

## **ARTICLE TWENTY-ONE SIGNS**

[ANNOTATION: Article 21 Signs was repealed and replaced by Amendment Z17-06, effective 6/16/17]

### **SECTION 2100            PURPOSE**

Regulation of the location, size, placement, and certain features of signs is necessary to enable the public to locate goods, services, and facilities in the City of Manistee, to improve pedestrian and vehicular safety, and to promote and preserve the general attractiveness of the community. Accordingly, it is the intention of this Ordinance to establish regulations governing the display of signs that will:

- A. Encourage and protect the public health, safety, welfare and convenience;
- B. Enhance the economy and the business and industry of the City by promoting the reasonable, orderly, and effective display of signs, and thereby encourage improved communication with the public;
- C. Restrict signs and lights which overload the public's capacity to receive information, which increase the probability of traffic congestion and accidents by distracting attention or obstructing vision, and which are deemed to detract from the aesthetics of the community; and
- D. Reduce conflict between signs and their illumination and public and private land uses.

### **SECTION 2101            PROCEDURES**

- A. Sign Permit Application. The Zoning Administrator may approve sign permit applications. Applications require a fee, as determined by City Council.
  - 1. The Historic District Commission may approve exceptions to this Article 21.
  - 2. The City Council may approve exceptions to this Article 21 for community events.
- B. Inspection and Compliance. The Administrator shall inspect each sign for which a permit is issued. If the sign is in full compliance with this Ordinance the Administrator shall issue a Certificate of Compliance. If the construction is not in full compliance with this Ordinance the Administrator shall give the applicant notice of the deficiencies. If the deficiencies have been corrected upon re-inspection, the Administrator shall issue a certificate of compliance. If the deficiencies are not corrected within thirty (30) days, the permit shall be revoked and the sign shall be removed at the expense of the applicant.
- C. Permit Lapse. A sign permit shall lapse once the purpose of the sign has ended the sign and supporting structure shall be removed within 180 calendar days. A sign whose permit has lapsed shall be removed by the owner within thirty (30) days of receipt of notice to remove from the City.
- D. Permit Assignment. A sign permit shall be assignable to the successor of a business on the same parcel, except where the proposed sign is materially or substantially different in any way to the sign which was permitted. The Administrator shall make this determination.

**SECTION 2102 GENERAL STANDARDS**

- A. Computations. The following standards shall be met when calculating the area and height of a sign.
1. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display.
  2. The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces visible from any one (1) point.
  3. The height of the uppermost portions of pole signs shall not exceed twenty (25) feet. The height of the uppermost portions of ground signs shall not exceed eight (8) feet in all districts except the GI district, where the uppermost portions of such signs shall not exceed twelve (12) feet. The uppermost portions of wall, marquee and projecting signs shall not project higher the roofline of the structure to which it is attached.
  4. Where a sign projects or protrudes over any public or private sidewalk or walkway the bottommost point of the sign structure shall be at least eight (8) feet from said walkway.  
Area of Signs (marquee, suspended and wall).
    - a. For properties fronting on US 31 in the G-C, P-D, C-1, C-2, C-3 and W-F districts or properties with a minimum of 10,000 sq. ft. of parcel area that front on a Key Street Segment in the R-2 Zoning District, marquee, suspended and wall signs shall be permitted and the maximum cumulative sign area permitted expressed in square feet shall be not more than 1.5 times the principal building width, measured from corner to corner, facing the public right-of-way or 50 square feet for each storefront, whichever is greater.
    - b. For properties that do not front on US 31 in the P-D, C-1, C-2, C-3 and WF districts or properties with a minimum of 10,000 sq. ft. of parcel area that front on a Key Street Segment in the R-2 and R-3 Zoning Districts, marquee, suspended and wall signs shall be permitted and the maximum cumulative sign area permitted expressed in square feet shall not be more than 1.5 times the principal building width, measured from corner to corner, facing the public right-of-way, or fifty (50) square feet for each storefront, whichever is greater.
    - c. For properties with water frontage in the R-3 P-D, C-2, C-3 and WF marquee, suspended and wall signs shall be permitted on the water front side and the maximum cumulative sign area permitted expressed in square feet shall not be more than .75 times the principal building width, measured from corner to corner, facing the public right-of-way, or twenty-five (25) square feet, for each storefront whichever is greater. Each boat slip will be permitted a sign not to exceed twenty-five (25) square feet.
    - d. Allocation of Signage. Signage may be transferred to a side of the building where signage is not allocated.

- B. Illuminated Signs: Sources of Illumination shall not flash on and off or change color or intensity. Exceptions include:
1. Halo signs, where lighting is behind the lettering and the source of the illumination is not seen by a direct line of sight.
  2. Electronic changeable message displays (any sign that uses electronic means within a display area to cause one message or display to be replaced by another, movable display or video) shall be limited to:
    - a. One contiguous dynamic element on the face of the sign at a time.
    - b. A dynamic element that does not change more than once every 15 minutes, and changes are instantaneous without any special effects.
    - c. Static images and messages.
    - d. Only that brightness that is necessary for clear and adequate visibility.
    - e. Intensity or brilliance that does not impair the vision of a motor vehicle driver.All illuminated signs, including, halo, and electronic changeable message displays, shall be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions, or turns the illumination off during daylight hours. Externally illuminated signs shall be lit by use of a light shining downward onto the sign. The source of the light shall be baffled so it is not visible beyond the property line.
- C. The Historic District Commissions: Signs and the illumination of signs in the Historic District Commission require requires Historic District Commission approval.
- D. Substitution: Sign messages may be changed at any time. Any change of the structure or size of a sign, or structure the sign is mounted on requires approval under this Ordinance for purposes of compliance with this Ordinance.
- E. Setbacks. All signs shall be setback at least four (4) feet from the public right-of-way to the front of the sign structure, provided clear vision can be maintained, pursuant to [Section 513](#).
- F. Billboards. Refer to [Section 1814](#).
- G. Covering. Covering around a pole shall be limited-to a width of not more than thirty (30) percent of the width of the sign face. Signage or copy shall not be permitted on pole coverings.

### **SECTION 2103 EXEMPT SIGNS**

The following signs shall be exempt from regulations in this Article.

- A. Any public notice, traffic control or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance.
- B. Any sign wholly located within a building including window signs. Except signs in the Historic District that require Historic District Commission approval
- C. Flags up to twenty-four (24) square feet in area.

- D. Signs posted by a governmental agency or on their behalf by an authorized contractor.
- E. Portable signs shall be permitted in the R-2, R-3 for properties with a minimum of 10,000 sq. ft. of area that front on a Key Street Segment, G-C, W-F, and C-1 districts subject to a determination by the Zoning Administrator that its placement will not impact safety or visibility for motorists and pedestrians and further limited as follows:
  - 1. 8 square feet per side;
  - 2. One per storefront; and
  - 3. Permitted only during hours of operation of business.
- F. Temporary Signs on the property during construction, maintenance or improvements and relating to construction, maintenance or improvements on the property during the period of time of work.

#### **SECTION 2104            PROHIBITED SIGNS**

The following signs shall not be allowed in any district.

- A. Signs which are illegal under State laws or regulations and applicable local ordinances or regulations, and which are not consistent with the standards in this Ordinance.
- B. Signs that are not clean and in good repair, not securely affixed to a supporting structure, and signs that are out of compliance with applicable building and electrical codes.
- C. Off-Premise Signs. Except as provided in [Section 1814](#) of this Ordinance.
- D. Signs that are not official traffic signs that appear to or attempt to regulate, warn, or direct the movement of traffic.
- E. Signs located in, projecting into or overhanging within a public right-of-way or dedicated public easement, except the following:
  - 1. Signs posted by a governmental agency, transit company, public utility, or construction related signs placed by a contractor doing authorized or permitted work within the right-of-way.
  - 2. Projecting, marquee, and suspended signs projecting over a public right-of-way as permitted and regulated in the P-D, C-2 and C-3 districts.
  - 3. Banners that have been approved by the City Council.
- F. Portable signs shall be permitted in the P-D, C-2 and C-3 districts subject to a determination by the Zoning Administrator that said placement will not impact safety or visibility for motorists and pedestrians and provided clear vision can be maintained, pursuant to Section 513 and further limited as follows:
  - 1. 8 square feet per side;
  - 2. One per storefront; and
  - 3. Permitted only during hours of operation of business.

## SECTION 2105 SIGN REGULATION TABLE

<b>Zoning Districts</b>	<b>Permitted <u>Sign Types</u></b>	<b>Max. # of Signs Allowed</b>	<b>Max, Total sign Area Allowed</b>
G-C	Ground	1 ( for each 600 feet of frontage)	32 Sq. Ft. (limited to 8 feet in height)
	Marquee, Suspended, Wall	n/a	50 square feet or 1.5 x of principal building width whichever is greater
	Projecting	1	One per storefront no greater than 48 Sq. Ft.
	Portable	1 ( no permit needed)	8 Sq. Ft. (only during hours of operation)
R-1, R-2, R-3, & R-4	Ground, Marquee, Projecting, Suspended, Wall	n/a	16 Sq. Ft. (Ground signs limited to 8 feet in height)
<b>Properties with frontage on US 31 or properties with a minimum of 10, 000 sq. ft. of parcel area that front on a Key Street Segment in the R-2 Zoning District</b>			
R-2, P-D, C-1, C-2, C-3, & W-F	Ground, Pole	1	80 Sq. Ft. (Ground signs limited to 8 feet in height)
	Marquee, Suspended, Wall	n/a	50 square feet or 1.5 x of principal building width whichever is greater
	Projecting	1	One per storefront no greater than 48 Sq. Ft.
	Portable	1 ( no permit needed)	8 Sq. Ft. (only during hours of operation)
<b>Properties <u>not</u> fronting on US 31 or properties with a minimum of 10, 000 sq. ft. of parcel area that front on a Key Street Segment in the R-2 &amp; R-3 Zoning Districts</b> <i>Internally lit signs are prohibited in the Historic District</i>			
R-2 & R-3, P-D, C-2, C-3, & WF	Ground	1	16 Sq. Ft. (limited to 8 feet in height)
	Marquee, Suspended, Wall	n/a	50 square feet or 1.5 x of principal building width whichever is greater
	Projecting	1	One per storefront no greater than 16 Sq. Ft.
	Portable	1 ( no permit needed)	8 Sq. Ft. (only during hours of operation)
<b>Properties with water frontage</b> <i>Lighting of ground mounts signs on the riverwalk is prohibited</i>			
R-3, P-D, C-2, C-3 & W-F	Ground	1	16 Sq. Ft. (limited to 8 feet in height)
	Marquee, Suspended, Wall	n/a	25 Sq. Ft. or .75 x of principal building width Each boat slip will be permitted (1) one sign not to exceed 25 square feet.
	Projecting	1	16 sq. ft.
	Portable	1 (no permit needed)	8 Sq. Ft. (only during hours of operation)
<b>Industrial Properties</b>			
L-I & G-I	Ground	1 (for each 600 feet of frontage)	64 sq. ft. (limited to 12 feet in height)
	Marquee, Suspended, Wall	n/a	64 Sq. Ft. (For parcels on corner lots an additional 64 sq. ft. of signage will be permitted)
	Projecting	1	48 Sq. Ft.

All signs shall be setback at least four (4) feet from the public right-of-way to the front of the sign structure, provided clear vision can be maintained, pursuant to [Section 513](#).

Where a sign projects or protrudes over any public or private sidewalk or walkway the bottommost point of the sign structure shall be at least eight (8) feet from said walkway.