facing street
Political signs	
Number	1 per issue or candidate per lot or parcel
Size	No greater than 6 square feet
Location	Minimum of 15 feet from any side property line
Height	No higher than 6 feet
Real estate signs	
Number	1 per lot or parcel and may not be illuminated
Size	No greater than 6 square feet for lots or parcels under 1 acre; 32 square feet for vacant lots or parcels over 1 acre
Location	Minimum of 15 feet from any side property line

RESIDENTIAL ZONING DISTRICTS - PERMITTED SIGNS	
Height	No higher than 6 feet; 8 feet if over 1 acre

COMMERCIAL DISTRICTS - PERMITTED SIGNS- EXCLUDING CBD	
Ground Signs	
Number	1 per street frontage (provided the frontage meets the required lot width for the district in which it is located), except that only 1 ground sign or 1 freestanding sign shall be permitted per street frontage
Size	No greater than 50 square feet
Location	Minimum of 15 feet from any side property line
Height	No higher than 8 feet
Freestanding signs	
Number	1 per street frontage (provided the frontage meets the required lot width for the district in which it is located), except that only 1 ground sign or 1 freestanding sign shall be permitted per street frontage
Size	No greater than 50 square feet
Location	Minimum of 15 feet from any side property line
Height	No higher than 20 feet, except when the front setback of the sign exceeds 30 feet 1 additional foot in height shall be allowed for each additional foot in setback beyond 30 feet to a maximum height of 30 feet.
Wall signs	
Number	1 per street frontage
Size	No greater than 10% percent of the wall area to which the sign is affixed.
Location	On wall of building facing street
Political signs	
Number	1 per issue or candidate per lot or parcel
Size	No greater than 6 square feet
Location	Minimum of 15 feet from any side property line
Height	No higher than 6 feet
Real estate signs	
Number	1 per lot or parcel

COMMERCIAL DISTRICTS - PERMITTED SIGNS- EXCLUDING CBD	
Size	No greater than 16 square feet if under 1 acre, 32 square feet if over 1 acre.
Location	Minimum of 15 feet from any side property line
Height	No higher than 6 feet
Portable signs (C-E, C-SE and C-NW only) (rev. 9/19/03)	
Number	1 per lot or parcel limited to a total display period of 45 days, in any 365 day period.
Size	No greater than 32 square feet
Location	Minimum of ½ the required setback for the main building from any property line
Height	No higher than 6 feet

CBD CENTRAL BUSINESS COMMERCIAL DISTRICT - PERMITTED SIGNS	
Wall signs or projecting signs	
Number	1 per street frontage plus 1 per side facing a parking lot to identify the location of any public entrance
Size	Street frontage - no greater than 10% percent of the wall area to which the sign is affixed; Parking lot frontage - no greater than 5% percent of the wall to which the sign is affixed
Location	On wall of building facing street and wall facing public or private parking area
Height	Projecting sign: Minimum clear space of 8 feet from bottom of sign and not higher than the roof line of the building
Ground sign or freestanding sign, when no projecting signs are used	
Number	1 street frontage (provided the frontage meets the required lot width for the district in which it is located), except that only 1 ground sign or 1 freestanding sign shall be permitted per street frontage
Size	No greater than 50 square feet per sign
Location	Minimum of 5 feet from any property line or adjacent building
Height	Ground sign: No higher than 8 feet; Freestanding sign: No higher than 20 feet
Political signs	
Number	1 per issue or candidate per lot or parcel
Size	No greater than 6 square feet

CBD CENTRAL BUSINESS COMMERCIAL DISTRICT - PERMITTED SIGNS	
Location	Minimum of 5 feet from any property line or adjacent building
Height	No higher than 6 feet
Real estate signs	
Number	1 per lot or parcel
Size	No greater than 16 square feet
Location	Minimum of 5 feet from any property line or adjacent building
Height	No higher than 6 feet
Marquee signs	
Number	1 per street frontage
Size	No greater than 50 square feet
Location	On face of marquee
Height	Minimum clear space of 8 feet from bottom of marquee
Awning signs	
Number	1 per awning face
Size	No greater than 20% percent of any awning face to which the sign is affixed
Location	On face of awning
Height	Minimum clear space of 8 feet from bottom of awning

INDUSTRIAL DISTRICTS - PERMITTED SIGNS	
Ground signs	
Number	1 per lot or parcel
Size	No greater than 32 square feet
Location	Minimum of 5 feet from the front property line, 15 feet from all others
Height	No higher than 6 feet
Wall signs	
Number	1 per street frontage
Size	No greater than 5% percent of the wall area to which the sign is affixed
Location	On wall of building facing street
Political signs	
Number	1 per issue or candidate per lot or parcel
Size	No greater than 6 square feet
Location	Minimum of 5 feet from the front property line, 15 feet from all others
Height	No higher than 6 feet
Real estate signs	
Number	1 per lot or parcel
Size	No greater than 16 square feet if under 1 acre; 32 square feet if over 1 acre
Location	Minimum of 5 feet from the front property line, 15 feet from all others
Height	No higher than 6 feet if under 1 acre; 32 square feet if over 1 acre