

**20.400**

**SIGN ORDINANCE  
CITY OF GAYLORD, MICHIGAN  
ord. eff. Feb. 16, 1992**

**Ord. amend. Eff. Mar. 14, 1993**

**Amend. Eff. July 3, 2005; July 15, 2007; August 30, 2009; July 29, 2012; July 25, 2016**

An Ordinance to regulate and control the size, location, number and types of signs within the City of Gaylord and to provide penalties for the violation thereof. The purpose of this Ordinance is to permit signs that will not, by their size, location, construction or manner of display, endanger the public safety of any person, will be consistent with the intent and purposes of the Gaylord Zoning Ordinance and will enhance the public interest and general welfare.

THE CITY OF GAYLORD ORDAINS:

**20.401**

**Sec. 1. TITLE.**

That this Ordinance shall hereafter be known and cited as the "Gaylord Sign Ordinance".

(ord. amend. eff. Feb. 16, 1992)

**20.402**

**Sec. 2. DEFINITIONS.**

In interpreting the regulations of this Ordinance pertaining to signs, the following definitions shall apply:

1. **ADJACENT AREA.** "Adjacent area" means the area measured from the nearest edge of the right-of-way of an interstate, highway, freeway or primary highway a extending 3,000 feet perpendicularly and then along a line parallel to the right-of-way line".
2. **AREA OF SIGN.** "Area of sign" means the entire area within a circle, triangle, parallelogram or any other shape which encloses the extreme limits of writing, representation, emblem, logo or any other figure or similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign.

Where the sign has two or more faces, the area of all faces shall be included in computing the area of the sign, except:

- a. If two (2) such faces are placed back-to-back, the area of the sign shall be computed as the area of one face.
- b. If such faces are of an unequal area, the larger of the two faces shall determine the area.

3. **BANNER SIGN.** (See "Temporary Sign").
4. **BILLBOARD.** (See "Off-Premise Sign").
5. **CANOPY.** "Canopy" means a permanent roof-like shelter that extends from part or all of a building face and is constructed of nonrigid material, except for the supporting framework.
6. **CANOPY SIGN.** "Canopy Sign" means a sign displayed and affixed flat on or incorporated into the surface of a canopy and does not extend vertically or horizontally beyond the limits of the canopy.
7. **CHANGEABLE COPY SIGN.** A sign on which the copy is changed manually or automatically through mechanical means.
8. **COPY.** The wording, logos or symbols on a sign surface in either permanent or removable form.
9. **DIRECTIONAL/INFORMATION SIGN.** An on-premise sign giving directions, instructions or facility information and which may contain the name or logo of any establishment but no advertising copy. (e.g. parking, entrance, exit or signs which identify specific buildings within a complex)
10. **DISPLAYS.** (See "Temporary Sign").
11. **EXEMPT SIGN.** "Exempt sign" means a sign as to which a permit is not required by this ordinance.
12. **FLASHING SIGN.** "Flashing Sign" is a sign which contains an intermittent or flashing, scintillating, blinking or traveling light source which includes signs that give the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source. A Flashing Sign excludes an illuminated digital sign that displays a fixed message or image by re-pixelation every 8 seconds or longer without perceivable delay.  
(ord. amend. eff. July 25, 2016)
13. **FREE STANDING SIGN.** "Free-standing sign" means a sign erected on a free-standing frame, mast or pole, and not attached to a building.
14. **HEIGHT OF SIGN.** "Height of sign" means the vertical distance measured from the point of ground immediately beneath the sign to the highest point of the sign or its projecting structure.
15. **IDENTITY SIGN.** An "identity sign" is a sign whose copy is limited to the name and address of building, institution, or person and/or activity or occupation being identified. Trademarks and logos customarily associated with a business or a business' franchise shall be considered an "identity sign".

16. **ILLUMINATED SIGN.** An "illuminated sign" is a sign that provides artificial light directly on or through any transparent or translucent material, from a source of light connected with such sign, or a sign illuminated by light with a source so obscured and shielded that no direct rays from it are visible from a public right of way or from abutting premises.
17. **INCIDENTAL SIGN.** An "incidental sign" is a sign, emblem or decal for the purpose of informing the public of goods, facilities or services available on the premises. (E.g. credit card signs or a sign indicating hours of business.)
18. **MAINTENANCE.** For the purpose of this Ordinance, "Maintenance" shall mean the cleaning, painting, repair or replacement of defective parts of a sign in a manner that does not alter the basic copy, design or structure of the sign.
19. **MARQUEE.** "Marquee" means a permanent roof-like shelter that extends from part or all of a building face and is constructed entirely of noncombustible materials.
20. **MARQUEE SIGN.** "Marquee sign" means a sign displayed on a marquee that does not extend vertically or horizontally beyond the limits of the marquee.
21. **NAMEPLATE SIGN.** A "nameplate sign" means a nonelectric identity sign giving only the name, address and/or occupation of an occupant or group of occupants residing on a premises.
22. **NONCONFORMING SIGN.** "Nonconforming sign" means a sign which lawfully occupied a building or land at the effective date of this Ordinance, or any amendment thereto, that does not conform to the regulations of this ordinance as to the District in which it is located.
23. **OFF-PREMISE SIGN.** A sign structure advertising an establishment, merchandise, service or entertainment, which is not sold, produced, manufactured, or furnished at the premises on which said sign is located.
24. **ON-PREMISE SIGN.** A sign which pertains to the use of the premises on which it is located.
25. **PERMANENT SIGN.** Any sign permanently affixed to a building or the ground that relates directly to the use of the building or lot.
26. **PERSON.** A "person" means any individual, corporation, association, firm, partnership or similarly defined interest.
27. **POLITICAL SIGN.** (See "Temporary Sign").

28. **PORTABLE SIGN.** (See "Temporary Sign").
29. **PREMISES.** "Premises" means the contiguous land in the same ownership or control which is not divided by a public street.
30. **PRIMARY FRONT.** "Primary front" means that portion of a building which faces the street to which the building's address is assigned.
31. **PROJECTING SIGN.** "Projecting sign" means a sign other than a wall or marquee sign, which is perpendicularly attached to, and projects from a structure or building face.
32. **REAL ESTATE SIGN.** (See "Temporary Sign").
33. **ROOF LINE.** "Roof line" means the top edge of the roof or the top of a parapet, whichever forms the top line of the building silhouette.
34. **ROOF SIGN.** "Roof sign" means a sign erected upon, against or directly above a roof, or on top of, or above the parapet of a building.
35. **SANDWICH SIGN.** (See "Temporary Sign").
36. **SIGN.** "Sign" means a structure, device, letter, word, model, banner, balloon, pennant, insignia, emblem, logo, painting, placard, poster, trade flag or representation, illuminated or non-illuminated, which is visible from a public place, including but not limited to, highways, streets, alleys, or public property, or is located on private property and exposed to the public, which directs attention to a product, service, place, activity, person, institution, business or solicitation.
37. **SUBSTANTIALLY ALTERED.** "Substantially altered" means a change in a sign or sign structure, as differentiated from maintenance or repair including a change in height, location, area, shape or material, except that which occurs in manual or automatic changeable copy signs, including the wording, style or size of the lettering.
38. **TEMPORARY AND PROMOTIONAL SIGNS.** Any sign that is not permanently affixed, including, but not limited to banners, portable signs, sandwich signs, real estate signs, garage sale signs, political signs, displays and vehicle signs. The following definitions and regulations govern "Temporary Signs".
  - a. **BANNER SIGNS:** Signs which consist of banners, posters, pennants, ribbons, streamers or similar devices. These signs are prohibited, unless specifically permitted by the City Manager for a period not to exceed fourteen (14) days. Placement of Banner Signs

are limited to the B-1, C-1, and C-2 Districts and require a Temporary Sign Permit. Banner Permits will be limited to a total of six (6), for any one (1) business within a calendar year. (ord. amend. eff. Mar. 14, 1993)

b. **PORTABLE SIGN:** Any sign which rests on the ground or any other surface (excluding Sandwich Signs), is not directly attached to said surface and is designed to be transported from one location to another. Portable Signs includes, but is not limited, to the following:

1. Signs with wheels removed
2. Signs with chassis or support constructed without wheels
3. Designed to be transported by a trailer or wheels
4. May have changeable letters and/or hitches for towing
5. Mounted on a vehicle for advertising purposes, parked and visible from the public right-of-way, excepting signs identifying the related business when the vehicle is being used in the normal day-to-day operations of that business

Portable Signs are prohibited in all Districts unless specifically permitted by the City Manager, for promotional purposes, for a period not to exceed seven (7) days and are subject to a Temporary Sign Permit.

c. **SANDWICH SIGNS:** A free-standing A-Frame type sign which rests on the ground and is not directly attached to any surface, designed to be placed immediately outside of a business building for the purpose of identifying a business location and/or services. Sandwich Signs are subject to the following:

1. Total sign face area not to exceed six (6) square feet per side, with an overall width not to exceed two (2) feet and with overall height not to exceed four (4) feet.
2. Must be constructed in a professional manner of wood or metal, with outside finish of materials made to withstand outside elements without changing appearance, and sturdy enough to remain upright in inclement weather.
3. Must be placed within (3) feet of business building location.
4. Sandwich Signs are allowed from May 1st through September 30th, only.

Sandwich Signs are prohibited in all areas except the Central Business District and do require a Temporary Sign Permit.

d. **TEMPORARY BUSINESS SIGNS FOR PROMOTIONAL EVENTS:**

Temporary business signs used for going out of business sales, grand openings, and other out of the ordinary, unique sales and promotional events are subject to the following regulations:

1. Each business is permitted a maximum of six (6) promotional event sign displays in any calendar year.
2. Signs must be located on the property on which the business is located.
3. No sign shall exceed twelve (12) square feet in size nor an overall height of six (6) feet.
4. A maximum of one (1) sign per seventy-five (75) feet of lot frontage is permitted.
5. Signage for each promotional event is limited to a maximum period of thirty (30) days.
6. A Temporary Sign Permit is required.

e. **SPECIAL EVENT SIGNS, OFF- PREMISES:** "Special Event Signs" are permitted for special events sponsored by governmental entities, community service organizations, educational, religious and charitable institutions located in Otsego County and shall be allowed on property not controlled by the organization or institution subject to the following regulations:

1. Signs are permitted on private property with the permission of the lessee or owner of the property.
2. Signs shall not be permitted within the public right-of-way.
3. Signs may be displayed for a maximum period commencing five (5) days before and ending two (2) days after the scheduled event.
4. No sign shall exceed six (6) square feet in size nor an overall height of six (6) feet.
5. Signs shall be permitted only in the C-1, C-2 and M-1 Districts.
6. There shall not be more that one sign per lot, except that on a corner lot, two signs, one facing each street shall be allowed.
7. A maximum of fifteen (15) signs shall be permitted per event.
8. No entity may display Special Event Signs more than two (2)

times in any calendar year.

9. Special Events must take place in Otsego County.

10. A Temporary Sign Permit is required.

- f. **SPECIAL EVENT SIGNS, ON-PREMISES:** "Special Event Signs" are permitted for special events sponsored by governmental entities, community service organizations, educational, religious and charitable institutions in Otsego County in accordance with the following standard
1. The sign must be located on property owned or controlled by the organization or institution.
  2. Signage may be displayed for a maximum period commencing five (5) days before and ending two (2) days after the scheduled event.
  3. No on-premises Special Event Sign shall exceed twenty-four (24) square feet in size.
  4. There shall not be more than one sign per lot, except that on a corner lot, two signs, one facing each street shall be allowed.
  5. A Temporary Sign Permit is required.
- d. **REAL ESTATE SIGNS:** A temporary sign advertising the real estate upon which the sign is located as being for sale, rent or lease. Real Estate Signs are subject to the following:
1. On improved land, one (1) Real Estate Sign allowed per premises, not exceeding six (6) square feet in area, provided that no such sign is placed within the public right-of-way or on any utility pole. A Temporary Sign Permit is not required.
  2. In cases of unimproved or vacant land of ten (10) acres or more, one (1) Real Estate Sign, not exceeding thirty two (32) square feet with a maximum height of six (6) feet will be permitted for a period not to exceed two (2) years. A Temporary Sign Permit is required.
  3. All such signs shall be removed within seven (7) days after the sale or lease has been consummated. Real Estate Signs are allowed in all Districts.
- e. **GARAGE SALE SIGNS:** A temporary sign or poster used for the primary purpose of directing attention to an individual or group sale of used goods and products at a private dwelling in a residential area

for a limited period of time. Garage Sale Signs are subject to the following:

1. Garage Sale Signs may not exceed six (6) square feet in area and may be posted for no more than seven (7) consecutive days.
2. Garage Sale Signs shall be posted on private property only with the permission of the property owner.
3. No Garage Sale Signs may be posted on any utility pole or within any public right of way.

Garage Sale Signs are allowed in R-1 and R-2 Districts and on residential properties located in a C-1 and C-2 District only. Garage Sale Signs are not subject to a Temporary Sign Permit.

f. **POLITICAL SIGNS:** A temporary sign designed to advocate or oppose a candidate for political office or an issue to be determined at an official Federal, State, County, School or Municipal election. Political Signs are subject to the following:

1. A maximum of one (1) political sign for each candidate or proposal per premises in an R-1 or R-2 District. Each sign is restricted to six (6) square feet in area. (ord. amend. eff. Mar. 14, 1993)
2. A maximum of one (1) political sign for each candidate or proposal per premises in the B-1, C-1 or C-2 District. Each sign is restricted to sixteen (16) square feet in area, with a maximum height of six feet. (ord. amend. eff. Mar. 14, 1993)
3. Political Signs shall not be installed more than forty five (45) days before the candidate or issue appears upon the ballot and shall be removed within ten (10) days after the election to which they pertain.
4. Political Signs may be located in the required front yard in any District with permission of the property owner, but shall not be located in any public right of way.

Political Signs are not subject to a Temporary Sign Permit.

g. **DISPLAYS:** Outdoor exhibit of merchandise arranged in a manner so as to advertise or promote products or services offered on said premises. Displays are subject to the following:

1. Must be placed within (3) feet of business building location.



2. Displays are prohibited in all Districts except the Central Business District and C-2 District. Displays in the Central Business District are permitted from May 1st through September 30th, only.
  3. Displays do not require a Temporary Sign Permit, but are subject to review by the City Manager at any given time. Those businesses found to be in violation of the intent of this Ordinance will be notified in writing by the City Manager and subject to the termination of the use of outdoor displays.
- h. **VEHICLE SIGNS:** Signs which are mounted or painted on vehicles, which are primarily situated or used to serve as a sign rather than transportation. Vehicle Signs are subject to the following:
1. Vehicle Signs are prohibited in all Districts unless specifically permitted by the City Manager, for promotional purposes, for a period not to exceed seven (7) days and are subject to a Temporary Sign Permit.
39. **TOURIST-ORIENTED DIRECTIONAL SIGN.** A sign used to provide motorists with advanced notice of a tourist-oriented activity as defined in Michigan Compiled Laws 247.401(d).
40. **UNDER-CANOPY SIGN.** An "under-canopy sign" is a sign which is suspended beneath a canopy, ceiling, roof or marquee.
41. **WALL SIGN.** "Wall sign" means a sign which is painted or attached directly to the exterior wall of a building and which does not project more than eighteen (18) inches from the wall, with the face of the sign running on a parallel plane to the plane of the building wall.  
(ord. amend. eff. Feb. 16, 1992)

**20.403**      **Sec. 3. REQUIREMENTS AND PROHIBITIONS.**

A person shall not erect or maintain a sign within the City of Gaylord unless the sign is in full compliance with this Ordinance and without first obtaining a permit for such sign as required by this Ordinance.  
(ord. amend. eff. Feb. 16, 1992)

**20.404**      **Sec. 4. SIGNS EXISTING ON THE EFFECTIVE DATE OF THIS ORDINANCE.**

All signs which are not in compliance with the provisions of this Ordinance on its effective date may be continued subject to the provisions of Section 12 (20.412).  
(ord. amend. eff. Feb. 16, 1992)

**20.405**      **Sec. 5. INCORPORATION OF ZONING ORDINANCES AND MAPS: REQUIRED**

## **INFORMATION.**

1. All duly enacted zoning ordinances and any amendments or additions thereto, that are in force and effect within the City of Gaylord, either now or in the future, and all zoning maps defining or delineating the various zoning districts within the City of Gaylord, are hereby incorporated by reference into this, the Gaylord Sign Ordinance.
2. Before applying for any permit required by this ordinance, a person intending to apply for a permit for a sign shall first determine the manner in which the premises upon which the sign is to be located is zoned, and shall furnish such information when applying for any sign permit.  
(ord. amend. eff. Feb. 16, 1992)

### **20.406**

#### **Sec. 6. PERMITTED SIGNS IN R-1 (SINGLE FAMILY RESIDENCE) DISTRICTS.**

Signs shall be permitted in R-1 Residential Districts only as follows:

1. One (1) non-illuminated nameplate sign per premises, not exceeding one (1) square foot in area, for the purpose of identifying the name of the owner or occupants residing on said premise. A Sign Permit is not required.
2. One (1) non-illuminated professional nameplate sign per premises, not exceeding one (1) square foot in area, for the purpose of identifying a classified Home Occupation, Residential State Licensed Facility or Day Care Center. A sign permit is not required.
3. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed.
4. One (1) non-illuminated temporary residential Real Estate Sign, Garage Sale Sign or Political Sign per premises, not to exceed six (6) square feet in area, provided that said sign conforms to placement and time limitation regulations set forth in Section 2 (20.402) DEFINITIONS, Signs, Temporary. In areas of undeveloped land of ten (10) acres or more, one (1) Real Estate Sign, not to exceed thirty two (32) square feet with a maximum height of six (6) feet will be permitted for a period not to exceed two (2) years.
5. One (1) non-illuminated free-standing identity sign, not to exceed six (6) square feet in area, with a maximum height of six (6) feet for the purpose of identifying parks, playgrounds or community buildings owned or operated by public agencies.
6. One (1) non-illuminated free-standing identity sign, not to exceed twelve (12) square feet in area, with a maximum height of six (6) feet, or one (1) non-illuminated wall sign, not exceeding six (6) square feet in area for the purpose of identifying the church, pastor and church activities located on the

premises.

7. One (1) non-illuminated free-standing identity sign, not to exceed twelve (12) square feet in area, with a maximum height of six (6) feet, or one (1) non-illuminated wall sign, not exceeding six (6) square feet in area for the purpose of identifying public schools or those private or parochial schools having a curriculum similar to a public elementary, public high school or nursery school. In addition to the allowed identity sign, the following informational signs are allowed:
  - a. Informational wall signs, not to exceed three (3) square feet in area per sign, for the purpose of identifying building entrances or specific buildings such as gymnasium, administration, vocational education building, cafeteria, etc., with an aggregate informational sign area not to exceed thirty (30) square feet per building.
  - b. Free-standing informational signs, not to exceed three (3) square feet in area, with a maximum height of four (4) feet for the purpose of identifying parking lot entrances and/or exits.
  - c. Scoreboards on athletic fields.
8. None of the free-standing signs permitted in an R-1 District, with the exception of Temporary Signs, shall be erected nearer any street than one-half (1/2) the setback required for the principal building to be erected on said premises.
9. No Off-Premise signs will be allowed in an R-1 District.
10. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.
11. The effect of wind pressure shall be thoroughly considered in the design of all signs, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.
12. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.
13. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
14. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of

the Gaylord Zoning Ordinance.  
(ord. amend. eff. Feb. 16, 1992)

**20.406a**

**Sec. 6a. PERMITTED SIGNS IN R-2 (MULTIPLE FAMILY RESIDENCE) DISTRICTS.**

Signs shall be permitted in R-2 Residential Districts only as follows:

1. One (1) non-illuminated nameplate sign per premises, not exceeding one (1) square foot in area, for the purpose of identifying the name of the owner or occupants residing on said residence. A sign permit is not required.
2. One (1) non-illuminated professional nameplate sign per premises, not exceeding two (2) square feet in area for the purpose of identifying the premises or services rendered on the premises, including the following:
  - a. Home Occupations
  - b. Day Care Centers
  - c. Lodging Houses, Boarding Houses or Bed and Breakfast
  - d. Private Clubs, Fraternities, Sororities or Lodges
  - e. Physician, Surgeon or Dentist Office located within a dwelling
  - f. Apartments Buildings with a minimum of four (4) units
  - g. Any other use allowed in an R-2 District

A Sign Permit is required.

3. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed.
4. One (1) non-illuminated temporary residential Real Estate Sign, Garage Sale Sign or Political Sign per premises, not to exceed six (6) square feet in area, provided that said sign conforms to placement and time limitation regulations set forth in Section 2 (20.402) DEFINITIONS, Temporary Signs. In areas of undeveloped land of ten (10) acres or more, one (1) Real Estate Sign, not to exceed thirty two (32) square feet with a maximum height of six (6) feet will be permitted for a period not to exceed two (2) years. A Sign Permit is not required.
5. One (1) non-illuminated free-standing sign, not to exceed six (6) square feet in area, with a maximum height of six (6) feet for the purpose of identifying parks, playgrounds or community buildings owned or operated by public agencies.
6. One (1) non-illuminated free-standing identity sign, not to exceed twelve (12) square feet in area, with a maximum height of six (6) feet, or one (1) non-illuminated wall sign, not exceeding six (6) square feet in area, for the purpose of identifying the church, pastor and church activities located on the

premises.

7. One (1) free-standing identity sign, not to exceed twelve (12) square feet in area, with a maximum height of six (6) feet, or one (1) wall sign, not exceeding six (6) square feet in area, for the purpose of identifying hospitals, nursing or convalescent homes, mortuaries and institutions. In addition to the allowed identity sign, the following informational signs are allowed:
  - a. Informational wall signs, not to exceed three (3) square feet in area per sign, for the purpose of identifying building entrances or specific buildings, with an aggregate informational sign area not to exceed thirty (30) square feet.
  - b. Free-standing informational signs, not to exceed three (3) square feet in area, with a maximum height of four (4) feet, for the purpose of identifying parking lot entrances and/or exits.
8. One (1) non-illuminated free-standing identity sign, not to exceed six (6) square feet in area, with a maximum height of six (6) feet, or one (1) wall sign, not exceeding six (6) square feet in area, for the purpose of identifying apartment complexes with a total of five (5) or more units. In addition to the allowed identity sign, the following informational signs are allowed:
  - a. Informational wall signs, not to exceed two (2) square feet in area per sign, for the purpose of identifying building entrances or specific buildings, with an aggregate sign area not to exceed twelve (12) square feet.
  - b. Free-standing informational signs, not to exceed three (3) square feet in area, with a maximum height of four (4) feet for the purpose of identifying parking lot entrances and/or exits.
9. One (1) non-illuminated free-standing identity sign, not to exceed twelve (12) square feet in area, with a maximum height of six (6) feet, or one (1) non-illuminated wall sign, not exceeding six (6) square feet in area, for the purpose of identifying public schools or those private or parochial schools having a curriculum similar to a public elementary, public high school or nursery school. In addition to the allowed identity sign, the following informational signs are allowed:
  - a. Informational wall signs, not to exceed three (3) square feet in area per sign, for the purpose of identifying building entrances or specific buildings such as gymnasium, administration, vocational education building, cafeteria, etc., with an aggregate sign area not to exceed thirty (30) square feet per building.
  - b. Free-standing informational signs, not to exceed three (3) square feet in area, with a maximum height of four (4) feet, for the purpose of

identifying parking lot entrances and/or exits.

- c. Scoreboards on athletic fields.
- 9a. One freestanding or wall sign, used in whole or in part as a scoreboard in conjunction with athletic activities conducted on an athletic field owned, leased or operated by an organized and recognized youth athletic organization provided that the following conditions and limitations are met:
    - a. Such sign shall be limited to an area of sixteen (16) square feet.
    - b. Such sign shall not be greater than eight (8) feet in height.
    - c. Such sign shall be illuminated only during daylight hours.
    - d. Such sign shall only be in operation when athletic events are in progress and for a reasonable time prior to and after such events.
    - e. Such sign shall not face adjacent residences that are within three hundred (300) feet.
  10. One (1) non-illuminated free-standing identity sign, not to exceed six (6) square feet in area, with a maximum height of six (6) feet, or one (1) non-illuminated wall sign, not exceeding six (6) square feet in area, for the purpose of identifying a State residential licensed facility, located on the premises and whose staff includes a minimum of four (4) employees which do not reside on said premises.
  11. None of the free-standing signs permitted in an R-2 District, with the exception of Temporary Signs, shall be erected nearer any street than one-half (1/2) the setback required for the principal building to be erected on said premises.
  12. Illumination, if used, shall be what is known as white and shall not be blinking, fluctuating or moving. Light rays shall shine only upon the premises and shall not encroach upon any other property line except by indirect reflection.
  13. No Off-Premise signs will be allowed in an R-2 District.
  14. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.
  15. The effect of wind pressure shall be thoroughly considered in the design of all signs, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.

16. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.
17. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
18. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of the Gaylord Zoning Ordinance.  
(ord. eff. Feb. 16, 1992)

## **20.407**

### **Sec. 7. PERMITTED SIGNS IN THE B-1, CENTRAL BUSINESS DISTRICT.**

For the purpose of this Ordinance the B-1, Central Business District shall be identified as those properties which are north of Second Street, south of Mitchell Street, east of Michigan Avenue and west of Elm Street.

Signs when erected or used on the building or exterior wall or otherwise used as permitted under the provisions of this ordinance, shall comply with the following requirements:

1. The aggregate sign area allowed for a business shall be based on one and one-half (1 1/2) square feet per lineal foot of the primary front of the business portion of the building.
2. Only wall signs, canopy signs, under-canopy signs or projecting signs for the purpose of identifying the name of the person, business and/or services offered on the premises, may be utilized across the primary front of the building.
3. Projecting signs are restricted to twelve (12) square feet for those businesses whose primary front of the business portion of the building is less than sixty (60) lineal feet. Projecting signs are restricted to twenty-four (24) square feet for those businesses whose primary front of the business portion of the building is sixty (60) or more lineal feet. Projecting signs over twelve (12) square feet in area must be erected a minimum of fifteen (15) feet from any adjoining or adjacent business. The bottom of any projecting sign must be a minimum of ten (10) feet from the ground or sidewalk level. Under canopy signs are restricted to a total of three hundred eight-four (384) square inches with a maximum height of eight (8) inches. The bottom of an under canopy sign shall be a minimum of seven (7) feet from the ground or sidewalk level. (ord. amend. eff. Mar. 14, 1993)
4. Additional wall signs, canopy signs and/or projecting signs on other than the primary front of the business building are permitted as long as the aggregate

square footage of all signs does not exceed the maximum square footage allowed under paragraph 1.

5. Marquee Signs are permitted for Cinemas located in the B-1, Central Business District, in addition to the allowed wall mounted signs and in addition to the square footage limitations under paragraph 1 above. Marquee Signs shall not exceed a total of two (2) per premises with a maximum size of fifty six (56) square feet and maximum height of four (4) feet each.
6. No sign shall be allowed to obstruct or interfere with motor vehicle or pedestrian traffic, or be hazardous to the public.
7. Flashing Signs are prohibited. The direct source of all lights used for the illumination of commercial establishments or for the illumination display of merchandise or the products of such establishment shall be completely shielded from the view of vehicular traffic using the roads or streets abutting such premises. Floodlights used for the illumination of commercial premises or any sign thereon, whether such floodlights are attached to or separate from the building, shall not project above the highest elevation of the front wall of such building, or thirty (30) feet above street level, whichever is less. (ord. amend. eff. July 25, 2016)
8. When more than one (1) business occupies a building, each business shall be allowed signage based on the portion of the building occupied by such business.
9. Temporary Signs permitted in the B-1 Central Business District must conform to placement and time limitations regulations as set forth in Section 2, (20.402) DEFINITIONS, Temporary Signs.
10. Roof mounted signs are prohibited in the B-1 Central Business District.
11. Off premise signs are prohibited in the B-1 Central Business District.
12. In those instances in which a business building is located not closer than a distance of twenty (20) feet to the property line, one (1) free-standing sign is permitted when located in such a manner that no part extends closer than five (5) feet to the front or side property lines. The total sign and supporting structure may have a maximum height of eighteen (18) feet above ground level and may have an area not to exceed thirty-two (32) square feet on any one (1) face of sign. (ord. amend. eff. Mar. 14, 1993)
13. The effect of wind pressure shall be thoroughly considered in the design of all signs, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.
14. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.



15. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
16. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of the Gaylord Zoning Ordinance.
17. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed are permitted.
18. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.  
(ord. amend. eff. Feb. 16, 1992)

**20.407a**

**Sec. 7a. PERMITTED SIGNS IN C-1 (GENERAL COMMERCIAL) DISTRICT.**

Signs when erected or used on the building or exterior wall or otherwise used as permitted under the provisions of this ordinance, shall comply with the following requirements:

1. Signs allowed for the following shall be limited to those restrictions set forth in Section 7 20.406a), R-2 (Multiple Family Residence) District:
  - a. Home Occupations
  - b. Day Care Centers located within a dwelling
  - c. Lodging Houses, Boarding Houses or Bed and Breakfast
  - d. Private Clubs, Fraternities, Sororities or Lodges
  - e. Physician, Surgeon or Dentist Office located within a dwelling
  - f. Apartment Buildings (as based on the number of units)
  - g. Churches
  - h. Hospitals
  - i. Schools
  - j. Nameplate for the purpose of identifying the name of the owner or occupants residing on the premises
  - k. State residential licensed facility
2. The aggregate sign area allowed for all other businesses located in a C-1 District shall be based on two (2) square feet per lineal foot of the primary front of the business portion of the building. Businesses may utilize canopy signs, free-standing signs, marquee signs, projecting signs, under-canopy signs and wall signs as long as the aggregate square footage of all signs do not exceed the square footage allowed based on the primary front of a

building.

3. All signs, with the exception of free-standing signs, projecting signs and under-canopy signs, are limited to a maximum height of (6) feet, as defined in Section 2 (20.402) DEFINITIONS.
4. Projecting signs are restricted to twelve (12) square feet for those businesses whose primary front of the business portion of the building is less than sixty (60) lineal feet. Projecting signs are restricted to twenty-four (24) square feet for those businesses whose primary front of the business portion of the building is sixty (60) or more lineal feet. Projecting signs over twelve (12) square feet in area must be erected a minimum of fifteen (15) feet from any adjoining or adjacent business. The bottom of any projecting sign must be a minimum of ten (10) feet from the ground or sidewalk level. Under canopy signs are restricted to a total of three hundred eight-four (384) square inches with a maximum height of eight (8) inches. The bottom of an under canopy sign shall be a minimum of seven (7) feet from the ground or sidewalk level. (ord. amend. eff. Mar. 14, 1993)
5. Marquee Signs are permitted for Cinemas located in a C-1 District, in addition to the allowed other signage and in addition to the square footage limitations under paragraph 2 above. Marquee Signs shall not exceed a total of two (2) per premises with a maximum size of fifty six (56) square feet and maximum height of four (4) feet each.
6. Where a business building is located not closer than a distance of twenty (20) feet to the front property line, one (1) free-standing sign is permitted when located in such a manner that no part extends closer than five (5) feet to the front or side property lines. The total sign and supporting structure may have a maximum height of eighteen (18) feet above the average ground level and may have an area not to exceed eighty (80) square feet on any one (1) face of sign, provided the aggregate sign area is within the limitations of paragraph 1 above.
7. Free-standing informational signs, not exceeding three (3) square feet in area, with a maximum height of four (4) feet for the purpose of identifying parking lot entrances and/or exits are permitted.
8. No sign shall be allowed to obstruct or interfere with motor vehicle or pedestrian traffic, or be hazardous to the public.
9. Flashing Signs are prohibited. The direct source of all lights used for the illumination of commercial establishments or for the illumination display of merchandise or the products of such establishment shall be completely shielded from the view of vehicular traffic using the roads or streets abutting such premises. Floodlights used for the illumination of commercial premises or any sign thereon, whether such floodlights are attached to or separate from the building, shall not project above the highest elevation of the front

wall of such building, or thirty (30) feet above street level, whichever is less.  
(ord. amend. eff. July 25, 2016)

10. When more than one (1) business occupies a building, each business shall be allowed signage based on the portion of the building occupied by such business.
11. Temporary Signs in a C-1 District must conform to placement and time limitations regulations as set forth in Section 2, (20.402) DEFINITIONS, Temporary Signs.
12. Roof mounted signs are prohibited in a C-1 District.
13. Off-premise signs are prohibited in a C-1 District.
14. The effect of wind pressure shall be thoroughly considered in the design, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.
15. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.
16. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
17. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of the Gaylord Zoning Ordinance.
18. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed are permitted.
19. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.  
(ord. eff. Feb. 16, 1992)

**20.407b**

**Sec. 7b. PERMITTED SIGNS IN C-2 (CENTRAL COMMERCIAL) DISTRICT.**

Signs when erected or used on the building or exterior wall or otherwise used as permitted under the provisions of this ordinance, shall comply with the following requirements:

1. Signs allowed for the following shall be limited to those restrictions set forth

in Section 7 20.406a), R-2 (Multiple Family Residence) District:

- a. Home Occupations
  - b. Day Care Centers located within a dwelling
  - c. Apartment Buildings (as based on the number of units)
  - d. Churches
  - e. Hospitals
  - f. Schools
  - g. Nameplate for the purpose of identifying the name of the owner or occupants residing on the premises
2. One non-illuminated free-standing sign, not to exceed twelve (12) square feet in area with a maximum height of six (6) feet, or one (1) non-illuminated wall sign not exceeding six (6) square feet in area will be permitted for the following located in a C-2 District:
- a. Lodging Houses, Boarding Houses or Bed and Breakfast
  - b. Private Clubs, Fraternities, Sororities or Lodges
  - c. Physician, Surgeon or Dentist Office located within a dwelling
  - d. State residential licensed care facility
3. The aggregate sign area allowed for all other businesses located in a C-2 District shall be based on two (2) square feet per lineal foot of the primary front of the business portion of the building. Businesses may utilize canopy signs, free-standing signs, marquee signs, projecting signs, under-canopy signs and wall signs as long as the aggregate square footage of all signs does not exceed the square footage allowed based on the primary front of a building.
4. All signs, with the exception of free-standing signs, projecting signs and under-canopy signs, are limited to a maximum height of (6) feet, as defined in Section 2 (20.402) DEFINITIONS.
5. Projecting signs are restricted to twelve (12) square feet for those businesses whose primary front of the business portion of the building is less than sixty (60) lineal feet. Projecting signs are restricted to twenty-four (24) square feet for those businesses whose primary front of the business portion of the building is sixty (60) or more lineal feet. Projecting signs over twelve (12) square feet in area must be erected a minimum of fifteen (15) feet from any adjoining or adjacent business. The bottom of any projecting sign must be a minimum of ten (10) feet from the ground or sidewalk level. Under canopy signs are restricted to a total of three hundred eight-four (384) square inches with a maximum height of eight (8) inches. The bottom of an under canopy sign shall be a minimum of seven (7) feet from the ground or sidewalk level. (ord. amend. eff. Mar. 14, 1993)
6. Marquee Signs are permitted for Cinemas located in a C-2 District, in addition to the allowed other signage and in addition to the square footage

limitations under paragraph 3 above. Marquee Signs shall not exceed a total of two (2) per premises with a maximum size of fifty six (56) square feet and maximum height of four (4) feet each.

7. Free-standing signs are allowed in a C-2 District providing they are not in violation of the aggregate sign area limitations of paragraph 3 above and are subject to the following:
  - a. In those instances in which a business building is located not closer than a distance of twenty (20) feet to the property line, one (1) free-standing sign is permitted when located in such a manner that no part extends closer than five (5) feet to the front or side property lines. The total sign and supporting structure may have a maximum height of eighteen (18) feet above the average ground level and may have an area not to exceed eighty (80) square feet on any one (1) face of sign.
  - b. Those businesses whose premises are located within a one thousand (1,000) foot radius of any expressway exit may have one (1) free-standing sign whose location, height and size are not restricted except that the aggregate sign area limitations of paragraph 3, above, shall apply and include the area of any free-standing sign. In computing the square footage of a free-standing sign in this instance, only one (1) face of the sign shall be counted. Those businesses applying for a sign permit under this subsection must present to the City Clerk a certified survey detailing the premises in relation to an expressway exit. (ord. rev. eff. May 2, 1993)
  - c. Shopping Center or business complexes located on premises with a minimum of three hundred (300) feet of frontage from the building(s) to the property line, may have two (2) free-standing signs, to be located not less than one hundred seventy-five (175) feet apart and are subject to size restrictions as outlined in 7a and 7b above.
8. Free-standing informational signs, not exceeding three (3) square feet in area, with a maximum height of four (4) feet, for the purpose of identifying parking lot entrances and/or exits are permitted.
9. No sign shall be allowed to obstruct or interfere with motor vehicle or pedestrian traffic, or be hazardous to the public.
10. Flashing Signs prohibited. The direct source of all lights used for the illumination of commercial establishments or for the illumination display of merchandise or the products of such establishment shall be completely shielded from the view of vehicular traffic using the roads or streets abutting such premises. Floodlights used for the illumination of commercial premises or any sign thereon, whether such floodlights are attached to or separate

from the building, shall not project above the highest elevation of the front wall of such building, or thirty (30) feet above street level.  
(ord. amend. eff. July 25, 2016)

11. When more than one (1) business occupies a building, each business shall be allowed signage based on the portion of the building occupied by such business.
12. Temporary Signs in a C-2 District must conform to placement and time limitations regulations as set forth in Section 2, (20.402) DEFINITIONS, Temporary Signs.
13. Roof mounted signs are prohibited in a C-2 District.
14. Off-premise signs are prohibited in a C-2 District.
15. The effect of wind pressure shall be thoroughly considered in the design, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.
16. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.
17. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
18. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of the Gaylord Zoning Ordinance.
19. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed are permitted.
20. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.  
(ord. eff. Feb. 16, 1992)

**20.407c**      **Sec. 7c. PERMITTED SIGNS IN M-1 (MANUFACTURING) DISTRICT.**

Signs when erected or used on the building or exterior wall or otherwise used as permitted under the provisions of this ordinance, shall comply with the following requirements:

1. Signs allowed for the following shall be limited to those restrictions set forth in Section 7 20.406a), R-2 (Multiple Family Residence) District:
  - a. Churches
  - b. Hospitals
  - c. Schools
2. One non-illuminated free-standing sign, not to exceed twelve (12) square feet in area with a maximum height of six (6) feet, or one (1) non-illuminated wall sign not exceeding six (6) square feet in area will be permitted for the following located in a M-1 District:
  - a. Private Clubs, Fraternities, Sororities or Lodges
3. The aggregate sign area allowed for all other businesses located in a M-1 District shall be based on two (2) square feet per lineal foot of the primary front of the business portion of the building and may utilize canopy signs, free-standing signs, marquee signs, projecting signs, under-canopy signs and wall signs as long as the aggregate square footage of all signs does not exceed the square footage allowed based on the primary front of a building.
4. All signs, with the exception of free-standing signs, projecting signs and under-canopy signs, are limited to a maximum height of (6) feet, as defined in Section 2 (20.402) DEFINITIONS.
5. Projecting signs on a building are restricted to eight hundred sixty four (864) square inches, with a maximum height of thirty (30) inches. Under-canopy signs may not exceed a height of eight (8) inches or a maximum length of four (4) feet. The bottom of an under-canopy sign shall be a minimum of seven (7) feet from the ground or sidewalk level.
6. Marquee Signs are permitted for Cinemas located in a M-1 District, in addition to the allowed other signage and in addition to the square footage limitations under paragraph 3 above. Marquee Signs shall not exceed a total of two (2) per premises with a maximum size of fifty six (56) square feet and maximum height of four (4) feet each.
7. Free-standing signs are allowed in a M-1 District providing they are not in violation of the aggregate sign area limitations of paragraph 3 above and are subject to the following:
  - a. In those instances in which a business building is located not closer than a distance of twenty (20) feet to the front property line, one (1) free-standing sign is permitted when located in such a manner that no part extends closer than five (5) feet to the front or side property lines. The total sign and supporting structure may have a maximum height of eighteen (18) feet above the average ground level and may have an area not to exceed eighty (80) square feet on any one (1)

face of sign.

- b. Those businesses whose premises are located within a one thousand (1,000) foot radius of any expressway exit may have one (1) free-standing sign whose size shall not be restricted by this Ordinance. Those businesses must submit to the City Clerk a certified survey detailing the premises in relation to the expressway exit when applying for a Sign Permit.
  - c. Shopping Center, business or industrial complexes located on premises with a minimum of three hundred (300) feet of frontage from the building to the property line, may have two (2) free-standing signs, not to be located less than one hundred seventy-five (175) feet apart and are subject to size restrictions as outlined in 7a and 7b above.
8. Free-standing informational signs, exceeding three (3) square feet in area, with a maximum height of four (4) feet for the purpose of identifying parking lot entrances and/or exits are permitted.
- 8a. Tourist-Oriented Directional Signs are allowed in a C-2 District in accordance with the following:
- a. The person or entity desiring to erect such a sign shall furnish to the City Clerk for transmittal to the City Council a copy of the application submitted to the State Transportation Department pursuant to MCL 247.401 et seq and a copy of the permit issued by the State Transportation Department for such sign.
  - b. At its next regular meeting following receipt of the aforesaid application and permit, the City Council shall consider and either approve or reject such sign.
  - c. Such Tourist-Oriented Directional Signs shall only be erected and maintained if approved by the City Council.
- (ord. amend. July 29, 2012)
9. No sign shall be allowed to obstruct or interfere with motor vehicle or pedestrian traffic, or be hazardous to the public.
10. Flashing Signs prohibited. The direct source of all lights used for the illumination of commercial establishments or for the illumination display of merchandise or the products of such establishment shall be completely shielded from the view of vehicular traffic using the roads or streets abutting such premises. Floodlights used for the illumination of commercial premises or any sign thereon, whether such floodlights are attached to or separate from the building, shall not project above the highest elevation of the front



wall of such building, or thirty (30) feet above street level.  
(ord. amend. eff. July 25, 2016)

11. When more than one (1) business occupies a building, each business shall be allowed signage based on the portion of the building occupied by such business.
12. Temporary Signs in a M-1 District must conform to placement and time limitations regulations as set forth in Section 2, (20.402) DEFINITIONS, Temporary Signs.
13. Roof mounted signs are prohibited in a M-1 District.
14. Off-premise signs are allowed in an M-1 District in accordance with the provisions outlined in Section 8 (20.408), OFF-PREMISES SIGNS.
15. The effect of wind pressure shall be thoroughly considered in the design, but in no case shall the wind load be assumed less than thirty (30) pounds per square foot.
16. No person shall alter, enlarge, or erect a sign unless it is in accordance with these provisions.
17. All signs shall be maintained in good repair in terms of structure and appearance. Any sign, which is applicable to a business which has been permanently discontinued, shall be eliminated by the property owner within thirty (30) days after said discontinuance.
18. No person shall erect, place, structurally alter, or add to any sign without obtaining a permit from the Building Official designated under the terms of the Gaylord Zoning Ordinance.
19. Signs erected by an official government body or agency and deemed necessary for the protection of the public health, safety, or welfare; or those signs required by law to be displayed are permitted.
20. Signs identifying or advertising any use or activity defined as a "Special Use" or that are subject to a Special Use Permit as outlined in Section 13 of the Zoning Ordinance, shall be approved by City Council at the time the Special Use Permit is granted.  
(ord. eff. Feb. 16, 1992)

## **20.408**

### **Sec. 8. OFF-PREMISES SIGNS.**

1. Off-Premises Signs which conform with the provisions of this ordinance shall be permitted, as a matter of right, only in Manufacturing (M-1) Districts.
2. Notwithstanding the provisions, controls and limitations of any urban renewal

plan or project, or area regulation, Off-Premises Signs shall be permitted to be erected in the commercial and industrial portions of such project areas pursuant to the provisions and limitations of this ordinance.

3. Off-Premises Signs shall not be established at any location having principal frontage on any street within 300 feet of any premises which is used for public parks, public schools, church, courthouse, city hall or public museum having principal frontage on the same street.
4. No Off-Premises Sign shall be established closer to the street than the building setback line, if such a line exists. If none exists, the Off-Premise Sign may be established behind the right-of-way line. No portion of any Off-Premise Sign may be placed on, or extend over the right-of-way line of any street or highway.
5. No Off-Premise Sign shall be constructed which resembles any official marker erected by the city, state, or any governmental agency, or which by reason of position, shape or color would conflict with the proper functioning of any traffic sign or signal.
6. All Off-Premises Sign shall be maintained in good and safe structural condition. The painted portions of Outdoor Advertising Signs shall be periodically repainted and kept in good condition.
7. No Off-Premises Sign or part hereof shall be located on any premises without the consent of the owner, holder, lessee, agent or trustee.
8. The general area in the vicinity of any Off-Premise Sign on undeveloped property must be kept free and clear of weeds, debris, trash and other refuse.
9. In addition to the regulations and restrictions of this ordinance, Off-Premises Signs in adjacent areas are regulated by the Highway Advertising Act of 1972, being Michigan Compiled Laws 252.301, et. seq. Whenever there is a conflict between the provisions of this ordinance and the Highway Advertising Act, the more restrictive regulations shall apply.
10. The maximum area for any one sign facing shall be 720 square feet inclusive of any border and trim, but excluding the base or apron, supports and other structural members.
11. No Off-Premises Sign may be established within 300 feet of any other Off-Premises Sign, measured on the same side of the same street.
12. All Off-Premises Signs shall be constructed in accordance with the City Building and Electrical Code.
13. The above set forth spacing between sign structures does not apply to sign

structures separated by buildings or other obstructions in such manner that only one sign located within the above spacing distances is visible from the highway at any one time.

14. Official and On-Premise Signs, as well as any other sign which does not constitute an Off-Premises Sign as defined herein shall not be counted nor shall measurements be made from them for the purpose of determining compliance with these spacing requirements.
15. The minimum distance between sign structures shall be measured along the nearest edge of the pavement between points directly opposite the center of the signs along each side of the highway and shall apply only to sign structures located on the same side of the street or highway.
16. Signs may be illuminated subject to the following restrictions:
  - a. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited except those giving public service information such as, but not limited to, time, date, temperature, weather or similar information.
  - b. Signs which are not effectively shielded as to prevent beams or rays from being directed at any portion of the traveled ways and are of such intensity or brilliance to cause glare or impair the vision of the driver of any motor vehicle or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.
  - c. No sign shall be so illuminated that it interferes with the effectiveness or obscures an official traffic sign, device or signal.
17. No free-standing sign may exceed the building height limitation of the zone in which it is located.  
(ord. amend. eff. Feb. 16, 1992, further amend. eff. Jan. 30, 2005)

**20.409**      **Sec. 9. REGULATION OF SIZE, LIGHTING AND SPACING OF SIGNS IN ADJACENT AREAS.**

(ord. deleted eff. Feb. 16, 1992)

**20.410**      **Sec. 10. PROHIBITED SIGNS.**

The following signs or devices are prohibited.  
(ord. amend. eff. Jan. 30, 2005)

1. Signs not located on the business premises, except for Off-Premises Signs.
2. Signs which extend beyond the property line.

3. Signs constructed or erected after the date of this Ordinance or any amendment, which do not comply with the regulations as set forth for the District in which the sign is to be located.  
(ord. amend. eff. Feb. 16, 1992)

**20.411**      **Sec. 11. EXEMPTIONS.**

The following signs are exempted from the provisions of this ordinance except for construction and safety requirements and those requirements contained below:

1. **PUBLIC SIGNS.** Signs of a noncommercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of his public duty, such as safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest and the like.
2. **INTEGRAL.** Names of buildings, dates of erection, monumental citations, commemorative tablets and the like when carved in stone, concrete or similar material or made an integral part of the structure.  
(ord. amend. eff. Feb. 16, 1992)

**20.411a**      **Sec. 11a. VARIANCES FROM STRICT COMPLIANCE**

1. Any person may make written application to the City Council for a variation from strict compliance with the terms of this Sign Ordinance. Such application shall be in writing and shall specify the reasons why such variance is being requested and will further state why such variance should be permitted in compliance with the standards set forth below.
2. The City Council shall consider the application for variance at a regular or special meeting of the City Council. At least ten (10) days prior to the meeting at which such application will be considered, the City Clerk shall provide notice of the date and time of the meeting at which the application will be considered to all owners of property within 300 feet of the nearest line of the property upon which the sign that is the subject of the application is to be located.
3. The City Council shall only grant a variance from strict enforcement of the Sign Ordinance when the applicant demonstrates unnecessary hardship and the City Council finds on the basis of the evidence presented:
  - a. That the hardship is due to unique circumstances and not to general conditions in the neighborhood;
  - b. That granting the variance will not alter the essential character of the given locality or neighborhood;
  - c. That the hardship is not the result of applicant's own actions; and

- d. That granting the requested variance will not have adverse impact upon surrounding properties or businesses.
4. The concurring vote of five (5) members of the City Council shall be required to approve any variance pursuant to this section.
5. The City Council shall render its decision within a reasonable time after the meeting at which the applicant is considered. The decision of the City Council shall be final.

(amend. ord. eff. July 29, 2012)

**20.412**      **Sec. 12. EXISTING SIGNS.**

1.      **REMOVING OR RECONSTRUCTING SIGNS.** No sign presently erected or hereafter approved and erected shall be substantially altered or moved, nor shall any sign or any substantial part thereof, which is blown down, removed or destroyed, be re-erected, reconstructed, rebuilt or relocated unless it is made to comply with all applicable requirements of this ordinance.
2.      **REPAIR OF UNSAFE SIGNS.** This section shall not be construed to prevent the maintenance, repair or restoration to a safe condition, as directed by the building official, of any part of an existing sign when damaged by storm or other accidental emergency.
3.      **RELOCATING SIGNS.** Any sign that is moved to another location either on the same or to other premises shall be considered a new sign and a permit shall be secured for any work performed in connection therewith when required by this ordinance.

(ord. amend. eff. Feb. 16, 1992)

**20.413**      **Sec. 13. SIGN PERMITS AND PERMIT FEES.**

1.      A person who desires to erect any sign regulated by this ordinance shall first apply for a sign permit on a form prescribed by the City Clerk. The permit shall be approved or denied in writing within ten (10) business days after proper receipt of the application. All signs, existing and proposed, must appear on the application and a blueprint or drawing of all signs showing size and verbiage must be submitted with the application. If the application is approved, the permit shall be issued upon payment by the applicant of a permit fee of \$10.00.
2.      Permit fees shall apply to all signs except those exempted under the provisions of this ordinance.
3.      At the time any permit is issued it shall be assigned a number by the City Clerk. Such sign permit number shall be displayed, at all times, upon the facing of the sign for which such permit was issued.

4. After construction or erection of any sign or signs, the business shall contact the City. A member of the City Staff shall inspect the sign to verify size, location and number of signs as stated on the application. Any person found in violation of the terms of the application shall be subject to Section 14 (20.4), PENALTIES.  
(ord. amend. eff. Feb. 16, 1992)

**20.414**      **Sec. 14. PENALTIES.**

Any persons violating the provisions of this ordinance shall upon conviction thereof be subject to a fine of not more than Five Hundred (\$500.00) Dollars. Each day that a violation of this ordinance is continued or permitted to exist without compliance shall constitute a separate offense punishable upon conviction in the manner prescribed in this section.  
(ord. amend. eff. Feb. 16, 1992)

**20.415**      **Sec. 15. APPEAL.**

Deleted.

(ord. amend. eff. Feb. 16, 1992, further amend. eff. Jan. 30, 2005)

**20.416**      **Sec. 16. EFFECTIVE DATE.**

This ordinance shall be effective immediately on February 16, 1992.  
(ord. eff. Feb. 16, 1992) (ord. amend. eff. March 13, 1993) (ord. amend. eff. Jan. 30, 2005) (ord. amend. eff. July 3, 2005) (ord. amend. eff. July 15, 2007) (ord. amend. eff. July 25, 2016)