

ARTICLE 21.00 SIGNS

Section 21.01 Intent

These regulations are intended to permit signs and other displays that are needed for purposes of identification or advertising subject to limitations needed for safety, equal protection, fairness, and to support land use planning objectives. Nothing included in these provisions is intended to prohibit the rights of property owners to display political, religious, or personal messages. The requirements of this Article are intended to ensure that no sign will by reason of its size, location, construction, installation, maintenance or manner of display endanger life and limb, confuse, distract or mislead traffic, obstruct vision necessary for traffic and pedestrian safety, or otherwise jeopardize the health, safety and welfare of the general public; to be fair to each property owner by establishing uniform standards that provide adequate exposure of signs to the public; and to foster the land use planning objectives of Charter Township of Bangor Master Plan and to prevent signs from causing annoyance or disturbance to the citizens and residents of the Township.

Section 21.02 Definitions

Words and phrases used in this Article shall have the meaning set forth in this Article. Words and phrases not defined in this Article but defined in Article 3.00 shall be given the meanings set forth in Article 3.00. 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.

Animated Sign: A sign which uses lights, moving parts, or other means to depict action, create an image of a living creature or person, or create a special effect or scene.

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.

Changeable Copy Sign (Automatic): A sign on which the message changes automatically on a lamp-bank or through mechanical or computerized means.

Changeable Copy Sign (Manual): A sign on which the message is changed manually in the field (for example a read-a-board with changeable letters)

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

Directional Sign: A sign that is intended to direct the flow of vehicular and pedestrian traffic to, from, and within a development site.

Flashing Sign: A sign that contains an intermittent or sequential flashing light source.

Freestanding Sign: A sign that is erected upon or supported by the ground, including "pole signs" and "ground signs." Such signs are not attached to any building or structure.

Ground 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 displayed. A ground sign may also consist of a base-mounted cylindrical structure upon which a message is displayed.

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.

Inflatable Sign: A temporary sign consisting of a non-porous bag or balloon inflated with a gas.

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

Marquee: A permanent roof-like structure or canopy, supported by and extending from the face of the building.

Marquee Sign: A sign attached to or supported by a marquee structure.

Mansard Sign: See Wall Sign.

Monument Sign: A freestanding sign attached to a permanent foundation with decorative base located on the ground with no exposed poles or other supporting devices.

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

Neon Sign: See "Outline Tubing Sign."

Nonconforming Sign: A sign that is prohibited under the terms of this Ordinance but was erected lawfully and was in use on the date of enactment of this Ordinance, or amendment thereto.

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

Off-Premise Sign: A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale, or lease of, the property on which it is displayed.

On-Premise Sign: A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages appurtenant to the use of, products sold on, or the sale, or lease of, the property on which it is displayed.

Outline Tubing Sign: A sign consisting of glass tubing, filled with a gas such as neon, which glows when electric current is sent through it.

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

Pedestal Sign: A three-dimensional self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is displayed. 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 building for the purpose of attracting attention.

Pole Sign: A type of freestanding sign that is elevated above the ground on a pole.

Portable Sign: A sign designed to be moved easily and not permanently affixed to the ground or to a structure, including wheel-mounted signs.

A-Frame Sign: A type of temporary sign that is used to draw attention to matters that are temporary in nature. "A" frame or sandwich signs are types of poster panel signs.

Projecting Sign: A sign, other than a flat wall sign, that projects more than fifteen (15) inches from the face of the building or structure upon which it is located. A projecting roof sign is one that projects beyond the face or exterior wall surface of the building upon which the roof sign is mounted.

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 roofline or is erected over the surface of the roof, including a gambrel roof.

Rotating Sign: See "Moving Sign."

Sign: A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business.

Temporary Sign: A sign not constructed or intended for long-term use.

Under Hanging Sign: A sign that is located on the underside of a canopy or walkway, typically for the benefit of pedestrians.

Vehicle Sign: Signs painted or mounted on the side of a vehicle, including signs on the face of a truck trailer.

Wall Sign: A sign attached parallel to and extending not more than fifteen (15) inches 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 or face of a parapet shall be considered wall signs. Permanent signs that are not affixed directly to a window or are positioned next to a window so that they are visible from the outside shall also be considered wall signs.

Window Sign: A sign located in or on a window that's intended to be viewed from the outside. Permanent window signs that are not affixed directly to a window or are positioned next to a window so that they are visible from the outside shall be considered wall signs.

Section 21.03 Permanent Signs: Permits and Enforcement

A. Permit Required

It shall be unlawful for any person to erect, alter, relocate, or structurally change a sign within the boundaries of Bangor Township without first obtaining a permit in accordance with the provisions set forth herein, unless specifically exempted by this Article. All temporary signs are not required to obtain a permit described as described above but must submit a temporary sign registration form as described in Section 21.04.

B. Applications

Application for a sign permit shall be made on the Bangor Township Sign Application Form that can be obtained from the Inspection Department. The following information shall be required:

1. Name, address, and telephone number of the applicant.
2. Location of the buildings, structure, or lot on which the sign is to be attached or erected.
3. A sketch or drawing of the sign showing its position in relation to nearby buildings, structures, property lines, roadways, and adjacent land uses within four hundred (400) feet of the sign and any landscaping to be used in conjunction with the sign. The scale to be utilized shall be 1" = 100'.
4. If a ground-mounted sign is requested, adequate staking of the proposed sign location to allow on-site inspection by a Township representative.
5. Plans showing the dimensions, , supports, method of construction, method of illumination, and method of attachment to the building or in the ground. Scale of not less than 1" = 5'.
6. Name and address of the person, firm, or corporation owning, erecting, and maintaining the sign.
7. Written consent of the owner and/or lessee of the premises upon which the sign is to be erected.
8. Other information as required by the Township to make the determination that the sign is in compliance with all applicable laws and regulations.

C. Review of Application**1. Building Official Review**

The Building Official shall have the authority to review and approve or deny an application for a sign permit, except as otherwise described below.

2. Issuance of a Permit

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

D. Exceptions

A new permit shall not be required for servicing, repainting, or repairing of an existing sign, cleansing of a sign, or changing of the message on the sign where the sign is designed for such changes without a change in sign structure. Furthermore, a permit shall not be required for certain exempt signs listed in Section 21.05(A).

E. Permits, Fees, and Registration

1. A fee shall be paid for the issuance of a sign permit or renewal in accordance with a schedule of fees that shall be adopted by the Township Board. Such a schedule of fees shall be designed to reimburse the Township for all of its direct costs incurred in the inspection and regulations of signs and issuance of permits.

2. No building permit is required for renovation or repair of an approved sign if no structural change is involved. The Township may require other permits, such as an electrical permit.

F. Inspection and Maintenance**1. Inspection of New Signs**

All signs for which a permit has been issued shall be inspected by the Building Official. Approval shall be granted only if the sign has been constructed in compliance with the approved plans and applicable Zoning Ordinance 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 times in a safe and secure manner. Exposed surfaces shall be cleaned and painted, as necessary. Broken and defective parts shall be repaired and 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 Article is hereby declared to be a public nuisance per se.

5. **Correction of Violations**

- a. If the Building Official finds that any sign is in violation of this ordinance, he/she shall notify one or more of the responsible persons to correct the violations by repair, removal, or other action, within a timetable established by the Building Official.
- b. The notice provided in Subsection (a) above 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 twenty-four (24) hours. Where there is imminent danger to public safety, immediate removal or action may be required, pursuant to this Ordinance or other applicable Ordinances.
- c. For purposes of this Article, 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.

G. **Removal of Obsolete or Abandoned Signs**

Any sign that no longer identifies a business that is in operation, or that identifies an activity or event that has already occurred, shall be considered abandoned and shall be removed by the owner, agent, or person having use of the building or structure. Upon vacating a commercial, office, or industrial establishment, the property owner shall be responsible for removal of all signs and support structures used in conjunction with the business within thirty (30) days after vacating the business.

H. **Nonconforming Signs**

It is the intention of the Township to eliminate nonconforming signs, except as otherwise specifically set forth in this Article. No lawfully erected nonconforming sign shall be altered or reconstructed, unless the alteration or reconstruction is in compliance with Article 21.00 of this Ordinance, except that nonconforming signs shall comply with the following regulations:

1. **Repairs and Maintenance**

Normal maintenance shall be permitted, provided that any nonconforming sign that is destroyed by any means to an extent greater than fifty (50) percent of the sign's pre-catastrophe fair market value, exclusive of the foundation, shall not be reconstructed. Normal maintenance shall include painting of chipped or faded signs; replacement of faded or damaged surface panels; or repair or replacement of electrical wiring or electrical devices. No nonconforming sign shall be structurally altered so as to prolong the life of the sign or to change its shape, size, type, or design.

2. **Nonconforming Changeable Copy Signs**

The message on a nonconforming changeable copy sign or nonconforming bulletin board sign may be changed.

3. **Substitution**
No nonconforming sign shall be replaced with another nonconforming sign. However, the portion containing the message may be replaced with a different message without affecting the legal nonconforming status of a sign, provided that the sign structure or frame is not altered.
4. **Modifications to the Principal Building**
Whenever the principal building on a site on which a nonconforming sign is located is modified to the extent that site plan review and approval is required, the nonconforming sign shall be removed.
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 this Ordinance.

Section 21.04 Temporary Signs: Registration and Regulations

A. Temporary Sign Registration

1. Every temporary sign within the Township shall be registered prior to installation. A permit is not required.
 - a. The address of the location for the temporary sign.
 - b. A description of the sign (or image) with the sign's dimensions;
 - c. The first and last name of the registrant;
 - d. If the registrant is not the owner or a person with authority over the use of the location, the name, telephone number, and/or email address for the individual who provided permission for the installation of the sign.
 - e. A mailing address, telephone number, and e-mail address for the registrant to which the Township will confirm the registration or any deficiencies in the registration information; and
 - f. A certification that the registrant has permission or authority from the property owner or person with authority over the property for the installation of the sign.
2. If the registrant does not specify a start date for the sign to be displayed, registration of the sign shall be effective upon written confirmation by the Township that all information required by this subsection has been accurately provided.
3. Registration for a temporary sign shall be valid for a term of 90 days. No additional registrations shall be accepted by the Township within a 12-month period for the same parcel.

4. Any sign still installed after the expiration of its registration shall be subject to removal by the Township.
5. When such signs exceed the quantity or size limitations on any parcel, those with a registration that became effective first in time shall have priority to remain in place.
6. A property owner may revoke, in writing, any sign registration for the owner's property at any time. Revocation shall be effective immediately upon verification by the Township of the veracity of the written revocation. The Township may immediately remove any signs for which revocation of a registration has become effective under this subsection.

B. Regulations

1. Temporary Signs in All Zoning Districts

- a. No temporary sign in a residential district shall be located to prevent any traveler on a curve of a highway from obtaining a clear view of approaching vehicles for a minimum distance of four hundred fifty (450) feet along the highway or shall meet county or state clear vision requirements (whichever department has jurisdiction).
- b. No portion of any temporary sign may be located within ten (10) feet of the road right-of-way line or less than seventy (70) feet from centerline of the road, whichever is greater.
- c. No portion of any temporary sign may be located within a required side yard or within twenty (20) feet of a side lot line.
- d. Temporary signs shall be registered with the Township pursuant to Section 21.04.

2. Temporary Signs in Residential Zoning Districts

- a. No more than one (1) temporary sign shall be permitted per lot.
- b. The maximum total sign face area shall not exceed six (6) square feet per face.
- c. The maximum height shall be no more than five (5) feet from the top of the sign to ground level.

3. Temporary Signs in Commercial and Industrial Zoning Districts

- a. No more than two (2) signs per public street entrance, not to exceed eight (8) temporary signs at any time.
- b. The maximum total sign face area shall not exceed thirty-two (32) square feet for all faces combined.
- c. The maximum height shall be no more than eight (8) feet from the top of the sign to ground level.

Section 21.05 General Provisions**A. Exempt Signs**

A sign permit shall not be required for the following signs that shall be permitted subject to the applicable provisions herein:

1. Address numbers with a numeral height no less than four (4) inches for residences and six (6) inches for businesses.
2. Nameplates, not to exceed two (2) square feet, identifying the occupants of the building.
3. Memorial signs or tablets.
4. Public signs, including the authorized signs of a government body or public utility, including traffic signs, street name signs, legal notices, railroad crossing signs, warnings of a hazard, and similar signs.
5. Flags bearing the official design of a nation, state, municipality, educational institution, or noncommercial organization.
6. Traffic control signs which conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
7. Private road name signs shall comply with Bay County Road Commission standards.
8. Any sign which is located completely within an enclosed building, and which is not visible from outside the building.
9. Plaques or signs designating a building as a historic structure, and names of buildings and date of construction when cut into a masonry surface or when constructed of bronze or similar material.
10. "No Trespassing," "No Hunting," and "No Dumping" signs. Such signs shall not exceed four (4) square feet in area.
11. Signs used to direct vehicular or pedestrian traffic to parking areas, loading areas, or of certain buildings or locations on the site, subject to the following conditions:
 - a) Directional signs shall not contain logos or other forms of advertising.
 - b) Directional signs shall not exceed four (4) square feet in area, or three (3) feet in height.
 - c) Directional signs may be located in the front setback area.
12. Historical markers.

B. Prohibited Signs

The following signs are prohibited in all districts:

1. Any sign not expressly permitted.
2. Signs that incorporate flashing or moving lights, or with intermittent or flashing illumination including beacons or searchlights; automatic changeable copy signs shall be permitted provided such message does not change more often than once every four (4) seconds.
3. Banner signs, festoons, spinners, and streamers, unless specifically permitted elsewhere in this Article.
4. Moving signs, including any sign which has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement achieved by electrical, electronic, or mechanical means, including intermittent electric pulsations or movement caused by normal wind current.
5. Any sign or sign structure which:
 - a) Is structurally unsafe;
 - b) Constitutes a hazard to safety or health, or which is unsightly by reason of inadequate maintenance, dilapidation, or abandonment;
 - c) Is capable of causing electric shock to a person who comes in contact with it; or
 - d) Is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
6. Any sign erected on a tree or utility pole.
7. Obsolete signs, as specified in Section 21.03.G.
8. Portable signs, except where expressly permitted in this Ordinance.
9. Signs affixed to a parked vehicle or truck trailer in which the vehicle or truck trailer is being used principally for signage, rather than for transportation.
10. Any sign that obstructs free access to or egresses from a required door, window, fire, or other required exit.
11. Any sign which by reason of its size, location, or manner of illumination, constitutes in the opinion of the law enforcement 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 devices on public streets and roads.

12. Any sign except those established by the Township, county, state, or federal government, which is located in, projected onto, or overhanging any public right-of-way or dedicated public easement.
13. Any sign that makes use of the words "Stop", "Look", or "Danger", or any other words, phrases, symbol, or characters, in such a manner as to interfere with, mislead, or confuse traffic.
14. Any sign that might be confused with recognized traffic safety symbols.
15. Any sign containing obscene, indecent, or immoral matter.
16. Any sign unlawfully installed, erected, enlarged, altered, or maintained.
17. Roof signs.
18. Projecting signs.
19. Signs on street furniture, including but not limited to, signs on benches and trash receptacles.
20. Inflatable signs.
21. Outline tubing (neon) signs.
22. Off-premise signs.

Section 21.06 Sign Design Standards

A. Construction Standards

All signs shall be designed, constructed, and maintained in a safe and stable manner in accordance with the applicable building code, electrical code, and other applicable codes and ordinances. All electrical wiring associated with a freestanding sign shall be installed underground. Construction of a sign shall be structurally sound so as to withstand wind load on its surfaces and vibrations so as to not blow down or change alignment.

B. Illumination

1. General Requirements

Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it. No intermittent flashing, rotating, moving, or oscillating lighting shall be permitted.

2. Non-Glare, Shielded Lighting

Use of glaring, unshielded or undiffused lights or bulbs shall be prohibited. Lights shall be shaded so as not to project onto adjoining properties or thoroughfares.

3. **Traffic Hazards**
Sign illumination that could distract motorists or otherwise create a traffic hazard shall be prohibited.
4. **Bare Bulb Illumination**
Illumination by bare bulbs or flames is prohibited.

C. **Location**

1. **Within a Public Right-of-Way**
No sign shall be located within, project into, or overhang a public right-of-way, except as otherwise permitted herein.
2. **Compliance with Setback Requirements**
All signs shall comply with the setback requirements for the district in which they are located, except as otherwise permitted herein.
3. **Sight Lines for Motorists**
Signs shall comply with the requirements for unobstructed clear vision as described in this Ordinance.
4. Signs shall not cover architectural details such as arches, transom windows, moldings, columns, capitals, sills, cornices, and similar details.

D. **Measurement of Sign Area, Height,**

1. Sign area shall be computed as follows:
 - a. **General Requirements**
Where a sign consists of a generally flat surface or sign face on which lettering and other information is affixed, the sign area shall be computed by measuring the entire face of the sign, including any frame which forms an integral part of the display.
 - b. **Individual Letters**
Where a sign consists of individual letters, logo or other graphic features affixed directly to a building, the area of the sign shall be computed by measuring the area of the envelope required to enclose individual elements as a whole.
 - c. **Freestanding Sign**
The area of a double-faced freestanding sign shall be computed using only one (1) face of the sign provided that:
 - 1) the outline and dimensions of both faces are identical (that is, the outlines of back-to-back faces shall be coterminous), and

- 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.
- d. **Ground Sign or Pedestal Sign**
The area of a ground or pedestal sign shall be computed by measuring the entire vertical surface of a face upon which the letters and logo are attached. In the case of a multi-faced ground sign, the area of the sign shall be computed using only one face of the sign.
 - e. **Cylindrical Sign**
The area of a cylindrical ground sign shall be computed by multiplying the diameter of the cylinder by its height.
2. **Sign Height**
The height of a freestanding sign shall be measured from ground level at or beneath the midpoint of the face of the sign to the highest point of the sign or supporting structure. For the purpose of determining sign height, "ground level" shall be measured from the finished grade, or if there has been filling, from the native grade.
 3. **Setback and Distance Measurements**
The following guidelines shall be used to determine compliance with setback and distance measurements:
 - a. The distance between two signs shall be measured along a straight horizontal line that represents the shortest distance between the two signs.
 - b. The distance between a sign and a parking lot or building shall be measured along a straight horizontal line that represents the shortest distance between the outer edge of the parking lot or building.
 - c. The distance between a sign and a building or property line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the building or property line.

Section 21.07 Residential District Signs

The following signs shall be permitted in all districts zoned for residential use (including the R-1, R-2, R-3, SWL, RM-1, RM-2, and RM-3 districts).

A. Wall Signs

1. Wall signs shall be permitted subject to review and issuance of a permit by the Building Official.
2. **Size**
The total area of wall sign shall not exceed one and one-half (1 1/2) square feet per linear foot of building frontage, not to exceed 45 square feet in area or ten (10) percent of the wall area, whichever is less.

3. **Location**
Wall signs shall be permitted only on the side of a building that faces the front lot line.

4. **Height**
The top of a wall sign shall not be higher the lesser of the following:

- a. The maximum height specified for the district in which the sign is located.
- b. The height of the building facing the street on which the sign is located.

B. Monument Signs

Monument signs shall be permitted in residential districts. Such signs shall be carefully integrated with the landscaping and lighting to create an aesthetically pleasing and safe identification for the use. Such signs are subject to the following regulations.

1. **Number**
One (1) freestanding sign shall be permitted per parcel.

2. **Size**
The total area of the monument sign shall not exceed one (1) square foot per two (2) linear feet of lot frontage, not to exceed a total sign area 48 square feet.

3. **Setbacks**

a. **Setbacks from Lot Lines**

Monument signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than ten (10) feet to the existing or planned right-of-way line. No portion of any such sign shall be located within a required side yard or within twenty (20) feet of a side lot line. If a parcel is served by a service road, no portion of a freestanding sign shall be closer than ten (10) feet to the edge of the road.

b. **Setback from Building**

No part of a monument sign shall be attached to, supported by, or in any way connected to a building. A minimum of two (2) foot horizontal separation and six (6) foot vertical separation shall be maintained between any sign or sign support and any building or other structure.

4. **Height**
The maximum height of any monument sign shall be seven (7) feet.

a. Such signs shall comply with the requirements for Unobstructed Sight Distance as described in this Ordinance.

b. Review and issuance of a permit by the Building Official shall be required.

Section 21.08 Nonresidential District Signs

The following signs shall be permitted in districts for nonresidential use (including districts zoned O-1, C-1, C-2, RC, I-1 and I-1 districts).

A. Signs for Residential District Uses in a Nonresidential District

Signs for nonconforming residential district uses in a nonresidential district shall be governed by the sign regulations for residential district uses set forth in Section 21.07.

B. Freestanding Signs, Including Ground Signs and Pole Signs

Freestanding signs, as defined herein to include ground signs and pole signs, shall be permitted in office, commercial, and industrial districts subject to the following regulations.

1. Number

One (1) freestanding sign shall be permitted per parcel. In multi-tenant buildings, or shopping centers, the area of the one (1) permitted freestanding sign may be allocated for use by individual tenants.

2. Size

The total area of the freestanding sign shall not exceed one (1) square foot per two (2) linear feet of lot frontage, not to exceed a total sign area as identified in Table 21-1.

Table 21-1

Zoning District in Which Sign is Located	Maximum Permitted Sign Area
R-1, R-2, R-3, SWL, RM-1, RM-2, and RM-3	48 square feet
RC and O-1	50 square feet
C-1 and C-2	160 square feet ¹
I-1 and I-2	160 square feet

¹Multi-tenant structures housing more than two (2) individual businesses and having a gross floor area of ten thousand (10,000) square feet or more shall be allowed one (1) additional square feet of surface display area per side for every additional one hundred (100) square feet of building floor area in excess of the ten thousand (10,000) square feet to a maximum of four hundred (400) square feet of surface display area per side.

3. Setbacks from Lot Lines

Freestanding signs may be located in the required front yard, provided that no portion of any such sign shall be located closer than ten (10) feet to the existing or planned right-of-way line. No portion of any such sign shall be located within a required side yard or within twenty (20) feet of a side lot line. If a parcel is served by a service road, no portion of a freestanding sign shall be closer than ten (10) feet to the edge of the road.

4. Setback from Residential Districts

Freestanding signs shall be located no closer than fifty (50) feet to any residential district.

5. **Setback from Building**

No part of a freestanding sign shall be attached to, supported by, or in any way connected to a building. A minimum two (2) foot horizontal separation and any six (6) foot vertical separation shall be maintained between any sign or sign support and any building or other structure.

6. **Clear Vision Area**

No ground sign shall be placed in such a manner as to prevent any traveler on any roadway from obtaining a clear view necessary for safe operation of his/her vehicle. All freestanding signs shall be located in conformance with the provisions of Article 5.00.

7. **Height**

The height of a freestanding sign in all districts shall be the limits as defined in Table 21-2.

Table 21-2

Zoning District in Which Sign is Located	Maximum Permitted Sign Height
R-1, R-2, R-3, SWL, RM-1, RM-2, and RM-3	7 feet
RC and O-1	20 feet
C-1 and C-2	30 feet ¹
I-1 and I-2	20 feet

¹ The maximum height permitted shall be 30 feet or the height of the principal structure, whichever is less.

8. **Street Address**

Where a freestanding sign is permitted, the street address number shall be clearly displayed on the sign in numerals not less than four (4) inches in height.

Alternatively, a street address number may be displayed in numerals not less than six (6) inches in height on a structure on the same lot where the sign is sited

9. Review and issuance of a permit by the Building Official shall be required.

E. **Wall Signs**

1. Wall signs shall be permitted subject to review and issuance of a permit by the Building Official.

2. **Size**

The total area of the wall sign shall not exceed two (2) square feet for every one (1) linear foot of building frontage. In the case of a multi-tenant building or shopping center, these size requirements shall apply to each business front individually.

3. **Location**
Wall signs may be located on the front vertical face of the building wall, generally parallel to the front lot line of the individual business.

4. **Rear Door Signs**
A rear access door sign not to exceed two (2) square feet in area.

F. **Height**
The maximum height of a wall sign shall be the lesser of the following:

- a. The maximum height specified for the district in which the sign is located.
- b. The height of the building facing the street on which the sign is located.

G. **Awnings and Canopy Signs**
Signs on awnings and canopies in commercial, office, and industrial districts shall be permitted, subject to the following standards:

1. **Coverage**
The total area of the lettering and logo shall not exceed twenty-five percent (25%) of the total valance area (e.g., front fascia of the awning, not the sloped area.) of the awning or canopy.

2. **Compliance with Size Requirements for Wall Signs**
The area of signs on awnings or canopies shall be counted in determining compliance with the standards for a total area of wall signs permitted on the parcel.

3. **Projection**
Limitations imposed by this Ordinance concerning the projection of signs from the face of a wall or building shall not apply to awning and canopy signs, provided that such signs shall comply with the setback requirements for the district in which they are located.

4. **Lighting**
Backlighting of any canopy or awning sign shall be prohibited.

H. **Underhanging Signs**
In the commercial districts, one (1) underhanging sign shall be permitted for each business located within a shopping center subject to the following conditions:

1. **Vertical Clearance**
A minimum vertical clearance of eight (8) feet shall be provided between the bottom edge of the sign and the surface of the sidewalk.

2. **Orientation**
Underhanging signs shall be designed to serve pedestrians rather than vehicular traffic. Such signs shall not be visible from any adjacent roadways.

3. **Size**
Underhanging signs shall not exceed four (4) square feet in area.

I. Private Traffic Directing Signs

1. **Approval**
Private traffic directing signs shall be subject to the approval of the Building Official.
2. **Size**
No private traffic directing sign shall exceed a maximum sign area of three (3) square feet per face.
3. **Height**
No private traffic directing sign shall exceed a total height of five (5) feet above grade.
4. **Visibility**
All private traffic directing signs must be visible and legible during day and night hours. Such signs shall only include directional information, the business names or logos shall be prohibited.

J. Menu Boards

Drive-through restaurants shall be permitted to have two (2) auxiliary freestanding signs that may consist of a menu board, instructional sign, or similar sign to assist the patron.

1. **Size**
No menu board shall exceed a maximum sign area of thirty-two square feet per face.
2. **Height**
No menu board shall exceed a total height of six (6) feet.
3. **Location**
Menu board signs shall not be visible from a public or private street.

K. Marquee Signs

Marquee signs shall be permitted for theatres located within a commercial district subject to the following requirements:

1. **Construction**
Marquee signs shall consist of hard incombustible materials. The written message shall be affixed flat to the vertical face of the marquee.
2. **Vertical Clearance**
A minimum vertical clearance of ten (10) feet shall be provided beneath any marquee sign.

3. **Number**

One (1) marquee sign shall be permitted per street frontage.