

## SECTION 15.4 SIGNS

### (A) Intent

The sign regulations of this Chapter are intended to protect and further the health, safety, and welfare of the residents of the City of Rockford; to maintain and improve the appearance of the City; to conserve community character; to prevent traffic hazards; to provide safer conditions for pedestrians; and to promote economic development by regulating the construction, alteration, repair, maintenance, size, location, and number of signs. It is further determined that to allow signs of excessive number and size in the City would unduly distract pedestrians and motorists, create a traffic hazard, and reduce the effectiveness of signs needed to direct the public. The regulations of this Chapter are intended to provide reasonable identification for businesses and other uses within the community.

### (B) Definitions:

- (1) Awning: A retractable or fixed shelter constructed of non-rigid materials on a supporting framework that projects from the exterior wall of a building.
- (2) Awning sign: A sign affixed flat against the surface of an awning.
- (3) Balloon sign: A sign composed of a non-porous bag of material filled with air.
- (4) Banner sign: A fabric, plastic, or other sign made of non-rigid material without an enclosing structural framework.
- (5) Billboard: Any structure, including the wall of any building, on which lettered, figured or pictorial matter is displayed for advertising a business, service, or entertainment which is not conducted on the land upon which the structure is located or products not primarily sold, manufactured, processed or fabricated on such land.
- (6) Business Center: Any two (2) or more businesses (other than within the C-2 district) which:
  - (a) Are located on a single parcel of property; or
  - (b) Are connected by common walls, partitions, canopies, or other structural members to form a continuous building or group of buildings; or
  - (c) Share a common parking area; or
  - (d) Otherwise present the appearance of a single, contiguous business area.
- (7) Business Center Sign: A freestanding sign identifying the name of a Business Center and/or one or more individual businesses within the center.
- (8) Changeable Message Sign: A portion of a sign on which copy may be changed, either manually or electronically, including a sign with a fixed or changing-display

message composed of a series of lights that may be changed though electronic means.

(9) Construction Sign: A temporary sign which identifies the owners, financiers, contractors, architects, and engineers of a project under construction.

(10) Digital Sign or Billboard: A changeable message sign comprised of, a computer or playback device connected to a sign face which utilizes digital, LCD, LED, plasma or similar technology or moving or rotating elements to display or change images on the sign face. Such signs can be controlled remotely and display electronic images that have the potential to change without the necessity of physically or mechanically removing and replacing the sign face or its components.

(11) Directional Sign: A sign which gives directions, instructions, or facility information for the use on the lot on which the sign is located, such as parking or exit and entrance signs.

(12) Feather Sign: A temporary freestanding sign, typically consisting of a single pole or shaft of plastic, metal or other rigid material, imbedded or otherwise fastened in the ground at the base, with a vertically elongated pennant made of fabric, vinyl or other flexible material in the shape of a feather, tear drop or similar configuration attached along the pole.

(13) Government Sign: A temporary or permanent sign erected by the City of Rockford Kent County, the State of Michigan, or federal government.

(14) Ground Sign: A sign, the bottom of which is no more than twenty-four (24) inches from the ground, which rests directly on the ground or is supported by short poles or a base, and is not attached to a building or wall.

(15) Marquee: A permanent structure constructed of rigid materials that projects from the exterior wall of a building.

(16) Marquee Sign: A sign affixed flat against the surface of a marquee.

(17) Memorial Sign: A non-illuminated sign, tablet, or plaque commemorating a person, event, structure, or site.

(18) Mural: A design or representation painted or drawn on a wall which does not advertise an establishment, product, service, or activity.

(19) Off-premise Sign: A sign which relates to, identifies or advertises an establishment, product, merchandise, good, service or entertainment which is not located, sold, offered, produced, manufactured or furnished at the property on which the sign is located (including, but not limited to billboards).

(20) Placard: A sign not exceeding two (2) square feet which provides notices of a public nature, such as “No Trespassing”, “No Hunting”, “Closed”, or “Open” signs.

- (21) Pole Sign: A sign, not attached to a building or wall, supported on poles or supports with a minimum ground clearance of eight (8) feet.
- (22) Political Sign: A temporary sign used in connection with an official local government, school district, county, state, or federal election or referendum.
- (23) Projecting Sign: A double-faced sign attached to a building or wall that extends more than twelve (12) inches but not more than forty-eight (48) inches from the face of the building or wall.
- (24) Real Estate Sign: A non-illuminated, temporary sign pertaining to the sale, rent, or lease of the property upon which the sign is located.
- (25) Residential Subdivision Sign: A permanent ground sign identifying a recognized platted subdivision, site condominium project, multi-family development, or other residential development, which has been approved by the City.
- (26) Roof Line: The top edge of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys, or other minor projections.
- (27) Roof Sign: A sign erected above the roof line of a building.
- (28) Sandwich Board: A freestanding temporary sign, consisting of two sign faces of equal size hinged at the top and placed on the ground to advertise a business, hours of operation, an event, a promotion, etc.
- (29) Sign: Any display, figure, painting, drawing, placard, poster or other device visible from the public way which is designed, intended or used to convey a message, advertise, inform or direct attention to a person, institution, organization, activity, place, object or product. It may be a structure or part thereof painted on or attached directly or indirectly to a structure.
- (30) Temporary Sign: A display, informational sign, banner or other advertising device with or without a structural frame and intended for a limited period of display, including seasonal produce sales, and decorative displays for holidays, or public demonstrations.
- (31) Wall Sign: A sign painted or attached directly to and parallel to the exterior wall of a building extending no greater than twelve (12) inches from the exterior face of the wall to which it is attached.
- (32) Window Sign: A sign installed inside a window and intended to be viewed from the outside.
- (33) Yard Sign: A temporary freestanding sign placed on private property within a street-facing yard for the purpose of notification of events, activities or expression.

- (a) Rigid Frame: A temporary yard sign, consisting of a frame or skeleton made of steel, wood or similar sturdy material placed into the ground, that resists bending or movement and is capable of withstanding wind turbulence while supporting a sign of permitted size.
- (b) Wire Frame: A temporary yard sign, typically consisting of a fairly pliable “H”-shaped metal frame, one end of which is typically inserted into a plastic sign and the other end is inserted into the ground.

(C) General Requirements

- (1) No sign shall be placed in, upon or over any public right-of-way, alley, or other public place, except for permitted highway and government signs and those signs permitted in the C-2 district which may project from a building wall over a public way.
- (2) No light pole, utility pole, or other supporting member shall be used for the placement of any sign unless specifically designed and approved for such use.
- (3) No sign shall be erected in any place where it may, by reason of its position, shape, color, or other characteristic, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device, or constitute a nuisance per se.
- (4) No commercial vehicle, which in the opinion of the Zoning Administrator has the intended function of acting as a sign, shall be parked in any area abutting the street, unless no other parking area is available.
- (5) No sign shall contain any moving or animated parts, nor have the appearance of having any moving or animated parts.
- (6) Permanent ground, pole, and wall signs may contain changeable message signs in accordance with the applicable regulations.
- (7) No wall sign shall extend beyond the edge of the wall to which it is affixed, and no wall sign shall extend above the roof line of a building.
- (8) All permanent signs shall pertain only to the business or activity conducted on the premises, with the exception of billboards.
- (9) Yard signs are permitted within any District, subject to the following regulations:

<b>ALLOWED YARD SIGNS</b>		
	<b>Residential Uses</b>	<b>Non-Residential Uses</b>
<b>Rigid Frame Signs</b>		
Number	One (1) per street frontage	One (1) per street frontage
Max. Size	Eight (8) sq. ft.	32 sq. ft.
Location	10 ft. from all property lines	15 ft. from all property lines
Max. Height	Five (5) ft.	Eight (8) ft.
Other	No illumination	No illumination

	Sign must be removed within 48 hours of the event or activity to which it refers	Sign must be removed within 48 hours of the event or activity to which it refers
<b>Wire Frame Signs</b>		
Number	One (1) per street frontage	One (1) per street frontage
Max. Size	Six (6) sq. ft.	Six (6) sq. ft.
Location	10 ft. from all property lines	10 ft. from all property lines
Max. Height	<del>Three (3)</del> Four (4) ft.	<del>Three (3)</del> Four (4) ft.
Other	No illumination Sign must be removed within 48 hours of the event or activity to which it refers a	No illumination Sign must be removed within 48 hours of the event or activity to which it refers a
<b>Political Signs</b>		
Number	1 per candidate or issue per street frontage	1 per candidate or issue per street frontage
Max. Size	<del>One (1) per frontage up to 32 sq. ft.; all others s</del> Six (6) sq. ft.	<del>One (1) per frontage up to 32 sq. ft.; all others s</del> Six (6) sq. ft.
Location	10 ft. from all property lines	10 ft. from all property lines
Max. Height	<del>Three (3)</del> Four (4) ft.; <del>provided the larger sign may be five (5) ft.</del>	<del>Three (3)</del> Four (4) ft.; <del>provided the larger sign may be five (5) ft.</del>
Other	a. Permission must be obtained from property owner <del>a.b.</del> <u>Signs may be erected within 60 days of the election to which they relate and shall be removed within 10 days following the election</u>	a. Permission must be obtained from property owner <del>a.b.</del> <u>Signs may be erected within 60 days of the election to which they relate and shall be removed within 10 days following the election</u>

(12) Directional signs are intended to minimize driver confusion and direct traffic entering and exiting non-residential properties. Therefore, they are permitted in addition to other allowed signs to convey simple directions without adding to the clutter along the street. To this end, they are permitted in any zoning district subject to the following restrictions:

(a) Such sign shall not exceed two (2) square feet in area or three (3) feet in height, and shall be set back at least five (5) feet from any lot line and edge of any driving lane.

(b) The directional sign may contain a graphic arrow and directions such as “enter”, “exit”, “one-way” or “do not enter”. A commercial logo or trademark, not exceeding one-third of the sign size, may also be included but not a

business name or commercial message.

(13) ~~Freestanding Pole~~ signs shall have a clear space of at least eight (8) feet between the grade and the bottom of the sign to permit an unobstructed view for motorists and pedestrians.

(14) Temporary signs, in addition to yard signs, are permitted in any district subject to the following restrictions:

(a) A temporary sign shall only be displayed upon receipt of a permit issued by the Zoning Administrator, unless otherwise exempted.

(b) No temporary sign shall be displayed on any one (1) lot or parcel for more than thirty (30) consecutive days for any one (1) permit period and no more than two (2) permits shall be issued for any lot or parcel during any calendar year.

(c) Upon expiration of the permit, the sign shall be removed by the permit holder.

(d) No temporary sign shall exceed thirty-two (32) square feet.

(e) Only one (1) temporary sign shall be permitted on a lot or parcel.

(f) No temporary sign shall be closer than five (5) feet from any property line fronting on a public street.

(g) All temporary signs shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area.

(15) All lighted signs shall be inspected by the Zoning Administrator for proper and adequate electrical connections. If deemed necessary by the Zoning Administrator, an electrical code permit will be required.

(D) Exempt Signs: The following signs shall not require a permit, but shall be subject to all other applicable general requirements of this chapter:

(1) Government signs.

(2) Placards.

(3) Temporary sale signs of four (4) square feet in size or less.

(4) Window signs, provided the total area of all signs within one (1) foot of the window shall not obscure more than fifty (50) percent of the window area.

(5) Yard signs.

(6) Historical markers.

- (7) Memorial signs or tablets.
- (8) Murals.
- (9) Signs not visible from any street.
- (10) Signs for essential services.
- (11) Signs with address, owner, or occupant name, of up to one (1) square foot in area attached to a mailbox, light fixture or exterior wall.
- (12) Flags or insignia of any nation, state, local government, community organization, or educational institution.

(E) Prohibited Signs: All signs not specifically allowed under this Section (unless exempted from regulation herein) are prohibited in the City of Rockford. Further, the following types of signs are expressly prohibited:

- (1) Balloons, balloon signs, strings of light bulbs, pennants, streamers, banners, or flags, except for those flags of a non-commercial nature not used for the purpose of commercial advertisement and specifically exempted.
- (2) Any sign, including window signs, which have flashing, moving, or oscillating lights: provided, electronic changeable message signs meeting the requirements of this section are permitted.
- (3) Roof signs.
- (4) Off-premises signs (except for yard signs and billboards).

(F) Measurement

- (1) The area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of writing, representation, emblem, logo, or any other figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign.
- (2) The area of a freestanding, ground, or projecting sign that has two (2) or more faces shall be measured by including the area of all sign faces, except if two (2) such faces are placed back-to-back, are of equal size, and are no more than two (2) feet apart at any point, the area of the two (2) back-to-back faces shall be counted as one face. If the two (2) back-to-back faces are of unequal size, the larger of the two (2) sign faces shall be counted as the one (1) face.

(3) The height of a sign shall be measured as the vertical distance from the highest point of the sign to the finished grade of the ground immediately beneath the sign, excluding any artificially constructed earthen berms.

(4) For buildings with multiple tenants, the sign areas for wall signs, projecting signs and awning signs shall be determined by taking that portion of the front wall of the building applicable to each tenant and computing sign requirements for that portion of the total wall.

(G) Illumination

(1) Unless otherwise provided, signs, may be illuminated. If externally illuminated, the source of the light shall be enclosed and directed to prevent light from shining directly onto traffic or neighboring property.

(2) No sign shall employ any flashing, moving, oscillating, blinking, or variable intensity light.

(H) Maintenance

(1) Signs shall be maintained free of peeling paint or paper, fading, staining, rust, or other condition which impairs legibility or intelligibility.

(2) Sign supports, braces, guys and anchors shall be maintained in such a manner as not to cause a hazard.

(I) Signs Permitted by District: The following signs are permitted in combination (unless otherwise noted) in each district, subject to the requirements described in the tables and all other applicable regulations of this Chapter.

<b>R-1, R-2, R-3, R-4 &amp; Residential PUD Districts</b>	
<b>RESIDENTIAL SUBDIVISION SIGNS</b>	
Number	One (1) per entrance road to the development, not exceeding two (2) such signs per development.
Size	No greater than twenty-four (24) square feet.
Location	Minimum ten (10) feet from the street right-of-way line.
Height	Not more than four (4) feet above grade.
<b>GROUND SIGNS</b>	
Number	One (1) per lot or parcel.
Size	No greater than thirty-two (32) square feet.

Location	Minimum fifteen (15) feet from the street right-of-way line.
Height	Not more than six (6) feet above grade.
<b>WALL SIGNS FOR HOME OCCUPATIONS</b>	
Number	One (1) per lot or parcel.
Size	No greater than two (2) square feet.
Location	Mounted flat against the wall and non-illuminated.
<b>WALL SIGNS FOR NON-RESIDENTIAL USES</b>	
Number	One (1) per street frontage.
Size	For public and quasi-public facilities (such as schools, churches, and similar institutional uses) no sign shall be greater than five (5) percent of the wall area to which it is affixed, not to exceed fifty (50) square feet. For private offices no such sign shall be greater than six (6) square feet.
Location	Mounted flat against the wall facing the street.
<b>ELECTRONIC CHANGEABLE MESSAGE SIGNS</b>	
Number	<del>One per lot or parcel, integrated within a permitted wall, pole or ground sign</del>
Size	<del>Maximum size no greater than 50 percent of the area of the sign on which it is integrated and shall be counted as part of the total permitted sign area of that sign.</del>
Location	<del>Shall only be integrated into a permitted ground, pole or wall sign. However, no electronic changeable message sign shall be located within 100 feet of a dwelling adjacent or across the street.</del>
Other	<del>a. Message changes, except for time and temperature, may occur no more frequently than once per minute. The method of change between messages shall be instantaneous. Roll, splice, unveil, venetian, zoom, fade, exploding, scroll and other methods of transition between messages shall not be permitted. a. The electronic display background color tones, lettering, logos, pictures, illustrations, symbols, and any other electronic graphic or video display shall not blink, flash, rotate, scroll, change in illumination intensity, or otherwise change in outward appearance, except when the message or display is changed to another message or display. In no case shall white be used as the background color on any part of the electronic display portion of the sign.</del>

- ~~e. To reduce the potential negative effects of light and glare on nearby residential properties, the background of the electronic display portion of any sign located within two hundred (200) feet of a dwelling unit shall be a dark color and all lettering, graphics and symbols shall be a muted color approved as part of the sign permit. White shall not be permitted.~~
- ~~d. All electronic changeable message signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.~~
- ~~e. The electronic changeable message sign must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level in relation to changes in the outdoor light levels.~~
- ~~p. The electronic changeable message sign shall not be illuminated between the hours of 11:00 PM and 6:00 AM or during the regular business hours of the establishment, whichever is greater.~~

**C-2, Central Business District**

**WALL SIGN**

Number	One (1) per business; provided that any business which has frontage on more than one (1) street shall be permitted to have one (1) wall sign per street frontage, subject to the following size restrictions.
Size	No greater than fifteen (15) percent of the ground floor wall area to which it is affixed on the front and no greater than ten (10) percent of the ground floor wall area on any side or rear face which abuts a street, not to exceed thirty (30) square feet per sign. Where two or more businesses occupy a single building, the ground floor wall area shall be limited to that portion of the building occupied by the respective business.
Location	Mounted flat against the wall facing the street.

**SECONDARY SIGNAGE**

Number	Where any wall of a business abuts the White Pine Trail or a public parking lot, not more than one (1) secondary wall sign may be permitted per business.
Location/ Illumination	The signage shall be mounted flat against the wall facing the White Pine Trail or public parking lot, and shall not be illuminated.
Size/ Location	Signage shall be no greater than ten (10) feet along the White Pine Trail or public parking lot and signage shall not be more than ten (10) feet to the top of the sign.

**GROUND SIGN**

Number	One (1) per lot or parcel.
Size	No greater than <del>forty-eight</del> twenty-four (24) square feet.
Location	Minimum <del>ten-four</del> (40) feet from the street right-of-way line.
Height	Not more than four (4) feet above grade.

Illumination	Shall not be illuminated if property is adjacent to Residential District.
<b>SANDWICH BOARDS</b>	
Number	One (1) per tenant space
Max. Size	<del>Eight (8)</del> <u>Six (6)</u> sq. ft. and no more than two (2) feet wide
Location	The nearest edge of the sign shall be located no more than 12 inches from the face of the building; provided, in no case shall the furthest edge of the sign be located closer than four (4) feet to the street curb <u>or any street fixtures such as benches, trash receptacles, decorative flower pots or tree grates.</u> The sign shall be placed within four (4) feet of the entrance to the tenant space but shall not interfere with pedestrian ingress or egress, as specified in the Building Code.
Max. Height	<del>Four (4)</del> <u>Three (3)</u> ft., measured from the ground to the top of the sign structure
Other	<ul style="list-style-type: none"> <li>a. The sign shall not be illuminated.</li> <li>b. It may only be displayed during the business hours of the use to which it relates and shall be stored inside the building during non-business hours.</li> <li>c. The sign shall be weighted or removed to prevent its movement in high winds.</li> <li>d. The sign shall be constructed of materials that present a finished appearance. Rough-cut plywood is not acceptable. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited.</li> <li>e. Within the specified maximum dimensions, creative shapes that reflect the theme of the business are encouraged (i.e., ice cream shops may display a sign in the shape of an ice cream cone).</li> </ul>
<b>PROJECTING SIGN, AWNING SIGN, OR MARQUEE SIGN</b>	
Number	One (1) per street frontage.
Size	No greater than ten (10) square feet.
Location	Projecting out from the building wall not more than four (4) feet and having a clearance of at least eight (8) feet between the sidewalk and the bottom of the sign.
<b>C-1, C-3, C-4 &amp; Commercial PUD Districts</b>	
<b>GROUND SIGN OR <u>FREESTANDING POLE SIGN</u></b>	
Number	One (1) per street frontage but not more than two (2) signs, provided that lots with two street frontages shall have a minimum width at each right-of-way line of at least fifty (50) feet in order to have a second sign. No <del>freestanding-ground or pole</del> sign shall be permitted for individual businesses within any business center.
Size	No greater than forty-eight (48) square feet for ground signs or sixty (60) square feet for <del>freestanding-pole</del> signs; provided that in the C-3 District the area of a <del>freestanding-pole</del> sign may be increased to eighty (80) sq.ft.
Location	Minimum ten (10) feet from the street right-of-way line.

Height	Not more than four (4) feet above grade for ground signs or twenty-five (25) feet for <u>freestanding-pole</u> signs.
<b>WALL SIGN</b>	
Number	One (1) per business; provided that any business which has frontage on more than one (1) street shall be permitted to have one (1) wall sign per street frontage, subject to the following size restrictions.
Size	No greater than ten (10) percent of the wall area to which it is affixed and which is occupied by the respective business, not to exceed one hundred (100) square feet .
Location	Mounted flat against wall facing the street.
<b>ELECTRONIC CHANGEABLE MESSAGE SIGNS</b>	
Number	One per lot or parcel, integrated within a permitted wall, pole or ground sign
Size	Maximum size no greater than 50 percent of the area of the sign on which it is integrated and shall be counted as part of the total permitted sign area of that sign.
Location	Shall only be integrated into a permitted ground, pole or wall sign. However, no electronic changeable message sign shall be located within 100 feet of a dwelling adjacent or across the street.
Other	<ul style="list-style-type: none"> <li>a. Message changes, except for time and temperature, may occur no more frequently than once per minute. The method of change between messages shall be instantaneous. Roll, splice, unveil, venetian, zoom, fade, exploding, scroll and other methods of transition between messages shall not be permitted.</li> <li>b. The electronic display background color tones, lettering, logos, pictures, illustrations, symbols, and any other electronic graphic or video display shall not blink, flash, rotate, scroll, change in illumination intensity, or otherwise change in outward appearance, except when the message or display is changed to another message or display. In no case shall white be used as the background color on any part of the electronic display portion of the sign.</li> <li>c. To reduce the potential negative effects of light and glare on nearby residential properties, the background of the electronic display portion of any sign located within two hundred (200) feet of a dwelling unit shall be a dark color and all lettering, graphics and symbols shall be a muted color approved as part of the sign permit. White shall not be permitted.</li> <li>d. All electronic changeable message signs must be equipped with a default mechanism that will stop the messaging or freeze the image in one position when a malfunction in electronic programming occurs.</li> <li>e. The electronic changeable message sign must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level in relation to changes in the outdoor light levels.</li> <li>f. The electronic changeable message sign shall not be illuminated between the hours of 11:00 PM and 6:00 AM or <u>during-outside</u> the regular business hours of the establishment, whichever is greater.</li> </ul>
<b>BUSINESS CENTER SIGN</b>	

Number	One (1) per street frontage but not more than two (2) signs, provided that lots with two street frontages shall have a minimum width at each right-of-way line of at least fifty (50) feet in order to have a second sign. No <del>freestanding ground or pole</del> signs shall be permitted for individual businesses within any business center.
Size	No greater than eighty (80) square feet.
Location	Minimum ten (10) feet from the street right-of-way line.
Height	Not more than twenty-five (25) feet.

**BILLBOARD (within the C-4 District only, as a Special Exception Use)**

Number	One (1) per lot or parcel.
Size	No greater than two hundred fifty (250) square feet.
Location	Shall be located on property with frontage on Wolverine Blvd. or Northland Drive (north of Main St.), set back a minimum of one hundred (100) feet from the road right-of-way line, no closer than fifty (50) feet to any other property line, and no closer than one thousand (1,000) feet to any other billboard on the same or opposite side of the street.
Height	Not more than thirty (30) feet.
Lighting	None permitted.

**I-1 & Industrial PUD Districts**

**GROUND SIGN (no pole signs are permitted)**

Number	One (1) per lot or parcel.
Size	No greater than forty-eight (48) square feet.
Location	Minimum ten (10) feet from the street right-of-way line.
Height	Not more than four (4) feet above grade.

**WALL SIGN**

Number	One (1) per street frontage.
Size	No greater than five (5) percent of the wall area to which the sign is affixed, not to exceed one hundred (100) square feet.
Location	Mounted flat on wall facing street.

**BILLBOARD (if approved as a Special Exception Use)**

Number	One (1) per lot or parcel.
Size	No greater than two hundred (200) square feet.
Location	Shall be located on property with frontage on Wolverine Blvd. or Northland Drive (north of Main St.), set back a minimum of one hundred (100) feet from the road right-of-way line, and no closer than fifty (50) feet to any other property line.
Height	No more than thirty (30) feet.

Lighting	None permitted.
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(J) Nonconforming Signs

(1) Every permanent sign which was erected legally and which lawfully exists at the time of the enactment of this Chapter, but which does not conform to the height, size, area, or location requirements of this Chapter as of the date of the adoption of these regulations, is hereby deemed to be nonconforming. This status shall not be granted to any temporary sign, banner, placard, or other non-permanent sign.

(2) Nonconforming signs may not be altered, expanded, enlarged, or extended; however, nonconforming signs may be maintained and repaired so as to continue the useful life of the sign.

(3) For the purposes of this Chapter, a nonconforming sign may be diminished in size or dimension without jeopardizing the privilege of nonconforming use. The copy of the sign may not be amended or changed, unless specifically designed to be changed periodically as in Reader Board, without bringing such sign into compliance with the requirements of this chapter.

(4) Any nonconforming sign destroyed by fire or other casualty loss shall not be restored or rebuilt if reconstruction will constitute more than fifty (50) percent of the value of the sign on the date of loss.

(5) Any sign which for a period of one (1) year or more no longer advertises a bona fide business conducted or product sold shall be removed by the owner of the building, structure, or property upon which such sign is located, within thirty (30) days of receipt of written notice by the Zoning Administrator.

(7) A sign accessory to a nonconforming use may be erected in the City in accordance with the sign regulations for the District in which the property is located.

(K) Sign Permits

No person shall erect, alter, place or permit to be placed, or replace any sign without first obtaining a building permit, unless such sign is specifically exempted as provided in this Chapter.