



36725 Division Road, P.O. Box 457, Richmond, MI 48062

Building and Planning Department

586-727-7571 ext. 228 • 586-727-2489 Fax

Sign Application

Freestanding or Monument Sign

Freestanding or Monument Sign

Section 13.02 General Standards.

The following general standards shall apply to signs in all zoning districts:

A. Standards of Measurement.

Dimensional standards and measurements for signs shall be subject to the following (see illustration):

1. **Sign area.** The surface area of a sign shall be measured and defined by the area of a rectangular or circular figure that encloses the extreme limits of individual letters, words, symbols or message of the sign together with any frame.
 - a. Where two (2) sign faces with identical sign areas are placed back to back within two (2) feet of one another, then the sign area shall equal the area of one (1) face.
 - b. Where two (2) sign faces with different sign areas are placed back to back within two (2) feet of one another, then the sign area shall equal the area of the larger face.
 - c. Where two (2) or more sign faces are placed more than two (2) feet from one another at any point, then the sign area shall equal the total area of all sign faces.
2. **Sign height.** The distance from the average level of the ground or pavement directly below the sign to the highest point of the sign structure, including any supportive or decorative elements (see illustration).
3. **Sign setback.** Setbacks shall be measured from the closest street right-of-way or front lot line to the nearest edge of the sign.
4. **Signable area.** The signable area of a building shall equal the area of the building's street level façade (see illustration).
 - a. **Multiple uses.** Where more than one business or use occupies space on the street level façade, the total signable area allowed for the building shall be divided among the businesses or uses in proportion to the size of each occupied space.
 - b. **Corner lots.** Where a building has two (2) or more street level facades (such as on a corner lot), the signable area shall equal the area of the largest street level façade.

B. Construction and Maintenance.

All signs shall be constructed or installed in compliance with the State Construction Code, and other applicable building, fire, and electrical codes enforced by the City; shall be maintained in good repair and working order; and shall present a neat and orderly appearance. Non-galvanized or corrosion-prone materials shall be painted as necessary to prevent corrosion.

All sign faces shall be smooth, and no nails, tacks or wires shall be permitted to protrude from any sign. This shall not exclude the use of block letters, decorative elements or other devices that may extend over the top or in front of the sign structure.

C. Placement Requirements.

1. No sign may extend above any parapet or be placed upon any roof surface. For purposes of this Article, roof surfaces constructed at an angle of 75 degrees or more from horizontal (such as mansard roofs) shall be regarded as wall space.
2. No sign attached to a building, other than a permitted awning or projecting sign, may project more than one (1) foot from the building wall.
3. Signs shall not be located within nor extend over any street right-of-way or corner clearance area, except where specifically authorized by this Article. This restriction shall include any future planned rights-of-way identified in the master transportation plans for the City, county or state road authorities.

D. Hazards and Obstructions.

Signs shall not be designed or maintained in a manner that would confuse or mislead motorists or pedestrians, create traffic or pedestrian hazards, obstruct free and clear vision or interfere with any traffic control device. No sign shall be erected or maintained so as to prevent ingress or egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe, fire escape or other means of ingress or egress.

All signs shall be located at least ten (10) feet from any utility pole, overhead wire, transformer or streetlight. The Building Official may waive this requirement upon determination that no good purpose would be served by the required setback.

E. Use.

Signs shall not impair the use of adjacent properties. All signs shall be accessory to the principal use of the lot where the sign is located, unless specifically permitted by this Article as a non-accessory sign. Any sign permitted by this Article may contain a non-commercial message. A changeable copy area shall be allowed as part of a permitted sign, provided that the changeable copy area shall not exceed fifty percent (50%) of the total sign area.

F. Illumination.

Internal and external sign illumination shall be permitted, subject to the standards of Article 14 (Exterior Lighting) and the following (see illustrations):

1. **External sign illumination.** External illumination of signs shall be permitted in any zoning district, provided that the light source(s) shall be fully-shielded, directed towards the sign face, and designed to concentrate all light on the sign copy area.
2. **Internal sign illumination.** Signs accessory to non-residential uses in any zoning district may be internally illuminated, provided that the sign faces are more than fifty percent (50%) covered by semi-opaque colors and materials with a color value and saturation of fifty percent (50%) or higher (see illustration). Internal illumination of signs accessory to residential uses shall be prohibited.

3. **Hours of illumination.** Illuminated signs shall be equipped with a functional timer control. Such signs shall not be illuminated after 11:00 p.m., or one-half (½) hour following the close of the business day, whichever is later.

Such signs shall not be illuminated before sunrise, or one-half (½) hour prior to the beginning of the business day, whichever is earlier.

4. **Other Limitations.** Sign illumination shall be further limited as follows:
 - a. Sign illumination shall be provided solely by electrical means or devices, and shall not be of a flashing, intermittent, moving or animated type.
 - b. Luminous tube lighting (neon, fluorescent or similar) shall not be directly visible from any street right-of-way or adjacent lot. Such lighting may be used as an indirect light source, or if shielded by translucent panels or similar methods.
 - c. Illumination of temporary signs shall be prohibited.

Section 13.06 Ground Signs.

The intent of this Section is to establish consistent and reasonable standards for the height, location and size of ground signs in the City, and to minimize the proliferation of excessive or out-of-scale ground signage that would compete for the attention of motorists, or create traffic hazards or visual blight within the City.

The following shall apply to all ground signs accessory to non-residential uses in any zoning district [signs associated with residential uses are subject to the standards of Section 13.04 (Signs Allowed with a Permit)]:

A. Ground Sign Standards.

MAXIMUM GROUND SIGN HEIGHT	MINIMUM SIGN SETBACK FROM BUILDINGS AND STREET RIGHTS-OF-WAY	MAXIMUM SIGN AREA PER SIGN FACE	MAXIMUM NUMBER OF GROUND SIGNS PER ZONING LOT
10 feet	equal to actual sign height	40 square feet	1

1. No person shall erect, alter or relocate a ground sign, including any changes in sign copy, without first obtaining appropriate permits from the City.
2. Ground signs shall be prohibited within corner clearance areas, as defined in Section 5.304 (Corner Clearance Areas).
3. A maximum of two (2) sign faces shall be permitted per ground sign.

B. Permitted Modifications.

The following modifications to the standards of this Section have been established to:

1. Preserve the neighborhood character and appearance of the City’s lower density residential districts (R-1, R-2, R-3, R-T, and R-4) through more restrictive signage standards for permitted non-residential uses in these districts.
2. Ensure that permitted signage is in reasonable proportion to the land use intensity, and address the specific signage needs of multi-tenant shopping centers, large land uses, and uses that abut roads with expansive rights-of-way.
3. Distinguish between more intensive business and industrial districts and the Office (O) and Local Business (B-1) Districts, which act as a transitional buffer zones for abutting residential districts.

Modifiers shall be cumulative down each column of the following table, as applied to a particular land use or zoning lot:

PERMITTED MODIFIERS	MAXIMUM SIGN HEIGHT	MINIMUM SIGN SETBACK	MAXIMUM SIGN AREA PER SIGN FACE	MAXIMUM NUMBER OF SIGNS
	10 feet	equal to actual sign height	40 square feet	1
Sign located in the R-1, R-2, R-3, R-T or R-4 District	- 2 feet	no change	- 12 square feet	no change
Sign located in the Office (OS-1) or Local Business (B-1) District	- 2 feet	no change	- 8 square feet	no change
Total lot frontage = > 500 feet or more of on one (1) street right-of-way, or > 700 feet or more on two (2) or more street rights-of-way.	no change	no change	+ 20 square feet	+ 1 additional sign
Sign abuts a street right-of-way width of 120 feet or more.	+ 2 feet	no change	+ 20 square feet	no change
Lot is occupied by three (3) or more separate non-residential uses (i.e. shopping center, office building, etc.)	no change	no change	+ 20 square feet	no change
TOTAL PERMITTED WITH MODIFIERS:	_____ feet	_____ feet	_____ square feet	_____ sign(s)

.....Cumulative Modifiers.....

FREESTANDING OR MONUMENT SIGN APPLICATION

	APPLICATION INFORMATION
Name	
Address	
Telephone/Fax	
Business name	
Business address	
Business Telephone/Fax	

	CONTRACTOR INFORMATION
Name of Sign Designer	
Address	
Telephone/Fax	
Name of Sign Installer/Contractor	
Address	
Telephone/Fax	
Contractor's License Number	

	PROPERTY/PROJECT INFORMATION
Location of Sign (Address)	
Proposed Installation Date	
Type of Sign	
Size of Sign	
General Colors of Sign	
Construction Materials	
Owner of subject property.	
Owner's Address	
Owner's Telephone	

Note: If the applicant does not own the property on which the sign is located, written consent of the owner must be provided.

APPLICANT CERTIFICATION	
<p>By signature(s) attached hereto, I (we) certify that the information provided within this application and accompanying documentation is, to the best of my (our) knowledge, true and accurate. Furthermore, I (we) hereby authorize the City to enter the property associated with this application for purposes of conducting necessary site inspections.</p> <p>Section 23a of the State Construction Code Act of 1972, PA 230 of 1972, MCL 125.1523A, prohibits a person from conspiring to circumvent licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Violations of section 23a are subject to civil fines.</p>	
By: _____ (Signature of applicant)	By: _____ (Signature of Contractor Builder)
Name: _____ (Type/print)	Name: _____ (Type/print)
Date: _____	Date: _____

CITY USE ONLY - PLEASE DO NOT WRITE IN THIS SECTION	
Planning Department	Building Department
Date application received:	Staff review date:
Staff review date:	Staff reviewer:
Staff Reviewer:	Date sign plans approved:
Date sign plans approved:	Description of Approved Sign:
Description of Approved Sign:	
Planning Commission approval required?	
Date of Planning Commission Meeting:	
Planning Commission Action:	