

Article 2: Development Standards

Division 4: Signs

Section 440 Purpose and Intent

- a. Signs may be erected or maintained in the City of Munising only as permitted by this ordinance and subject to other restrictions contained in this City's ordinances. The sign regulations in this ordinance are intended to balance the public and private interests and to promote a safe, well-maintained, vibrant, and attractive community while accommodating the need for signs to inform, direct, identify, advertise, advocate, promote, endorse, and otherwise communicate information. The sign regulations of this division are intended to ensure that signs are located, designed, sized, constructed, installed, and maintained in a way that protects and promotes safety, health, aesthetics, and the public welfare while allowing adequate communication.
- b. The following municipal interests are considered by the City to be compelling government interests. Each interest is intended to be achieved in a manner that represents the least restrictive means of accomplishing the stated interest, and in all events intended to promote an important government interest that would not be effectively achieved absent the regulation. Regulating the size and location of signage in the most narrowly tailored manner represents the least restrictive means of addressing the targeted government interests of avoiding nuisance-like conditions while maintaining and improving pedestrian and vehicular safety and efficiency; character and quality of life; economic development and property values; and property identification for emergency response and wayfinding purposes.
 1. Pedestrian and Vehicular Safety. Maintaining pedestrian and vehicular safety are predominant and compelling government interests throughout the City, with particular emphasis on the safety of pedestrians. The sidewalk network provides facilities for pedestrians in the City even in automobile-oriented commercial areas. The City recognizes that pedestrian traffic in the commercial areas leads to retail sales, and it serves a variety of business, entertainment, government, and residential uses in the districts. In addition, the City also accommodates automobile-oriented businesses and other land uses that generate motor vehicle trips.
 - a) Since most signage is intended and designed to attract the attention of operators of motor vehicles, thereby creating distractions from vigilance for traffic and pedestrian safety, this ordinance is intended to regulate signs such as to reduce such distractions and, in turn, reduce the risk for crashes, property damage, injuries, and fatalities, particularly considering the rate of speed at which the vehicles are traveling in these districts.
 - b) The City encourages signage that shall inform pedestrians regarding their desired locations without conflicting with other structures and improvements in these districts, while concurrently allowing effective

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signage for motorists. These interests are legitimately supported by limiting the maximum size of signage, providing setbacks where relevant, and specifying minimum-sized characters for efficient perception by motorists and pedestrians, while minimizing distractions that could put pedestrians at risk.

- c) In some circumstances, adjusting the size, setback, and other regulations applicable to signage may be important to avoid confusion and promote clarity where vehicular speeds vary on busy thoroughfares.
 - d) In multi-tenant buildings and centers, it is compelling and important to provide distinct treatment with a gradation of regulation for individual identification depending on base sign size, amount of road frontage, and the like, all intending to provide clarity to alleviate confusion and thus additional traffic maneuvers, provide a minimum size of characters to allow identification, and maintain maximum-sized overall signage to prevent line-of-sight issues.
 - e) Maximum size and minimum setback of signage is compelling and important to maintain clear views for both traffic and pedestrian purposes.
2. Character and Quality of Life. Achieving and maintaining attractive, orderly, and desirable places to conduct business, celebrate civic events, entertain people, and provide for housing opportunities is directly related to the stability of property values needed to provide and finance quality public services and facilities within the City. This ordinance intends to allow signs that are of sufficient, but not excessive, size to perform their intended function as necessary to provide and maintain the City's character and support neighborhood stability. Signs that promote potential vehicular and pedestrian conflict, hinder sight distance, and distract from the pedestrian experience shall be prohibited in efforts to preserve the character and unique experience within the City. Also, the intent of this ordinance is that signs shall reflect the character of unique districts as may be established by the City's Master Plan, other adopted plans, or the zoning ordinance.
 3. Economic Development and Property Values. It is found and determined that there is a clear relationship between the promotion of a set of specifications and restrictions for signage and the promotion of economic development, recognizing that unregulated and haphazard determinations concerning the size, location, and other characteristics of signs has a realistic tendency to result in an appearance that reduces economic development, and, in the long-term, property values. In addition, the establishment of the restrictions in this ordinance has a direct relationship to creating stability and predictability, allowing each private interest to secure reasonable exposure of signage, and thus promote business success. The application of the restrictions in this ordinance allows businesses to reasonably command

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attention to the content and substance of their messages while concurrently allowing the promotion of other visuals, including types of business, landscaping, and architecture, all promoting economic development and property value enhancement.

4. Avoidance of Nuisance-Like Conditions. Due to the concentration of people and activities, there is a potential for, and it is a compelling interest to avoid, blight, physical clutter, and visual clutter in the City, recognizing that such conditions tend to create nuisance-like conditions contrary to the public welfare. The result of these conditions leads to diminished property values, reduced attractiveness of the community, and reduced quality of life within the districts. Minimum regulations that substantially relate to signage are compelling and important and are necessary for the maintenance and well-being of positive conditions, good character, and quality of life in the City. Ultimately, these regulations are compelling and important for the protection of all police power values.
 - a) An excessive number of signs in one location creates visual blight and clutter, as well as confusion of the public. Thus, limiting the number of signs on properties, and establishing setbacks from property lines is a compelling interest that can be directed with minimum regulation.
 - b) Signs that are too large and not properly spaced can lead to confusion, undermine the purposes of the signs, and ultimately lead to physical and visual clutter. Establishing maximum sizes and locations can be the subject of clear and effective regulations that address this compelling and important interest.
 - c) Requiring minimum construction and maintenance specifications for signs can minimize the creation of blight and clutter due to the deterioration of signs that are not durable or otherwise well-constructed, and such regulations would be consistent with construction codes for other structures. These requirements can be enforced with efficient and low discretion application and review.
 - d) The sign ordinance is designed to prevent blight and protect aesthetic qualities by preventing visual clutter and protecting views. There is a compelling governmental interest that signs avoid glare, light trespass, safety, and skyglow. A framework that enables the selection of proper fixture types and location, use of supportive lighting technology, and control of light levels in a reasonable fashion is consistent with regulations that are narrowly tailored to achieve the City's interests.
5. Property Identification for Emergency Response and Wayfinding Purposes. Locating a business or residence by emergency police, fire, and other emergency responders can be a matter of life and death, and thus it is a compelling interest to ensure that proper, understandable, unambiguous, and coordinated signage be permitted and required, and specifications for

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such purposes can be accomplished in a simple and narrow manner. Wayfinding for vehicular and pedestrian purposes is also a compelling interest to avoid confusion in public rights-of-way, and unnecessary intrusions on private property, and sign specifications for such wayfinding can be coordinated with property identification for emergency purposes.

6. Protection of the Right to Receive and Convey Messages. The important governmental interests contained herein are not intended to target the content of messages to be displayed on signs, but instead seek to achieve *non-speech* objectives. In no respect do the regulations of signage prohibit a property owner or occupant from an effective means of conveying a desired message. Nothing in this ordinance is intended to prohibit the right to convey and receive messages, particularly noncommercial messages such as religious, political, economic, social, philosophical, or other types of speech protected by the First Amendment of the United States Constitution.
7. Ease of Administration. To have standards and administrative review procedures that are simple for property owners, tenants, and sign installers to understand and follow.

Section 441 Definitions

The following words and phrases shall have the meanings set forth in this ordinance when they are used in this ordinance:

- a. Sign Definitions, Sign Types. The following definitions apply to types of signs based on the characteristics of the sign without respect to the content of the message:
 1. Air-Activated Signs. A sign that is inflated by air or uses air flow to induce movement. Inflatable objects used for signs are often made of flexible fabric and are equipped with a motor to blow air into the object. Air-activated signs are typically temporary and are restrained, attached, or held in place by a cord, rope, cable, or similar method, but can be permanent.
 2. Animated Sign. A sign that has any visible moving part either constantly or at intervals; flashing, scintillating, intermittent, or oscillating lights; visible mechanical movement of any description; or other apparent visible movement achieved by any means that move, change, flash, oscillate or visibly alters in appearance to depict action, create an image of a living creature or person, or create a special effect or scene.
 3. Awning Sign. A permanent sign painted, or screen printed on the exterior surface of an awning.

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4. **Banner Sign.** A temporary sign on paper, cloth, fabric or other flexible or combustible material of any kind that is attached flat against a permanent sign face or strung between two poles or structures.



Figure 2: Banner Sign

5. **Bench Sign.** A sign applied to or affixed to the seat or back of a bench.
6. **Billboard Sign.** A large sign erected, maintained, and used for the purpose of displaying messages that can be seen from a long distance or read from a vehicle traveling at high speeds. A Billboard Sign generally differs from a Freestanding Sign based on its size.
7. **Box Sign.** A sign with text or symbols printed on a plastic or acrylic sheet that is mounted on a cabinet or box that houses the lighting source and equipment.
8. **Box Sign (Screened) with Raised (push-through) or Recessed Letters:** A box sign with opaque (screened) background and lighting that highlights only the individual letters, symbols, or logos and on which the letters, symbols, or logos are raised or recessed onto a different plane than the sign background, thereby giving a clearly distinguishable “dimensional” effect to the sign.

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9. Canopy Sign. A permanent Projecting Sign affixed to the side or bottom surface(s) of an attached canopy.

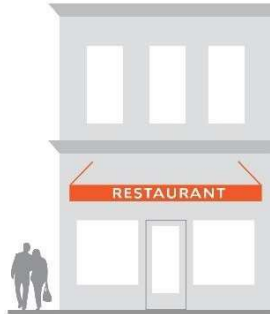


Figure 1: Canopy Sign

10. Changeable Message Sign. A permanent sign or portion thereof on which the copy or symbols change either manually through placement of copy and symbols on a panel mounted in or on a track system.
11. Display Board. An accessory sign displayed near a public building entrance either on the building or on a freestanding podium. Display Boards are intended to be viewed at close proximity. Examples include displaying menus, special sales, and descriptions of goods or services provided within the building.
12. Electronic Message Center (EMC) Sign. An electrically activated changeable-copy sign whose variable message and/or graphic presentation capability can be electronically programmed. EMCs typically use light emitting diodes (LEDs) as lighting sources.
13. Entranceway Signs. A sign placed at a major entrance to a development consisting of multiple users, parcels, lots, or a combination of each. Entranceway signs are often integrated into freestanding walls, columns,

Figure 2: Display Board

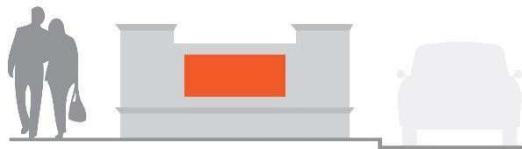


Figure 3: Entranceway Sign

boulders, or other distinguishing features unique to the development.

14. Festoons. A string of ribbons, pennants, spinners, streamers, tinsel, small flags, pinwheels, or lights typically strung overhead and/or in loops.

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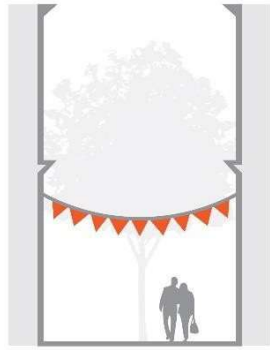
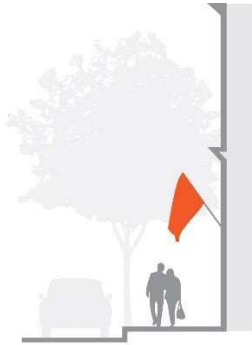


Figure 4: Festoons

15. Flag. A sign on paper, cloth, fabric or other flexible or combustible material of any kind that is attached to a permanent conforming pole. Flags are typically supported on one side of the sign. Flags are not considered air-activated signs for the purposes of this ordinance.



16. Freestanding Sign. A sign supported by one or more uprights, poles, pylons, monuments, or braces placed in the ground and not attached to

Figure 6: Flag

any building or other structure. Freestanding signs include Monument Signs, but do not include Billboards.

17. Incidental Sign. A small sign, usually two (2) square feet or less, designed

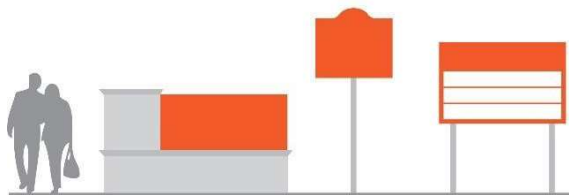


Figure 5: Freestanding Sign

and located to be viewed by persons on a property and are generally not visible or legible from the right-of-way or adjacent properties. Examples

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of incidental signs include, but are not limited to, credit card signs, signs indicating hours of business, no smoking signs, signs used to designate bathrooms, handicapped signs, traffic control signs that conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices, and other signs providing information to be read at close proximity.

18. Interior Sign. A sign placed within a building, but not including a Window Sign as defined by this division, that is not visible from any public street, sidewalk, alley, park, or public property.
19. Marquee Sign. A type of projecting sign typically mounted parallel to the building façade in a vertical manner. Marquee signs often include a changeable copy component in addition to the display of a permanent

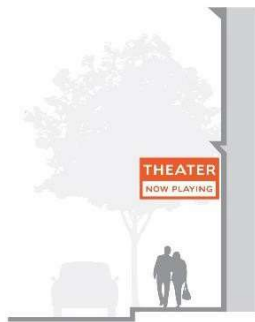


Figure 7: Marquee Sign

message but are not required to have changeable copy.

20. Monument Sign. A base-mounted, freestanding sign placed on the ground and not attached to any building or other structure. A Monument Sign includes a solid supporting base of at least twenty-four (24) inches in height and a width equal to or greater than the width of the sign face. Monument signs are constructed of a decorative and durable material (e.g., masonry), and shall have no separations between the sign face and the base.
21. Nonconforming Sign. A sign that was lawfully permitted at the time it was erected but is not permitted under current law.
22. Permanent Sign. A sign constructed of durable materials intended to withstand prolonged exposure to exterior elements. Permanent signs are

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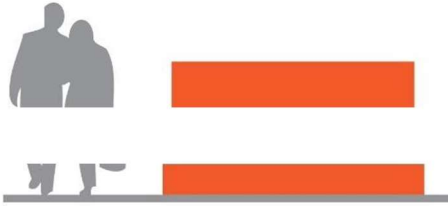


Figure 8: Monument Sign

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affixed to the ground or a structure by means of footings beneath the ground surface, bolts or screws into a structure, or other method intended to ensure the sign is displayed for an extended period of time with minimal maintenance or replacement of parts.

23. Portable Sign. A temporary sign designed to be easily movable. Portable signs are typically held in place during the period of display by sandbags, blocks, or other easily movable anchor.
24. Projecting Sign. A sign attached to a building or other structure and extending beyond the attachment surface by more than two (2) feet. A “Projecting Sign” is differentiated from a “Wall Sign” based on the distance the sign projects from the surface of the building. “Awning Signs,”



Figure 9: Projecting Sign

“Canopy Signs,” “Blade Signs” and “Marquee Signs” are types of Projecting Signs.

25. Roof Sign. A sign that is erected, constructed, and maintained upon, against, or above the roof or parapet of a building or any portion thereof. A sign mounted upon a mansard fascia that does not project above the highest point of the roof or parapet is considered a “Wall Sign.”
26. Sandwich Board Sign. A temporary sign that is not permanently anchored or secured to either a building, structure, or the ground. Often referred to



Figure 10: Sandwich Board Sign

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as “sidewalk signs,” sandwich board signs include, but are not limited to, “A” frame, “T” shaped, or inverted “T” shaped stands.

27. Temporary Sign. A display sign, banner or other device constructed of cloth, canvas, fabric, plastic, or other light temporary materials, with or without a structural frame, or any other sign intended for a limited period of display that is not permanently anchored to the ground or a building.
28. Transported Sign. A sign attached to or pulled by a vehicle that may be

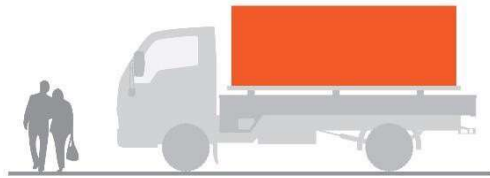


Figure 11: Transported Sign

displayed or affixed to a movable object such as but not limited to a car, truck, trailer, or similar transportation device. A “Portable Sign” does not constitute a “Vehicle Sign.”

29. Vehicle Sign. A sign, painted or otherwise, attached to an operable vehicle that is regularly used and moved, including signs on a truck trailer. A



Figure 14: Vehicle Sign

“Vehicle Sign” does not constitute a “Transported Sign.”

30. Wall Sign. A sign attached to, painted on, inscribed, or otherwise set upon the exterior wall or surface of any building, no portion of which projects more than eighteen (18) inches from the wall and which does not project above the roof or parapet line. A “Wall Sign” shall also include a sign mounted upon a mansard fascia that does not project above the highest point of the roof or parapet. Any other sign upon, against, or above the roof or parapet of a building or any portion thereof is defined as a “Roof Sign.”

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31. Window Sign. A sign that is painted on or attached to a window or glass door that is intended to be viewed from the exterior, including signs located inside a building but visible primarily from the outside of the building.



32. Yard Sign. A small temporary sign typically used for non-commercial purposes. Yard signs are characterized by a wire frame, non-durable message surface such as cardboard, plastic, or paper, and are often inserted into a lawn with wire posts. Although variations exist to the materials of the frame and message board, a consistent physical characteristic is its temporary and disposable nature.

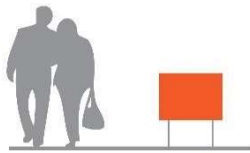


Figure 17: Yard Sign

b. Definitions, General.

1. Alteration. Any change in size, shape, height, or type which changes the appearance of a sign or its structure, or a change in position, location, construction, or supporting structure of a sign.
2. Building Frontage. The length of the front (entry) portion of a building occupied by a single tenant, often facing a street fronting to the premises on which the tenants are located.
3. Glare. Light emitting from a luminaire with intensity enough to reduce a viewer's ability to see, and in extreme cases, causing momentary blindness.
4. Grade. Average grade shall be measured fifty (50) feet along the frontage from both sides of the sign. Placing a sign on top of a berm is permitted only if the berm is long enough to meet the average grade requirement and landscaping is provided on the berm.

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5. Height, Maximum. Shall be measured from grade to the highest edge of the sign surface or its projecting structure.
6. Height, Minimum. Shall be measured from grade to the lowest edge of the sign surface or its projecting structure.
7. Lot, zoning. A single tract of land, located within a single block, which at the time of filing for a sign permit is designated by its owner or developer as a tract to be used, developed, or built upon as a unit, under single ownership or control.
8. Luminaire. A luminaire is a complete lighting system, which includes a lamp or lamps and a fixture.
9. Nit. A measure of luminance equal to one candela per square meter.
10. Owner. A person, firm, partnership, association, company, or corporation, or any other legal entity, and/or its legal successors, heirs, and assigns.
11. Premises. The contiguous land in the same ownership or control which is not divided by a public street.
12. Sign. Any display or object which is primarily used to identify or display information or direct or attract attention by any means which is visible from any public street, sidewalk, alley, park, or public property and is otherwise located or set upon or in a building, structure, or piece of land. The definition does not include goods displayed in a window.
13. Sign Area. The entire area within a circle, triangle, rectangle, oval, or other geometric shape enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any frame or other material or element forming an integral part of the display or used to differentiate the sign from the background against which it is placed, including a backboard, but excluding the necessary supports or uprights on which such sign is placed.

Section 442 Sign Design Standards in All Zoning Districts

- a. Construction Standards.
 1. General requirements. All signs shall be designed and constructed in a safe and stable manner in accordance with the City's adopted building code and electrical code. All electrical wiring associated with a freestanding sign shall be installed underground.
 2. Building code compliance. All permanent signs shall be designed to comply with minimum wind pressure and other requirements contained in the adopted Building Code.
 3. All signs shall be permanently and securely attached to a structure or to a below ground footing. Portable or moveable signs are prohibited except a construction sign or a sidewalk sign.
- b. Framework. All signs shall be designed so that the supporting framework, other than the supporting poles on a freestanding sign, is contained within or behind

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the face of the sign or within the building to which it is attached to be totally screened from view.

- c. Illumination.
 1. General requirements. Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it. Temporary signs shall not be illuminated. Permanent signs may be internally or externally illuminated, except where prohibited in this division.
 2. Illumination. Glare shall be reduced/minimized in such a manner as to maintain an appropriate level of contrast during the day. An automatic dimmer shall be required to control brightness at night, and to reduce drive distraction and light trespass into residential areas. A photometric plan which identifies the proposed illumination levels (in foot candles) shall be provided. Illumination levels shall not exceed 15-foot candles at the property line, measured four (4) feet from the ground. Illumination for EMCs is regulated in subsection d. below.
 3. Non-glare shielded lighting. Use of glaring undiffused lights or bulbs is expressly prohibited. The source of illumination shall not be visible, shall be fully shielded, and shall cause no glare hazardous to pedestrians, motorists or adjacent residential uses or districts.
 4. Bare bulb illumination. Illumination by bare bulbs or flames is prohibited, except that bare bulbs are permitted on electronic changeable copy signs and theatre marquees.
 5. Traffic hazards. Sign illumination color and/or brightness that create a traffic hazard are prohibited.
- d. Electronic Message Center (EMC) Signs. EMC signs may be permitted on monument signs in non-residential and appropriately zoned districts subject to the standards of this section and the following regulations:
 1. Frequency of Change. Signs with the ability to change displays shall not change more frequently than one (1) time per ten (10) seconds. Animated signs are expressly prohibited.
 2. Manner of Change. Signs with the ability to change displays must be designed to change the display instantaneously. Flashing, scrolling, fading, dissolving, osculating, spinning, twirling, video display, or other type of motion are expressly prohibited.
 3. Internal Illumination. EMC signs shall not emit more than 5,000 nits in full daylight and 100 nits during night hours, which commence no later than one hour after sunset and extend through no earlier than sunrise. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels. All EMC signs shall have functioning ambient light monitors and automatic dimming equipment which shall at all times be set to automatically reduce the brightness level of the sign proportionally to any reduction in the ambient

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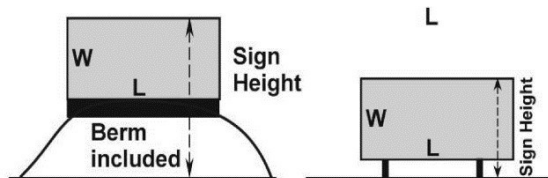
light. To verify compliance with City ordinances or other applicable law, the interface that programs an EMC sign shall be made available to City staff for inspection upon request. If the interface is not or cannot be made available upon the City's request, the sign shall cease operation until the City has been provided proof of compliance with City Code.

4. Rendering: A color rendering of the display shall be provided for consideration of the planning commission during site plan review, and the planner and building official during an administrative review.
 5. Area: An electronic changeable copy or electronic graphic display area shall not exceed more than one-third (1/3) of the sign area of any monument sign permitted under the zoning ordinance for the zoning district. However, as an alternative, an EMC sign no greater than one-third (1/3) of the permitted sign area may be substituted.
 6. Integration into sign: The electronic changeable copy or electronic graphic display areas on monument and billboard signs shall be part of the same sign face as a monument or billboard sign without electronic display technology and shall be integrated into the face of such sign by use of a border or similar design treatment that provides a visual linkage to the remainder of the sign.
 7. Default. All electronic message signs shall default to an unlit black screen if fifty (50%) percent or more of the light source fails or if the light source otherwise is not displaying properly.
- e. Sign Measurement. The total sign area is to be expressed in square feet and shall be computed as herein set forth.
1. All signs, unless otherwise provided for herein, shall be set back a minimum of ten (10) feet from any public or private street right-of-way line or access drive in all districts. This distance shall be measured from the nearest edge of the sign, measured at a vertical line perpendicular to the ground to the right-of-way.
 2. Side yard setbacks for signs shall be the same as that required for the main structure or building, provided that all nonresidential signs shall be set back at least one hundred (100) feet from any residential district.
 3. Single face sign total area shall be computed as the number of square feet within lines drawn at the outer perimeter forming any single and/or combination of geometric shapes, such as a square, rectangle, triangle, oval, or circle encompassing the extreme limits of an individual letter(s), word(s), logo(s), message(s), representations, emblem or any similar figure, including open space(s), together with any frame or other material forming an integral part of display used to differentiate such sign from the background against which it is placed. Uprights or supports for freestanding signs are excluded from this measurement.

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4. Double-face signs having two (2) faces of equal size arranged and/or positioned back-to-back and parallel, or with the faces at an included angle of not more than thirty (30) degrees in the plain or vertical views the area of the sign, shall be computed as one half ($\frac{1}{2}$) of the total area of the two (2) faces. When the faces of such a sign are not of equal area, then the area of the sign shall be computed as the total area of the largest face. When signs have three (3) to four (4) faces of equal size arranged and/or positioned with the faces at an angle of more than thirty (30) degrees in the plain or vertical view, the area of the sign shall be computed as the total area of the largest two (2) faces. The area of three-dimensional signs shall be measured by computing the total area of the largest two (2) faces measured at a two-dimensional view.
5. When two (2) single-face wall signs are arranged and/or positioned within thirty-six (36) inches of each other, the area of the two (2) signs shall be computed as one (1) single face sign and total area shall include the open space between the two (2) separate faces.
6. The height of the sign shall be measured from the average grade to the uppermost point of the sign. Average grade shall be measured fifty (50) feet along the frontage from both sides of the sign. Placing a sign on top of a berm is permitted only if the berm is long enough to meet the average grade requirement and landscaping is provided on the berm.



7. The area of a cylindrical sign shall be computed by multiplying the circumference of the cylinder by its height.

f. Sign Location.

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1. Right-of-Way Prohibited. No sign, except those established and maintained by the City, county, state, or federal governments shall be located in, project into, or overhang a public right-of-way or dedicated public easement.
2. Clear Vision Triangle Area Prohibited. No sign shall be located in the clear vision triangle area, which shall mean the triangular area adjacent to the intersection of any street established by measuring a distance of fifteen (15) feet from the point of intersection of two streets along the right-of-way of each of the intersecting streets and connecting the ends of each measure distance to assure adequate visibility sight lines for vehicular traffic approaching the intersection.
3. Compliance with setback requirements. All permanent signs shall comply with the applicable setback requirements.
4. Projections. Unless otherwise stated, no sign shall project beyond or overhang the wall or any permanent architectural feature (e.g., awning, canopy, or marquee) by more than eighteen (18) inches and shall not project above or beyond the highest point in the roof or parapet.
5. Safety. No sign shall be permitted at any location that, in the discretion of the building official, creates any type of safety hazard or visual impediment to pedestrian or vehicular traffic. In making this determination, the building official shall cite any relevant building or electrical codes, provisions of this ordinance or other City ordinances, and/or findings or studies of the public safety department and/or a traffic engineer.
6. Liability Insurance. If any sign is suspended over a public street or property or if the vertical distance of such sign above the street is greater than the horizontal distance from the sign to the street property line or parapet wall and so located as to be able to fall or be pushed onto public property, then the owner of such sign shall keep in force a Commercial General Liability Insurance policy in the amount of \$1,000,000.00. The Commercial General Liability Insurance policy shall include an endorsement, or policy language, naming the City as an additional insured.
7. Landscaping. The area surrounding signs shall be landscaped to match the design characteristics of the site. The landscaping shall be maintained such that the sign remains visible to passing motorists.
8. Setbacks and Distances. The following setback and distance measurements shall be met:
 - a) The distance between two (2) signs shall be measured along a straight horizontal line that represents the shortest distance between the two (2) signs.
 - b) The distance between a sign and a parking lot or building shall be measured along a straight horizontal line that represents the shortest distance between the outer edge of the parking lot or building.

- c) The distance between a sign and a building or property line shall be measured along a straight horizontal line that represents the shortest distance between the edge of the sign and the building or property line.

Section 443 Signs Exempt from Permits

The following signs shall be permitted in all zoning districts according to the regulations of this Ordinance and subject to the following provisions. No permit shall be required for signs enumerated below unless otherwise stated. Such exemptions, however, shall not be construed to relieve the owner of the sign from responsibility for its proper location, erection, maintenance, and removal.

- a. Address numbers with a numeral height no greater than six (6) inches for each dwelling unit and eighteen (18) inches for any other use, including multiple-family buildings. The posting of these address signs is necessary for the effective delivery of public safety services, which is a compelling governmental interest.
- b. Any sign on the premises required by law.
- c. Any sign that conforms to the FHWA's *Manual on Uniform Traffic Control Devices* and is installed for the purpose of directing or instructing traffic.
- d. Nameplates, not to exceed two (2) square feet.
- e. Historical markers and plaques up to 12 square feet.
- f. Memorial signs or tables that do not exceed four (4) square feet, having the name of the building and/or date of erection and cut, cast or engraved into a masonry or metal surface and made an integral part of the building.
- g. Temporary signage in accordance with this ordinance.
- h. Official and legal notices signs that are issued by any court, public body, person or officer in the performance of a public duty, or in giving any legal notice, including signs that are required for any public hearing. Such signs shall be removed according to the requirements of the City, court order or state statute.
- i. Signs erected on a City, county, state, or federal building or land owned by the authorized public agency.
- j. Interior signs that are not visible to the outside.

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- k. Any lawful sign in a public or private right-of-way installed by an authorized public agency, including but not limited to, street signs and address signs.
- l. Private traffic control signs that conform to the requirements of the Michigan Manual of Uniform Traffic Control Devices.
- m. Flags not to exceed thirty (30) feet in height. Flags shall not exceed three (3) per zoning lot or be larger than four by six feet.
- n. Window signs, not to exceed twenty-five (25%) percent of the total window area of the façade facing a road. Window signs must be placed in a manner to ensure visibility into the building for public safety.
- o. Vehicle signs, where the vehicle on which the sign is displayed does not regularly go unoperated for a period exceeding seven (7) consecutive days.
- p. Warning signs that are publicly-authorized such as no trespassing, warning of electrical currents or animals, that do not exceed two (2) square feet.
- q. Signs displaying noncommercial messages such as religious, political, economic, social, philosophical, or other types of speech protected by the First Amendment of the United States Constitution. However, said signs shall comply with the number and size regulations in the applicable zoning district.

Section 444 Prohibited Signs in All Zoning Districts

The following signs are prohibited in all zoning districts, notwithstanding anything to the contrary in this division.

- a. Any sign not expressly permitted.
- b. Obsolete signs.
- c. Animated signs (including revolving signs and rotating signs) and signs that incorporate moving features, except for changeable-copy signs explicitly permitted in this ordinance.
- d. Any sign that displays flashing, animation, scrolling, blinking, or intermittent lights, or lights with changing levels of light intensity.

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- e. Signs which in any way simulate or could be confused with the lighting of emergency vehicles or traffic signals. There shall be no flashing, oscillating or intermittent, ore red, yellow, or green illumination on any sign located in the same line of vision as a traffic control device, or that interferes with vision clearance along any highway, street, or road or at any intersection of two or more streets.
- f. Festoons, except those approved in conjunction with a Temporary Land Use Permit.
- g. Air-activated signs and balloon signs, except those approved in conjunction with a Temporary Land Use Permit.
- h. Any sign that is deemed structurally or electrically unsafe by the Building Official.
- i. Signs which hide from view all or any part of any traffic sign, street sign or traffic signal.
- j. Support pole signs, including signs attached to light poles, utility poles, street signpost, and trees. Prohibited support pole signs shall not include support pole signs lawfully installed by an authorized public entity.
- k. Transported signs unless the vehicle with the transported sign is operating lawfully in a public or private road.
- l. Roof signs, except any sign erected or constructed as an integral, or essentially integral, part of the normal roof structure.
- m. Bench signs, not including permanently mounted plaques intended to be read at close proximity.
- n. Projector-image signs.
- o. Pylon or pole signs not otherwise authorized by this division.
- p. Rotating search lights or similar devices.
- q. Temporary electronic message center signs (EMCs).
- r. Signs on private towers.

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- s. Signs displayed on an unlicensed vehicle or trailer, wagon, or other conveyance. This prohibition shall not apply to temporary “for sale” signs displayed in vehicle windows.
- t. Costume signs. The basis of prohibiting costume signs is that the movement and proliferation of costume signs would degrade traffic safety through the creation of visual distractions.
- u. Banners, wire stake signs, flag signs and feather signs.
- v. Any sign located in a public or private right-of-way, unless permitted by the road agency or explicitly permitted elsewhere in this Ordinance.
- w. Neon, LED, or other light types permanently outlining windows or doors.
- x. Billboards.
- y. Box signs.
- z. Signs intended to mimic traffic control or emergency services signage. These signs are considered hazards detrimental to pedestrian and vehicular travel and to the public safety and welfare.

Section 445 Non-Residential Sign Regulations Based Upon Sign Type

a. Projecting Name Plate Signs:

1. One projecting nameplate sign shall be allowed for each ground-floor use that fronts a public right-of-way or alley.
2. The projecting nameplate shall not extend beyond three feet, six inches (3' 6") from the building wall and shall be secured on top and bottom of the sign to the building to which it is attached.
3. The projecting nameplate shall not be illuminated.
4. In the D and T Districts, height and area of projecting nameplates are restricted according to the following schedule:

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Minimum Height of Sign	of	Maximum Height of Sign	of	Maximum Sign Face Area
7 feet		10 feet		3 square feet

b. Projecting Signs:

1. One sign shall be allowed to project from the building face for each street-level business or street level parking lot entry, having street frontage, subject to the following conditions:
 - a) The business shall have a public entrance directly onto the street.
 - b) The sign shall be located below the finished floor of the second level of a building or have a maximum height of eleven (11) feet of the final grade, whichever is lower.
 - c) There shall be a minimum of eight (8) feet of clearance from the bottom of the sign structure to the ground directly below the sign.
 - d) Signs shall not exceed three & three-quarter (3.75) square feet in area.
 - e) Sign height shall not exceed three (3) linear feet.
 - f) Sign length shall not exceed fifteen (15) inches.
 - g) Signs, including mounting hardware shall not project more than thirty (30) inches from the face of the building.
 - h) Signs shall not be more than four (4) inches thick.
2. Exposed surfaces of the sign may be constructed of metal, glass, stone, solid wood or other materials that are architecturally compatible with the exterior of the structure and other structures located within one (1) block of the proposed sign location. If the Zoning Administrator determines that proposed materials are not architecturally compatible, the sign will be referred to the Planning Commission for review and consideration of approval.
3. The signs may be illuminated externally. Externally lit signs shall be illuminated only with stationary, shielded light sources directed solely onto the sign without causing glare.
4. The message on the projecting sign shall be limited to the name of the business and its logo.
5. Projecting signs shall not include electronic components.
6. Projecting signs shall not be designed to include changeable copy.
7. Projecting signs shall be mounted in such a manner as to meet applicable building codes and withstand such wind velocity as specified by the Building Code Administrator.

c. Ground Signs:

1. No ground sign shall be located closer than fifteen (15) feet of any intersection of a right-of-way with another right-of-way or with the pavement of any driveway or alley.

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2. No ground sign shall be located closer to a side lot line than the distance specified for side yard setbacks in that district by the Zoning Ordinance.
3. No portion of ground sign may exceed eight (8) feet in height or eight (8) feet in width for a total of 64 square feet.
4. Only one (1) ground sign is permitted per use, including uses which occupy more than one parcel and business centers containing more than one business or use, with additional signs permitted according to the following table. No site shall have more than two (2) ground signs, regardless of the number of street frontages or the amount of frontage. Single uses on a single parcel do not qualify for this consideration:

Frontage along 2 or more rights-of-way	1 sign up to the maximum sign face area shall be allowed along 2 frontages
300 feet of frontage along 1 right-of-way	1 ground sign along that frontage
Greater than 300 feet of frontage along 1 right-of-way	2 ground signs

- d. Directional Signs: No more than one directional sign shall be permitted for each approved driveway, with a maximum sign area of four (4) square feet per sign, and a maximum height of four (4) feet. Any directional sign which includes a business name, symbol or logo shall be calculated as part of the allowable ground sign square footage.

e. Wall Signs:

1. No wall sign shall cover, wholly or partially, any wall opening nor shall the sign project beyond the ends or top of the wall to which it is attached.
2. Wall signs shall not project more than 15 inches from the wall to which it is attached.
3. In nonresidential districts:

Number of Wall Signs	Percent of Primary Entrance Façade Square Footage	Percent of Secondary Façade Square Footage
1 per business	15 percent	10 percent

4. One (1) wall sign shall be allowed per business, in addition to any other allowed ground signs. Businesses located on a corner lot shall be allowed up to two (2) wall signs, one for each façade (primary entrance façade and secondary façade).

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5. The maximum wall sign area shall not exceed ten percent (10%) of the front facade of the building (any facade which faces a public street that has the primary entrance to the building), per use or business establishment. However, for a commercial or industrial structure containing one (1) use or business establishment the size of the wall sign may be increased up to the maximum square footage as follows if approved by the planning commission:

201 - 400 linear feet of building frontage with primary entrance	18 percent
Greater than 400 linear feet of building frontage with primary entrance	20 percent

f. Canopy Signs:

1. Canopy signs shall not be placed less than ten (10) feet above the sidewalk and shall not be located closer than two (2) feet, measured horizontally from an established curb.
2. Signs attached to the face of a canopy parallel to the flow of the traffic shall meet the requirements of wall signs, except that:
 - a) The sign may not project more than six (6) inches from the face of the canopy, and
 - b) The sign may not exceed three (3) feet in height.
3. Signs attached to the sides of a canopy which are parallel to the flow of traffic shall meet the requirement of projecting signs.
4. Where signs are suspended under canopies, the following limitations shall apply:
 - a) The sign area shall not be greater than six- (6) square foot and shall not be lower than one (1) foot from the underside of the canopy.
 - b) There shall not be more than one such sign per business or office.
 - c) Signs may swing provided that the distance between the top of the sign and the underside of the canopy is not greater than four (4) inches.
 - d) Signs shall be perpendicular to the flow of pedestrian traffic.

g. Sidewalk Signs/Sandwich Signs:

1. Sidewalk/Sandwich Signs shall be permitted during the hours a business is open to the public or until dusk, but in no instance may a sign be left on the street after dark fall so not to endanger the safety of customers or pedestrians.

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2. Sidewalk/Sandwich sign shall be of A-frame construction with a minimum base spread of two (2) feet. The maximum height shall be five (5) feet. The sign shall be sturdy and stable.
 3. The surfaces of Sidewalk/Sandwich signs shall be durable. Copy may be painted or printed on the surface. Loose paper faces shall not be permitted. Sidewalk/Sandwich signs shall not be illuminated by any means except natural light and existing streetlights.
 4. A minimum of four (4) feet of unobstructed sidewalk must remain between the sign placed at the curb and adjacent buildings.
 5. Signs shall not be permitted on State Highway rights-of-ways in violation of the Federal Highway Beautification Act of 1964.
- h. Murals: A plan/drawing, picture must be submitted and be pre-approved by the City of Munising Planning Commission.
- i. Projecting Signs:
1. One sign shall be allowed to project from the building face for each street-level business or street level parking lot entry, having street frontage, subject to the following conditions:
 - a) The business shall have a public entrance directly onto the street.
 - b) The sign shall be located below the finished floor of the second level of a building or have a maximum height of eleven (11) feet of the final grade, whichever is lower.
 - c) There shall be a minimum of eight (8) feet of clearance from the bottom of the sign structure to the ground directly below the sign.
 - d) Signs shall not exceed three and three-quarter (3.75) square feet in area.
 - e) Sign height shall not exceed three (3) linear feet.
 - f) Sign length shall not exceed fifteen (15) inches.
 - g) Signs, including mounting hardware shall not project more than thirty (30) inches from the face of the building.
 - h) Signs shall not be more than four (4) inches thick.
 2. Exposed surfaces of the sign may be constructed of metal, glass, stone, solid wood or other materials that are architecturally compatible with the exterior of the structure and other structures located within one (1) block of the proposed sign location. If the Zoning Administrator determines that proposed materials are not architecturally compatible, the sign will be referred to the Planning Commission for review and consideration of approval.
 3. The signs may be illuminated externally. Externally lit signs shall be illuminated only with stationary, shielded light sources directed solely onto the sign without causing glare.

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4. The message on the projecting sign shall be limited to the name of the business and its logo.
5. Projecting signs shall not include electronic components.
6. Projecting signs shall not be designed to include changeable copy.
7. Projecting signs shall be mounted in such a manner as to meet applicable building codes and withstand such wind velocity as specified by the Building Code Administrator.

j. Temporary Signs:

1. All temporary signs must comply with the sign size and height standards as specified in the Sign Regulations Based on Sign Types.
2. Location of Temporary Signs shall comply with the following:
 - a) Temporary signs shall not be attached to any utility pole, tree, fence, or be located within any public right-of-way.
 - b) Temporary signs shall not be located closer than two (2) feet to the edge of the traveled portion of the roadway, and in no case shall they be located within the public right-of-way. The Zoning Administrator, or his/her designee, may administratively approve signs in the public right-of-way or public easement if the Zoning Administrator determines that subparagraphs d. through g. below have been met. The Zoning Administrator, in his/her sole discretion, may refer any request for signs in the public right-of-way or public easement to the City Commission for approval.
3. The Zoning Administrator, or his/her designee, may administratively approve signs for community events or special events, if the Zoning Administrator determines that subparagraphs 4 through 7. below have been met. The Zoning Administrator, in his/her sole discretion, may refer any request for community events or special events, to the City Commission for approval.
4. Temporary signs shall not be erected in such a manner than they shall or may reasonably be expected to interfere with, obstruct, confuse, or mislead traffic.
5. Temporary signs cannot be placed or constructed to create a hazard of any kind.
6. Temporary signs may not be posted on private property without first obtaining the permission of the property owner.
7. Signs shall not be located within any clear vision triangle.
8. Each temporary sign shall be removed within sixty (60) days of placement. Furthermore, no sign may be erected on a single parcel for more than sixty (60) calendar days out of every one hundred twenty (120) calendar days.

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Signs expressing First Amendment speech shall be exempt from this time limitation.

Section 446 Sign Regulations in Residential Districts Based Upon Sign Type

Signs Permitted in R1, R2, RRIBZ, L1, L2, H1 and H2

Type	# Allowed	Max Height	Max Size
Wall	1 per business		Not exceed 10% facade
Awning	1 per business		Not exceed 10% facade
Ground	1 per parcel	6 feet	24 square feet per side (includes base of sign)
EMS	Institutional use only *		50% of allowed ground sign
Subdivision/Development Entrance	Entrance to development	6 feet	24 square feet per side
Business Placard (B & B)	1 per residence		2 feet x 3 feet
Yard	Maximum total of 18 square feet		6 square feet per sign (face)

- a. Yard Signs. Signs, not to exceed six (6) square feet per sign, are permitted on residential property. Total sign square footage per residential lot may not exceed 18 square feet. Signs shall be removed within seven (7) days after event. Signs expressing First Amendment speech shall be exempt from this time limitation.
- b. Wall Sign.
 - 1. One wall sign per business not to exceed 10% of front façade for all uses other than single family homes, duplexes, and attached condominiums.
 - 2. No wall sign shall extend above the roof or parapet of the structure to which it is attached. No wall sign shall have a thickness greater than 12 inches measured from the wall to which it is attached.

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3. No wall sign shall be attached to a wall at a height less than eight feet above any sidewalk.
- c. Awning Signs. Awning signs may be used as an alternative or in addition to wall signs for all uses other than single-family homes, duplexes, and attached condominiums, provided that they meet the following standards:
1. Awning signs and wall signs must not exceed 10% of front façade
 2. Any sign area on an awning shall be included in calculations of maximum wall sign square footage.
 3. Awning signs shall be set back at least two feet from any street curb-line, shall not extend more than six feet over the public right-of-way, and shall leave a minimum clearance of eight feet above the ground and shall not project over an alley or private access lane.
 4. No awning sign shall extend above the roof or parapet of the structure to which it is attached.
 5. Awning signs shall not be internally illuminated.
- d. Home Occupations as allowed and defined in Section 313 shall be permitted a sign not to exceed a size of 2' x 3' mounted flush to the building. The sign may be illuminated, provided such illumination is concentrated on the surface of the sign and is so located as to avoid glare or reflection onto any portion of an adjacent street or highway, into the path of oncoming vehicles, or on any adjacent premises. In no event, shall any home occupation sign have flashing or intermittent lights, nor shall the lights be permitted to rotate or oscillate.
- e. Bed and breakfast signs as detailed in Article 5, Division 4, Special Land Uses.
- f. Ground Sign shall be permitted as follows for all uses other than single family homes, duplexes and attached condominiums:
1. Not more than one ground sign is permitted per parcel.
 2. The top of the ground sign shall be no more than six feet above ground level.
 3. A ground sign shall not extend closer than 5 feet to any part of the public right of way and shall meet the adequate sight distance requirements of this chapter.
 4. No ground sign shall have an area exceeding 24 square feet per side.
 5. A ground sign shall be located on the same parcel as the use.
 6. In order to ensure adequate sight distance for motorists, bicyclists and pedestrians, the location of the sign shall be such that a minimum clear vision area shall be maintained between a height of 24 inches and six feet within a

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triangular area measured 25 feet back from intersection of public right-of- way lines. Furthermore, signs shall not be permitted where they obstruct motorist vision of regulatory signs, traffic-control devices or street signs.

- l. One electronic message sign, meeting the above requirements, may be permitted for institutional uses located in a residential district when meeting the following requirements:
 1. The institutional use is located on a major or minor arterial or collector road.
 2. The size of the electronic message sign shall be no greater than 50% of the allowable ground sign square footage.

- g. Residential Entranceway Signs.
 1. One permanent sign per vehicular entrance identifying uses such as subdivisions, apartment complexes, condominium communities, senior housing complexes, shall be located on the same parcel or at the vehicular entrance to the subdivision, apartment complex, condominium community, senior housing complex, manufactured housing community, or similar residential uses.
 2. Entranceway design shall be reviewed by the Planning Commission and approved with the residential development.
 3. The top of the ground sign shall be no more than six feet above ground level.
 4. A ground sign shall not extend closer than 5 feet to the adjacent public right of way and shall meet the adequate sight distance requirements of this chapter.
 5. No ground sign shall have a single surface area exceeding 24 square feet per side.

- h. Temporary Residential/Subdivision Construction Signs.
 1. Sign identifying construction sites for which a building permit has been issued, shall not exceed thirty-two (32) square feet for developments of twenty (20) or fewer lots or dwelling units, and 48 square feet for developments of more than twenty (20) lots or dwelling units.
 2. One sign per right-of-way frontage shall be permitted.
 3. When eighty percent (80%) of lots or dwelling units are sold, the signs shall be removed