

ARTICLE 8

SIGNS

Section 8.1 Intent and Purpose.

The intent of this Ordinance is to regulate the location, size, construction, and manner of display of signs and outdoor advertising in order to minimize their harmful effects on the public health, safety and welfare. While this Ordinance recognizes that signs and outdoor advertising are necessary to promote commerce and public information, failure to regulate them may lead to poor identification of individual businesses, deterioration and blight of the business and residential areas of the City, conflicts between different types of land use, and reduction in traffic safety to pedestrians and motorists.

To achieve its intended purpose, this Ordinance has the following objectives:

- 8.1.1. To prevent the placement of signs in a manner that will conceal or obscure signs of adjacent businesses;
- 8.1.2. To keep the number of signs and sign messages at the level reasonably necessary to identify a business and its products;
- 8.1.3. To keep signs within a reasonable scale with respect to the buildings they identify;
- 8.1.4. To reduce visual distraction and obstructions to motorists traveling along, entering or leaving streets;
- 8.1.5. To promote a quality manner of display which enhances the character of the City;
- 8.1.6. To prevent the proliferation of temporary signs which might promote visual blight.
- 8.1.7 To eliminate the potential for any adverse affects on the neighboring properties.
- 8.1.8 To prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.

Section 8.2 General Conditions.

- 8.2.1. Location. All signs must advertise a business or service on the premises upon which the sign is located and to which the sign is an accessory, unless otherwise specified herein.
- 8.2.2. Illumination.
 - 1. No sign shall be illuminated by other than electrical means. The use of exposed neon light bulbs, light pans or exposed light bulbs are prohibited.

2. The light from illuminated signs shall be directed and shielded in a manner that will not interfere with vehicular traffic or the enjoyment and use of adjacent properties.
3. REPEALED 01-09-12
4. Internal illumination shall be permitted under the following circumstances:
 - a. Individual back-lit letters which are silhouetted against softly illuminated walls.
 - b. Individual letters with translucent faces, containing soft lighting elements inside each letter.
 - c. Metal-faced box signs with cut-out letters and soft-glow fluorescent tubes.
5. Only indirect illuminated signs shall be allowed in any residential district.
6. Internally-illuminated plastic signs with dark-colored detachable letters shall be strictly prohibited in all districts, except as otherwise permitted.
7. Gas-filled light types (fluorescent) shall be allowed for indirect illumination and when placed in such a manner that the tubes are not exposed to view from any point along the roadway or sidewalk.

8.2.3. Safety.

1. All signs shall be erected and maintained in compliance with all applicable building codes, and other applicable ordinances governing construction within the City. In the event of conflict between this Ordinance and other laws, the most restrictive shall govern.
2. All signs shall be so placed as to not interfere with the visibility or effectiveness of any official traffic sign or signal; driver vision at any access point or intersection; or, pedestrian movement on any public sidewalk.
3. No sign shall be erected, relocated or maintained so as to obstruct fire fighting or prevent free access to any door, window or fire escape.

8.2.4. Landscape Quality and Preservation. In the application of this Ordinance, it is the intent to protect the public welfare and to enhance the appearance and economic value of the landscape by providing that signs:

1. Do not interfere with scenic views.
2. Do not constitute a nuisance to occupancy of adjacent and continuous property because of their brightness, size, height, or movement.
3. Are not detrimental to land or property values.

8.2.5. Signs Prohibited in All Districts.

1. Roof signs.
2. REPEALED 01-09-12
3. Signs affixed to utility poles, trees, rocks, shrubs or similar natural features, except, signs denoting a site of historic significance.
4. Signs which imitate traffic signals, traffic direction signs, or similar traffic control devices, and signs which make use of words such as “Stop”, “Look”, “Danger”, or any other words, phrases, symbols or characters, in such a manner as to interfere with, mislead or confuse traffic.
5. REPEALED 01-09-12
6. Signs other than those erected by a public agency which are located within or overhang the public right-of-way or on public property, unless otherwise specified herein.
7. Any sign or sign structure which constitutes a hazard to public health and safety due to inadequate maintenance.
8. Any sign unlawfully installed, erected or maintained.
9. Any sign advertising or promoting activity not located on that property unless otherwise specified herein.

8.2.6. Signs Permitted in All Districts.

1. Nameplates not exceeding two (2) square feet in size.
2. Political signs for public office or issues to be determined by election may be erected forty-five (45) days prior to an election. Before such signs may be erected, a deposit must be paid to the City of Grayling according to the current fee schedule. Such signs shall be erected on private property only and no less than one hundred (100) feet from any entrance to a building in which a polling place is located. No signs shall be placed in public right-of ways. All such signs shall be removed within five (5) days following Election Day or deposit will be forfeited. Sizes of signs are limited as follows:
 - a. Six (6) square feet in R-1A, R-1B, R-2, R-3, C-2 and CBD districts.
 - a. Sixteen (16) square feet in the C-1 district.
 - c. Thirty-two (32) square feet in C-3A, C3B, I, and AG/OS districts.
 - d. No sign shall exceed a maximum height of eight (8) feet.

3. Directional signs which indicate the direction of traffic flow on private property. Directional signs shall not exceed two (2) square feet in size, shall contain no advertising, and may be illuminated.
4. Street number. The sign shall not exceed two (2) square feet.

8.2.7 Sign removal.

1. The Zoning Administrator may direct the removal of non-conforming signs if the non-conforming sign is not removed or made conforming within five (5) days of the property owner receiving written notice.
2. The Zoning Administrator may seek reimbursement for the cost of removing non-conforming signs or impose a civil infraction as established by the City Council.

Section 8.3 Permitted Freestanding Signs.

8.3.1. General Requirements.

1. One (1) freestanding sign shall be permitted per premise which has frontage on only one (1) public road.
2. Two (2) freestanding signs shall be permitted per premise which has frontage on two (2) public roads. One (1) sign shall not exceed the area requirements set forth herein. The second sign shall not exceed fifty (50%) percent of the area requirements set forth herein and is to be placed at least 100 feet from the first sign and along the other street.
3. A freestanding sign shall have a minimum setback of five (5) feet from a public road right-of-way and a setback distance equal to the height of the sign from all other property boundaries.
4. A freestanding sign which advertises multi-businesses located on that property may have a sign 50% larger than otherwise permitted.
5. The supporting sign structure shall not be more than one (1) foot higher than the height of the permitted sign.
6. In lieu of a freestanding sign, a sign may be attached to an independent standing canopy as long as no part of the sign or support structure extends over the property line, that the bottom of the sign is a minimum of ten feet from the ground or sidewalk level, that the total square footage of the sign is thirty (30) square feet or less, and that any illumination does not present a safety issue with a passing motorist.

8.3.2. Specific Requirements. Freestanding signs shall be permitted by District in accordance with the following requirements:

<u>District</u>	<u>Sign Height</u> As measured from the level of the ground to the top of the sign or sign support whichever is higher.	<u>Area</u>
1. CBD and C-2 Districts	Six (6) feet	Twenty (20) square feet per side. If the sign is to be placed in front of the business, there must be at least twenty (20) feet between the building and the property line.
2. C-1 and G Districts	Eight (8) feet	Thirty two (32) square feet per side.
3. C-3A and AG/OS Districts	Twelve (12) feet	Thirty six (36) square feet per side.
4. C-3B District	Fourteen (14) feet	Forty eight (48) square feet per side.
5. C-3B District For businesses whose premise are located within a 300' radius of any expressway exit.	Twenty (20) feet	Forty eight (48) square feet per side.
6. I District.	Eight (8) feet	Forty (40) square feet per side.
7. R-1A, R-1B, R-2, and R-3 Districts All non-residential public permitted and special uses such as schools, churches, parks and municipal buildings.	Six (6) feet	Twenty (20) square feet per side.
8. R-1A, R-1B, R-2, and R-3 Districts.	Six (6) feet	Sixteen (16) square feet per side.
9. R1-A, R-1B, R-2, and R-3 Districts Identification signs for subdivisions or other residential developments.	Six (6) feet	Thirty two (32) square feet per side.

Section 8.4 Permitted Wall Signs.

The following wall signs shall be permitted in the following districts in accordance with the regulations herein.

8.4.1. General Requirements.

1. No wall sign shall be erected to extend above the top of the wall to which it is attached, or extend beyond the ends of the wall to which it is attached. Signs erected on the vertical portion of a mansard roof are considered to be wall signs.
2. All wall signs shall be safely and securely attached to the building.
3. There shall be no more than two (2) wall sign permitted for each side of the building. Total square foot area requirements set forth in Section 8.4.2. are for each wall.
4. For buildings with distinct and separate uses, separate wall signs shall be permitted for each such use. However, the total allowable square footage shall not exceed the maximum allowable square footage specified for each district.
5. Signage on awnings are regulated as wall signs. Lettering on the awning can not exceed 50% of the area on the awning. Rear-illuminated (backlit) awnings are prohibited.
6. Vertical wall signs are allowed and must adhere to the specifications and sign size for the district the sign is located.

8.4.2. Specific Requirements. Wall signs shall be permitted by the District in accordance with the following requirements.

	District	Height of sign	Area
1.	CBD,C-1 and AG/OS Districts.	Eight (8) feet	Two (2) square foot for each lineal foot of building wall not to exceed a total of ninety six (96) square feet.
2.	C-2 and G Districts	Four (4) feet	One (1) square foot for each lineal foot of building wall not to exceed a total of thirty two (32) square feet.
3.	C-3A, C-3B, and I Districts.	Eight (8) feet	Two (2) square foot for each lineal foot of building wall not to exceed a total of one hundred twenty (120) square feet.
4.	R-1A, R-1B, R-2 and R-3 Districts.	Four (4) feet	One (1) square foot for each lineal foot of building wall not to exceed a total of twenty (20) square feet.

Section 8.5 Permitted Projecting Signs.

8.5.1. Projecting shall be permitted in CBD Central Business Districts.

8.5.2. The surface area of the projecting or suspended sign shall not exceed twenty (20) square feet on each side or a total of forty (40) square feet. The total square feet of the projecting sign (both sides) shall be subtracted from the total allowable wall signage square footage permitted for the District which the sign is located.

8.5.3. The bottom of the projecting shall be a minimum of eight (8) feet above the surface of the sidewalk or ground area, or otherwise be located so as not to interfere with pedestrian traffic.

Section 8.6 Permitted Temporary Signs.

The following temporary signs shall be permitted in accordance with the regulations herein.

8.6.1. Real Estate.

1. One (1) non-illuminated sign used for advertising land or buildings for rent, lease, or sale shall be permitted in any district provided such signs are located on the property intended to be rented, leased, or sold. Such signs shall not exceed an area of six (6) square feet and a height of four (4) feet from grade in all single-family residential districts and an area of thirty two (32) square feet and a height of six (6) feet from grade in all other districts.
2. One (1) non-illuminated freestanding sign listing persons or firms connected with a development's construction work being performed. Such signs shall not exceed thirty-two (32) square feet in area and a height of six (6) feet from grade, and shall be removed within thirty (30) days of issuance of the certificate of occupancy.

8.6.2. Temporary Signs and Promotional Banners.

1. In all districts, the Zoning Administrator may allow a business, to use a temporary sign for up to a thirty (30) day period four (4) times per year with a sign permit. All temporary signs permitted under this provision shall otherwise comply with all requirements pertaining to height and size for the zoning district in which the sign is located.
2. Special event signs require a permit and shall be allowed for a period of not more than thirty days prior to the event. Before such signs may be erected, a deposit must be paid to the City of Grayling according to the current fee schedule. Such signage shall be removed as soon as practical, not to exceed 5 days after the completion of the event or deposit will be forfeited. A site/signage plan will be submitted no later than 90 days prior to the event for approval by the Zoning Administrator.
3. REPEALED 01-09-12

4. REPEALED 01-09-12
5. Within the CBD, C-1, C-3A, and C-3B Districts, one promotional banner is permitted per premise at any given time. Only those businesses with direct pedestrian access from the public right-of-way shall be permitted to have a promotional banner. The temporary promotional banners shall not exceed twenty (20)–square feet in area. Neither the height nor the width of a temporary promotional banner shall exceed ten (10) feet. Temporary promotional banners shall not be located in a public right-of-way, must be affixed to the principal building of the business and shall be located and designed to avoid interference with or distraction to vehicular and pedestrian traffic. Temporary promotional product signs are included as a promotional banner and regulated as the same.
6. All banners which are not properly maintained shall be removed at the order of the Zoning Administrator.
7. All other banners are strictly prohibited.
8. Product advertising signs either free standing or wall, are limited to two per business. The product sign must be in good repair, not be in place over thirty days, and not to exceed a total of sixteen (16) square feet.

Section 8.7 Permitted Billboards.

The following regulations shall apply to billboards:

8.7.1. Where Permitted. Billboards shall be permitted only in the I District, subject to the standards contained herein, and the Highway Advertising Act of 1972, as amended.

8.7.2. Spacing.

1. Not more than three billboards may be located per linear mile of street or highway regardless of the fact that such billboards may be located on different sides of the street or highway. The linear mile measurement shall not be limited to the boundaries of the City of Grayling where the particular street or highway extends beyond such boundaries. Double-faced billboard structures (i.e., structures having back-to-back billboard faces) and V-type billboard structures having only one (1) face visible to traffic proceeding from any given direction on a street or highway shall be considered as one (1) billboard. Additionally, billboard structures having tandem billboard faces (i.e., two (2) parallel billboard faces facing the same direction and side by side to one (1) another) or stacked billboard faces (i.e., two (2) billboard faces facing the same direction with one (1) face being directly above the other) shall be considered as one (1) billboard. Otherwise, billboard structures having more than one (1) billboard face shall be considered as two (2) billboards and shall be prohibited in accordance with the minimum spacing requirement set forth in Subsection 2 below.

2. No billboard shall be located within 1,000 feet of another billboard on either side of the same street or highway.
3. No billboard shall be located within two hundred (200) feet of a residential zone and/or existing residence. If the billboard is illuminated, this required distance shall instead be three hundred (300) feet.
4. No billboard shall be located closer than seventy-five (75) feet from a property line adjoining a public right-of-way or ten (10) feet from any interior boundary lines of the premises on which the billboard is located.

8.7.3. The height of a billboard shall not exceed thirty (30) feet above the level of the street or road upon which the billboard faces or to which the message upon the billboard is directed. In the event that the billboard is situated upon two (2) streets or roads having different levels, the height of the billboard shall be measured from the higher street or road.

8.7.4. Surface Area. The surface display area of any side of a billboard may not exceed three hundred (300) square feet. In the case of billboard structures with tandem or stacked billboard faces, the combined surface display area of both faces may not exceed three hundred (300) square feet.

8.7.5. Illumination. A billboard may be illuminated, provided such illumination is concentrated on the surface of the sign and is located so as to avoid glare or reflection onto any portion of an adjacent street or highway, the path of on-coming vehicles or any adjacent premises. In no event shall any billboard have flashing or intermittent lights, nor shall the lights be permitted to rotate or oscillate.

8.7.6. Construction and Maintenance.

1. No billboard shall be on top of, cantilevered or otherwise suspended above the roof any building.
2. A billboard must be constructed in such a fashion that it will withstand all wind and vibration forces that can normally be expected to occur in the vicinity. A billboard must be maintained so as to assure proper alignment of structure, continued structural soundness and continued readability of message.

Section 8.8 Miscellaneous Permitted Signs.

8.8.1. Directory Signs. For offices, office parks, industrial parks, and multi-tenant buildings, directory signs which identify only the names and locations of occupants or uses within a building on a lot shall be permitted in addition to other signs permitted under these regulations.

1. No more than one (1) directory sign per lot is permitted, except where a lot has frontage on two or more roads.
2. No directory sign shall exceed twenty-four (24) square feet in area or six (6) feet in height from finished grade.

3. No directory sign shall be located closer than ten (10) feet to any property line in all districts and shall not be a projecting sign.

8.8.2. Menu Board. One menu board for a restaurant shall be permitted in addition to other signs permitted under these regulations provided such sign does not exceed twenty (20) square feet in area. The sign shall be a wall sign or mounted on an existing freestanding sign. In the C-3A and C-3B Districts, the menu sign may not exceed twenty four (24) square feet.

8.8.3. Changeable Copy Signs. Manual changeable copy signs shall be permitted when incorporated into a permitted wall or freestanding sign provided that the area devoted to changeable copy does not exceed twenty (20%) percent of the permissible sign area.

1. Lettering used on manual changeable copy signs directed to local or collector streets shall not exceed four (4) inches in height.
2. Lettering used on manual changeable copy signs directed to secondary or major arterial streets shall not exceed six (6) inches in height.
3. Lettering used on manual changeable copy signs directed to pedestrians shall be at least two (2) inches in height, but not more than three (3) inches in height.

8.8.4. Off-premise Directional Signs. Off-premise directional signs directing vehicular traffic to a church, governmental building, or educational institution may be permitted in all districts subject to the review of the Zoning Administrator and the following standards:

1. No more than two (2) signs per use shall be permitted.
2. The size of an off-premise directional sign shall not exceed two (2) square feet in size.
3. The height of an off-premise directional sign shall be no less than three (3) feet nor exceed six (6) feet from grade. However, variations in height may be granted by the Planning Commission to ensure its visibility to motorists.
4. Illumination shall not be permitted.
5. Permission of the property owner where the proposed sign is to be located must be provided and included with the permit application.

8.8.5. Historic Markers. If a structure or site within the City has been designated a State Historical Site or listed in the National Register of Historic Places, then a marker designating that fact, obtained from the appropriate state or federal agency, shall be permitted in addition to any other sign or signs which may lawfully be placed on the structure or the property on which the structure is located.

Anyone wishing to place a historic marker on a structure or property shall complete and file a sign permit application with the Zoning Administrator. No fee shall be charged for a historic marker application. The sign shall not exceed twenty-four (24) square feet.

The Planning Commission shall review the proposed placement of the historic marker and no historic marker shall be placed on any structure or property unless a permit has been approved by the Planning Commission.

8.8.6. Window Signs.

1. Any sign, including the posting of hours of operation, display of credit cards, illuminated open sign, and/or street and building address, which is painted or mounted onto a window pane, or which is placed or hung within six (6) inches of the window does not require a permit or fee.
2. Window signs shall not exceed more than thirty (30%) percent of the window area in which they are displayed.
3. Window signs as described in (1) and (2) above do not count in the calculation of total building signage permitted.
4. Permanent and/or illuminated window signs not excepted in (1) require a permit.

8.8.7. Mural Signs. When a mural, painted wall sign, or graphic includes identification of an establishment or specific services, goods or products provided on the site, only the advertising frontage of the mural will count towards the total permitted wall sign area.

Murals are subject to the approval based from the Zoning Administrator and the following standards:

1. No mural may be placed on any building or structure that displays non-conforming signs.
2. No more than two (2) exterior walls, on the surface of a building or structure may be used for a mural.
3. A wall, facade, or surface that is used for a mural pertaining to the business on which it is located shall be counted as one sign. Larger advertising murals shall be permitted when determined to demonstrate at least one of the following:
 - a. Accentuates the historic features of the building.
 - b. Masks an unattractive building facade.
 - c. Creates an aesthetically pleasing amenity.
 - d. Superior in aesthetics to an attached wall sign.
4. The owner of record of the building or structure on which the proposed mural is to be placed, shall in writing, consent to the placement of said mural on the property, and shall agree to restore the wall, facade or surface upon which the mural is placed to its prior existing condition if and at such time the mural is not maintained by the applicant. The permit application shall include a statement detailing the applicant's plans for the maintenance of the mural.

5. In the review of the application, the Zoning Administrator shall grant approval only if the following criteria are met:
 - a. The placing of the proposed mural at the location selected by the applicant would not constitute a significant traffic safety hazard.
 - b. Neither the mural, nor the placement of the mural, would endanger the public health, safety, or general welfare.
 - c. Neither the mural, nor the placement of the mural, would be injurious to the use and enjoyment of other property in the immediate vicinity of the proposed location.
 - d. The mural is compatible with any other existing mural within 300 feet.
6. Murals and other decorative art items placed on buildings that is an artistic expression rather than direct advertising is permitted without fee and does not count toward allowable wall signage.

8.8.8 Message sign. Non-profit organizations, churches, and public entities may have a permanent message sign in addition to other permitted signs provided the sign does not exceed sixteen (16) square feet and is not over six (6) feet in height from the ground.

8.8.9 Sandwich style signs are to be removed when the business is not open for business. The panels of these signs shall not exceed two (2) feet by four (4) feet nor be less than two (2) feet by two (2) feet. A sign permit is not required, however, these signs must be registered and adhere to the ordinance.

Section 8.9 Permits Required.

8.9.1. It shall be unlawful to display, erect, relocate, or alter any sign without obtaining a sign permit, except where otherwise specifically noted within the Ordinance.

8.9.2. A permit shall be issued by the Zoning Administrator only if the proposed sign meets all requirements of the Ordinance. If an alteration of an existing sign is limited to the information communicated on the sign, without increasing its size or creating a structural modification, as allowed in Section 10.9.2, then the alteration is allowed without a fee.

8.9.3. When a sign permit has been issued by the City, it shall be unlawful to change, modify, alter, or otherwise deviate from the terms or conditions of said permit without prior approval of the zoning official. A written record of such approval shall be entered upon the original permit application and maintained in the files of the City.

8.9.4. The application for a sign permit shall be made by the owner or tenant of the property on which the sign is to be located, or his authorized agent, or a sign contractor. Such applications shall be made in writing on forms furnished by the City and shall be signed by the applicant.

8.9.5. The application for a sign permit shall be accompanied by the following plans and other information;

1. The name, address, and telephone number of the owner or persons entitled to possession of the sign and of the sign contractor or erector.
2. The location by street address of the proposed sign structure.
3. Complete information as required on application forms including a site plan and elevation drawings of the proposed sign, caption of the proposed sign, and such other data as are pertinent to the application.
4. Plans indicating the scope and structural detail of the work to be done, including details of all connections, guy lines, supports and footings, and materials to be use.
5. An application, including all required information, for an electrical permit if the sign will have an electrical connection.
6. A statement of valuation.

8.9.6 Temporary real estate signs, and address identification signs do not require a sign permit. However, these signs must otherwise adhere to the ordinance.

8.9.7 Temporary signs and banners, and political signs, do not need a sign permit. However, these signs must be registered with the Zoning Administrator and adhere to the ordinance.

8.9.8 Temporary portable style signs do not need a sign permit. However, these signs must be registered and adhere to the ordinance. In the CBD district, these signs must not occupy an eight foot sidewalk clear area space. In all other districts, the signs shall not be placed in a public right-a-way.

NON-CONFORMING USES OF SIGNS: PLEASE SEE SECTION 10.9