

ARTICLE SEVEN SIGNAGE

Amended 07/21/08: Sections 40-701(G)
Amended 02/02/09: Section 40-703 (L)
Amended 07/20/09: Sections 40-702 and 40-705
Amended 01/04/10: Section 40-701(G) and 40-705

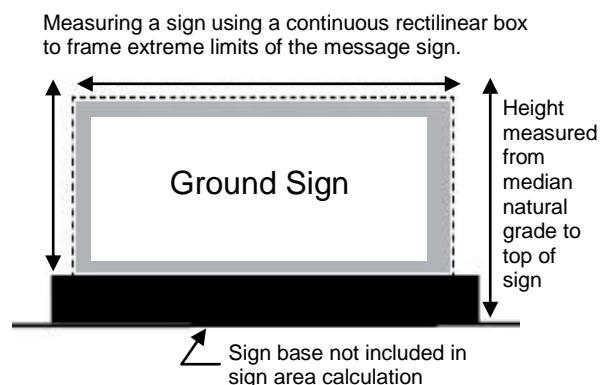
40-700 PURPOSE AND SCOPE

The purpose of this Article is to regulate the size, number, location and manner of construction and display of signs in the City of Grand Haven. This Article is further intended to protect all zoning districts from visual chaos and clutter, eliminate distractions hazardous to motorists, protect appropriately identified uses from excessive signage, provide ability for the public to identify premises and establishments, encourage creativity of sign design and enhance the aesthetics of the community.

40-701 GENERAL STANDARDS FOR ALL SIGNS

- A. All signs shall conform to all applicable codes and ordinances of the City and shall be approved by the Building Inspector or Zoning Administrator, and a permit issued.
- B. Sign Area. The area of a sign shall be measured within a single, continuous rectilinear perimeter composed of straight lines which encloses the extreme limits of the advertising message, together with any frame or other material or color forming an integral part of the display, message, drawing, or similar device, or used to differentiate same from the background against which it is placed, excluding the necessary supports, braces and/or uprights of the sign. When two (2) sign faces are placed back-to-back, so that both faces cannot be viewed from any one point at the same time, and when such sign faces are part of the same sign structure and are not more than twenty-four (24) inches apart at any point, the sign area shall be computed by the measurements of one (1) of the faces.
- C. Sign Setbacks. All signs shall be set back a minimum of one-half of the front yard setback except for Portable Signs. Placement of Portable Signs shall be subject to a determination by the Zoning Administrator or Building Inspector that said placement will not impact safety or visibility for motorists and pedestrians.

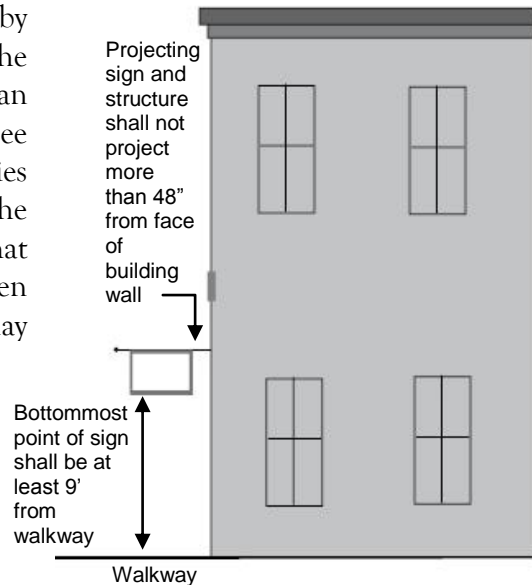
- D. Height. Sign height shall be measured as the vertical dimension from the median natural grade to the highest point of the highest attached component of the sign. A sign shall not extend beyond the edge of the wall to which it is affixed nor above the roof line of a building to which it is attached.



- E. Where a projecting sign, awning, canopy, marquee, suspended sign, or similar element projects or protrudes over any public or private sidewalk or walkway, the bottommost point of the sign structure shall be at least nine (9) feet from said

walkway. Projecting signs, including brackets, shall not project more than forty-eight (48) inches from the face of a building or wall.

1. If any projecting sign is suspended over a public property, public street, sidewalk or alley, the owner of such sign shall keep in force a public liability insurance policy in the minimum amount of \$1,000,000. In addition, when a sign is extending over a public right-of-way, an encroachment permit must be obtained, which will require showing the insurance liabilities and will have to be renewed every three (3) years. The Licensee shall at all times carry liability insurance in such amounts as are satisfactory to the City, and issued by companies acceptable to the City, licensed in the State of Michigan naming the City as an additional insured on any such policy. Licensee will file with the City certificates or policies evidencing such insurance coverage. The insurance policies or certificates shall provide that the City shall be given thirty (30) days written notice before a cancellation in coverage may occur.



2. If at any time the insurance policy is canceled, the projecting sign shall be immediately removed. In the event the sign is not so removed, the City of Grand Haven shall have the right to remove the sign and repair the facade at the expense of the property owner.

F. **Illumination.** Unless further regulated elsewhere in the Ordinance, sign illumination shall be opaque background with internally lit lettering, facelit channel lettering, backlit lettering or externally lit. When illumination of signs is permitted, illumination shall comply with the following requirements:

1. Illumination shall not be flashing, blinking, intermittent, or an on-and-off type of lighting provided; however, that neon lighting shall be permitted on signs in the CB district except for projecting signs.
2. Illumination shall be arranged so that light is deflected away from adjacent properties so that no direct sources of light shall be visible to any motorist or pedestrian located in a public right-of-way or street easement or from any adjacent property.
3. Any external lighting of signs shall be downward facing or otherwise directed to illuminate only the sign face.

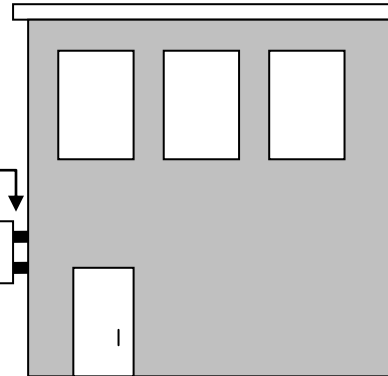
G. **Electronic Message Board Signs.** All Electronic Message Board Signs shall be regulated/operated by the following standards:

1. In the C District:
 - a. One Electronic Message Board Sign is permitted for each lot.

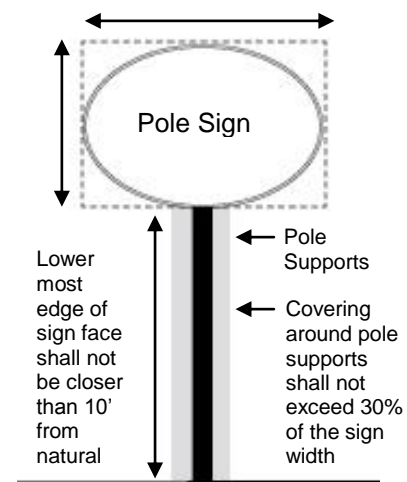
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- b. Electronic Message Board Signs shall not flash, scroll, blink, strobe or show moving pictures.
 - c. Messages may not change more than once every three (3) seconds.
 - d. Electronic Message Board Signs shall be fitted with an automatic sensor that adjust their brightness and intensity during daylight and night time hours. The overall brightness and intensity shall only be enough to make the sign legible and shall not create a nuisance or a traffic hazard.
 - e. Electronic Message Board Signs shall be secondary to a traditional stationary sign and shall not exist as the sole sign, but in no instance shall such sign exceed 50% of the traditional stationary sign area.
2. For all Educational Facilities (as defined by Section 40-421.05):
 - a. One Electronic Message Board Sign is permitted when all of the following conditions are met:
 - 1) Lot is greater than 2 acres in size and a principal use occupies the subject lot.
 - 2) Facility enrollment is greater than 100 students.
 - b. Electronic Message Board Signs shall not flash, scroll, blink, strobe or show moving pictures.
 - c. Messages may not change more than once every five (5) minutes.
 - d. Electronic Message Board Signs shall be fitted with an automatic sensor that adjust their brightness and intensity during daylight and night time hours. The overall brightness and intensity shall only be enough to make the sign legible and shall not create a nuisance or a traffic hazard.
 - e. Electronic Message Board Signs must be turned off between 7:00PM and 7:00AM.
 - f. Electronic Message Board Signs shall be integrated into the traditional stationary sign and shall not exist as the sole sign, but in no instance shall such sign exceed 50% of the traditional stationary sign area.
 - g. Electronic Message Board Signs may only be part of a ground sign.
- H. Maintenance. All signs shall be maintained in a safe condition with proper bracing, anchorage and foundation and be subject to inspection by the Building Inspector or Zoning Administrator or other designated representative. A sign which no longer serves the purpose for which it is intended or is abandoned or is not maintained in accordance with applicable regulations of the City of Grand Haven shall be removed by the owner, or by the City at the expense of such owner, upon written notice by the City of Grand Haven.
- I. Location. In addition to the required setbacks, no sign shall be located where, in the opinion of the Zoning Administrator, it will obstruct the clear vision corner per **Section 40-307**.

- J. Covering. Covering around one or more pole supports of a pole sign shall be permitted and limited to a total 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.
- K. Where a proposed sign appears to meet the definition of more than one (1) sign, the most restrictive requirements and limitations of the defined sign types shall apply.
- L. Wall signs. Wall signs shall not extend further than fifteen (15) inches from the face of the wall to which it is attached. The maximum width of a wall sign shall not exceed ninety (90) percent of the width of the wall to which the sign is attached.
- M. Temporary pennants, searchlights, flags, banners or bunting, but not including large, lighter than air, advertising balloons, shall be permitted in the NMU, C, CB, B, CC, WF, WF-2, TI or I Districts for a period of thirty (30) days upon application and permit. No such pennants, flags, banners or bunting shall be redisplayed on the same premises until the expiration of an interim period of ninety (90) days.
- N. The lower most edge of the sign face of a pole sign shall not be closer than ten (10) feet from natural grade.

Wall signs shall not project more than 15 inches from the wall to which they are attached



Measuring a sign using a continuous rectilinear box to frame extreme limits of



40-702 SIGN STANDARDS FOR SPECIFIC USES

- A. Mixed Use Development or Multi-tenant Commercial Development. If the proposed use is a mixed use development or multi-tenant commercial development, the following standards shall apply:
1. Only one pole or ground sign is permitted per development. Ground mounted or pole signs are not permitted for individual business in a mixed use or multi-tenant development.
 2. Individual businesses or uses within the mixed use or multi-tenant development shall be permitted wall signs limited in area to fifteen (15) percent of the wall area fronting the portion of the building occupied by the use, not to the allowed maximum provided per **Section 40-705** for the zoning district and sign type of the subject site.
- B. Home Occupations (major only). If the proposed use is a major home occupation one (1) wall sign shall be permitted. The maximum sign area permitted shall be six (6) square feet. Downward facing external lighting is permitted.
- C. Bed and Breakfasts. In the SFR, MDR, MFR, DR, NS, S, and E districts, a Bed and Breakfast may be permitted the following signs: One (1) wall sign not more than four (4) square feet in

area or one (1) ground sign not more than four (4) square feet in area. Said signs shall not be illuminated. Not more than two (2) non-illuminated directional signs are permitted and shall not exceed one and one-half (1.5) square feet in area. In other districts, the requirements of this **Article Seven** shall apply.

- D. Short Term Rental facilities shall be permitted one (1) wall sign not more than four (4) square feet in area, or one (1) ground sign not more than four (4) square feet in area. Said signs shall not be illuminated.

40-703 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. Property address and owner identification up to one (1) square foot in area.
- C. Any sign wholly located within a building and not visible from outside the building. This does not include window signs.
- D. Holiday lights and decorations with no commercial message.
- E. Works of art that do not contain a commercial message.
- F. Traffic control signs, incidental signs, directional signs, or menu boards on private properties that do not contain a commercial message, including Stop, Yield, One Way, and similar signs, provided the following standards are met:
1. Drive-through menu boards shall not exceed forty-eight (48) square feet in area or six (6) feet in height.
 2. Directional signs shall not exceed six (6) square feet in area or six (6) feet in height. The number of directional signs permitted on a property shall be the minimum necessary to provide adequate orientation. Directional signs may be located on adjacent property with written approval from the adjacent property owner.
 3. Customary lettering on, or other insignia which are a structural part of, a gasoline pump, consisting only of the brand name of gasoline sold, lead warning sign, a price indicator, and any other sign required by law, and not exceeding a total of three (3) square feet on each pump.
- G. Governmental historical designation signs.
- H. Non-governmental flags up to twenty-four (24) square feet in area.
- I. All yard signs, as defined herein, provided such yard signs shall be limited to one (1) sign per front yard, not greater than twelve (12) square feet in area. Such signs shall be removed after seven (7) days from which the event occurs.
- J. Construction signage identifying a building project including the names of the developer, financier, and the various professionals and contractors involved. Such signage shall be

allowed only during the time in which the development is actually under construction and shall not exceed thirty-two (32) square feet in sign area per frontage. Such signage shall not exceed ten (10) feet in height. One construction sign shall be permitted per street frontage.

- K. Special event signage on public property.
- L. City Way Finding Signs consistent with accepted graphic identity and as approved by the City Manager on public or private property.

40-704 PROHIBITED SIGNS

The following signs shall not be allowed in any District.

- A. Signs which are obsolete, that do not relate to existing business or products for sale or available on the site.
- B. 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.
- C. Signs that are not clean and in good repair, and signs that are out of compliance with applicable building and electrical codes.
- D. Air filled balloons, signs animated by forced air, and lighter than air signs.
- E. Signs not securely affixed to a supporting structure.
- F. Signs that are not official traffic signs that appear to or attempt to regulate, warn, or direct the movement of traffic, which interfere with or resemble any official traffic sign, signal, or device, and which may obstruct a motorist's vision.
- G. Signs for minor home occupations.
- H. Portable signs which are not removed daily after 10 PM.
- I. Signs located in, projecting into or overhanging within a public right-of-way or dedicated public easement, provided the following shall be permitted with the following requirements:
 - 1. Official traffic signs posted by a governmental agency;
 - 2. Public transit signs, including bus stop signs and routing signs, erected by a public transit company;
 - 3. Informational signs of a public utility regarding its poles, lines, pipes, or facilities;
 - 4. Projecting, marquee, and suspended signs projecting over a public right-of-way as permitted and regulated in the CB, NMU, OT and S Districts;
 - 5. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the right-of-way;
 - 6. Temporary signs, banners, or directional signs approved by the City Council. The City Council shall establish sign area standards and a time period for any temporary sign, banner or directional sign within the public right-of-way; and

7. Portable signs provided the setbacks established by the Zoning Administrator or Building Inspector are met as per **Section 40-701, C**.
- J. Truck or trailer mounted signs. No sign or other advertising structure shall be painted on or be attached to a motor vehicle used primarily for the display of such sign, including, but not limited to a billboard truck. This section shall not prohibit the identification of a business or its products or services on its vehicle(s) operated and parked in a manner appropriate to the normal course of business.

40-705 PERMITTED SIGNS

In addition to the above standards, the following signs are permitted in the various zoning districts as follows:

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
In all districts, Electronic Message Board signs are permitted for Educational Facilities providing it meets the requirements of section 40-701(G) and the following standards:	Electronic Message Board (when part of ground or pole sign)	1 per lot	Not to exceed maximum area per district, counts as part of total sign area of ground or pole sign	Per ground or pole height standard	½ of required front yard setback	Per 40-701 F and G
For uses other than one-family dwellings, two unit dwellings, and short term rental rentals in SFR, E, MDR, DR, NS districts, as well as those uses not restricted to key street segments in the OT, and S Districts:	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign	1 per frontage	15% of the total area of the wall to which it is attached, not to exceed 32 square feet	To roofline	N/A	Per 40-701 F
For all uses in the MFR and OS Districts	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Wall Sign	3, but no more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 48 square feet	To roofline	N/A	Per 40-701 F
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted along key street segments in the OT and S districts	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign	1 per frontage, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 45 square feet	To roofline	N/A	Per 40-701 F
	Portable Sign	1 per building entrance	6 square feet	4 feet	N/A	None
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the NMU district	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Wall Sign	3 but not more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 65 square feet, which	To roofline	N/A	Per 40-701 F
	Awning Sign	1 per awning	maximum area shall apply to wall or awning signs or combinations thereof.	N/A	N/A	Per 40-708
	Projecting Sign	1 per building entrance	12 square feet	20 feet or to the roofline, whichever is less	N/A	N/A
	Portable Sign	1 per building entrance	6 square feet	4 feet	N/A	None
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the CB District	Ground Sign (permitted only if required front yard is at least 15 feet in depth)	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign	3, but not more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 65 square feet, which maximum area	To roofline	N/A	Per 40-701,F

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Awning Sign	1 per awning	shall apply to wall or awning signs or combinations thereof.	N/A	N/A	Per 40-708
	Projecting Sign	1 per building entrance	12 square feet	20 feet or to the roofline, whichever is less	N/A	Per 40-701, F
	Portable Sign	1 per use per building entrance	6 square feet	4 feet	N/A	N/A
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the C District	Ground Sign* OR Pole Sign*	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 100 square feet	Ground: 6 feet Pole: 20 feet	½ of required front yard setback	All Types
	Wall Sign	3, but no more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 100 square feet, which	To roofline	N/A	All Types
	Awning Sign	1 per awning	maximum area shall apply to wall or awning signs or combinations thereof	N/A	N/A	Per 40-708

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Electronic Message Board (when part of ground or pole sign)	1 per pole or ground sign	Not to exceed 40 square feet, counts as part of total sign area of ground or pole sign	Per ground or pole height standard	½ of required front yard setback	Per 40-701 F
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
	* Two pole or two ground signs (or one each) may be permitted when a parcel of land contains at least four hundred (400) feet of continuous frontage on US-31, provided that signs are separated by a minimum of ½ the distance of the frontage.					
For uses permitted in the B District	Pole Sign	1 per frontage	32 square feet	20 feet	N/A	Per 40-701 F
	Wall Sign	3, but no more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 45 square feet	To roofline	N/A	Per 40-701 F
	Portable Sign	1 per building entrance	6 square feet	4 feet	N/A	None
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the CC District	Ground Sign (permitted only if required front yard is at least 15 feet in depth)	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701, F

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Wall Sign	3, but no more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 45 square feet	To roofline	N/A	Per 40-701, F
	Projecting Sign	1 per building entrance	12 square feet	20 feet or to the roofline, whichever is less	N/A	Per 40-701, F
	Portable Sign	1 per building entrance	6 square feet	4 feet	N/A	None
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the WF and WF-2 Districts	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 32 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign	3, but no more than 1 per wall, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 45 square feet, which	To roofline	N/A	Per 40-701, F
	Awning Sign	1 per awning	maximum area shall apply to wall or awning signs or combinations thereof.	N/A	N/A	Per 40-708

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
	Projecting Sign	1 per building entrance	12 square feet	20 feet or to the roofline, whichever is less	N/A	N/A
	Portable Sign	1 per use per building entrance	6 square feet	4 feet	N/A	None
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					
For uses permitted in the TI District	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 100 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign	1 per frontage, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 100 square feet, which maximum area shall apply to wall or awning signs or combinations thereof.	To roofline	N/A	
	Awning Sign	1 per awning		N/A	N/A	Per 40-708
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					

Zoning District	Type	Max. Number	Max. Area	Max. Height	Min. Setback	Illumination Type
For uses permitted in the I District	Ground Sign	1 per frontage	1 square foot for each foot of setback and 1 square foot for each foot of lot frontage, not to exceed 100 square feet	6 feet	½ of required front yard setback	Per 40-701 F
	Wall Sign OR	1 per frontage, subject to 40-702, A, 2	15% of the total area of the wall to which it is attached, not to exceed 100 square feet, which maximum area shall apply to wall or awning signs or combinations thereof.	To roofline	N/A	
	Awning Sign	1 per awning		N/A	N/A	Per 40-708
	Billboard	1 per 600 feet of linear frontage, and one per parcel	240 square feet	35 feet	Per zoning district	External, must be downward facing
	Window signs are permitted; however, minimum transparency standards shall be met in the applicable zoning district.					

40-706 SPECIAL PURPOSE SIGNS

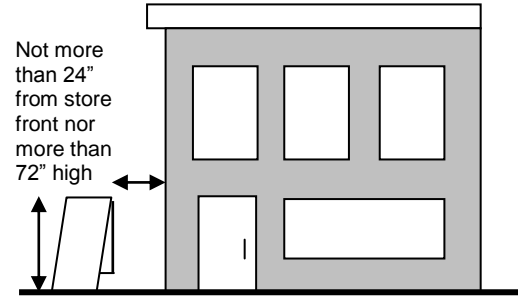
Upon submittal of a basic site plan, per **Section 40-115, Site Plan**, the Planning Commission may consider approval of a special purpose sign which does not exceed the permitted sign area in the underlying zoning district, but such sign type is not contemplated in this section. In making its determination, the Planning Commission may consider:

- A. The compatibility of the proposed sign in relationship to the type and location of signage on adjacent parcels;
- B. The conformance of the proposed sign to the general standards for all signs; and
- C. The durability of sign materials, and compatibility with the building for which the sign serves.

40-707 DESIGN STANDARDS FOR PORTABLE SIGNS

Portable signs shall meet the following performance standards:

- A. Portable signs shall be at least thirty-six (36) inches but not more than seventy-two (72) inches in height;
- B. Shall be located not more than twenty-four (24) inches from the storefront or entry for the use to which it serves;
- C. Shall not block pedestrian access; and
- D. Shall be constructed of durable materials and be clearly portable in terms of size, weight, and placements.



40-708 DESIGN STANDARDS FOR AWNINGS

Awning signs shall meet the following standards:

- A. In the CB, NMU, WF and WF-2 districts:
 1. Awnings shall be constructed of an opaque material only.
 2. Lighting shall be downward facing illuminating the area beneath the awning, downward facing illuminating the awning, or upward facing directed at the sign upon the awning.
- B. In all other districts where awnings are permitted, awnings may be constructed of opaque or translucent material; however, no light shall be emitted from the perimeter edges of the awning.

40-709 NON-CONFORMING LANDMARK SIGNS

The Planning Commission may find that an existing nonconforming sign has achieved a desirable landmark status such that the sign may be fully replaced in kind, the provisions of **Section 40-119.04 Nonconforming Structures** notwithstanding. One of the following criteria must be met to be considered a landmark sign:

- A. Sign must be exemplary technology, craftsmanship, or design of the period in which it was constructed.
- B. Sign is integrated into the architecture of a significant building or structure.
- C. Sign demonstrates extraordinary aesthetic quality, creativity, or innovation as determined by the Planning Commission.

40-710 SIGN PERMIT REQUIRED

A land use permit is required for all new signs or sign replacement as set forth in **Section 40-111.02 Land Use Permit**.