

ORDINANCE NO. 15-003

AN ORDINANCE TO AMEND ARTICLE XXX - SIGNS OF THE ZONING/DEVELOPMENT REGULATIONS

The City of Adrian Ordains:

1. That Article XXX – Signs be amended in its entirety to read as follows:

ARTICLE XXX—SIGNS

SECTION 30.00 - Intent

These regulations establish rules and standards for the construction, location, maintenance and removal of signs. Directional, informational, emergency, or traffic-related signs owned by city, state or federal government agencies are not regulated by this chapter.

The execution of these regulations recognizes that the purpose of this chapter is to protect the dual interest of the public health, safety and welfare and to ensure the maintenance of an attractive physical environment while satisfying the needs of sign users for adequate identification, communication, and advertising. In order that such purposes can be achieved, the following objectives shall be applied for this chapter and any future additions, deletions and amendments:

- A. General. Ensure that signs are located, designed, constructed, installed and maintained in a way that protects life, health, morals, property and the public welfare;
- B. Public Safety. Protect public safety by prohibiting signs that are structurally unsafe or poorly maintained; that cause unsafe traffic conditions through distraction of motorists, confusion with traffic signs, or hindrance of vision; and that impede safe movement of pedestrians or safe ingress and egress from buildings or sites;
- C. Protect Aesthetic Quality of Districts and Neighborhoods. Prevent blight and protect aesthetic qualities by preventing visual clutter and protecting views; preventing intrusion of commercial messages into non-commercial areas; and eliminating signs and sign structures on unused commercial properties. Also, to avoid glare, light trespass, and sky glow through selection of fixture type and location, lighting technology, and control of light levels;
- D. Free Speech. Ensure that the constitutionally guaranteed right of free speech is protected and to allow signs as a means of communication;
- E. Reduce Conflict. Reduce conflict among signs and light and between public and private information systems;
- F. Business Identification. Allow for adequate and effective signage for business identification and other commercial speech, non-commercial speech, and dissemination of public information, including but not limited to, public safety information and notification as may be required by law;
- G. Foster Economic Development. Ensure that signs are located in a manner that does not cause blight and distraction, but rather promotes identification and communication necessary for sustaining and expanding economic development in the City; and
- H. Recognize Unique Areas. Acknowledge the unique character of certain districts, e.g., the B-3 District, and establish special time, place and manner regulations that reflect the unique aesthetic,

historical, and/or cultural characteristics of these areas.

SECTION 30.10 - Definitions

Sign means any words, numbers, figures, presentations, designs, objects, trademarks, inflatables, announcements, pennants, emblems, banners, pictures or other symbols or similar devices which attract attention or make known such things as an individual, firm, profession, business, event, commodity or service and which are visible outdoors at the property line or any right-of-way lines, and shall include any structure designed to be used for such display. For the purpose of removal, such term shall also include sign supports. A sign shall not include any of the above that is customarily affixed to a person or clothing that is being actively worn by a person.

The following definitions are related to the regulation of signs in this ordinance (see end of this section for illustrative examples).

- A. **Abandoned sign** means any sign which for a period of at least 30 days or longer no longer correctly directs or exhorts any person or advertises a bona fide business lessor, owner, product, service or activity.
- B. **Advertising vehicle or trailer sign** means any vehicle or trailer which, as its basic purpose, has the advertisement of products or the direction of people to a business or activity, whether such business or activity is located on or off the premises.
- C. **Animated sign** means a sign that has any visible moving part, flashing or osculating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means that move, change, flash, osculate or visibly alters in appearance in a manner that is not permitted by these regulations.
- D. **Area of sign** shall be calculated by measuring the area of all sign elements circumscribed by a rectangle, as follows (see graphic next page):
 - i. For a wall sign comprised of individual letters, figures or elements on a wall or similar surface of the building or structure, the area and dimensions of the sign shall encompass a rectangle that forms, or approximates, the perimeter of all elements in the display, the frame, and any applied background that is not part of the architecture of the building.
 - ii. For a freestanding sign, the sign area shall include the sign frame, if any, but shall not include 1) a pole or other structural support unless such pole or structural support is internally illuminated or otherwise so designed to constitute a display device, or a part of a display device. 2) Architectural features that are either part of the building or part of a freestanding structure, and not an integral part of the sign, and which may consist of landscaping, a decorative sign base or structural forms complementing the site in general.
 - iii. Lower case letters with ascenders and descenders that extend beyond the limits of the sign height by a maximum of 12 inches, will not be calculated into the total sign area.
 - iv. In the case of a flat, two-sided sign, only one side shall be used to calculate the sign area. In the case of a multiple-faced sign, the area of all faces shall be considered as one surface. A sign shall be considered flat if there is less than a two-foot space between the two sign panels.
- E. **Ascenders** means the portion of a lowercase letter that rises above the main body of the letter as found in the letters b, d, f, h, k, l, and t.

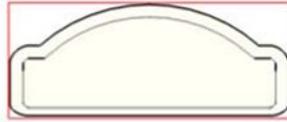
- F. **Awning sign**– see Canopy Sign
- G. **Banner sign** means a temporary lightweight sign that is attached or imprinted on a flexible surface that deforms under light pressure and that is typically constructed of non-durable materials, including, but not limited to, cardboard, cloth, and/or plastic.
- H. **Billboard** means a large panel for the display of advertising and messages.
- I. **Canopy sign** means any sign that is painted on, applied or attached to or hung from a marquee, mansard, awning, canopy or other structure projecting from and supported by the building and extending beyond the building wall.

SIGN AREA CALCULATION GUIDELINES

Sign Type



Sign Area



Individual Copy on Freestanding Sign

Calculate sign area defined by imaginary rectangle drawn around outside of freestanding sign face. Base of ground sign not included in sign area. This calculation applies to other types of freestanding signs.



Copy on Rectangular Wall Sign Panel

Calculate sign area defined by sign panel. If letters are placed on a panel or other material that resembles a sign face, the entire sign face shall be included in the sign area calculation.



Individual Copy on Wall Sign with Letters Placed on Building Facade

Calculate sign area defined by imaginary rectangle drawn around outside of the integral design elements of the sign.



Individual Copy and Logo on A-Frame Sign

Calculate sign area defined by imaginary rectangle drawn around outside of freestanding sign face. Support base not included in sign area.

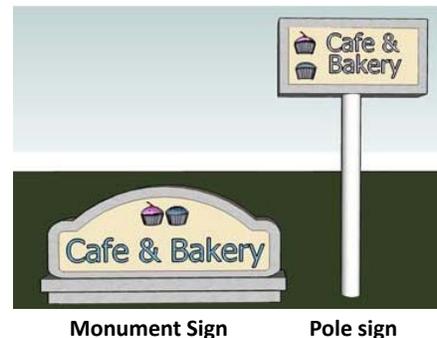


Window Sign Area

Available window area is counted and applied on a floor by floor basis.

- J. **Changeable copy** means a sign that is designed so that its characters, letters, illustrations or other content can be changed, altered or rearranged without physically altering the permanent physical face or surface of the sign. This includes manual, electrical, electronic, or other variable message signs.
- K. **Damaged sign** means any sign which has become deteriorated or dilapidated so as to require more than minimal reconditioning to restore it to an average, normal, safe state of repair.
- L. **Descenders** means the portion of a lowercase letter that falls below the baseline as found in the letters g, j, p, q, and y.
- M. **Directory sign** means small scale, pedestrian-oriented wall signs that are used for multi-tenant buildings to provide a directory of tenant locations within the building. They may also serve as the address sign for the property.
- N. **Electronic Message Sign** means a sign with a fixed or changeable display or message composed of a series of lights that may be changed through electronic means.
- O. **Embellishments** mean any framing or trim attached to or superimposed upon a sign.
- P. **Feather sign** means any sign that is comprised of material that is suspended or attached in such a manner from a pole or stake as to attract attention by waving and/or fluttering from natural wind currents.
- Q. **Festoon sign** means a sign made of fabric or material suspended, draped, and bound at intervals to form loops or scalloped folds.
- R. **Flashing Sign**—see Animated Sign
- S. **Freestanding sign** means any sign permanently affixed to the ground and not to a building, and which is not used for off-premises advertising.
- T. **Frontage** (for sign purposes) - means that side of a building that faces a street. Principal frontage is typically the side that contains the building entrance, or as otherwise designated by the building owner.
- U. **Ground sign** - see Monument Sign
- V. **Illumination or Illuminated** means a source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source, so shielded that no direct illumination from it is visible elsewhere than on and in the immediate vicinity of the street graphic.
- W. **Marquee sign** means any sign painted on or attached to or supported by a marquee.
- X. **Mural** means a picture on an exterior surface of a structure. A mural is a sign only if it is related by language, logo, or pictorial depiction to the advertisement of any product or service or the identification of any business.
- Y. **Mobile Billboard** means an on- or off-premise advertising sign attached to a vehicle or trailer that is used for the primary purpose of advertising and that moves with pedestrian or vehicular traffic or is parked at specific locations. A vehicle which advertises the company of its primary use is not considered a mobile billboard.
- Z. **Monument sign** means a sign attached to a permanent foundation or decorative base and not attached or dependent on support from any building, pole, posts or similar uprights. Monument signs include ground signs.
- AA. **Moving sign**—see Animated sign.

- BB. **Nonconforming** sign means a sign which met all legal requirements at the time of construction but became "nonconforming" as a result of subsequent changes to the sign regulations and/or amendments thereto; a prohibited sign is not a "nonconforming" sign.
- CC. **Off-premises sign** means any sign not strictly related to goods, activities or services rendered on the premises where the sign is located or affixed.
- DD. **On-premises sign** means a sign limited to advertising the name and goods or services rendered on the premises where the sign is located or affixed.
- EE. **Pennant** means any cloth, plastic, metal or similar material suspended from one end to hang down, with a written message or advertisement, and any similar materials cut into strips and attached by strings, wire or ropes and suspended in such a manner as to attract attention by waving and/or fluttering from natural wind currents.
- FF. **Pedestrian sign** means a sign near street or sidewalk level, oriented and scaled to the pedestrian rather than the motorist. Such signs shall be self-supporting, as with an A-frame type sign, and not be permanently installed.
- GG. **Pole sign** means a permanent sign that is mounted on a freestanding pole(s) or other support that is placed on, or anchored in, the ground and that is independent from any building or other structure.
- HH. **Portable sign** means any sign not permanently affixed to the ground or a building, and which is designed to permit removal and reuse or relocation without any disassembly.
 - II. Projecting sign means a sign that extends beyond the building wall, where the horizontal sign face is not parallel to the building wall.
 - JJ. **Roof sign** means any sign which is affixed to a building roof.
 - KK. **Sign band** means an integral part of the storefront design that architecturally defines the top of the ground floor, or the location on the building's facade between the building entrance and the bottom of the second floor windows, or, for a one-story building, the eave line.
 - LL. **Sign face** means that part of the sign where copy and display matter is or could be located.
 - MM. **Sign height** means the vertical distance between the grade of the public street to which the sign is oriented to the highest point of the sign.
 - NN. **Sign setback** means the horizontal distance between a sign and the property lot line as measured from that part of the sign, including its extremities and supports, nearest to any point on an imaginary vertical plane projecting from the property lot line.
 - OO. **Snipe sign** means anything that is attached to trees, wires or to other objects that has a message appearing on it that does not apply to the present use of the premises or structure upon which the sign is located and is not otherwise permitted by this Ordinance.
 - PP. **Street Level Building Frontage** means the width of the principal structure, measured along the first floor (ground) elevation, which faces the front lot line.
 - QQ. **Street Level Business Frontage** means width of the portion of the street level building frontage that is occupied by a single business or other non-residential use that abuts the exterior wall facing the front lot line.



- RR. **Temporary sign** means a sign intended to display either commercial or non-commercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.
- SS. **Wall sign** means any sign affixed flat against and parallel to a building wall, including the exterior of window areas.
- TT. **Window sign** means any sign, other than a product or decorative display, affixed to business windows and/or doors, or otherwise so placed to attract the attention of persons outside the building.

SECTION 30.20 - General Requirements

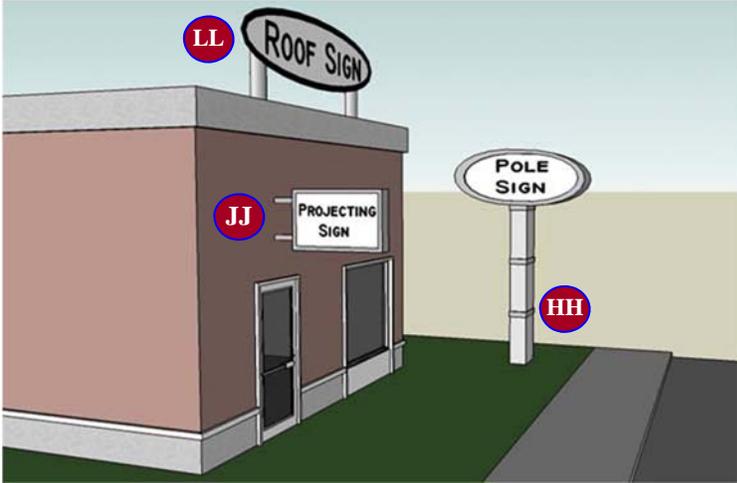
- A. All signs shall meet the requirements of the city building code.
- B. No person or business firm, acting either as principal or agent, shall erect or install any sign or sign structure until a permit for such work has been issued by the Building Official to a contractor or the owner or occupant of the premises where the work is to be done, except as otherwise provided in this chapter.
- C. Signs with changeable copy may be changed by the owner, occupant or their assignees, provided the sign has been approved and constructed in accordance with this chapter and the building code.
- D. No sign, sign structure or sign support shall project over any internal, side or rear property line. Projection over a front or exterior side lot line shall only be as permitted in this Ordinance.
- E. No sign, sign structure or sign support shall project over the roof of any building, nor obstruct or obscure any building windows or significant architectural elements.
- F. All businesses, institutions, and residences shall be identified by a street address sign or number which shall be clearly visible from the street.
- G. Signs shall meet requirements for sight distances as described elsewhere in this Ordinance.
- H. Substitution. Any sign that can be displayed under the provisions of this ordinance may contain a non-commercial message.
- I. Illumination:
 - i. Exterior lighting may be provided from an external light source attached to or near the sign and directed only to the face of the sign. Sign light sources shall be shielded in order to prevent visible glare to passing motorists and unnecessary spillover to the night sky, and they shall not be directed so as to trespass or encroach in or upon neighboring properties. Exposed neon tubing is permitted on signs in the B-1, B-2, B-3, and B-4 districts, but is not permitted in other districts.
 - ii. Internal Illumination. In all districts signs with internal lighting may be permitted. All illumination shall be steady and stationary in source and intensity, except as otherwise permitted.

COMMON SIGN TYPES
Defined in this Section

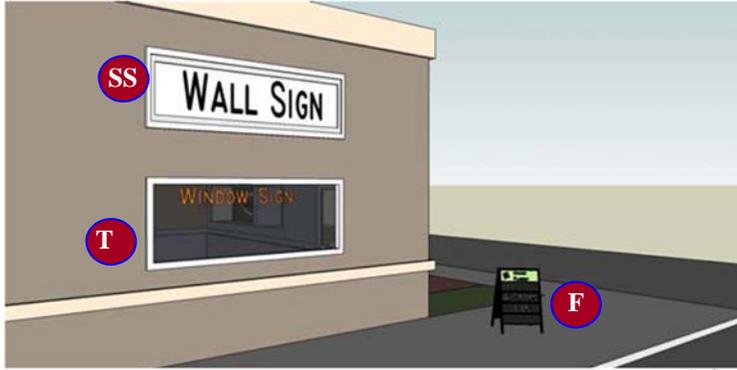
- H** Banner Sign
- J** Canopy Sign
- A** Monument Sign
- T** Window Sign



- HH** Pole Sign
- JJ** Projecting Sign
- LL** Roof Sign



- F** Pedestrian (A-Frame)
- SS** Wall Sign
- T** Window Sign



©clearzoning

SECTION 30.30 - Sign Types Permitted by District. See corresponding table.

Section 30.30 Sign Types Permitted by District				
A. Residential Districts				
Sign Type	Location	Max. Area	Max. Height & Length	Number
Monument sign	10 ft min. front and side yard setbacks	32 sq ft per side	6 ft from ground to top of sign	1 per subdivision, residential complex, or other permitted non-residential use. One additional sign if such use has frontage on more than one non-local road as defined in the Comprehensive Plan. Each sign shall be along a different street and each sign shall be located a minimum of 25 ft from the intersection of two streets or rights-of-way.
Wall sign (no illumination permitted)	On principal building frontage	0.5 sq ft	6 inches in height x 12 inches in width	1 per residential building

Section 30.30 Sign Types Permitted by District

B.General Business Districts (B-1, B-2, & B-4). Permits required, unless otherwise noted

SignType	Location	Max.Area	Max.Height	Number
Principal Wall Sign	On principal building frontage to be placed at the sign band, when provided.	1 sq ft of sign per each lineal foot of street level business frontage in the B-1 district. B-2 and B-4 districts are allowed a maximum of 1.5 sq ft of sign area per lineal foot of street level business frontage. Signs on buildings that are set back more than 100 ft are allowed an additional 0.5 sq ft of sign area per lineal foot of street level business frontage, provided that no sign shall exceed a maximum of 90 sq ft. in the B-1 & B-2 districts and up to 300 sq ft in the B-4 district.	—	Up to four signs are permitted per street level business frontage. The sum of the area of all signs shall not exceed the maximum sign area permitted. Buildings with multiple street frontages shall be permitted signs of the same type on each street frontage, with a maximum sign area based on that front's lineal measurement.
Secondary Wall Sign	On building face other than the principal building frontage	Same maximum area as allowed for Principal Wall Sign.	—	Up to 2 secondary wall signs shall be permitted, with one sign permitted on each of two walls.
Monument Sign	10 ft minimum front and side yard setbacks	1 sq ft per lineal foot of building frontage, up to 75 sq ft per side	8 ft from ground level to top of sign	See Sec 30.30 A. for provisions for number of Monument Signs. A monument sign is not permitted in addition to a pole sign.
Pole Sign	10 ft minimum front and side yard setbacks	3 sq ft per lineal foot of building frontage, up to 154 sq ft per side	35 ft from ground level to top of sign	See Sec 30.30 A. (Number of Monument Signs) which also applies to pole signs, where permitted. A pole sign is not permitted in addition to a monument sign.
Window Sign— No permit required	In business windows	—	—	—
Other signs	See Section 30.40, as applicable			



Illustration of corner building with identical wall signs on both frontages



Illustration of wall signs permitted for street level businesses with building frontage.

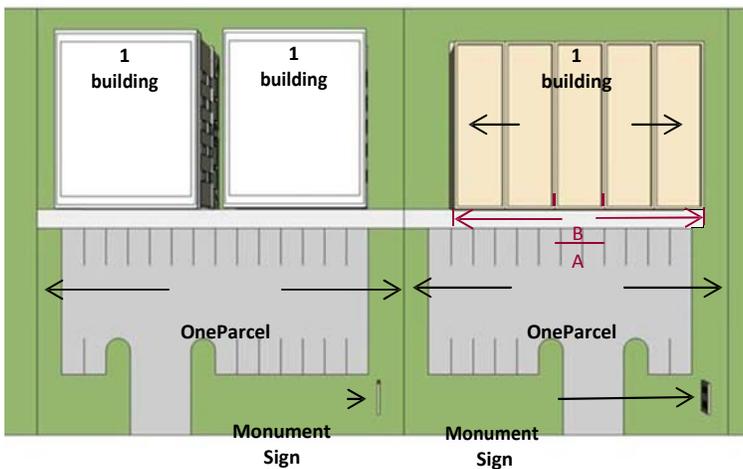


Illustration of one monument sign permitted per parcel.

A = Street level building frontage
 B = Street level business frontage

Section 30.30 Sign Types Permitted by District

C. Pedestrian-Oriented Business Districts (B-3) Permits required, unless otherwise noted

Sign Type	Location	Max.Area	Max.Height	Number
Wall Sign	On building frontage containing the main entrance at the sign band	1.5 sq. ft. per lineal foot of street level business frontage.	—	Up to four signs are permitted per street level business frontage. The sum of the area of all signs shall not exceed the maximum sign area permitted. Buildings with multiple street frontages shall be permitted signs of the same type on each street frontage, with a maximum sign area based on that front's lineal measurement.
Projecting Sign See Section 30.40 D	At least 8 ft. above ground level No closer than 20 ft to another such sign No higher than the 2nd floor of a multi-story building	24 sq. ft. total	8 ft. from bottom edge of sign	1 per occupant at street level
Window Sign — No permit required	In business windows	30% of total glass area per business, applied by floor	—	—
Monument Sign	10 ft minimum front and side yard setbacks	1 sq ft per linear foot of building frontage, up to 24 ft per side	4 ft from ground level to top of sign	See Sec 30.30 A. for provisions for number of monument signs. A monument sign is not permitted in addition to a pole sign.
Temporary Pedestrian or A-Frame Sign — No permit required. See Section 30.40 B	May be located in public right-of-way, but shall maintain 4 ft clear pedestrian area on sidewalks and where on-street parking is permitted, shall be setback 4 feet from the back of curb. No closer than 20 ft. from another such sign	6 sq ft per side	4 ft from ground level to top of sign	1 per street-level business with an exclusive or shared pedestrian entrance facing the street or public walkway
Other signs	See Section 30.40, as applicable			

Section 30.30 Sign Types Permitted by District

D. Office District (OS-1) & Residential Office District (RO)

Permits required, unless otherwise noted

Sign Type	Location	Max. Area	Max. Height	Number
Wall Sign	On principal building frontage to be placed at the sign band, when provided.	1 sq ft per lineal foot of street level business frontage, up to 20 sq ft	—	1 per street level business with building frontage. Corner buildings shall be permitted 1 identical sign (type and area) on each frontage
Monument Sign (formerly Pole Sign)	10 ft minimum front and side yard setbacks	1 sq ft per lineal foot of building frontage, up to 24 sq ft per side	8 ft from ground level to top of sign	1 per parcel. A monument sign is not permitted in addition to a pole sign.
Window Sign — No permit required	In business windows	—	—	—
Other signs	See Section 30.40, as applicable			

Section 30.30 Sign Types Permitted by District

E. Industrial Districts (EI, I-1, I-2, WH). Permits required, unless otherwise noted

Sign Type	Location	Max. Area	Max. Height	Number
Wall Sign	On principal building frontage	1.5 sq. ft. per lineal foot of street level business frontage, up to 200 ft	—	1 per street level business with building frontage. Corner buildings shall be permitted 1 identical sign (type and area) per frontage
Monument Sign	10 ft front setback	2 sq. ft. per lineal foot of building frontage, up to 100 sq ft.	8 ft from ground level to top of sign	1 per parcel. A monument sign is not permitted in addition to a pole sign.
Window Sign — No permit required	In business windows	20% of total glass area per business, applied by floor	—	—
Other signs	See Section 30.40, as applicable			

Section 30.30 Sign Types Permitted by District

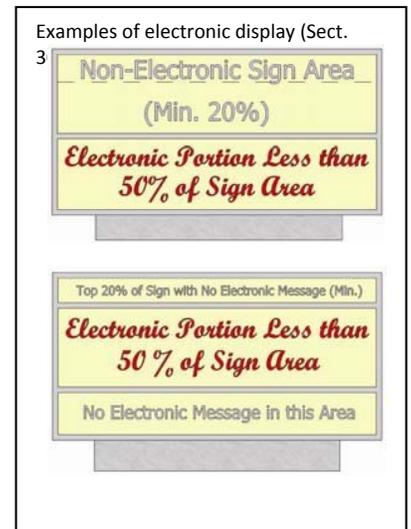
F. Education-Research-Office District (ERO). Permits required, unless otherwise noted

Sign Type	Location	Max. Area	Max. Height	Number
Principal Wall Sign	On principal building frontage to be placed at the sign band, when provided.	1.5 sq ft of sign per each lineal foot of street level building frontage. Signs on buildings set back more than 100 ft are allowed an additional .5 sq ft of sign area per lineal foot of street level building frontage, provided that the total sign area shall not exceed a maximum of 300 sq ft	—	Up to four signs are permitted per street level building frontage. The sum of the area of all signs shall not exceed the maximum sign area permitted. Buildings with multiple street frontages shall be permitted signs of the same type on each street frontage, with a maximum sign area based on that front's lineal measurement.
Secondary Wall Sign	On building face other than the principal building frontage, placed within 30 ft of the front facade	50% of the maximum permitted area for Principal Wall Sign	—	Up to 2 secondary wall signs shall be permitted, with one sign permitted on each of two walls.
Monument Sign (formerly Pole Sign)	10 ft minimum front and side yard setbacks	Maximum of 250 sq ft total. An additional 30 sq. ft. allowed for institution identifier.	8 ft from ground level to top of sign	1 per each 1,200 lineal ft of street frontage.
Window Sign — No permit required	In business windows	20% of ground floor glass area	—	—
Temporary A-Frame Sign. No permit required. See Section 30.40 B	May be located in yard or public right-of-way, but shall maintain 4 ft clear pedestrian area on sidewalks and be setback 4 feet from the back of curb. No closer than 20 ft. from another such sign.	6 sq ft per side	4 ft from ground level to top of sign	1 per building
Other signs	See Section 30.40, as applicable			
Additional requirements	When multiple signs are used for one institution in the ERO district, all such signs shall be compatible in terms of color, material, and design to provide a cohesive identity for the institution.			

SECTION 30.40 - Other Permitted Signs

A. Electronic message signs. Such signs shall be permitted in the B-1, B-2, B-4, ERO, E-1, I-1, I- 2, and WH districts as a portion of a wall sign, monument sign, or pole sign. They shall also be permitted as a portion of a monument sign in districts R-1 through R-4 with a permitted, non-residential use. All electronic message signs are subject to the following:

- i. The sign must meet the requirements of Section 30.30.
- ii. Signs located in a non-residential district must be a minimum of one hundred (100) feet from a residential district; such signs may be located closer to a residential district, provided that the surface of the sign is not visible from the residential district. Signs located in districts R-1 through R-4 must be a minimum of one hundred (100) feet from an adjoining residential parcel line; such signs may be located closer to a residential parcel line, provided that the surface of the sign is not visible from the residence.
- iii. Any portion of the message may have continuous movement. Message may scroll, twirl, change color, and fade in or out, or imitate movement.
- iv. Audio speakers or any form of pyrotechnics are prohibited.
- v. Brightness. The sign must not exceed a maximum illumination of 5000 nits (candelas per square meter) during daylight hour and a maximum illumination of 500 nits between dusk and dawn as measured from within six inches of the sign’s face at maximum brightness.
- vi. Electronic message signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one half-hour before sunset and one half-hour after sunrise.
- vii. In case of malfunction, the sign must go dark.
- viii. No electronic display or electronic message sign shall be installed in place of a permitted sign. This shall require that the electronic display component serve as one element of the permitted sign, not to exceed fifty percent (50%) of the total sign area proposed for the sign within which the electronic sign will be included.
- ix. A minimum of the upper twenty percent (20%) of a sign shall not include an electronic display component.



B. Temporary Pedestrian or A-Frame Signs:

- i. A-Frame Signs shall be permitted in the following districts: B-1, B-2, B-3, B-4 Districts and ERO District.
- ii. The area of the A-frame sign shall not exceed six (6) square feet per side or a total of 12 sq ft total.
- iii. The sign height of the sign structure shall be no greater than four (4) feet and the width shall be no greater than three (3) feet.
- iv. The sign shall be located a minimum of four (4) feet from the back of street curb and it shall not be located in a manner as to interfere with vehicular or pedestrian traffic flow or visibility.

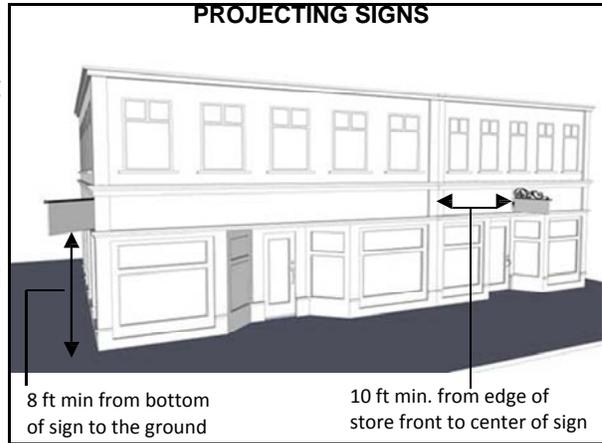
- v. In the ERO district, such signs may be located in any yard, but are encouraged to be located near pedestrian building entrances.
- vi. The sign is permitted only during operating business hours and must be stored inside when the establishment is not open to the general public.
- vii. A-Frame signs shall be spaced a minimum of 20 feet apart.
- viii. The sign must be professionally constructed of weather-proof, durable material, and kept in good repair.
- ix. Changeable message panels shall be either professionally printed or contain black or white changeable letters. A “blackboard-style” message area, similar to those used for daily restaurant specials, may also be used for all or a portion of the sign area.

C. **Billboards.** The following regulations apply to billboards:

- i. Billboards shall only be permitted within the US223 Highway Corridor on property zoned Industrial.
- ii. A sign panel may not exceed 20 ft in height and 48 ft in length. An 8 ft clearance is required between the ground and the bottom edge of the sign face.
- iii. Billboards shall be setback at least 50 feet from the edge of the right-of-way of the Federal Highway System.
- iv. Billboards shall be no closer than 1,000 feet from another such sign. Spacing shall be measured from the closest extremities of the two signs.
- v. Sign faces shall be perpendicular or at an angle no less than 45 degrees to the road upon which they front.
- vi. No Billboard shall be constructed in a v-shape in excess of a 45 degree angle.
- vii. Embellishment may be added as a temporary extension comprising up to 10 percent of the off premise sign face. The limits of the embellishment shall not extend more than 5 feet above the sign face. The total height of the sign shall not exceed 30 ft.
- viii. Each permitted Billboard shall have a permanently installed, weatherproof plaque mounted in a conspicuous place that lists the name and phone number of the sign’s installer, manufacturer, and owner, as well as the voltage of any electrical apparatus used.
- ix. Billboards shall meet the requirements of the adopted Building Code.
- x. No Billboard larger than 64 square feet shall be built on wooden support poles. All other Billboards shall be constructed on steel beams, metal pipes or similar material and painted with a neutral or subdued color.
- xi. When illumination is provided, Billboards shall be externally illuminated. Internal illumination and electronic billboards shall not be permitted.
- xii. The sign permit application for a Billboard shall include construction plans certified by a state registered engineer who shall certify that the structure complies with the adopted

building code and shall submit sufficient data to enable the Building Official to determine whether the Billboard complies with City zoning and construction requirements.

D. **Projecting Signs.** Projecting signs are for the benefit of both pedestrians and motorists and are encouraged to be decorative in design. Such signs shall only be permitted under the following provisions:



- i. Projecting signs shall only be permitted in the B-3 District.
- ii. Projecting signs shall be placed on the sign band, when provided, unless a wall sign prohibits placement there.
- iii. Projecting signs shall be a minimum of 8 feet above ground level, shall be placed no closer than 20 feet from another projecting sign (measured center of sign to center of sign), shall be no taller than 8 feet above the bottom edge of the projecting sign, shall be no greater than 24 square feet in area, and shall project no farther than 8.5 feet from the façade.
- iv. Projecting signs shall be placed no closer than 10 feet to the horizontal edge of the storefront façade associated with the subject establishment provided; however, that this subsection shall not apply to the corner portion of a corner building.
- v. Projecting signs shall have a maximum depth (thickness) of 2 feet; however, up to 33 percent of the sign may be up to 4 feet thick in order to provide for creative sign design.
- vi. Support structures for projecting signs shall be constructed of a material and color to match the sign and complement the building.

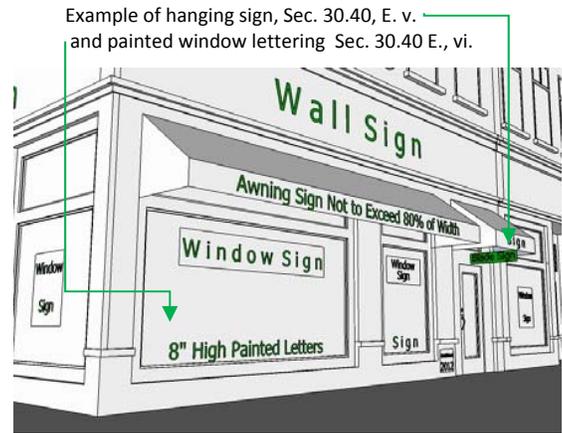
E. **Other Signs.**

- i. **Special event signs** in non-residential Districts.
 - a. A temporary special event or community service sign may be erected in a non-residential district for a period not to exceed 30 days. Only 1 special event sign may be placed on a lot and a permit can only be granted once every 3 months. A special event sign shall be a yard sign, portable sign, freestanding sign, inflatable sign, pennant strings, streamers, feather sign or banner sign (affixed to a wall) and shall be no greater than 36 square feet in area and unless it is affixed to a wall, it shall be no taller than 6 feet. The sign may be externally illuminated. Electrical permits are required if illuminated. Electronic message boards are not permitted as temporary signs.
 - b. Special event signs shall have an appearance in keeping with permanent signs in the City. They shall be professionally prepared and supported by wood or metal posts or similar support frames that are black, dark, or an otherwise solid neutral color.
- ii. **Directory Signs.** In all non-residential districts, one directory sign no larger than 8 sq ft may be permitted per building at the principal building entrance. Each occupant shall be permitted an identification panel up to 1 square foot on a building directory sign. Such signs may be externally illuminated as provided elsewhere in this Article.

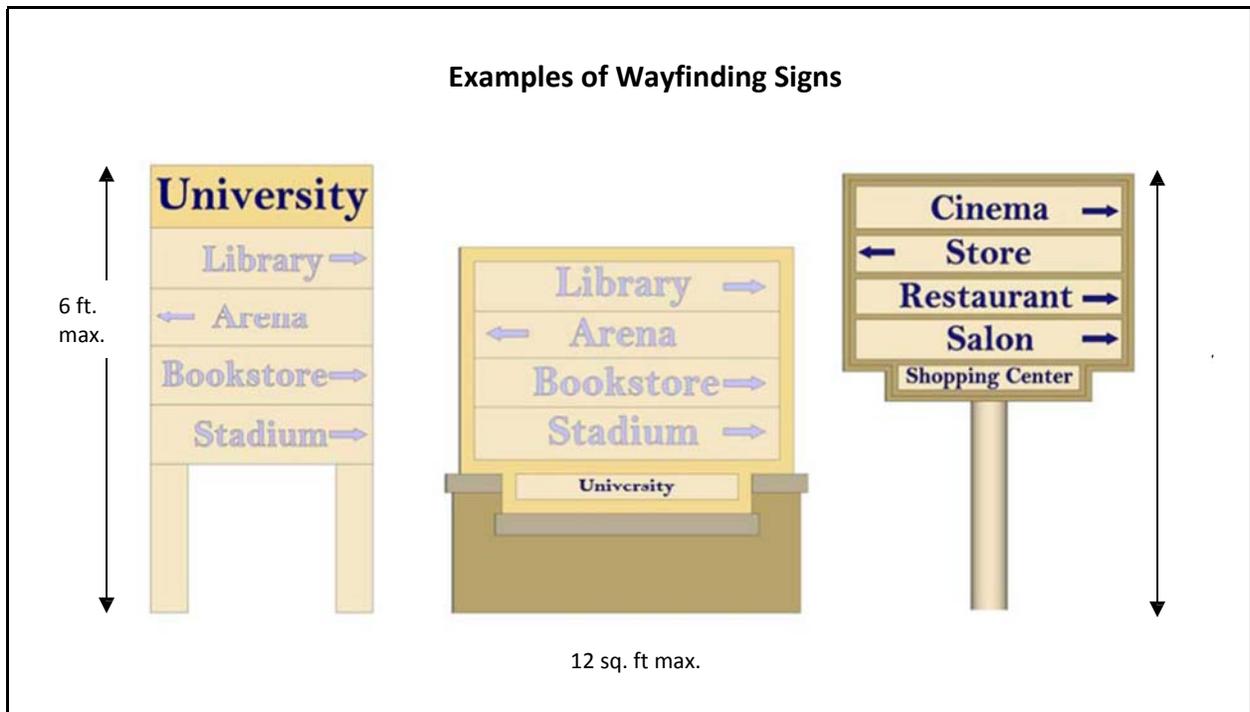
- iii. **Rear Entry Signs.** When a business has a rear entrance, a wall or projecting sign not exceeding 12 square feet in area is permitted at the rear entrance.
- iv. **Plaque signs.** In any district, one historic marker or building identification sign no greater than 2 sq ft may be affixed to a building at the ground floor level.

v. **Canopy/Awning Signs.**

- a. One hanging or projecting blade sign, no greater than 8 inches in height and 3 ft wide, may be placed under an awning or canopy for the benefit of business identification for pedestrians, provided an 8 ft high clearance is maintained above the sidewalk or ground.
- b. Painted/stencil letters up to eight inches in height may also be applied to the vertical drip of an awning, not exceeding 80 percent of the width of the awning.



- vi. **Painted/stencil** letters no higher than eight inches may be applied in one row, to windows in non-residential districts and does not count toward total window sign area.
- vii. **Parking of Vehicles Displaying Signs.** Mobile billboards are prohibited. Commercial vehicles and trucks 1) displaying signs that are typically found on said vehicles and 2) that have a primary function of carrying goods or people, not advertising, may be permitted to park on the site of the principal use provided parking shall be in a rear or interior side yard.
- viii. **Wayfinding:** For a collection of buildings and/or parcels under common management, wayfinding signs of similar size, color, and style used for directional guidance and identification may be installed. Such signs are not to be included in the calculations for other sign area, provided the following conditions are met:
 - a. Individual wayfinding signs shall not exceed twelve square feet in area and shall consist of horizontal panels not exceeding 10 inches in height per panel
 - b. Wayfinding signs shall not exceed a maximum of six feet in height
 - c. Electronic messages are not permitted
 - d. Such signs shall be located outside the public right-of-way per an approved master wayfinding plan
 - e. Wayfinding signs shall be spaced to avoid clutter and shall include only the minimum number of signs necessary to reasonably provide guidance while maintaining the spirit and intent of this ordinance and the City’s Comprehensive Plan.
- ix. **Permanent supplemental signs:** Signs up to 3 (three) square feet may be installed at property entrances and exits (one per driveway). Such signs shall not exceed 4 (four) feet in height, including support structures. Interior illumination is not permitted. A sign permit is required.



Section 30.50 - Prohibited Signs The following signs shall be prohibited:

- A. Signs in the right-of-way unless otherwise expressly permitted in this ordinance or required by a governmental entity.
- B. Flashing Signs
- C. Signs which resemble any official traffic sign or bear the words "stop," "go," "slow," "caution," "danger," "warning" or similar words.
- D. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination, may be confused with or construed as a traffic control sign, signal or the light of an emergency or road equipment vehicle.
- E. Signs which hide from view any traffic or street sign or signal or similar device.
- F. Signs which emit sound, odor or visible matter which serves as a distraction to persons within the public right-of-way.
- G. Mobile billboards
- H. Roof signs, or signs that project or extend over the roof line of a building.
- I. Signs attached to benches or other street furnishings
- J. Beacon lights, strobe lights, and laser lights
- K. Festoons
- L. Mirrors. No mirror device shall be used as part of a sign.
- M. Animated Signs

- N. Obsolete or Abandoned Signs
- O. Snipe Signs
- P. Any signs not expressly permitted are prohibited

Section 30.60 - Administration & Enforcement

- A. Signs permitted without a permit.
 - i. A traffic control sign on private property, such as "Stop," "Yield" and similar signs, the face of which meet traffic engineering standards and which contain no commercial message of any sort.
 - ii. Flags that display a commercial message such as "open", "sale" or flags that have a business name or message.
 - iii. Temporary signs in residential districts. Except as otherwise provided in subsection A, iv. below, temporary signs shall be permitted provided they do not exceed 3 feet in height and the total area of all temporary signs does not exceed 6 square feet.
 - iv. Temporary signs in all districts as follows:
 - a. Election season. During the period from 30 days prior to an election until 5 days past an election held in the City, additional temporary, non-commercial signs shall be permitted subject to the following:
 - (1) The maximum total temporary sign area and sign height in residential districts shall be 12 square feet and 3 feet, respectively.
 - (2) In non-residential districts, the maximum temporary sign area shall be 24 square feet and the maximum height shall be four feet (provided sight distance requirements are met)
 - (3) All signs permitted relative to this subsection (iv. a) shall be removed within 5 days of an election date in the City.
 - b. Property for Sale or Lease. In addition to the temporary signs permitted above, one additional temporary sign shall be permitted when a parcel, structure or unit on the parcel is offered for sale or lease. The sign area shall be limited to 9 square feet in residential districts and 36 square feet in non-residential districts, shall be no greater than 5.5 feet in height in residential districts and 8 feet in height in non-residential districts, and shall be attached to a wood post or similar support that is placed in the ground or the sign may be mounted to the façade of a structure. The sign shall be removed within 5 days of completion of the sale, signing of a lease agreement or other similar action, as determined by the Building Official.
 - v. Window signs
 - vi. Temporary Pedestrian (A-frame) signs
 - vii. House number signs. A sign bearing the house number shall not exceed two square feet in area and shall be illuminated only by the reflector or external light source, placed behind the building line and erected so that the light source is not visible from outside the premises.

- B. Permit Procedure. All signs other than those identified in A., above, require a sign permit.
- i. Application. Applications for sign permits shall be made upon forms provided by the Zoning Administrator.
 - ii. Procedure. When the applicant applies for a sign permit, such plans, specifications, and other data relating to the proposed sign or other supporting structure shall be reviewed by the Zoning Administrator.
 - iii. A master sign plan shall be reviewed in conjunction with the site plan and filed with the Zoning Administrator for all sites occupied by more than one tenant or unit. After filing and approval of the sign plan, all tenant/unit signs shall meet the requirements of the plan. The following information shall be provided with the sign plan:
 - a. Colors
 - b. Letter/graphic style
 - c. Location of each sign
 - d. Materials used
 - e. Maximum dimensions and proportion.
 - f. Wayfinding sign elements, as applicable
 - iv. All plans shall address the removal of all previously installed signage and repairs to mounting surfaces impacted by previous mountings. If it appears that the proposed sign is in compliance with all plans approved by the appropriate body, and all requirements of this section, then a sign permit shall be issued by the Zoning Administrator.
 - v. Fees. Every applicant shall pay to the Treasurer of the City a fee for each sign permit before being granted a permit as established by resolution of the City Commission. In the event a sign is erected prior to receiving the permit, the sign permit fee shall be double that indicated in the schedule.
 - vi. Duration. All rights and privileges acquired under the provisions of this section or any amendments thereto, are mere licenses and may be revoked upon the violation of any of the conditions contained herein. If the work authorized under a sign permit has not been completed within 6 months after date of issuance, the permit shall become null and void.
- C. Sign Review
- i. Approval Required. The Zoning Administrator shall review all plans for the construction or alteration of a sign that the Zoning Administrator determines will require a permit. Signs that do not require a permit, do not require review.
 - ii. The Zoning Administrator shall consider and deny, approve, or approve with conditions, all sign applications for which an application is made and a review fee is paid. The Zoning Administrator shall initiate a review by the Downtown Development Authority, if the site falls within the DDA district.
 - iii. Requirements in the B-3 District. Sign review approval shall be granted only upon determining the following:
 - a. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.

- b. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
 - c. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
 - d. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
 - e. The sign is not located in such a manner as to obscure, obstruct, or otherwise physically interfere with the clear or unobstructed view of an official traffic sign, signal, or device, or obstruct or physically interfere with the driver's view of approaching, merging or intersecting traffic.
 - f. The sign is consistent with the intent of the City of Adrian Master Plan.
 - g. The sign otherwise meets all requirements of this Chapter.
- iv. Requirements for All Signs. All signs must meet requirements d. through g. above.
- D. Additional Permit Regulations for Billboards. All Billboard signs shall require a permit. Permits shall be issued, regulated, and revised under the following provisions:
- i. Application. In order to obtain a permit to erect, substantially modify, or relocate any billboard sign under the provisions of this chapter, an applicant shall submit to the Building Official a permit application that sets forth in writing a complete description of the proposed sign and shall include all information required on application forms provided by the Building Official including but not limited to a final site plan and elevation drawings of the proposed sign.
 - a. The name, address, and telephone number of the property owner, the persons entitled to possession of the sign and the sign contractor or erector. If a license is required to erect the sign, the license number of the licensed sign company shall be provided.
 - b. Plans indicating the scope and structural detail of the work to be done including details of all connections, guy lines, supports, footings, and materials to be used, size, height, configuration and number of sign faces.
 - c. If the sign is electric, electrical diagrams and details are required for an electrical permit. Such information shall include the name(s) of the licensed electrical installer.
 - d. An agreement to defend, indemnify, and hold the city harmless for all damages, demands, or expenses of every character that may in any manner be caused by the sign, sign structure, or sign installation.
 - e. An applicant shall obtain and attach to the application the written consent for the erection of such sign of the person having the right to use and possession of the premises on which the sign is to be erected. A permit issued by the state for such sign shall be presented to the Building Official.
 - f. Prior to the issuance of a sign permit, an applicant shall obtain and attach to the application a final site plan, signed and certified by a civil engineer licensed in the state, drawn to scale and requirements to be included as provided herein, delineating the following:

- (1) Property boundaries of proposed sign site, showing nearest intersecting street and names of owners and boundaries of parcels of land abutting the proposed site.
 - (2) Description of the property by lot number, square, and subdivision name or exact legal description of the proposed site.
 - (3) The GPS (Global Positioning System) coordinates and street address of the proposed sign structure.
 - (4) Sign location including pole(s) and sign face(s).
 - (5) Sign dimensions.
 - (6) Existing billboard signs located on the same side of the street, within 1,000 feet measured along the edge of the right-of-way.
- g. The Building Official shall act upon a completed application for permit within 30 working days after the receipt of all application documents including the final site plan, by issuing in writing, approval or disapproval of the permit application.
 - ii. Emergency permit. In extenuating circumstances where a sign becomes unsafe due to accident or natural disaster, the Building Official may upon review issue an emergency permit for a temporary or a substitution sign for a period of time not to exceed 45 days.
 - iii. Revocation. The Zoning Administrator is authorized and empowered to revoke any permit issued by him or her upon failure of the holder to comply with the provisions of this chapter or with the signed plans submitted to the Zoning Administrator.
 - iv. Billboard permit fees. Permit fees shall be as set forth by resolution of the City Commission.
 - v. Annual inspection. The Zoning Administrator or designee will inspect the condition of each permitted sign structure annually. There will be an annual inspection fee as set forth by resolution of the City Commission due each January 1, to maintain a valid permit.
- E. Enforcement.
- i. The City of Adrian Sign Ordinance shall be administered by the Department designated by the City to monitor and enforce its provisions. This shall include the Building Department, Community Development Department or other department assigned this responsibility through the granting of permits and approval of site plans which include such signage requests.
 - ii. Nature of Sign Violations. A person who violates any of the provisions of this Article is responsible for a Municipal Civil Infraction. Each day such violation continues shall be considered a separate offense.
 - iii. Validity & Severability Clause. If any court of competent jurisdiction shall declare any part of this ordinance to be invalid, such ruling shall not prohibit the enforcement of other provisions of this ordinance.

Section 30.70 - Maintenance

- A. Damaged or Abandoned Signs.

- i. Signs which are broken, torn, bent or whose supports are broken, bent or damaged, and signs that are not reasonably level and plumb shall be repaired and installed in a manner prescribed by the Zoning Administrator and / or Building Official, but in no case shall repair requirements exceed building code requirements and the original condition of the sign and/or its supports.
 - ii. Abandoned signs shall be removed or put into service. Removal of such signs shall include removal of the poles and/or supports.
- B. All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Code. Failure to comply with this section may result in action by the Zoning Administrator or Building Official to rescind the permit with subsequent removal of the entire structure.
 - C. A sign shall have no more than 20 percent of its surface area covered with disfigured, cracked, ripped or peeling paint, poster paper or other material for a period of more than 30 successive days.
 - D. A sign shall not stand with bent or broken sign facing, with broken supports, with loose appendages or struts, or more than 15 degrees from vertical for a period of more than 30 successive days, unless determined by the Building Official to pose a safety hazard, in which case immediate action may be required.
 - E. A sign shall not have weeds, trees, vines, or other vegetation growing upon it, or obscuring the view of the sign from the public right-of-way from which it is to be viewed, for a period of more than 30 successive days.
 - F. An internally illuminated sign shall not be allowed to stand with only partial illumination for a period of more than 30 successive days.

Section 30.80 - Non-Conforming Signs

- A. Subject to the provisions of this section, nonconforming signs that were otherwise lawful on the effective date of this section may be continued.
- B. A nonconforming sign shall not be moved, replaced, enlarged or altered, except to bring the sign into complete conformity with this section. A message panel may be replaced provided that it does not change the character or area of the sign and does not increase the non- conforming aspects of the sign.
- C. No illumination shall be added to a nonconforming sign.
- D. A nonconforming sign shall not be reestablished after the activity, business or usage to which it relates has been discontinued. A nonconforming sign shall not be maintained or displayed by anyone other than the person who operated the business being advertised on the signage at the date of adoption of this section. This shall not preclude a business from replacing the message panel as permitted above.
- E. If a nonconforming sign is destroyed, it shall not thereafter be repaired, reconstructed or replaced, except in conformity with all the provisions of this chapter, and the remnants of the former sign structure shall be removed from the property. For purposes of this section, a nonconforming sign is “destroyed” if damaged to an extent that the cost of repairing the sign to its former condition or replacing it with an equivalent sign equals or exceeds 50% of the replacement value of the sign so damaged, including labor.

Section 30.90 - Removal or amortization

No sign shall be maintained or permitted to exist when it no longer advertises a bona fide business in existence and being actively conducted or a product sold. Any such sign, or any unsafe sign, or any sign which is in violation of the provisions of this article, is hereby declared to be a nuisance. Any such sign shall be removed within 30 days after notice is given to the owner, in writing, at the address of the owner as shown on the assessment roll. If the owner shall fail or neglect to cause any such sign to be removed within such 30-day period, the city may enter upon the premises and remove the sign and charge the cost thereof to the owner. For the purpose of this section, the definition of the term "sign" as set forth in section 30.10 shall be expanded to include all parts, columns and supports of any pole or wall sign, and the term "remove" means that all parts of the sign shall be removed from the property, and in the case of a painted wall sign, such sign shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.

Section 30.100 - Waivers and Appeals

- A. The Zoning Board of Appeals shall have the power to hear and decide appeals where it is alleged by the appellant that there is an error in any order, requirement, decision or determination made by the chief building inspector or other administrative official in connection with the endorsement of this article.

The Zoning Board of Appeals shall have the power to authorize a variance from the strict application of this article where such application will result in practical difficulties, not including financial hardships, to the property for which a variance is sought.

- B. A variance may be allowed by the Zoning Board of Appeals only in cases involving practical difficulties when the evidence supports all of the following affirmative findings:
 - i. The alleged practical difficulties are exceptional and peculiar to the property of the person requesting the variance, and result from conditions which do not exist generally throughout the city.
 - ii. The alleged practical difficulties which will result from a failure to grant the variance, include substantially more than mere inconvenience or inability to attain a higher financial return, or both.
 - iii. Allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by this article, the practical difficulties that will be suffered by a failure of the Zoning Board of Appeals to grant a variance and the rights of others whose property would be affected by the allowance of the variance.
 - iv. The findings of fact set forth in subsection (B) of this section shall be made by the Zoning Board of Appeals, which is not empowered to grant a variance without an affirmative finding of fact on the categories set forth in such subsection.
- C. In addition, the Zoning Board of Appeals may consider waiving or modifying the requirements of this Article for signage that accurately and authentically reproduces a historic sign or is historically appropriate in conjunction with historically appropriate building renovations or rehabilitations.

SUMMARY PUBLISHED.....

ADOPTION.....

COMPLETED PUBLICATION.....

EFFECTIVE DATE.....

On motion by Commissioner _____, seconded by Commissioner _____, this ordinance was adopted by a _____ vote.