

**CITY OF ROCKFORD
KENT COUNTY, MICHIGAN**

Councilmember _____, supported by Councilmember _____,
moved the adoption of the following ordinance:

ORDINANCE NO. 20-2

**AN ORDINANCE TO AMEND SECTION 15.4, "SIGNS," OF
CHAPTER 15, "SITE DEVELOPMENT REQUIREMENTS,"
OF APPENDIX A, "ZONING ORDINANCE," OF THE
CODE OF ORDINANCES OF THE CITY OF ROCKFORD**

THE CITY OF ROCKFORD ORDAINS:

Section 1. Amendment to Section 15.4 of Chapter 15. Section 15.4, "Signs," of Chapter 15, "Site Development Requirements," of Appendix A, "Zoning Ordinance," of the Code of Ordinances of the City of Rockford is amended in its entirety to read as follows:

Sec. 15.4. – Signs.

(A) *Purpose and findings.*

(1) *Purpose.* The purpose of this section is to coordinate the type, placement and physical dimensions of signs within the various zoning districts, to recognize the communication requirements of all sectors of the community, to promote both renovation and proper maintenance of signs, and to guarantee equal treatment under the law. In all respects, it is the intent of this section to comply with Reed v. Town of Gilbert, 135 S. Ct. 2218 (2015). The general objectives of these standards are to promote the health, safety, welfare, convenience, and enjoyment of the public, and in part, to achieve the following:

- (a) Safety. To promote the safety of persons and property by providing that signs:
 - (i) do not create hazards due to collapse, fire, decay, collision or abandonment;
 - (ii) do not obstruct fire-fighting or security surveillance; and
 - (iii) do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles or other vehicles, or to read traffic signs.
- (b) Communications efficiency. To promote the efficient transfer of information in sign messages by providing that:
 - (i) businesses and services may identify themselves;

- (ii) customers and other persons may effectively locate a business or service;
 - (iii) no person or group is arbitrarily denied the use of the sight lines from the public streets for communication purposes; and
 - (iv) persons exposed to signs are not overwhelmed by the number or size of messages presented and are able to exercise freedom of choice to observe or ignore messages.
- (c) Landscape quality and preservation. To protect the public welfare and enhance the appearance and economic value of the landscape by providing that signs:
- (i) do not interfere with scenic views;
 - (ii) do not create a nuisance to persons using the public streets;
 - (iii) do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement;
 - (iv) are not detrimental to land or property values; and
 - (v) contribute to the special residential character of particular areas or districts within the city, helping the observer to understand the city and orient oneself within it.
- (2) *Message substitution.* Notwithstanding any other provision of this section, noncommercial copy may be substituted for commercial copy or other noncommercial copy on any sign that is permissible under this section.
- (3) *Findings.* The city finds that:
- (a) Content neutrality, viewpoint neutrality and fundamental fairness in regulation and review are essential to ensuring an appropriate balance between the important, substantial, and compelling interests set out in this section and the constitutionally protected right to free expression.
 - (b) The provisions in this section are unrelated to the suppression of constitutionally protected free expression, do not relate to the content of protected messages that may be displayed on signs, and do not relate to particular viewpoints.
 - (c) The incidental restriction on the freedom of speech that may result from the regulation of signs pursuant to this section is narrowly tailored, the least restrictive means and no greater than is essential to the furtherance of the important, substantial and compelling public purposes that are set out in this section.
 - (d) The regulation of the location, number, materials, height, size,

form and duration of display of temporary signs is essential to prevent sign clutter.

- (e) Temporary signs may be degraded, damaged, moved or destroyed by wind, rain, flooding and sun, and after such degradation, damage, movement or destruction, such signs harm the safety and aesthetics of the public on the city's streets or sidewalks if they are not removed.

(B) *Definitions.*

Awning means a retractable or fixed shelter constructed of non-rigid materials on a supporting framework that projects from the exterior wall of a building.

Awning sign means a sign affixed flat against the surface of an awning.

Balloon sign means a sign composed of a non-porous bag of material filled with air.

Banner sign means a fabric, plastic or other sign made of non-rigid material without an enclosing structural framework.

Billboard means any structure, including the wall of any building, on which lettered, figured or pictorial matter is displayed for 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.

Business Center means any two (2) or more businesses which:

- (1) are located on a single parcel of property;
- (2) are connected by common walls, partitions, canopies or other structural members to form a continuous building or group of buildings;
- (3) share a common parking area; or
- (4) otherwise present the appearance of a single, contiguous business area.

Business center sign means a freestanding sign typically identifying the name of a business center and/or one or more individual businesses within the center.

Changeable message sign means 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 through electronic means.

Digital sign or billboard means 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.

Directional Sign means a sign which gives traffic or wayfinding directions, instructions, or facility information for the use on the lot on which the sign is located.

Feather sign means 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, teardrop or similar configuration attached along the pole.

Government sign means a temporary or permanent sign erected by the city or other governmental entity.

Ground sign means 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.

Historical marker means a sign, marker, or tablet located on a building or site that has been designated as a historic landmark by city, state or federal agencies.

Marquee means a permanent structure constructed of rigid materials that projects from the exterior wall of a building.

Marquee sign means a sign affixed flat against the surface of a marquee.

Mural means a design or *representation* painted or drawn on a wall which does not identify an establishment, product, service, or activity.

Off-premise sign means a sign which relates to, identifies with 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.

Placard means a sign not exceeding two (2) square feet which provides notices of a public nature.

Pole sign means a sign, not attached to a building or wall, supported on poles or supports with a minimum ground clearance of eight (8) feet.

Projecting sign means a double-faced sign attached to a building or wall that extends at least twelve (12) inches but not more than forty-eight (48) inches from the face of the building or wall.

Residential subdivision sign means a permanent ground sign approved by the city located at the entrance to a recorded platted subdivision, site condominium project, multi-family development or other residential development on common open space or property owned by an association, developer, or similar entity responsible for the maintenance and care of the development.

Roofline means the top edge of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys or other minor projections.

Roof sign means a sign projecting above the roofline of a building.

Sandwich board means a freestanding temporary sign consisting of two (2) sign faces of equal size hinged at the top and placed on the ground.

Sign means 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.

Temporary sign means a sign, with or without a structural frame, intended for a limited period of display.

Wall sign means 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.

Window sign means a sign installed inside a window and intended to be viewed from the outside.

Yard sign means a freestanding sign placed on private property within a yard visible from a street.

- (1) *Rigid frame yard sign* means a 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.
- (2) *Wire frame yard sign* means 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 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 by the zoning administrator 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 or other public right-of-way, unless no other parking area is available.
- (5) No sign shall contain any moving or animated parts or 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 city requirements.
- (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 property, with the exception of billboards.

- (9) Yards signs are permitted within any zoning district, subject to the following requirements:

YARD SIGN SPECIFICATIONS		
Rigid Frame Yard Signs		
	Residential Uses	Non-Residential Uses
Maximum size	eight (8) square feet	thirty-two (32) square feet
Location	three (3) feet from all property lines	ten (10) feet from all property lines
Maximum height	five (5) feet	eight (8) feet
Other	<ul style="list-style-type: none"> no illumination permission must be obtained from the property owner the sign shall be subject to all applicable provisions of this section 	<ul style="list-style-type: none"> no illumination permission must be obtained from the property owner the sign shall be subject to all applicable provisions of this section
Wire Frame Yard Signs		
	Residential Uses	Non-Residential Uses
Maximum size	six (6) square feet	six (6) square feet
Location	three (3) feet from all property lines	ten (10) feet from all property lines
Maximum height	four (4) feet	four (4) feet
Other	<ul style="list-style-type: none"> no illumination permission must be obtained from the property owner the sign shall be subject to all applicable provisions of this section 	<ul style="list-style-type: none"> no illumination permission must be obtained from the property owner the sign shall be subject to all applicable provisions of this section
PERMITTED YARD SIGNS		
Number	two (2) per lot or parcel plus, additionally, one wire frame yard sign for each fifteen (15) feet of street frontage	two (2) per lot or parcel plus, additionally, one wire frame yard sign for each fifteen (15) feet of street frontage
Type	rigid frame or wire frame	rigid frame or wire frame
Duration	no time limit on two (2) per lot or parcel and any additional wire frame yard signs (permitted for each fifteen (15) foot of street frontage) shall have a time limit beginning sixty (60) days before a local, state or national election day and ending five (5) days after such election day	no time limit on two (2) per lot or parcel and any additional wire frame yard signs (permitted for each fifteen (15) foot of street frontage) shall have a time limit beginning sixty (60) days before a local, state or national election day and ending five (5) days after such election day
Location	three (3) feet from all property lines	ten (10) feet from all property lines

- (10) Directional signs are intended to minimize driver confusion and direct traffic entering and exiting non-residential properties and protect the safety of pedestrians, drivers, and passengers by preventing hazard. Therefore, they are permitted in addition to other allowed signs to convey simple directions. 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 and 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.
- (11) 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.
 - (12) Temporary signs, in addition to yard signs, are permitted in any district subject to the following restrictions:
 - (a) Such temporary sign shall only be displayed upon receipt of a permit issued by the zoning administrator unless otherwise exempted by this section.
 - (b) No such 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 such temporary sign shall be removed by the permit holder.
 - (d) No such temporary sign shall exceed thirty-two (32) square feet.
 - (e) Only one (1) such temporary sign shall be permitted on a lot or parcel.
 - (f) No such temporary sign shall be closer than five (5) feet from any property line fronting on a street or other public right-of-way.
 - (g) All such temporary signs shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area.
 - (13) 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 section:

- (1) Government sign.
- (2) Placard.
- (3) Window sign, 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.

- (4) Yard sign.
- (5) Historical marker.
- (6) Mural.
- (7) Sign not visible from any street.
- (8) Sign for essential services.
- (9) Sign with address, owner, or occupant name, of up to one (1) square foot in area attached to a mailbox, light fixture or exterior wall.
- (10) Flag or insignia of any nation, state, local government, community organization, or educational institution.

(E) *Prohibited signs.*

All signs not specifically permitted under this section (unless exempted pursuant to (D) above) are prohibited, including, but not limited to, the following prohibited signs:

- (1) Balloon, balloon sign, string of light bulbs, pennant, streamer, banner or flag, except flag of a nation, state, local government, community organization or educational institutional.
- (2) Any sign, including window sign, which has flashing, moving, or oscillating lights, provided, an electronic changeable message sign meeting the requirements of this section are permitted.
- (3) Roof sign.
- (4) Off-premises sign (except a billboard and other expressly permitted by this section).

(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 pole, 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 in this section, 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 zoning district.*

The following signs are permitted (unless otherwise indicated) in each indicated zoning district, subject to the requirements described in the tables, issuance of a sign permit, and all other applicable requirements of this section.

R-1, R-2, R-3, R-4 & Residential PUD Districts	
Residential Subdivision Sign	
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
Ground Sign for Non-Residential Usage	
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

Wall Sign for Home Occupation	
Number	one (1) per lot or parcel
Size	no greater than two (2) square feet
Location	mounted flat against the wall and non-illuminated
Wall Sign for Non-Residential Uses	
Number	one (1) per street frontage of property
Size	for public and quasi-public facilities (such as schools, churches, and similar institutional uses) no sign shall be greater than five percent (5%) 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
C-2 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 size restrictions
Size	no greater than fifteen percent (15%) of the ground floor wall area to which it is affixed on the front and no greater than ten percent (10%) 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 and where two (2) 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 Wall Sign	
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) square feet along the White Pine Trail or public parking lot and to the top of the sign shall not be higher than ten (10) feet above grade
Ground Sign	
Number	one (1) per lot or parcel
Size	no greater than twenty-four (24) square feet

Location	minimum of four (4) feet from the street right-of-way line
Height	not more than four (4) feet above grade
Illumination	shall not be illuminated if located on property that is adjacent to a residential zoning district
Sandwich Board	
Number	one (1) per business space
Size	six (6) square feet and no more than two (2) feet wide
Location	the nearest edge of the sign shall be located no more than twelve (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 from the street curb or any street fixtures such as benches, trash receptacles, decorative flower pots or tree grates and the sign shall be placed within four (4) feet of the entrance to the business space but shall not interfere with pedestrian ingress or egress
Height	three (3) feet, measured from grade to the top of the sign structure
Other	<ul style="list-style-type: none"> • the sign shall not be illuminated • the sign 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 • the sign shall be weighted or removed to prevent its movement in high winds • 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) • 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) • no device, object or material such as, but not limited to, lights, balloons, streamers, or flags, shall be attached to the sign
Projecting Sign, Awning Sign or Marquee Sign	
Number	one (1) per street frontage of property
Size	not 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

C-1, C-3, C-4 and Commercial PUD Districts	
Ground Sign or Pole Sign	
Number	one (1) per street frontage but not more than two (2) signs, provided that lots with two (2) 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 and no ground or pole 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 pole signs, provided, that in the C-3 District the area of a pole sign may be increased to eighty (80) square feet
Location	minimum of 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 above grade for pole signs
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
Size	no greater than ten percent (10%) of the wall area to which it is affixed and which is occupied by the business, not to exceed one hundred (100) square feet
Location	mounted flat against wall facing the street

Changeable Message Sign - Electronic	
Number	one per lot or parcel integrated within a permitted wall, pole or ground sign
Size	maximum size no greater than fifty percent (50%) 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 one hundred (100) feet of a residential dwelling adjacent or across the street from a residential dwelling
Other	<ul style="list-style-type: none"> • message changes, except for time and temperature, may occur no more frequently than once per minute and 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 • 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 • to reduce the potential negative effects of light and glare on nearby residential dwellings, 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 • 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 • 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 • the electronic changeable message sign shall not be illuminated between the hours of 11:00 PM and 6:00 AM
Business Center Sign	
Number	one (1) per street frontage of property but not more than two (2) signs, provided that lots with two (2) 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 and no ground or pole 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 Boulevard or Northland Drive, north of Main Street, set back a minimum of one hundred (100) feet from the street 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	not permitted

I-1 and 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 of 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 of property
Size	no greater than five percent (5%) of the wall area to which the sign is affixed and not exceeding 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	not greater than two hundred (200) square feet
Location	shall be located on property with frontage on Wolverine Boulevard or Northland Drive, north of Main Street, set back a minimum of one hundred (100) feet from the street right- of-way line, and no closer than fifty (50) feet to any other property line
Height	not more than thirty (30) feet
Lighting	not permitted

(J) *Nonconforming sign.*

- (1) Every permanent sign which was erected legally and which lawfully exists at the time of the original enactment of this section, i.e., July 10, 2017, but which does not conform to the height, size, area or location requirements of this section, 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, provided, however, nonconforming signs may be maintained and repaired so as to continue the useful life of the sign.
- (3) For the purposes of this section, a nonconforming sign may be diminished in size or dimension without jeopardizing its permitted nonconforming use. The copy of the sign may not be amended or changed, unless specifically designed to be changed periodically, without bringing such sign into compliance with the requirements of this section.
- (4) Any nonconforming sign destroyed by fire or other casualty loss or damage to the point that the sign face must be replaced shall not be restored or rebuilt.
- (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 from the zoning administrator.
- (6) A sign accessory to a nonconforming use may be erected in accordance with the sign requirements for the zoning 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 permit, unless such sign is specifically exempted as provided in this Chapter.

Section 2. Effective Date. This ordinance shall take effect ten (10) days after it, or a summary thereof, is published in *The Rockford Squire*, a newspaper of general circulation in the City.

Section 3 Publication. After its adoption, this ordinance or a summary thereof, as permitted by law, shall be published by the City Clerk in *The Rockford Squire*, a newspaper of general circulation in the City.

ORDINANCE DECLARED ADOPTED.

Dated: September 14, 2020

Cheryl Scales, Mayor

Christine M. Bedford, City Clerk

CERTIFICATION

I, the undersigned duly appointed City Clerk of the City of Rockford, Kent County, Michigan, do hereby certify that the above ordinance, or a summary thereof, was published in *The Rockford Squire*, a newspaper of general circulation in the City on _____, 2020, and that such ordinance was entered with the Ordinance Book of the City on September 14, 2020.

Dated: September 14, 2020

Christine M. Bedford, City Clerk