

SIGNS

SECTION 2001 GENERAL

2001.0. Enforcement. It shall be the duty of the City Manager through his or her proper and respective officials or agents to enforce the provisions of this Ordinance.

2001.1. Purpose. The purpose of this Section is intended to accomplish the following objectives:

- A. To ensure that signs are designed, constructed, installed, and maintained so that public safety and traffic safety are not compromised.
- B. To minimize the distractions and the obstructing-of-view that contributes to traffic hazards and endanger public safety.
- C. To encourage a high standard for signs in order that they should be appropriate to and enhance the aesthetic appearance and attractiveness of the community and, further, create an aesthetic environment that contributes to the ability of the community to attract sources and economic development and growth.
- D. To allow for adequate and effective signs for communicating identification while preventing signs from dominating the visual appearance of the area in which they are located.

SECTION 2002 DEFINITIONS

2002.1. General. For the purpose of these regulations, the following words and phrases shall be defined as specified below:

Abandoned Sign. A sign that ceases to advertise an active business.

Awning. A structure made of cloth, metal, or other material affixed to a building in such manner that the structure may be raised or retracted from a building to a flat position against the building, but not a canopy.

Billboard. See "Outdoor Advertising Sign."

Building Frontage. The length of a building exterior wall oriented to the public way.

Building wall. The entire surface area, including windows and doors, of an exterior wall of a building. For the purposes of these regulations, the area of a wall will be calculated for only the first three stories, or 45 feet in height of a building, whichever is less.

Canopy. A permanent structure other than an awning made of cloth, metal or other material attached or unattached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure.

Changeable Copy. Copy that is or can be changed manually in the field or through mechanical means (e.g. animated signs with changeable letters).

Commercial message. A message placed or caused to be placed before the public by a person or business enterprise directly involved in the manufacture or sale of the products, property, accommodations, services, attractions, or activities that are offered or exist for sale or for hire.

Copy. Any words, letters, numbers, figures, characters, symbols, logos, or insignia that are used on a sign display surface area.

Exterior Sign. Any sign located on a parent parcel outside a building.

Facade. The front of a building.

Grade. The height of the top of the curb, or if no curb exists, the height of the edge of pavement in the lane of travel adjacent to the sign.

Linear frontage. The length of a property abutting a public right-of-way from one side lot line to another.

Logo. A business trademark or symbol.

Mansard. A roof having two slopes on all sides with a lower slope steeper than the upper one.

Out Parcel. A parcel of land associated with a shopping center or multi-tenant property development, which is designated on an approved site plan as a location for a free standing structure with an intended use as, but not limited to banks, savings and loans, dry cleaners, service stations, vehicle repair garages, offices, restaurants, retail establishments, or combination of use thereof and adjoins the shopping center or multi-tenant property development or the parking and service drives associated with it on any side, other than the side fronting the public right-of-way.

Parapet. That portion of a building wall or false front that extends above the roofline.

Planned development. A tract of land under single, corporation, partnership, or association ownership, planned and developed as an integral unit in a single development or a definitely programmed series of development operations and according to an approved development plan.

Premises. A parcel of real property with a separate and distinct number of designations shown on a recorded plat, record of survey, parcel map, subdivision map, or a parcel legally created or established pursuant to applicable zoning. Out parcels of shopping centers shall be considered on the premises of the shopping center for the purpose of these regulations.

Roofline. The highest point of flat roof and the lowest point of a pitched roof, excluding any cupolas, chimneys or other minor projections.

Sign. Any object, device, or structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, products, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Signs do not include the flag or emblem of any nation, organization of nations, state, city, or any fraternal, religious or civic organizations; works of art which in no way identify a product; or scoreboards located on athletic fields.

Sign Copy. The copy comprising of content and message of a sign to include logo.

Sign face area. The area within a single, continuous perimeter enclosing the extreme limits of characters, lettering, logos, illustration, or ornamentations, together with any material or color forming an integral part of the display or to differentiate the sign from the background to which it is placed. Structural supports bearing no sign copy shall not be included in the sign area. If a sign is attached to an entrance wall or fence, only that portion of that wall or fence onto which the sign face or letters are placed shall be calculated in the sign area. Only one side of a sign shall be included in the calculation.

Sign height. The distance measured from the highest part of a sign face or structure to the base of the sign face or structure at grade level.

Sign structure or support. Any structure that supports or is capable of supporting a sign, including decorative cover.

Special event. A planned, temporary activity.

Sign types. The following are types of signs included in these regulations:

Banner. A sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to fabric of any kind, excluding flags.

Campaign or Election Sign. A sign that advertises a candidate or issue to be voted upon on a definite election day.

Canopy and Awning Signs. A sign attached to or painted or printed upon or on top of a canopy or awning. For the purposes of these regulations, the permitted size of a canopy or awning sign will be calculated on the basis of the size of the building wall to which the canopy is attached. It will, for measuring purposes, be considered a wall sign.

Construction Sign. A sign placed at a construction site identifying or announcing the project or the name of the architects, engineer, contractor, financier, or others involved in the development of the project.

Detached Sign. Any sign that is not affixed or attached to a building and is securely and permanently mounted in the ground which has a support which places the bottom thereof more than two (2) feet from grade. Such sign may be ground mounted sign, pole sign, freestanding sign or monument sign.

Directional or Instructional Sign: On-Premises. A sign designed to guide vehicular and/or pedestrian traffic by using such words as “Entrance”, “Exit”, “Parking”, “One-Way”, or similar directional instruction, but not including any advertising messages. The name or logo of the business or use to which the sign is giving direction may also be included on the sign.

Electric Sign. Any sign energized by electricity for movement or illumination.

Flag. A piece of durable fabric of distinctive design attached to a permanent pole that is used as a symbol or decorative feature.

Flashing Sign. A sign that uses an intermittent or flashing light source to attract attention.

Ground Mounted (Monument) Sign. A ground mounted sign is a single sided or double sided sign supported from grade with a solid base or shroud that is at least seventy-five percent (75%) of the width of the sign that is not connected to another structure. Such sign is oriented for vehicular view along roadways and is often used at entries to a building or development.

Government Sign. Any temporary or permanent sign erected and maintained for any governmental purposes.

Historically Significant Sign. An existing on-premise sign which exhibits unique characteristics, that enhance the streetscape or identity of a neighborhood and as such contributes to the historical or cultural character of the streetscape or the community at large.

Identification Sign. A sign which displays only the name, address, and/or crest, or insignia, trademark, occupation or profession of an occupant or the name of any building on the premises.

Illuminated Sign. A sign either internally or externally illuminated.

Incidental Sign. A sign used in conjunction with equipment or other functional elements of a use or operation. These shall include, but not be limited to drive through window menu boards, and signs on automatic teller machines, gas pumps, vending machines, or newspaper delivery boxes.

Memorial Sign or Plaque. A sign designating names of buildings and/or date of erection and other items such as architect, contractor, or others involved in the building’s creation, cut into or attached to a building surface.

Message Board. A sign that displays a changeable business message using digital means and/or manual changeable letters.

Nonconforming Sign. Any sign which was lawfully erected in compliance with applicable ordinance provisions and maintained prior to the effective date of these regulations, and which fails to conform to applicable standards and restrictions of these regulations.

Off-Premises Sign. A sign that directs attention to a business commodity, service, or establishment conducted, sold, or offered at a location other than the premises on which the sign is erected.

On-Premises Sign. A sign that directs attention to a business commodity, service, or establishment conducted, sold, offered on the premises on which the sign is erected.

Outdoor Advertising Sign (Billboard). A type of sign, generally, but not limited to, a rigidly assembled sign, display, or device, usually free standing, that is affixed to the ground or to a building the primary purpose of which is to display advertising posters. Such signs commonly referred to as “billboards” are generally designed so that the copy or poster on the sign can be changed frequently and the advertising space is for lease.

Planned Development Sign. A sign used in conjunction with an approved planned residential, office, businesses, industrial or mixed use development.

Pole Sign (Pylon or Detached). A detached sign erected and maintained on a freestanding frame, mast, or pole and not attached to any building and is securely and permanently mounted in the ground which has a support which places the bottom thereof more than two (2) feet from grade, but not including ground-mounted sign.

Portable and Moving Sign. A sign that is not permanently attached to the ground, a structure, or a building that can easily be moved from one location or another. For example, a sign on wheels.

Projecting Sign. Any sign other than a wall, awning, canopy, or marquee sign, which is affixed to a building and is supported only by the wall on which the sign is mounted.

Real Estate Sign. A sign that is used to offer for sale, lease, or rent the premises upon which such sign is placed.

Roof Sign. A sign erected or maintained in whole or in part upon, over, or above the roof or parapet of a building.

Sponsorship Sign. A sign employed by a school or a civic, fraternal, religious, charitable or similar organization which identifies the sponsor (by name, address, and/or logo, crest, insignia, trademark or emblem only) of recreational or sports facilities provided on the premises where such signs are displayed. “Sponsorship Fence Signs” shall mean sponsorship signs affixed to permanent fencing. “Sponsorship Light Pole Signs” shall mean sponsorship signs affixed to permanent light poles. “Facility” shall mean the entire premises of an educational institution or a recreational or sports facility.

Temporary Sign. A sign which is not permanently installed in the ground or affixed to any structure or building, and which is erected for a period of time as permitted in this Ordinance.

Temporary Planned Development Sign. A sign that pertains to the development of a new subdivision, planned multi-family development, planned shopping center, industrial, office, or business park, or similar land parcel.

Wall Sign. Any sign directly attached to an exterior wall or exterior parapet of a building or dependent upon a building for its support with its exposed face parallel or approximately parallel to the plane of a building or structure on which the sign is affixed. Signs directly painted on walls shall be considered wall signs.

Window Sign. Any sign attached to or directly applied onto a window or glass door of a building intended for viewing from the exterior of such building.

Workmanlike. Executed in a skilled manner, e.g., generally plumb, level, square, in-line, permanent, undamaged and without marring adjacent work.

(Section amended by Ordinance 1112 on April 7, 2011)

SECTION 2003 GENERAL CONDITIONS AND PROCEDURES

2003.1. License to Post, Erect and Construct Sign. All persons desiring to enter the business of posting, erect and construct signs in advertising, for themselves or other persons, shall be required to make application to the City Clerk for license to enter the business of posting, erecting and constructing signs within the City. Application for license shall be reviewed and granted by the City Manager. The license shall expire on the 31st day of December next succeeding date of its issuance.

2003.2. Continuance of Nonconforming Sign. In the event a sign becomes nonconforming by reason of subsequent amendments to this ordinance, such nonconformity may continue and remain in place and be maintained provided that no action is taken which increases the degree or extent of the non-conformity.

Exceptions:

- A. Signs which are safety, health or fire hazards, and represent a potential for personal injury and/or property damage must be removed as stated in Section 2003.9. Maintenance, Repair and Removal upon notification from the City of Escanaba.
- B. Signs which are maintained in a deteriorated and/or blighted condition using the standards of common sense must be removed as stated in Section 2003.9. Maintenance, Repair and Removal upon notification from the City of Escanaba.
- C. Existing Outdoor Advertising Sign structures and faces must comply with Section 2012.2 Existing Outdoor Advertising Sign Structures and Faces.

- D. Notwithstanding any part of this ordinance, all legal and conforming signs as they existed on the date of adoption of this ordinance are exempt in perpetuity from the aforementioned restrictions. Legal signs include those otherwise non-conforming signs that have been permitted by the city.

(Section amended by Ordinance 1044 on May 5, 2005)

2003.3. Alteration of Building and/or Change in Use of Building. If the change in building use group or building occupancy load, or the alteration of an existing building, which involves 50% or more of the building footprint area is undertaken, all nonconforming signs shall be removed and new signs shall be required which meet all requirements of this ordinance.

Exception: Historically significant signs. Existing historic signs that express the history of Escanaba may remain in place provided its condition is preserved to its original state and said sign is maintained in a safe and defect-free condition.

Section 2003.4. Conformance to Ordinances. Any sign hereafter erected shall conform to the provisions of this Ordinance and the provisions of the Michigan Building Code, specifically Appendix H Signs, Section H 105 Design and Construction, as amended and any other ordinance or regulations within this jurisdiction. Connections in illuminated signs shall be inspected and approved by the State Electrical Inspector before it shall be lawful to operate such signs. All wiring shall be done according to the rules and regulations of the State of Michigan and in conformity with the Charter and Ordinances of the City, provided that the right given herein for erection, use and maintenance of advertising signs shall not be a permanent or vested right, and such permits shall be maintained and signs erected subject to the right of the City to further regulate, restrain or abolish the use of same if, upon inspection, the City should find that any sign hereafter erected has not been constructed or erected in a secure, workmanlike manner and capable of resisting a horizontal wind pressure of thirty (30) pounds to the square foot.

(Section amended by Ordinance 1044 on May 5, 2005)

2003.5. Sign Location. New signs shall not be located in, project into or overhang any public right-of-way unless otherwise stated in this Ordinance. No sign shall be attached to any utility pole. Signs which are attached to a utility pole are in violation of this Ordinance and shall be removed by the City of Escanaba without notice. When a sign is placed over a private area where vehicles travel or are parked, the bottom of the sign structure must be at least fifteen feet above the ground. Vehicle areas include but are not limited to driveways, alleys, parking areas, loading and unloading and maneuvering areas. Exceptions are prohibited.

2003.5.1. Return Fee. Before any sign which has been removed by the City of Escanaba and is returned to the owner the cost incurred for the removal of the sign shall be paid to the City of Escanaba Treasurer for removal and storage of the sign.

2003.5.2. Abandoned Signs. Any sign which has been removed by the City of Escanaba shall be deemed abandoned and shall be disposed of if the owner does not claim the sign within thirty (30) days from the date of removal.

2003.6. Posting Signs Restricted. The following restrictions apply to the posting of signs:

2003.6.1. General Provisions – Public Places. No person shall paste, post, paint, print, nail or otherwise fasten any handbill, sign, poster, advertisement or notice of any kind on any curbstone or any position or part of any sidewalk or street, or upon any tree, lamp post, hitching post, telegraph pole, telephone pole, hydrant, bridge, pier or upon any structure within the limits of any street in the City, except such as may be required by ordinance of the City.

2003.6.2. General Provisions – Private Property. No person shall paste, post, print, paint, nail or otherwise fasten any handbill, sign, poster, advertisement or notice of any kind, or cause the same to be done upon private wall, window, door or gate, fence, advertising board, or upon any other private structure or building, unless he is the owner thereof, without the consent in writing of the owner of such wall, window, door, fence, gate, advertising board or sign, or other private building or structure.

2003.6.3. Prima Facie Evidence. When any handbill, sign, poster, advertisement or notice of any kind shall be found posted, painted, printed, nailed, or otherwise fastened on any curbstone, flagstone, or any other position of any sidewalk, or upon any tree, lamp post, hitching post, telegraph pole, telephone pole, hydrant, bridge, pier or upon any private wall, window, door, gate fence, advertising board or sign, or any other private building or structure, in any way advertising any person, the finding of such handbill, sign, poster, advertisement or notice shall be prima facie evidence that it was pasted, posted, painted, printed, nailed or otherwise fastened contrary to the provisions of this section, by the person hereby advertised.

2003.7. Sight Distance Triangle. No sign or sign structure shall be erected within the sight distance triangle of an intersection that will obstruct clear vision into the intersection. The sight distance triangle is defined to be the triangle bounded on two sides by the intersecting right-of-way lines, measured twenty-five (25) feet in each direction from their point of intersection, and on the third side by the diagonal line connecting the ends of the twenty-five (25) foot sides.

2003.8. Electronic/Mechanical and Inter-changeable Messages. Electronic/Mechanical signs shall be permitted in Commercial, Light Manufacturing, Heavy Manufacturing and Planned Commercial Development Districts provided the sign is at least three hundred feet from any Residential District. Inter-changeable signs, manually activated, are permitted in Commercial, Light Manufacturing, Heavy Manufacturing, and Planned Commercial Development Districts provided the sign is at least three hundred (300) feet from any Residential District. Inter-changeable signs, mechanically activated, are permitted in Commercial, Light Manufacturing, Heavy Manufacturing, and Planned Commercial Development Districts provided the sign is at least three hundred (300) feet from any Residential District.

2003.9. Maintenance and Repair of Signs. All signs shall be maintained in workmanlike condition, in good structural and aesthetic condition. Deficiencies such as chipping paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance. The City of Escanaba will periodically inspect signs in order to determine whether there are any violations of this Ordinance. The City of Escanaba may require written statements or the filing of reports with respect to pertinent questions relating to signs.

(Section amended by Ordinance 1112 on April 7, 2011)

2003.10. Obsolete Sign Copy. The City of Escanaba will have the authority to issue a notice of violation for any sign that no longer advertises a business conducted on the property or advertising a current event or upcoming event. Upon failure to comply with a notice of violation to remove an obsolete sign, the City of Escanaba is hereby authorized to cause the removal of the obsolete sign copy and any expense incident to the removal of the sign shall be paid by the property owner on which the sign is located.

SECTION 2004 APPLICATION AND ISSUANCE OF PERMIT

2004.1. Permit Required. Except as otherwise provided in this ordinance, it shall be unlawful for any person to erect, construct, enlarge, move, reface, change or replace the permanent copy of any sign or cause to be done, without first obtaining a sign permit for such sign from the City of Escanaba as required by this Ordinance. A separate permit shall be required for a sign or signs for each business entity, and a separate permit shall be required for each group of signs on a single supporting structure. Additionally, State of Michigan electrical permits shall be obtained for all electrical signs.

2004.2. Application For Permit. Applications for permits shall contain or have attached to the following information:

- A. The street name and street number of the building of the structure to which the sign is to be erected, or the tax parcel number for the zoning lot onto which the sign is to be located.
- B. Name, addresses, and telephone numbers of the applicant, owner of the property on which the sign is to be erected or affixed, the owner of the sign, and the licensed contractor erecting or affixing the sign.
- C. If a license to erect or energize is required, a copy of the contractor's license and insurance.
- D. If the applicant is not the owner of the property on which the sign will be located, written permission from the property owner or a designated representative stating agreement that the sign may be erected on the parcel for which the permit has been applied shall be required.
- E. A site /sketch plan of the property involved, showing accurate placement of the proposed sign.
- F. For ground, detached and outdoor advertising signs, two (2) blueprints or inked,

scaled drawings of the plans and specifications of the sign to be erected or affixed as deemed necessary by the City Manager. Such plans may include but shall not be limited to details of dimensions, materials, copy, and size of the proposed sign. For wall signs, dimensions of the building wall on which the sign is to be affixed and the location and the size of existing wall signs shall also be included.

- G. Other information as the City Manager may require to determine full compliance with this and other applicable Ordinances.
- H. An applicant for a permit for sponsorship sign(s) may submit one application that covers multiple sponsorship signs for one or more athletic fields within a given facility. In such cases, the copy for each individual sponsorship sign shall not be required, however, all of the following conditions must be met:
 - 1. The applicant shall submit with the application a list of property owners within one hundred (100) feet of the proposed location of the sign(s), including those across a street, as shown on the current City Tax record. Also included will be postage paid envelopes addressed to these surrounding property owners.
 - 2. The City of Escanaba will mail a notice describing the sign application to these property owners within ten (10) working days from the time the City of Escanaba determines that the application is complete.
 - 3. If within thirty (30) days of such mailing the City of Escanaba receives in writing any objection to such sign(s), the objection will be forwarded to the Zoning Board of Appeals. The Zoning Board of Appeals will consider any objections at the earliest time the matter can be considered at one of their regularly scheduled meetings.
 - 4. Before issuing a permit for any sign(s) in an application where objections have been forwarded to the Zoning Board of Appeals, the City Manager will receive a written favorable approval by a simple majority of the Zoning Board.
- I. Written consent of the property owner or lessee of property on which sign will be placed.

2004.3. Issuance of Permits. Upon the filing of an application for a sign permit, the City of Escanaba shall examine the plans and specifications, and as deemed necessary, may inspect the premises upon which the sign is proposed to be erected or affixed. If the proposed sign is in compliance with all the requirements of these regulations and other applicable Ordinances, a permit may be issued. Any permit issued in accordance with this section shall automatically become null and void unless the work for which it was issued has visibly been started within six (6) months of the date of issue or if the work authorized by it is suspended or abandoned for one (1) year.

2004.4. Planning Commission Review. The City Manager may refer any sign application to the Planning Commission if in his or her opinion the Planning Commission should be consulted.

2004.5. Permit Fees. To obtain a sign permit, all fees, in accordance with the associated fee schedule shall be paid by the applicant.

2004.6. Final Inspection. Upon notification of completion by the permit holder, a final inspection of the sign installation will be made to verify conformance with applicable Ordinances.

SECTION 2005 PROHIBITED SIGNS

2005.1. General. The following signs are prohibited under any circumstance and shall be specifically prohibited:

- A. Signs located in such a manner as to obstruct or to otherwise interfere with an official traffic sign, signal or device, or obstruct or interfere with the driver's view of approaching, merging or intersecting traffic.
- B. Signs which blink, flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
- C. Portable signs except as allowed for temporary sign.
- D. New signs extending into the public right-of-way other than those permanent signs approved by the City of Escanaba along the City Street System, or the State of Michigan along the State System Streets. This item does not apply to on-premises, planned development identification signs.
- E. Roof signs. (Above the roof line)
- F. Streamers, wind blown devices, spinners, pennants, and balloons except those temporarily displayed as part of a special sale, promotion or community event. For the purposes of this subsection, "temporarily" means no more than twenty (20) days in any calendar year.
- G. Signs that are similar in color, design, and appearance to traffic control signs.
- H. Ingress and egress obstructions. No sign shall be erected, constructed or maintained so as to obstruct any fire escape, required exit way or window or door opening used as a means of access to or egress from a structure.
- I. No sign shall be permitted to project beyond public alley lot lines.
- J. New outdoor advertising signs without Special Land Use approval from the Planning Commission.
- K. Off-premise signs other than those permitted by this Ordinance.
- L. Signs that mislead the public with regard to the use of public property.
- M. Other signs not expressly allowed by these regulations.

SECTION 2006
SIGNS NOT REQUIRING A PERMIT

2006.1. General. The following types of signs are exempted from permit regulations and allowed in all zones, but shall be in conformance with all other requirements of these regulations.

2006.1.1. Memorial Signs. Memorial signs, plaque, or grave markers that are noncommercial in nature.

2006.1.2. General Sale and Rent Signs. Signs for sale or rent under three (3) square feet.

2006.1.3. On Premises Directional and Instructional Signs. On premises directional and instructional signs not exceeding six (6) square feet in area, unless such sign is a monument sign in which case it shall not exceed nine (9) square feet.

2006.1.4. Identification Signs. Identification signs not exceeding 1 ½ square feet in area, that indicated the name and/or address of the occupant.

2006.1.5. Window Signs. Window signs with a total copy area not exceeding 50 percent of the window or glass door onto which the sign is attached.

2006.1.6. Incidental Signs. Incidental signs, however in no case shall a drive-in service window board sign be oriented to the public right-of-way or exceed thirty-two (32) square feet in size.

2006.1.7. Flags on Permanent Poles. Flags or emblems of any nation, organization of nations, state, city, or any fraternal, religious or civil organization are also exempt from permit requirements when used to adorn an entrance feature in nonresidential zoning districts and are displayed as set forth below:

- A. The term flag in this subsection shall mean a piece of fabric or other flexible material solely containing distinctive colors, patterns, standards, words, or emblems of any nation, organization of nations, state, or city including but not limited to political jurisdiction such as the United States, or any fraternal, religious or civic organizations, or works of art which in no way identify a product. References to flagpole height in this subsection refer to vertical flagpoles. References to the number of flags, flagpoles and flag dimensions refer to both vertical flagpoles and mast arm flagpoles (for example, staffs extending at an angle from a building).
- B. Flags shall be displayed on permanent poles. Such poles in nonresidential zoning districts shall not exceed the allowed height of the zoning district or seventy (70) feet whichever is less.

- C. The maximum dimensions of any flag shall be proportioned to the flagpole height. The hoist side of the flag shall not exceed 20% of the vertical height of the pole. In addition, flags are subject to the following dimensional limitations:

Pole Height (ft) Maximum Flag Size (total sq.ft.)	
Up to 25 ft	32 sq. ft.
26 to 30 ft.	40 sq. ft.
31 to 35 ft.	60 sq. ft.
36 to 40 ft.	96 sq. ft.
41 to 50 ft.	150 sq. ft.
51 to 70 ft. max.	216 sq. ft.

1. A maximum of three (3) flags shall be allowed per flagpole.
2. The flagpoles along an entrance driveway or street shall be set back from the edge of any street right-of-way a maximum of ten (10) feet with a minimum spacing between flagpoles of ten (10) feet. There shall be a maximum of one flagpole per fifty (50) linear feet of the development's street frontage from where the entrance is accessed. All flagpoles must be located within two hundred (200) feet from the outer edge of the street right-of-way from where the entrance is accessed.
3. Flags displaying a logo, message, statement, or expression relating to commercial interests and banners not meeting the definition for a flag contained in subsection (A) must conform with this Ordinance.
4. Flags and flagpoles shall be maintained in good repair. Flagpoles with broken halyards shall not be used and flags, which are torn or frayed, shall not be displayed.
5. Flagpoles shall be permanently mounted to the ground with necessary structural support features or below grade footings, installed in accordance with all required state and local regulations or applicable Ordinances.

2006.1.8. Campaign or Election Signs. Campaign or Election signs provided:

- A. Signs advocating or opposing a public office or a position on an issue to be determined at an election shall not exceed nine (9) square feet in area in residential districts and local business districts. In all other zoned districts, signs shall not exceed sixteen (16) square feet.
- B. Signs advocating or opposing a public office or position on an issue to be determined at an election shall be removed within ten (10) days after the election for which they were made. There shall be no limit in the number of such signs on each site.

- C. Property owners shall be held responsible for violations.
- D. No signs shall be permitted in the public right-of-way, project into or overhang any right-of-way or be attached to any utility pole.
 - 1. On streets with a sidewalk, signs shall be located two (2) feet beyond the inside edge of the sidewalk.
 - 2. On streets with or without curbing and without a sidewalk, signs shall be located at least fifteen (15) feet beyond the inside edge of the curb or edge of pavement.
 - 3. At intersections, signs cannot be placed within the sight distance triangle. This is created by measuring twenty five (25) feet from the corner along each property line and intersecting the two (2) points.
 - 4. Campaign or election signs shall be constructed of waterproof cardstock, corrugated plastic, metal or similar durable materials and erected in a manner as so to avoid collapse from inadvertent contact, wind, or weather.

(Section amended by Ordinance 1044 on May 5, 2005)

2006.1.9. Real Estate Signs. Real estate signs other than temporary planned development signs, provided:

- A. Signs advertising the rental, sale or lease of property shall not exceed nine (9) square feet.
- B. Only one (1) sign per street front of the advertised property shall be erected.
- C. Properties having a continuous frontage in excess of eight hundred fifty linear feet may be allowed an additional sign so long as such sign is no closer than eight hundred fifty feet from another real estate sign on the property.
- D. No signs shall be permitted in the public right-of-way, project into or overhang any public right-of-way or be attached to any utility pole.
- E. Signs shall not be illuminated.
- F. Signs shall be removed within seven (7) days after the sale is closed, or rent or lease transaction is finalized.

2006.1.10. Construction Signs. Construction signs, other than temporary project development signs provided:

- A. Signs advertising the construction company or project description shall not exceed twenty-four (24) square feet in area.
- B. Signs are confined to the site of construction.

- C. Only one (1) sign per street front of the property under construction shall be erected.
- D. No signs shall be permitted in the public right-of-way, project into or overhang any public right-of-way or be attached to any utility pole.
- E. Signs shall not be illuminated.
- F. Signs shall be removed within seven (7) days after the completion of a project.

(Section amended by Ordinance 1112 on April 7, 2011)

2006.1.11. Temporary Banners In Non-Residential Districts. Temporary banners in non-residential districts, provided:

- A. All banners shall be attached in total to a building wall or permanent canopy extending from a building.
- B. No banners shall be permitted in the public right-of-way, project into or overhang any public right-of-way or be attached to any utility pole.
- C. Banners shall be erected for a period not to exceed two weeks.
- D. No banner shall extend above the second floor level of a building or forty-five feet above grade, whichever is less.

2006.1.12. Freestanding Temporary Off-Premises Real Estate Signs. Freestanding, temporary off-premises real estate signs. Signs providing information as to the location of real estate that is for sale or for rent shall be allowed subject to the following:

- A. No sign shall exceed six square feet in area or four feet in height.
- B. Such sign shall not exceed two in number per property being advertised and shall not be located further than one half mile from the property being advertised.
- C. It shall be unlawful to place a temporary, off-premises real estate sign before 8:00 a.m. of a holiday or of a Saturday or to allow a sign to remain after 6:00 p.m. on a Sunday or a designated holiday. If such sign continues to remain after 6:00 p.m., it shall be deemed an abandoned sign and shall be subject to penalties established in this Ordinance herein. Such signs may be removed by a designee or by the City as outlined in this ordinance.
- D. No signs shall be permitted in the public right-of-way, project into or overhang any public right-of-way or be attached to any utility pole.

- E. Nothing in this provision shall be constructed to authorize the posting of such signs upon trees, utility poles, traffic control signs, lights or devices in any place or manner prohibited by the provisions herein.

2006.1.13. Official Notices and Governmental Signs . Official notices and government signs may be installed when authorized by a court, public body or by the government but must be installed in conformance with all other requirements of this regulation.

2006.1.14. Existing Signs. Signs and sign support structures, together with their supports, braces, guys, and anchors, shall be kept in repair and in proper state of preservation. The display surfaces of signs shall be kept neatly painted or posted at all times. Existing signs may be maintained and repaired which includes a change of information and repainting without a permit provided the existing sign face or structure is not taken down in the course of maintenance and/or repair nor is the existing size of the sign altered or the structure of the sign altered.

(Section amended by Ordinance 1112 on April 7, 2011)

SECTION 2007 TEMPORARY SIGNS REQUIRING PERMITS

2007.1. General The following temporary signs shall be allowed subject to the applicable standards in lieu of real estate or construction signs.

2007.2. Temporary Planned Development Signs.

- A. Only one primary sign and two secondary signs shall be allowed per street front of development.
- B. The maximum sign face area of a primary sign shall not exceed forty-eight square feet for residential districts and sixty-four square feet in nonresidential districts.
- C. The maximum sign face area of secondary signs shall not exceed twelve square feet.
- D. Only one permit shall be required for all temporary planned development signs for each planned development. Permits shall be valid until a project is completed or two years, whichever comes first. Completion shall be evidenced by the issuance of all certificates of occupancy for a development by the Zoning Administrator. If a project is not completed in two years, a new permit must be obtained. However, in no instance shall more than five (5) permits be issued for a development. Additional permits shall not allow secondary signs. All secondary signs shall be removed when the first permit issued expires.

- E. Temporary directional signs within a planned development, but not visible from the road(s) fronting the overall development shall be permitted so long as such signs do not exceed twelve (12) square feet in sign area, and signs are removed upon completion of the portion of the project to which the signs are giving direction.

SECTION 2008 GENERAL PROVISIONS FOR SIGN REQUIRING A PERMIT

2008.1. General. The following provisions shall apply to all signs.

2008.2. Construction Standards. All signs shall be constructed and installed in accordance with the applicable provisions of the State of Michigan Construction Code and this ordinance.

2008.3. Electrical Standards. All illuminated signs shall be installed in accordance with the applicable provisions of the latest edition of the Michigan Electrical Code. All detached signs shall be illuminated by an underground electrical source.

2008.4. Content. If a commercial sign is allowed by any provision of these regulations, then a noncommercial sign shall likewise be permitted subject to the applicable standards herein. In addition, any commercial sign permitted by these regulations may display or publish noncommercial message. This includes signs requiring and not requiring a permit.

2008.5. Illuminated Signs. All signs must be maintained to the following illumination standards:

2008.5.1. Residential District. Only indirectly illuminated signs shall be allowed in any Residential District provided such sign is so shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent property.

2008.5.2. Local Business District, Commercial District, Planned Commercial Development District, Light Manufacturing District, Industrial Park District, and Heavy Manufacturing District - Illuminated signs are permitted provided such sign is so shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent residential property.

2008.5.3. Lights and Lamps. No exposed, reflected-type bulbs and no strobe lights, or incandescent lamps shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property.

2008.6. Face Angle. The maximum angle of a double-faced sign shall be forty-five (45) degrees, except for signs located at corners in which case the angle may be ninety (90) degrees. This refers to the distance between sign faces on a single structure.

SECTION 2009 SPECIFICATIONS FOR PERMANENT SIGNS REQUIRING A PERMIT

2009.1. General The following are general specifications applicable to the various permanent signs permitted.

2009.2. Wall Signs. Wall signs shall be permitted on the wall of a building. The total allowable square footage of a wall sign area shall be computed based upon the premises frontage as indicated in Table 2009.

Table 2009

Premises Frontage (Feet)	Maximum Permitted Sign Copy Area (Square Feet)
20-39	42
40-59	64
60-74	86
75-99	100
100-149	120
150-199	130
200-249	150
250-299	200
300 up	300 maximum

2009.2.1. Parapet/Roofline. Not extend above the parapet or roofline of the building to which the sign is attached.

2009.2.2. Location. Wall signs shall be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign substrate cannot exceed the width of the enframed storefront. Wall signs must be placed within a clear signable area. Signable areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail. The maximum allowable wall sign area per wall shall not be transferable to another wall.

2009.2.3. Mounting. Wall signs must be mounted flush and fixed securely to the building wall, projecting no more than twelve (12) inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

2009.2.4. Home Occupation. A sign identifying a home occupation must be wall mounted on the building and be not more than three (3) square feet with any side dimension exceeding thirty-six (36) inches.

(Section amended by Ordinance 1112 on April 7, 2011)

2009.3. Canopy and Awning Signs. Canopy and awning signs shall be permitted as follows:

- A. Signs may be attached, painted, or printed upon a canopy or awning, provided: The maximum allowable area for canopy or awning signs or a combination of canopy, awning and/or wall signs shall not exceed an area equal to twenty-five percent of the background area to which such a sign is affixed or applied, or in the permitted area for wall and fascia signs, whichever is less.
- B. Neither the background color of an awning, nor any graphic treatment or embellishment thereto such as striping, patterns, or valances, shall be included in the computation of sign copy area.
- C. The maximum height of a canopy sign is five (5) feet and cannot extend above the roofline of the building.
- D. Canopies and awnings shall not be calculated in the total square footage of a building wall.

2009.4. Projecting Signs. A projecting sign may be used in lieu of a detached sign. Such sign shall be permitted, provided:

- A. A projecting sign shall not project more than six (6) feet from a building wall.
- B. A projecting sign shall not extend vertically above the roofline or parapet wall of a building.
- C. The minimum height from grade to the lowest edge of a projecting sign shall be nine (9) feet.
- D. Signs shall not extend over a public sidewalk or public right-of-way.

Exception: Ludington Street Corridor from Lincoln Road to 3rd Street, Stephenson Avenue from Ludington Street to 9th Avenue North and 3rd Avenue North from North 10th Street to North 21 Street.

- E. Projecting signs in shopping centers may be permitted for individual tenants of a shopping center without altering the provisions of detached signs as specified in this Ordinance provided:
 - 1. A projecting sign shall not project into or over any public sidewalk or public right-of-way.
 - 2. A projecting sign, wall sign, or combination of both may be located on any building wall (or wall space of an individual tenant) of a structure so long as the maximum sign surface area of all signs on one wall (or wall space of an individual tenant) does not exceed ten percent of the area of the building wall to which the sign or signs are attached up to a maximum of two hundred square feet. The maximum area of a projecting sign shall be seventy-five square feet.

(Section amended by Ordinance 1112 on April 7, 2011)

2009.5. Roof Signs. Roof signs shall be permitted as follows:

- A. Roof signs shall be permitted in Commercial, Light Manufacturing and Heavy Manufacturing districts and cannot in whole or in part be above the roof line of a building.
- B. The sign area for roof signs shall be assessed against the aggregate permitted area for wall signs on the elevation of the building most closely parallel to the face of the sign.

2009.6. Detached Signs. Detached signs shall be permitted in Commercial, Light Manufacturing, Heavy Manufacturing, Industrial Parks and Planned Commercial Development Districts which comply with Table 2009.1. Face Area and Height. Each building use is permitted one (1) front yard detached sign per property.

2009.6.1. General Siting Location. The location of a front yard detached sign shall not be less than five (5) feet from the property line unless otherwise stated by this Ordinance.

- A. North Lincoln Road from Ludington Street to 16th Avenue North. The location of a front yard detached sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- B. Ludington Street from Lincoln Road to North 30th Street. The location of a front yard detached sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- C. South Lincoln Road from Ludington Street to 2nd Avenue South. The location of a front yard detached sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.

Exception: No sign shall be located in, project into or overhang any State of Michigan deeded right-of-way or easement right-of-way unless approved by the State of Michigan. In commercially zoned property, the location of a detached sign shall not extend over a property line, public sidewalk or public right-of-way.

(Section amended by Ordinance 1044 on May 5, 2005)

**Table 2009.1
Face, Area and Height**

Total Lot Size and Acres	Copy of Area Sign (Main + Tenant Directory)	Copy of Area Message Board	Maximum Height
.9 to 2.0 or less	100 square feet	32 square feet	25 feet
2.1 to 10	120 square feet	40 square feet	25 feet
10.1 and over	150 square feet	50 square feet	25 feet
<p>Note 1. Pole signs must be coordinated with the architectural characteristics of their respective development to the extent possible. The Planning Commission may authorize an additional front yard detached sign as a special land use permit.</p> <p>Note 2. Businesses that are grouped shall be entitled to one (1) pole sign and one (1) message board sign. The total face area of cluster group tenant signs shall not exceed fifty (50) square feet.</p> <p>Note 3. In all districts, a detached sign is allowed in the rear yard setback where fronting another street. The maximum size of this sign is seventy-two (72) square feet. The second pole sign must be not less than ten (10) feet from the rear property line abutting the streets.</p>			

(Section amended by Ordinance 1112 on April 7, 2011)

2009.7. Ground Sign. Ground signs shall be permitted in Commercial, Light Manufacturing, Heavy Manufacturing, Industrial Parks and Planned Commercial Development District which comply with Table 2009.2. Businesses that are grouped shall be entitled to one (1) ground sign and one (1) tenant sign each representing that group of businesses.

(Section amended by Ordinance 1112 on April 7, 2011)

2009.7.1. General Siting Location. The location of a front yard ground sign shall not be less than five (5) feet from the property line unless otherwise stated in this Ordinance.

- A. North Lincoln Road from Ludington Street to 16th Avenue North. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- B. Ludington Street from Lincoln Road to North 30th Street. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- C. South Lincoln Road from Ludington Street to 2nd Avenue South. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.

Exception: No sign shall be located in, project into or overhang any State of Michigan deeded right-of-way or easement right-of-way unless approved by the State of Michigan. In commercially zoned property, the location of a ground sign shall not extend over a property line, public sidewalk or public right-of-way.

(Section amended by Ordinance 1044 on May 5, 2005)

**Table 2009.2
Ground Sign Face Area and Height**

TOTAL LOT SIZE AND ACRES	COPY OF AREA SIGN (MAIN + TENANT DIRECTORY)	MAXIMUM HEIGHT
2.0 or less	100 square feet	15 feet
Greater than 2.0 to 10	130 square feet	15 feet
Greater than 10.0 and over	150 square feet	15 feet
<p>Note 1: Optional calculations may be based on lineal frontage of the current address, X .50%, equaling allowable square footage (sq. ft.) of sign area with the maximum square footage (sq. ft.) set at one hundred fifty (150) square feet (sq. ft.) and a maximum height of fifteen (15) feet.</p> <p>Note 2: Ground signs must be coordinated with the architectural characteristics of their respective development to the extent possible. A property owner is entitled to one (1) additional front yard ground sign on parcels that are more than 8 acres with a maximum sign area of one hundred thirty (130) square feet and a maximum height of fifteen (15) feet.</p> <p>Note 3: In all districts, a ground sign is allowed in the rear yard setback where fronting another street. The second ground sign must be not less than ten (10) feet from the rear property line abutting the streets.</p>		

(Section amended by Ordinance 1112 on April 7, 2011)

**SECTION 2010
DISTRICT REGULATIONS FOR PERMANENT SIGNS**

2010.1. General. The following specifications are applicable to the various permanent signs. Permanent signs shall conform to the standards established in this section, in addition to those applicable standards set forth elsewhere in these regulations.

(Section amended by Ordinance 1044 on May 5, 2005)

2010.2. Residential Districts.

Use	Type Permitted	Maximum Number (per premises unless otherwise noted)	Size
Churches, synagogues, elementary, junior high and senior high schools, and similar uses; convents, monasteries, dormitories, YMCA's and similar organizations, orphanages, commercial day care centers, museums, art galleries, hospitals, sanatoriums, libraries, and similar uses	Identification: Primary Sign Secondary Sign Bulletin Sign	1 per building 1 per building 1 per building	32 s.f. 16 s.f. 16 s.f.
Golf courses, country clubs, swimming clubs, community recreation centers, tennis clubs and similar uses	Identification	1	32 s.f.
Small group day care homes, and nursing homes housed in a residential structure, boarding houses, bed and breakfasts, home occupations	Identification	1	6 s.f.
Cemeteries	Identification	1	16 s.f.
All other nonresidential uses	Identification	1	6 s.f.

2010.3. Downtown Development Authority District. Signs within the Downtown Development Authority District are regulated in Section 2011 Specifications for Permanent Signs Within the Downtown Development Authority District Requiring a Permit and Section 2113 Signs of the Zoning Ordinance, as amended.

(Section amended by Ordinance 1112 on April 7, 2011)

2010.4. Combined Off-Premise Signs on Dead-End Right-of-Way. Combined Off Premise signs may be authorized as a Special Land Use if authorized by the Escanaba Planning Commission and in accordance with the standards of this section.

- A. The sign must refer to two (2) or more businesses and be a Ground Sign design in compliance with specifications of Section 2009.7 of this Ordinance.
- B. The combined sign must be placed and refer to businesses within 900 feet of the Combined Off Premise Sign.
- C. Authorization from the property owner (owner of record), to place the sign on property must be filed with the City of Escanaba. Combined off-premise signs shall not be permitted in the public right-of-way.
- D. Prior to approval, the applicant must file a \$200.00 Special Land Use application fee with the City of Escanaba.
- E. The Planning Commission shall review the sign application and placement plan according to the standards and requirements of this Ordinance within 45 days of application submission.
- F. Prior to voting on approval of a Combined Off-Premises Sign, the Planning Commission shall hold a public hearing so as to facilitate public review and understanding of the proposed sign. Notice of the date, time, location and subject matter of the public hearing shall be published in a newspaper of general circulation in the City at least fifteen (15) days before the actual hearing. Further, notice must be mailed U.S. Postal First Class Mail to all persons to whom any real property within three hundred (300) feet of the proposed sign location in question.

(Section amended by Ordinance 1044 on May 5, 2005)

**SECTION 2011
SPECIFICATIONS FOR PERMANENT SIGNS WITHIN THE DOWNTOWN
DEVELOPMENT AUTHORITY DISTRICT REQUIRING A PERMIT**

2011.1. General. The following specifications are applicable to the various permanent signs in the Downtown Development Authority District. As an incentive for better design and creativity, excellence in design which may be achieved

through appropriate innovation and imaginative concepts is encouraged. To accomplish this, alternative compliance may be proposed to the Downtown Development Authority, provided that the design will produce a more logical and attractive sign, in that it will be beneficial rather than detrimental to the surrounding area in the community. Proposed sign alternatives acceptable under this process must not represent a waiver of requirements; the alternatives must meet or exceed the “spirit” of the Ordinance.

(Section amended by Ordinance 1044 on May 5, 2005)

2011.1.1. Downtown Development Authority Review. The City Manager may refer any sign application to the Downtown Development Authority Board if in his/her opinion the Downtown Development Authority Board should be consulted.

2011.2. Wall Signs. Wall signs shall be permitted on the wall. The total allowable square footage of a wall sign area shall be computed based upon the premises frontage as indicated in Table 2011.

**Table 2011
Wall Signs**

Premises Frontage (Feet)	Maximum Permitted Sign Copy Area (Square Feet)
20-39	42
40-59	64
60-69	86
70 plus	100 maximum

2011.2.1. Parapet/Roofline. Not extend above the parapet or roofline of the building to which the sign is attached.

2011.2.2. Location. Wall signs shall be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign substrate cannot exceed the width of the enframed storefront. Wall signs must be placed within a clear signable area. Signable areas are defined as an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail. The maximum allowable wall sign area per wall shall not be transferable to another wall.

2011.2.3. Mounting. Wall signs must be mounted flush and fixed securely to the building wall, projecting not more than twelve (12) inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

2011.2.4. Home Occupation. A sign identifying a home occupation must be wall mounted on the building and be not more than three (3) square feet with any side dimension exceeding thirty-six (36) inches.

(Section amended by Ordinance 1112 on April 7, 2011)

2011.3. Projecting Signs. Projecting signs shall be permitted as follows:

- A. New projecting signs shall be permitted to project into the sidewalk public right-of-way or overhang into any sidewalk public right-of-way so long as the sign shall not project more than six (6) feet from a building wall.
- B. A projecting sign shall not extend vertically above the roofline or parapet wall of a building.
- C. The minimum height from grade to the lowest edge of a projecting sign shall be nine (9) feet.
- D. The maximum sign face area of a projecting sign shall be thirty-two (32) square feet.
- E. The lawful use of any existing projecting sign, exactly such as existed at the time of the enactment of this ordinance may be continued even though such sign does not conform to the provisions of this ordinance provided such projecting sign is at least nine (9) feet above the sidewalk.
- F. No exposed, reflected-type bulbs and no strobe lights, or incandescent lamps shall be used on the projecting sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property. Lighting shall be shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent property.

(Section amended by Ordinance 1112 on April 7, 2011)

2011.4. Pole Signs. Pole signs shall be permitted as follows:

- A. No pole sign shall exceed eighteen (18) feet in height.
- B. The maximum face copy of a pole sign shall be sixty-four (64) square feet including the message board.
- C. New pole signs shall not be permitted in the public right-of-way.
- D. No pole sign shall be located in the sight distance triangle.

- E. Permitted location: A pole sign may be located anywhere on the property except as noted in 2011.4 Pole Signs C.
- F. No exposed, reflected-type bulbs and no strobe lights or incandescent lamps shall be used on the projecting sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property. Lighting shall be shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent property.

(Section amended by Ordinance 1112 on April 7, 2011)

2011.5. Ground Sign. Ground signs shall be permitted in Commercial, Light Manufacturing, Heavy Manufacturing, Industrial Parks and Planned Commercial Development District which comply with Table 2011.5. Businesses that are grouped shall be entitled to one (1) ground sign and one (1) tenant sign each representing that group of businesses.

2011.5.1. General Siting Location. The location of a front yard ground sign shall not be less than five (5) feet from the property line unless otherwise stated in this Ordinance.

- A. North Lincoln Road from Ludington Street to 16th Avenue North. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- B. Ludington Street from Lincoln Road to North 30th Street. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.
- C. South Lincoln Road from Ludington Street to 2nd Avenue South. The location of a front yard ground sign shall not be less than twenty (20) feet from the inside edge of the highway curbing.

Exception: No sign shall be located in, project into or overhang any State of Michigan deeded right-of-way or easement right-of-way unless approved by the State of Michigan. In commercially zoned property, the location of a ground sign shall not extend over a property line, public sidewalk or public right-of-way.

**Table 2011.5
Face Area and Height**

Premises Frontage (Feet)	Copy of Area Sign (Main + Tenant Directory)	Copy of Area Message Board	Maximum Height
20-39	42 square feet	10 square feet	6 feet
40-59	64 square feet	10 square feet	8 feet
60-74	86 square feet	15 square feet	10 feet
75-99	100 square feet	20 square feet	12 feet
100-149	115 square feet	24 square feet	12 feet
150 and up	125 square feet	32 square feet	12 feet
<p>Note 1: Ground signs must be coordinated with the architectural characteristics of their respective development to the extent possible. The Planning Commission may authorize one additional front yard ground sign as a special land use permit.</p> <p>Note 2: Businesses that are grouped shall be entitled to one (1) ground sign and one (1) message board.</p> <p>Note 3: In all districts, a ground sign is allowed in the rear yard setback where fronting another street. The second ground sign must be not less than ten (10) feet from the rear property line abutting the streets.</p>			

(Section amended by Ordinance 1112 on April 7, 2011)

2011.6. Canopy and Awning Signs Within the DDA District. Canopy and awning signs shall be permitted, as follows:

- A. To project into the sidewalk public right-of-way or overhang into any public sidewalk right-of-way so long as the canopy or awning sign does not project more than four (4) feet from a building wall.
- B. Signs may be attached, painted, or printed upon a canopy or awning, provided: The maximum allowable area for canopy or awning signs or a combination of canopy, awning and/or wall signs shall not exceed an area equal to twenty-five percent (25%) of the background area to which such a sign is affixed or applied, or in the permitted area for wall and fascia signs, whichever is less.
- C. Neither the background color of an awning, nor any graphic treatment or embellishment thereto such as striping, patterns, or valances, shall be included in the computation of sign copy area.
- D. The maximum height of a canopy sign is five (5) feet and cannot extend above the roofline of the building.
- E. Canopies and awnings shall not be calculated in the total square footage of a building wall.
- F. Where signs are mounted on canopies, they must include the street address.
- G. There may be no more than three (3) such signs on any canopy.

**SECTION 2012
REGULATIONS FOR OUTDOOR ADVERTISING SIGNS**

2012.1. Outdoor Advertising Signs. The total number of outdoor advertising sign faces within the City of Escanaba shall not exceed fifty (50) faces.

2012.2. Existing Outdoor Advertising Signs Structure and Faces. Pre-existing signs which are not in compliance with the provisions of this Ordinance, and have not received a variance, shall:

- A. Not be changed to another type of sign which is not in compliance with this Ordinance.
- B. Not be structurally altered so as to prolong the life of the sign (except to meet safety requirements and retrofit sign face area not to exceed two hundred forty (240) square feet).
- C. Not be re-established after the use is discontinued for sixty (60) consecutive days.
- D. By January 1, 2008, sign faces shall be reduced to two hundred forty (240) square feet or less in face area.

2012.3. Outdoor Advertising Sign Free Area. Notwithstanding any other provision of the Sign Ordinance, no outdoor advertising sign shall be relocated or newly constructed in any of the following areas:

- A. Stephenson Avenue
- B. South Lincoln Road south of Ludington Street to City limit
- C. Danforth Road from US2 to City limit
- D. North 30th Street from Ludington Street to Danforth Road
- E. 3rd Avenue North from North 10th Street to North 30th Street
- F. 1st Avenue North from North 4th Street to North 10th Street

2012.4. New Outdoor Advertising Signs. New proposed outdoor advertising signs shall be permitted, as follows:

- A. All new proposed outdoor advertising signs shall be subject to the special land use permit process as stated in this Ordinance and shall be allowed on land located within a Light and Heavy Manufacturing District when such districts abut a State highway unless otherwise stated in this Ordinance.
- B. A site plan application and site plan review approval are required for any new outdoor advertising sign.

- C. The Planning Commission shall be the review and approval authority for outdoor advertising sign applications.
- D. Notice of application and the public hearing for the special use permit shall be in accordance with this Ordinance.
- E. At the hearing, interested persons may appear and offer information in support or opposition to the proposed application.

2012.5. Application Submission. All Outdoor Advertising Sign Applications, regardless of type shall include all of the requirements contained in this section.

2012.6. Application Contents. Each applicant requesting an Outdoor Advertising Sign under this Ordinance shall submit a sealed complete set of drawings prepared by a licensed architect or engineer that will include a site plan, elevation view and other supporting drawings, calculations and other documentation showing the location and dimensions of the Outdoor Advertising Sign and all improvements associated therewith, including information concerning specifications, landscaping, access, and if relevant as determined by staff, topography, adjacent uses and existing vegetation.

2012.7. Submission Requirements. Application for an Outdoor Advertising Sign shall be submitted to the City of Escanaba on forms prescribed by the City of Escanaba. The application shall be accompanied by a site plan containing the information described above. The application and site plan shall be placed on the next regularly scheduled meeting agenda of the Planning Commission in accordance with the deadlines established by this Ordinance.

2012.8. Application Fees. A plan review/public hearing fee shall accompany each application in accordance with the associated fee schedule adopted by the city and shall be paid by the applicant.

2012.9. Additional Technical Assistance. In the course of its consideration of an application, the City of Escanaba, may deem it necessary to employ an engineer(s) or other consultant(s) qualified in the design and installation of Outdoor Advertising Signs to assist the City of Escanaba in the technical aspects of the application. In such cases, any additional reasonable costs incurred by the City of Escanaba not to exceed two thousand dollars (\$2,000) for the technical review and recommendation shall be reimbursed by the applicant prior to the final City of Escanaba hearing.

2012.10. Review Authority. Review of the Outdoor Advertising Sign Application under this Section shall be conducted by the Planning Commission for a Special Land Use Permit. A hearing before the Planning Commission shall be conducted on all new outdoor advertising sign requests. The procedure for the Planning Commission public hearing shall be as follows:

- A. **Request for Special Land Use Permit.** Requests for special land use permits shall be filed with the City Manager. A request must be submitted at least twenty-one (21) business days before the Planning Commission meeting at which it will be considered. A request for special land use permit may be submitted by a property owner, lessee or agent authorized in writing to act on the owner's behalf, or a person having a written contractual interest in the affected property.

- B. **Notice for Special Land Use Permit.** Notice of a request for a special land use permit will be given pursuant to State statute. The Planning Commission shall fix a reasonable time for the hearing of the request and give notice of such request to the persons to whom real property within three hundred (300) feet of the premises in question is assessed, and to the occupants of single and two-family dwellings within three hundred (300) feet. The notice shall be delivered personally or by mail addressed to the respective owners and tenants at the address given in the last assessment role. If a tenant's name is not known, the term "Occupant" may be used. Upon the hearing, the party may appear in person, by agent, or by attorney. All notices shall be mailed or delivered at least ten (10) days prior to the meeting of the Planning Commission and shall include a description of the proposed land use, a description of the subject property, the time and location of the public hearing, and when and where written comments will be received.
- C. **Protest of Special Land Use Permit.** If a protest of the proposed special land use permit is presented to the Planning Commission at or before the public hearing date on the request and it is properly signed by the owners of at least twenty percent (20%) of the noticed area of land included in the request, excluding publicly owned land, or by owners of at least twenty percent (20%) of the area of and included within an area extending out at least one hundred (100) feet from any point on the boundary of land included in the request, excluding publicly owned land, then such request for special land use permit approval shall be passed only upon an affirmative vote of three-fourths of the members of the Planning Commission.

2012.11. Review Criteria. Each application shall be reviewed for compliance with the development criteria specified in this Ordinance.

2012.12. Application Approval. If the Outdoor Advertising Sign application together with all required addenda are in compliance with the development criteria and otherwise meets the requirements of this Ordinance, the Planning Commission may approve the Outdoor Advertising Sign Application and authorize issuance of the proper permits.

Exception: Outdoor Advertising Sign Siting Conditions. The Planning Commission may recommend alternative development criteria, impose conditions or add restrictions on the application as it deems necessary to reduce or minimize any adverse effects and to enhance the compatibility of the Outdoor Advertising Sign with the surrounding property, in accordance with the purposes and intent of this Ordinance, provided the alternative development criteria, conditions or restrictions are reasonable and capable of being accomplished. The inclusion of additional conditions, development criteria or restrictions shall be by specific inclusion in a motion for approval.

2012.13. Special Land Use Permit. The Special Land Use Permit shall be granted when each of the following Findings of Fact have been made by the Planning Commission:

- A. The Outdoor Advertising Sign will not materially endanger the public health or safety if located where proposed and developed according to the plan submitted.

- B. The Outdoor Advertising Sign meets all required conditions, specifications and development standards of this Ordinance.
- C. The Outdoor Advertising Sign will not substantially injure the value of adjoining or abutting property.
- D. The location and character of the use, if developed according to the plan submitted, will be in harmony with the area in which it is to be located and in general conformity with the plan of development of the jurisdiction and its environs.
- E. If applicable, additional development conditions are based upon the purpose and goals of this Ordinance.
- F. If applicable, additional development conditions are reasonable and capable of being accomplished.

2012.14. Action. Following the public hearing and presentation of evidence, the Planning Commission shall take one of the following actions:

- A. Approve the application as submitted; or
- B. Approve the application with conditions that impose conditions or add restrictions on the application as it deems necessary to reduce or minimize any adverse effects and to enhance the compatibility of the Outdoor Advertising Sign with the surrounding property, in accordance with the purposes and intent of this Ordinance, provided the alternative development criteria, conditions or restriction are reasonable and capable of being accomplished. The inclusion of additional conditions, development criteria, or restrictions shall be by specific inclusion on a motion for approval; or
- C. Refer the application for additional information or neighborhood input; or
- D. Deny the application in writing.

2012.15. Findings. All decisions rendered by the Planning Commission concerning an Outdoor Advertising Sign Application shall be supported by written findings of fact and conclusions of law based upon substantial evidence of record.

2012.16. Timing of Decision. The Planning Commission shall hold a hearing within sixty (60) days or less of the final submission of all required application documents and technical review, however, this time may be increased due to deferrals by either the applicant or the Planning Commission.

2012.17. Development Criteria. The complete Outdoor Advertising Sign Application shall be reviewed for compliance with the development criteria set forth in this Ordinance. New outdoor advertising signs must be developed in accordance with the following standards:

- A. Maximum Sign Face Area: two hundred forty sq. ft.
- B. Maximum Height: twenty-five ft. This distance shall be measured from ground level at the base of the outdoor advertising support system to the highest point of the outdoor advertising sign.
- C. Minimum Ground Clearance: eight ft.
- D. Maximum Number of Sign Faces: once per side of sign
- E. Spacing:
 - 1. Four hundred feet from any residential district or commercial district.
 - 2. Nine hundred linear feet between outdoor advertising signs on the same side of the street as measured from the centerline of the street.
 - 3. Five hundred feet from any other outdoor advertising sign on the opposite side of the street.
 - 4. One hundred feet from an existing building.
 - 5. Two hundred feet from any intersection.
 - 6. Four hundred 400 feet from any historic site, public park, public playground, public recreation area and governmental building.
- F. Setback: No sign shall be set closer to the property line than a structure is allowed under the Zoning Ordinance in the Zoning District except there shall be no outdoor advertising sign erected less than ten (10) feet from any property line. All setbacks are measured from any property line and outside of all sight distance triangles.
- G. Structural Construction: Only pole mast construction shall be allowed.
- H. Tree Cutting: Vegetation cutting in the public rights-of-way for the purposes of clearing views of outdoor advertising signs shall be prohibited unless approved by the City of Escanaba.
- I. New outdoor advertising signs shall be designed to be compatible with existing structures and surroundings to the extent feasible. Existing mature tree growth and natural landform on the site shall be preserved to the extent feasible; provided however, that the vegetation that causes interference with the sign copy may be trimmed or removed. Grading for the new outdoor advertising sign shall be minimized and limited only to the area necessary for the new structure. Landscaping with indigenous plants and trees around the base and parameter of the new outdoor advertising sign shall be required and shall be maintained by the property owner or lessee.
- J. New Outdoor Adverting Signs must be illuminated in accordance with the standards as defined in Section 2008.5. Illuminated Signs may not be illuminated from 12:00 a.m. to 4:00 p.m.

- K. Maximum number of signs per parcel: One (1).
- L. No part or foundation or support of any outdoor advertising sign shall be placed on, in, or over any public property, including public rights-of-way, or any utility or drainage easement, or upon telephone or utility poles, or natural features such as trees, rivers, and lakes.
- M. No outdoor advertising sign shall be constructed on a lot where it obscures or shades the windows or doorways of adjacent buildings.
- N. No outdoor advertising sign shall be permitted which, because of its size, shape, or location, may obscure or obstruct the view of vehicular or pedestrian traffic or be confused with any authorize traffic control sign, signal, or device.

SECTION 2013 ENFORCEMENT

2013.1. General. The City will periodically inspect signs in order to determine whether there are any violations of this Ordinance.

2013.2. Investigation. The City shall have the power to conduct investigations as it may reasonably deem necessary to carry out its duties as prescribed in these regulations, and for this purpose to enter at reasonable times upon any property, public or private for the purpose of investigating and inspecting signs. No person shall refuse entry or access to any authorized representative of the City who requests entry for purposes of inspection, and who presents appropriate credentials, nor shall any person obstruct, hamper, or interfere with any such representative while in the process of carrying out his/her official duties.

2013.3. Investigation Documentation. The City may require written statements, or the filing of reports with respect to pertinent questions relating to signs.

SECTION 2014 CIVIL INFRACTION CITATION

2014.1. General. An operator, owner or person who violates any provisions of this ordinance is responsible for a municipal civil infraction subject to payment of a civil fine of not less than fifty dollars (\$50.00) or more than five hundred dollars (\$500.00) plus costs and other sanctions for each violation. Increased fines may be imposed for repeated violations by an operator, owner or person of any requirement or provision of this ordinance. As used in this section, "repeat offense" means a second (or any subsequent) municipal civil infraction violation of the same requirement or provisions (i) committed by an operator, owner or person within any six (6) month period (unless some other period is specifically provided by ordinance or any other law) and (ii) for which the operator, owner or person admits responsibility or is determined to be responsible. Unless otherwise specifically provided by any ordinance for a particular municipal infraction violation the increased fine for a repeat offense which is a first repeat offense shall be no less than two hundred fifty dollars (\$250.00), plus costs. The fine for any offense which is a second repeat offense or any subsequent repeat offense shall be no less than five hundred dollars(\$500.00), plus costs. Each day on which any violations of this ordinance or any

ordinance continues constitutes a separate offense and shall be subject to penalties or sanctions as a separate offense.

SECTION 2015 VARIANCES AND APPEALS

2015.1. Appeal. Any person with standing, aggrieved, or affected by any decision of the City Manager or Planning Commission shall be permitted to appeal to the Zoning Board of Appeals by written request with the City Clerk. Upon furnishing the proper information, the City Manager shall transmit to the Zoning Board of Appeals all papers and pertinent data related to the appeal. All appeals before the Zoning Board of Appeals shall follow the procedure for appeal as stated in the Zoning Ordinance, as amended.

2015.2. Time Requirement. The Zoning Board of Appeals may prescribe a reasonable time limit within which the action for which the variance is required shall be started or completed or both.