

ARTICLE 13

SIGNS

Section 13.01 Purpose.

The purpose of this Article is to provide a framework within which the identification and informational needs of business and industry can be harmonized with the desires and aesthetic standards of the general public. It is intended by this Ordinance to give recognition to the legitimate needs of business, industry and other activities, through appropriate guidelines, in attaining their identification and informational objectives. It is a basic tenet of this Article that unrestricted signage does not benefit the community, or individual businesses or property owners.

It is further the intent of this Article to:

- A. Regulate the construction, alteration, repair and maintenance of all signs with respect to structural and fire safety, location, type of sign, dimensions, height and method of illumination.
 - B. Encourage free expression of ideas and dissemination of messages, regardless of content, using signs that are compatible with their surroundings and legible under the circumstances in which they are seen.
 - C. Avoid visual clutter that confuses or misleads traffic, obstructs vision and is potentially harmful to property values, business opportunities and community appearance.
 - D. Protect the general public from damage and injury caused by distractions, hazards or obstructions caused by poorly designed or improperly constructed signage.
 - E. Preserve the appearance of the Village by preventing the placement of oversized and non-accessory signs that are out of scale with surrounding buildings and structures.
 - F. Authorize the use of signs that are compatible with their surroundings, and legible under the circumstances in which they are seen.
 - G. Seek removal of illegal signs, and encourage the replacement or removal of nonconforming signs that are incompatible with the purpose of this Article.
- A. **Substitution.** Any lawful sign permitted under the provision of this Ordinance may contain a noncommercial message.
- B. **Severability.** This Article and the various sections, subsections, paragraphs, and clauses herein are hereby declared severable. If any section, subsection, paragraph, sentence, phrase, clause, term, or word of this chapter is adjudged unconstitutional or invalid, it is hereby provided that the remainder of the Ordinance shall not be affected by the judgement.

Section 13.02 General Standards.

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

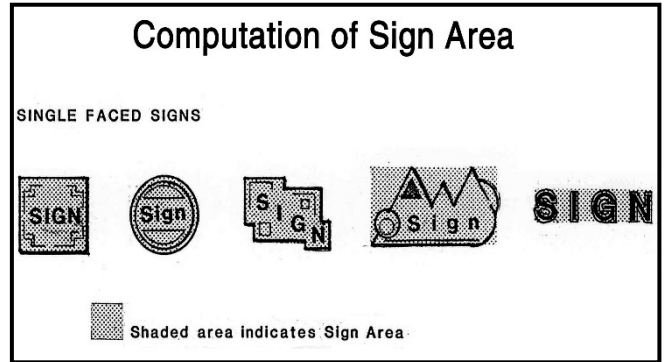
A. **Standards of measurement.** Dimensional standards and measurements for signs shall be subject to the following:

1. **Sign area.** The gross surface area within a single continuous perimeter, enclosing the limits of all sign copy or surface of any internally-illuminated sign.

a. Where a sign has three (3) or more faces, or two (2) faces that are more than two (2) feet apart, the sign area shall equal the total area of all sign faces.

b. Where two (2) faces are placed back to back and are at no point more than two feet (2') apart, the sign area shall equal the area of the larger single sign face.

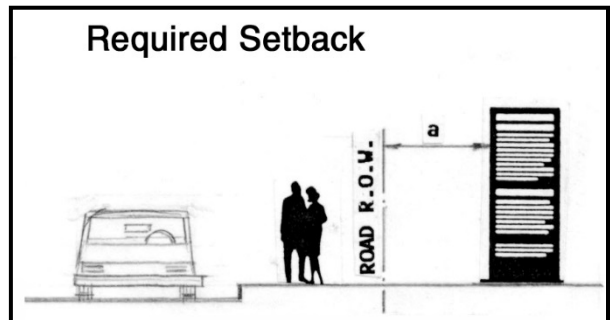
c. For signs that advertise more than one business or tenant, the permitted sign area shall be allocated between the uses in proportion to the percentage of floor area or street level façade, as applicable that is occupied by each use.



2. **Sign height.** The distance from the average level of the ground or pavement directly below the sign to the highest point of the sign structure, including any supportive or decorative elements.

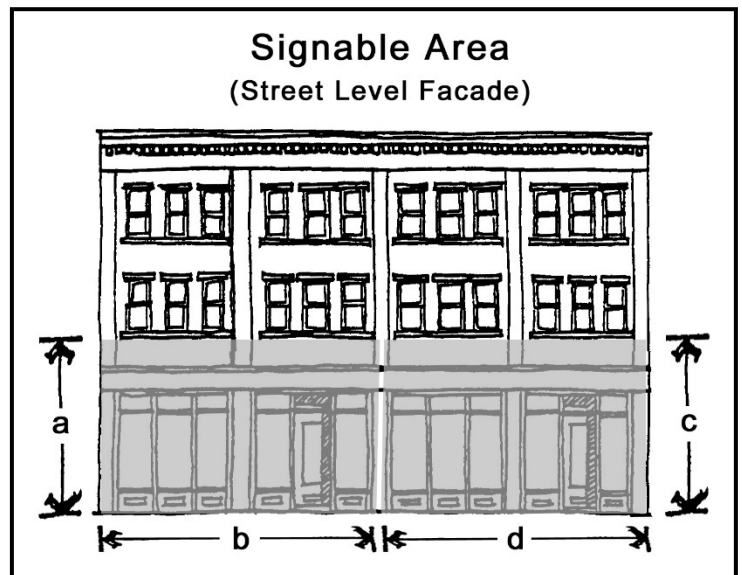
3. **Sign setback.** Setbacks shall measure from the closest street right-of-way or front property line to the leading edge of the sign.

4. **Signable area.** The signable area of a building shall equal the area of the street level façade of the building [(a x b) or (c x d) as shown on the adjacent illustration, or a combination of both where a single use occupies the entire street level façade].



a. **Multiple uses.** Where more than one business or use occupies space on the street level façade, the signable area shall be divided among the businesses or uses in proportion to the size of their occupied space.

b. **Corner lots.** Where a building has two (2) or more street level facades



(such as on a corner lot), each entrance façade is to still be within the 10% allowable signage area.

- B. **Construction.** All signs shall be securely constructed in conformance with applicable building, fire and electrical codes, and the applicable standards of this Article. Wood products shall be treated to prevent deterioration. A lightning grounding device shall be provided where required. Letters, figures and characters shall be safely and securely attached to the sign structure. All signs shall be attached by means of metal anchors, bolts or expansion screws, and in no case shall any sign be secured with wire, strips of wood or nails.
- C. **Street rights-of-way and corner clearance areas.** Signs shall be located outside of any street right-of-way, or any corner clearance area as described in Section 5.304 (Corner Clearance Areas), except where otherwise permitted by this Article.
- D. **Traffic and pedestrian hazards.** The placement, size, content, coloring or manner of illumination of signs shall not impair the use of adjacent properties, create traffic or pedestrian hazards, impair vehicular or pedestrian traffic flow, obstruct free and clear vision or interfere with any authorized traffic sign, signal or device. For the purposes of public safety, no sign shall use words, symbols, or designs that are intended to mimic regulatory signs or create a distraction to drivers.
- E. **Accessory to principal use.** All signs shall be accessory to the primary use of the lot where the sign is located, except where otherwise permitted by this Article.
- F. **Wind pressure and dead load requirements.** All signs shall be designed and constructed to withstand wind pressure and receive dead loads as required by this Article and applicable building codes, to satisfaction of the Building Inspector.
- G. **Illumination.** Sign illumination shall comply with the standards of Article 14 (Exterior Lighting), and shall further comply with the following:
 - 1. **External illumination of signs and awnings.** External illumination of signs shall be limited to fully-shielded light fixtures per sign face that use a maximum one hundred fifty (150) watt metal halide, tungsten-halogen or incandescent lamps. Such fixtures shall be concentrated on the area of the sign to prevent glare upon the street or adjacent property.
 - 2. **Internal illumination of signs and awnings.** Internal illumination of signs shall be prohibited, except where more than fifty percent (50%) of the illuminated sign area is covered by semi-opaque colors and materials that have a color value and saturation of fifty percent (50%) or higher. Internal illumination of awnings shall be recessed and the awning material is opaque except for any permitted sign copy area.
 - 3. **Specialty Lighting,** such as neon accent lighting or “open” signs, may be permitted by the planning commission or building inspector on a finding that the lighting meets all of the following standards. If further consideration is needed, Planning Commission approval may be required.
 - a. It is in character with the use.
 - b. It is not distracting (i.e., flashing).
 - c. It is in scale with and does not eclipse other signs in the vicinity.
 - d. It is not detrimental to other uses in the vicinity.
 - e. It does not create a safety problem or hazard for motorists.
- H. **Reader or Changeable Boards.** Freestanding signs for permitted office, commercial, and industrial uses, and permitted non-residential uses in residential districts, may include one (1) reader board or changeable board sign. Such signs shall not exceed 25% of the overall sign area. Signs must also comply with specialty lighting requirements in 13.02.G.3 above and the following:

- a. The size of the reader board in the C1 and C2 Districts shall not exceed three (3) square feet unless incorporated into a ground sign as described in Section 13.06.
- b. The signs are limited to four (4) colors in all districts.
- c. The frequency in which the sign changes shall be limited to five (5) seconds.
- d. No scrolling or other continuous message movement shall be permitted.

- I. **Smooth sign face.** No nails, tacks or wires shall be permitted to protrude from the front of any sign except where deemed necessary by the Village of Armada Building Inspector.
- J. **Maintenance.** All signs, including canopies, sign frames, sign copy area, panels, structural elements, lamps and electrical hardware shall be maintained in good repair and working order, so as to present a neat and orderly appearance. Non-galvanized or corrosion-resistant materials shall be painted when necessary to prevent corrosion.

Section 13.03 Signs Permitted in All Districts Without a Permit.

The following non-illuminated signs shall be a permitted accessory to a permitted use on any zoning district, without obtaining a sign permit prior to installation.

- A. **Window signs.** Window signs in nonresidential areas, which shall not occupy more than 30 percent of the total window area.
- B. **Nameplate signs.** One (1) nameplate, provided that such nameplate shall not exceed two square feet, is not illuminated, and is mounted flat against the wall of the building.
- C. **Memorial signs.** Memorial signs or tablets, names of buildings, and date of erection, when cut into any masonry surface or when constructed of bronze or other noncombustible materials.
- D. **Government signs.** Signs erected by or on behalf of or pursuant to the authorization of a government body, including legal notices, informational signs, directional or regulatory signs may be permitted in the road right-of-way.
- E. **Flags.** Flags, pennants, decorative banners or displays. Approval from the county road commission, the state department of transportation, and/or the village shall be required whenever such displays are located within a road right-of-way.
- F. **Architectural features/artwork.** Integral decorative or architectural building features or works of art, provided that they do not contain moving parts or lights.
- H. **Historical signs.** Markers, plaques or signs describing a state or national designation as a historic site or structure and historic home plaques.
- I. **Directional signs.** Directional signs not exceeding two square feet in sign area for each sign, with no more than two signs at each location. Horizontal directional signs painted on or adhered to the surface of paved areas are exempt from these standards. Directional signs may be located in the required front yard, except that in no case shall they be located within the road right-of-way. Directional signs shall direct vehicular or pedestrian traffic to parking areas, loading areas, or to portions of a building.
- M. **Wall and behind-the-window signs.** Wall or behind-the-window signs with lettering or symbols of three (3) inches or less may also be allowed in addition to the permitted signs per establishment. The principal orientation of these signs is for pedestrian orientation. Permitted signage may also include business signs not exceeding two (2) square feet containing information on credit cards and business affiliations. A single open or closed sign for each business establishment is permitted provided such sign does not exceed 1 1/2 square feet. This shall not be construed to prevent in-store advertising and displays designed for store customers.

- O. **Other signs.** Non-advertising signs erected to warn the public of dangerous conditions and unusual hazard, including but not limited to caving ground, drop-offs, high voltage, fire danger, explosives and severe visibility limits.
- Q. **Commercial district sidewalk signs.** May be allowed if they are under 24" X 24" at the base and no more than 36" tall being sandwich board or pedestal style and are not placed in the main concrete walkway. Main walkway is 5' to 5' 10" depending on location. Close to building is preferred. The sign has to be taken in at the close of business. Must be kept in good repair and be able to handle moderate winds. Building Inspector can grant approval on a 90-day basis.

Section 13.04 Signs Permitted in All Districts With a Permit.

The following signs shall be permitted accessory to a permitted use in any zoning district, subject to approval of a sign permit:

- A. **Flagpoles.** Flagpoles designed for the display of flags or pennants, subject to the following:

- 1. **Number of permitted flagpoles.**

STREET FRONTAGE (feet)	MAXIMUM NUMBER OF PERMITTED FLAGPOLES
0' – 199'	1
200' – 299'	3
300' or more	5

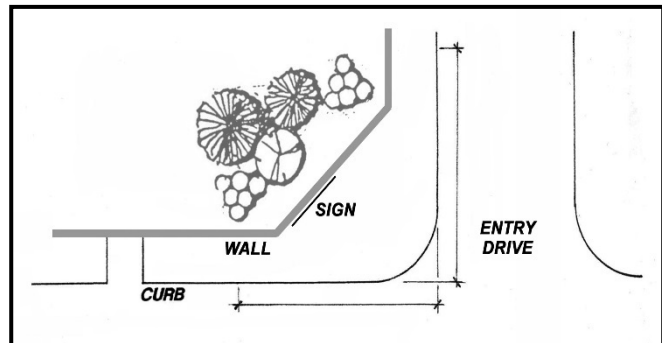
- 2. **Location.** Flagpoles shall be located in manner that prevents displayed flags from projecting into the street right-of-way or over adjacent properties at full extension. Flagpoles shall not be located on the roof of a building.
- 3. **Height.** A flagpole shall be considered a structure, as defined by this Ordinance, and shall conform to the height restrictions and setback requirements for structures in the district where it is located.

- B. **Site entry features with signage.** Architectural features with signage may be erected at each entrance to a residential subdivision, apartment community, condominium development, mobile home park or office, business or industrial park or similar development from a major street, subject to the following:

- 1. **Number of signs.** Maximum of one (1) sign on each side of the entrance from a major street.

- 2. **Setbacks.** Site entry features with signage shall be located outside of any street setback area or corner clearance area, and shall further comply with the following minimum setback requirements:

- a. Ten feet (10') from any street setback or right-of-way.
- b. Ten feet (10') from the curblines of any internal access driveway.



- c. Five feet (5') from any sidewalk or paved path.
 - 3. **Sign area and height.** The maximum height and area permitted for signs on an architectural feature shall be equal to the maximum permitted for ground signs, as defined in Section 13.06 (Ground Signs for Non-Residential Uses).
 - 4. **Planning Commission review.** The location and design of each site entry feature with signage shall be subject to review and approval by the Planning Commission.
- C. **Building directory.** Where a single building on a single lot is occupied by more than one (1) business, dwelling or other use above the street level façade (such as a multiple-story office or commercial building), a building directory sign may be erected on the street level façade for these uses, subject to the following:
- 1. The building directory shall be separate from any permitted signs accessory to the uses occupying the street level façade.
 - 2. The maximum sign area of the building directory shall be equal to five percent (5%) of the signable area of the building.
- D. **Building mounted signs.** All building mounted signs refer to Section 13.05.
- E. **Ground signs.** Ground signs for non-residential use refer to Section 13.06.

Section 13.05 Building-Mounted Signs for Non-Residential Uses – Permit Required.

The following shall apply to all building-mounted signs accessory to a non-residential use in any zoning district:

TABLE 13-1	TYPE OF SIGN			
	WALL	AWNING	PROJECTING	WINDOW
Maximum number of sign faces per sign	1	1	3	1
Minimum height above ground (feet)		7.5'	8.5'	
May be illuminated?	yes	yes	yes	yes

- A. **Sign area.** The total sign area of all building-mounted signs shall not exceed ten percent (10%) of the signable area of the building facade occupied by the use associated with the sign.
- B. **Window signs.** Temporary or permanent window signs shall be limited to the street level façade, except when second floor is occupied commercially. The total sign area of all window signs shall not exceed ten percent (10%) of the total surface area of the level of façade windows under consideration.
- C. **Projecting signs.** Projecting signs shall be secured to the building by metal anchors, bolts, supports, rods or braces, and shall be limited to sixteen (16) square feet of sign area per sign face.
- D. **Location.** Building-mounted signs shall be located entirely within the street level façade(s) of a building. Planning Commission may approve a sign elsewhere if a usable street level façade does not exist.
- E. **Signs in the C-1 District.** Signs mounted on buildings in the C-1 (Central Business) District shall also be subject to the following:
 - 1. **Sign projections.** Wall signs may project into the street right-of-way over a public sidewalk a maximum of one foot (1'). Projecting signs may project into the street right-of-way over a public

sidewalk a maximum of four feet (4’). Awning signs may project into the street right-of-way over a public sidewalk a maximum distance equal to fifty percent (50%) of the width of the sidewalk.

2. **Sign design.** Building-mounted signs shall complement the character and building design of the historic buildings in the C-1 district.
3. **Authority to establish sign guidelines.** The Planning Commission shall have the authority to establish design guidelines for the location, materials and method of illumination for building-mounted signs in the C-1 district, in accordance with the purpose of this Article. Such guidelines may be established only after a public hearing has been held in accordance with the procedures set forth in Section 1.12 (Public Hearing Procedures).

Section 13.06 Ground Signs for Non-Residential Uses – Permit Required.

The following shall apply to all ground signs accessory to a non-residential use in any zoning district:

MAXIMUM SIGN HEIGHT (feet)	MINIMUM REQUIRED SETBACK (feet)	MAXIMUM SIGN AREA (square-feet)
6'	6'	24
7'	7'	27
8'	8'	30
9'	9'	33
10'	10'	36

- A. **Maximum number of sign faces per sign.** Ground signs shall be limited to a maximum of two (2) sign faces placed back to back not more than three feet (3’) apart.
- B. **Maximum number of signs per lot.** A maximum of one (1) ground sign shall be permitted per lot.
- C. **Illumination.** Illumination must comply with Section 13.02G and H.
- D. **Changeable messages on ground signs.** On ground signs that are no taller than five (5) feet in height and are designed with a decorative masonry or stone base, changeable message boards incorporated into the sign may utilize up to 70% of the total permitted signable area.

Section 13.07 Permits.

No person shall erect or relocate a sign without first obtaining appropriate permits from the Building Inspector or Planning Commission. The following information shall be provided with any permit application:

- A. Name, address and telephone numbers for the applicant, property owner, sign owner and sign contractor or person, firm, corporation or association erecting the sign.
- B. Street address, parcel identification number or location of the property on which the sign is to be located.
- C. Type of sign, as defined in this Article.
- D. **Plot plan.** A plot plan shall include a parcel survey, easements, dimensions, locations of all structures, and all proposed and existing signs on the lot. Elevation drawings of all buildings on the site shall be provided showing the location of all existing and proposed building-mounted signs.

- E. **Construction drawings.** Plans, specifications, materials, designs, dimensions, structural supports, electrical components, methods of construction and type of illumination for each sign.
- F. **License and insurance.** Every person who engages in the business of erecting, altering or dismantling signs in the Village shall first submit proof of appropriate licenses and a liability insurance policy that indemnifies the Village of Armada and its prior, present and future officials, representatives and employees from all damage suits or actions of every nature brought or claimed against the erector for injuries or damages to persons or property sustained by any person or persons through any act of omission or negligence of said erector, his servants, agents or employees. Said policy shall contain a clause whereby it cannot be canceled or changed until after written notice has been filed with the Village Clerk at least thirty (30) days prior to the date of cancellation.
- G. **Removal agreement or bond.** The Building Inspector may require a signed removal agreement, bond or other acceptable surety to guarantee the future removal of a sign.
- H. Copy of stress sheets and calculations showing the structure is designed in accordance with applicable dead load and wind pressure standards. The Building Inspector may require approval of the structural design by a registered architect or engineer.
- I. Written consent of the property or sign owner, or their agent or manager, to perform the proposed work.

Section 13.08 Nonconforming Signs.

Nonconforming signs shall be permitted to continue as such until removed or altered, provided that such signs are maintained in accordance with the following:

- A. **General standards.** Nonconforming signs shall be maintained in accordance with the requirements for all signs specified in Section 13.02 (General Standards).
- B. **Expansion or relocation prohibited.** Nonconforming signs shall not be expanded or relocated.
- C. **Servicing.** Painting, servicing, cleaning or minor repairs to a nonconforming sign shall be permitted, provided that the sign is restored to its original design and all work is in compliance with applicable structural and electrical codes and the requirements for all signs specified in Section 13.02 (General Standards).
- D. **Alterations.** Alterations to a nonconforming sign, including changes to the sign frame, sign copy area, panels or structural elements shall be subject to the following conditions:
 - 1. The sign shall be brought into compliance with the requirements for all signs specified in Section 13.02 (General Standards).
 - 2. The sign shall be brought into compliance with all applicable sign height and sign area standards for the type of sign, as specified in this Article.
 - 3. Nonconformities caused by inadequate ground sign setback at a ground sign's current location may be permitted to continue so that the existing support structure and wiring may be re-used, provided that permitted alterations will not increase this nonconformity, and provided that the ground sign is located entirely outside of all street rights-of-way and corner clearance areas.
 - 4. Approval of appropriate permits by the Building Inspector.

Section 13.09 Prohibited Signs.

The following signs shall not be permitted in any zoning district:

- A. **Obscene material.** Display of obscene material upon any sign is prohibited.

- B. **Traffic and pedestrian hazards.** No signs, other than municipal traffic control signs, shall be located within street rights-of-way or corner clearance areas, except where permitted by this Article. No sign shall obstruct vision, constitute a hazard, or be confused with any authorized traffic sign, signal or device. For the purposes of public safety, no sign shall use words, symbols, or designs that are intended to mimic regulatory signs or create a distraction to drivers.
- C. **Signs on trees and utility poles.** Posting of placards, posters or other forms of signage on posts, trees, fences, park-type benches, utility poles, streetlight poles or similar objects, whether public or private.
- D. Roof signs, portable signs, non accessory signs and billboards (portable signs will be allowed for community use only).
- E. Signs that incorporate string lights, flashing or intermittent lights, exposed incandescent bulbs, animation or unshielded luminous tube and exposed bulb fluorescent lighting, not including reader-board signs.
- F. Signs that have any visible moving parts, mechanical movement or other apparent visible movement achieved by electrical or mechanical means or by action of normal wind currents, except for decorative displays as defined by this Ordinance.
- G. Any abandoned or illegal sign, as defined in this Ordinance.
- H. Signs not expressly permitted by this Article are prohibited.

Section 13.10 Sign Removal by Village Action.

- A. **Abandoned and illegal signs.** When there is a question or dispute over whether a sign is illegal or has been abandoned, as defined in this Ordinance, the Zoning Board of Appeals shall have the authority to make such determinations and to require the removal of abandoned and illegal signs in the Village, subject to the following procedure:
 - 1. **Public hearing.** Such action may be taken only after a public hearing has been held in accordance with the procedures set forth in Section 1.12 (Public Hearing Procedures), at which time the owner, operator or person having beneficial use of the property upon which the sign is located shall be given an opportunity to present evidence as to whether the sign is abandoned or illegal, and whether the sign should be removed.
 - 2. **Determination.** Subsequent to the hearing, the Zoning Board of Appeals shall make a determination as to whether the sign is an abandoned or illegal sign, as defined in this Ordinance. Written notification of the determination and any order for removal shall be provided to said owner, operator or person having beneficial use of the property upon which the sign is located.
 - 3. **Removal.** Abandoned or illegal signs shall be removed within thirty (30) days of the determination and order for removal by the Zoning Board of Appeals. All sign copy and component parts shall be completely removed, and the area where the sign was located shall be restored as nearly as possible to its original condition. Upon failure to remove the sign, the Village may then place a lien on the property, adding necessary removal expenses to the tax bill for the property.
- B. **Damaged Signs.** Signs determined to be in a damaged condition by the Building Inspector shall be repaired, replaced or removed to the satisfaction of the Building Inspector by the owner, operator or person having beneficial use of the property upon which the sign is located. If such action is not taken by the owner within ten (10) days, such signs may be repaired or removed by the Village at the expense of the owner of the property upon which the sign is located. The Village may then place a lien on the property, adding necessary removal expenses to the tax bill for the property.
- C. **Nonconforming signs.** The elimination of nonconforming signs in the Village is hereby declared to be for a public purpose and for a public use. The Village Council shall have the authority to institute and prosecute

proceedings for the condemnation of nonconforming signs determined to be in violation of the requirements for such signs specified in Section 13.08 (Nonconforming Signs), under the power of eminent domain and in accordance with the General Law Village Act, Public Act 3 of 1895, as amended. For the purpose of removal, the Village Council may, at its discretion, acquire and remove nonconforming signs by purchase, condemnation or otherwise with the cost paid from general funds.

- D. **Temporary signs.** Temporary signs erected or displayed within a street right-of-way or corner clearance area, or without a valid permit or after the expiration of a permit, may be removed by the Village without notice. Signs removed shall be held by the Village for a fifteen (15) day reclamation period, after which the sign shall be deemed abandoned and shall be discarded.
- E. **Unsafe signs.** Signs determined to be unsafe by the Building Inspector shall be immediately removed or repaired to the satisfaction of the Building Inspector by the owner, operator or person having beneficial use of the property upon which the sign is located. If such action is not taken by the owner within twenty-four (24) hours, such signs may be removed by the Village at the expense of the owner of the property upon which the sign is located. The Village may then place a lien on the property, adding necessary removal expenses to the tax bill for the property.
- F. **Prohibited signs.** Prohibited signs (Section 13.09) will be removed without notice and discarded immediately.

Section 13.11 Temporary Signs.

A. **Display of Temporary Signs without a Permit.** Temporary signs are allowed without a permit in all districts, subject to the following:

- 1. **Display period.** Temporary signs may be displayed for a maximum of 45 days per calendar year.
- 2. **Number of permitted signs.** One (1) temporary sign is permitted for every 50 feet of street frontage, or fraction thereof.
 - a. **Bonus sign.** On any property actively marketed for sale or rental, one additional temporary sign is permitted per street frontage.
- 3. **Maximum sign area and height.** The maximum height of temporary signs shall not exceed three (3) feet in height and the sign area for each sign may not exceed six (6) square feet.

B. **Display of Temporary Signs with a Permit.**

- 1. **Administrative approval.** The Building Inspector may, upon his authority, permit larger temporary displays for non-residential principal uses, subject to the following:
 - a. **Display Period.** Such signs shall be temporarily displayed for the specific time period defined on the approved permit. One permit may be issued for multiple display periods over one calendar year. The total display period for such signs on a single lot shall not exceed 45 days per calendar year.
 - b. **Number of permitted signs.** A maximum of one (1) such sign per vehicle entrance to the site, one (1) sign per street frontage, and one (1) sign per public entrance to the building shall be permitted per lot.

- e. **Sign removal.** A removal agreement or security bond to guarantee removal of such signs may be required. Signs must be removed within two (2) days of the removal date stated on the approved permit. If a securing bond is taken, it will be refunded if the sign is removed within the time constraints.

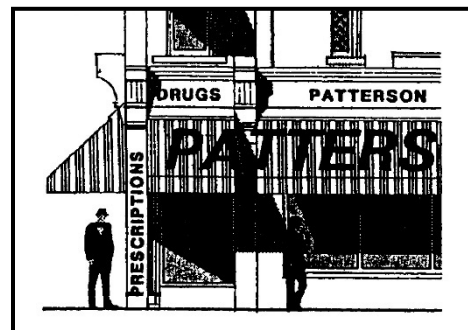
Section 13.12 Sign Definitions.

A **Sign** is any display, message, illustration, depiction, or symbol affixed to, painted on, erected, or presented on a building or other interior or exterior surface which is designed to direct or attract attention to a message.

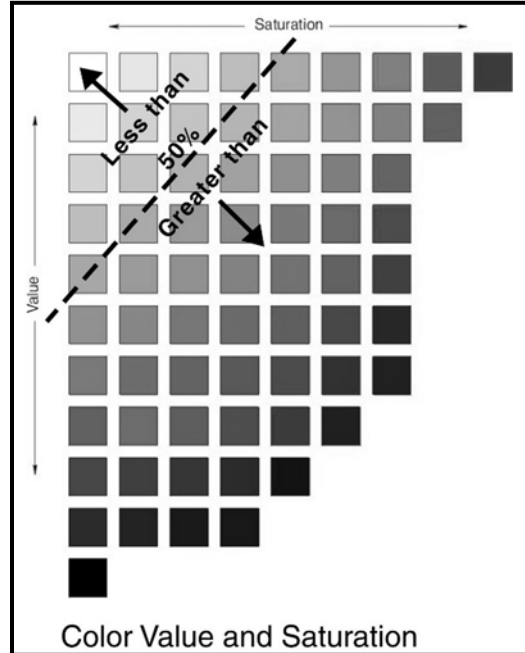
The following sign types, defined herein, are referenced in this Article:

- A. **Abandoned Sign.** A sign accessory to or associated with a use that has been discontinued or terminated for more than one hundred eighty (180) days.
- B. **Accessory Sign.** A sign which pertains to the primary use of the premises.
- C. **Billboard or Non-Accessory Sign.** A sign that does not pertain to the primary use of the premises on which the sign is located.
- D. **Building-Mounted Sign.** A display sign that is painted on, adjacent to or attached to a building wall, door, window or related architectural feature. Such signs would include, but are not limited to canopy, marquee, wall or window signs.
- E. **Building Directory.** A wall sign where individual occupants of a building whose space is not located on the street level may display information directing visitors to their portion of the building.
- F. **Canopy Sign.** A sign which is painted on or attached to an awning or canopy.
- G. **Changeable Board.** A sign, or a portion of a sign, with moveable or changeable messages that can be altered by natural, mechanical or electrical means.
- H. **Clearance.** The vertical distance between the surface grade beneath the sign and the lowest point of the sign, including framework and embellishments.

BUILDING DIRECTORY	
NAME	SUITE
Terry's Bakery	101
Cannon Insurance	102
Dr. Wiedermeyer	201
Dr. Ishmael, DDS	202
Mr. Jim Smith	301
Ms. Janet Doe	302

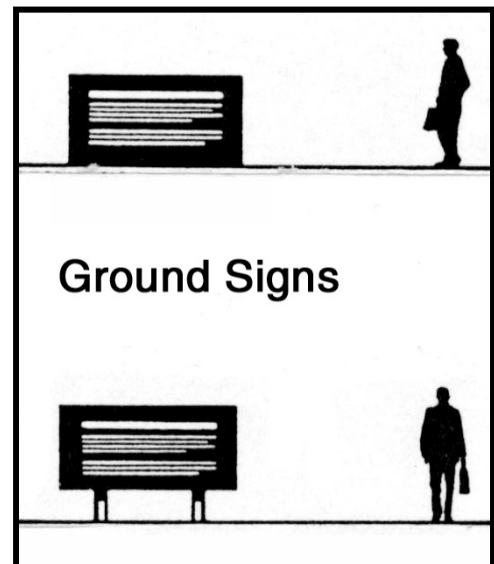


- I. **Color Value.** The perception of an internally illuminated color’s lightness or darkness, or a description of the overall intensity or strength of the light through the illuminated color, expressed as a ratio or percentage.
 - a. **Saturation.** The dominance of hue (i.e. red, purple, blue, etc. - expressed as a percentage) in the color, or the ratio of the dominant wavelength to other wavelengths in the color.
- J. **Construction Signs.** A type of temporary sign identifying architects, contractors, subcontractors and material suppliers for a development, or advertising available lots or buildings in a new residential development.
- K. **Damaged Sign.** A sign or supporting structure which is torn, defaced, dented, smashed, broken, vandalized or destroyed.
- L. **Directional Sign.** A type of regulatory sign. Directional signs may be public or private in ownership and/or maintenance.



- M. **Festoons.** A string of ribbons, tinsel, small flags or pinwheels.
- N. **Front Face Area.** The area of the front wall, including doors and windows, of the principal building facing a public street where the address or primary public entrance is located. Buildings on corner lots may have up to two front faces if each face satisfies the above criteria. If the building is devoted to two or more uses or businesses, the front face area for each use or business shall be determined by the Zoning Administrator based upon the proportionate share of the building occupied by each use or business.

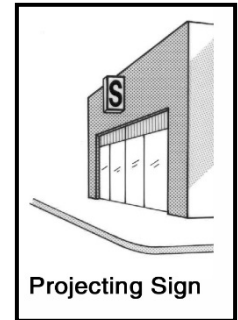
- O. **Garage Sale Signs.** A type of temporary sign used to advertise a garage sale.
- P. **Ground Sign.** A freestanding sign supported by one or more columns, uprights or braces in the ground surface.
- Q. **Illegal Sign.** A sign for which no valid permit was issued by the Village at the time such sign was erected, or a sign that is not in compliance with the current zoning ordinance and does not meet the definition of a nonconforming sign.
- R. **Nameplate.** A wall sign denoting the name of the occupant in a building.
- S. **Noncombustible Material.** Any material which will not ignite at or below a temperature of 1,200 degrees Fahrenheit and will not continue to burn or glow at that temperature.



- T. **Nonconforming Sign.** A sign for which the Village issued a permit at the time such sign was erected, but which is not in compliance with current zoning ordinance provisions for signs. Such signs must be located outside of any existing right-of-way, away from any public or private easement and wholly upon the parcel to which it is associated. Such signs must have all necessary

structural and decorative parts, including, but not limited to supports, sign box or enclosure and electrical equipment. The sign face or sign copy area must be intact and illuminated signs must be capable of immediate illumination.

- U. **Opinion Signs.** A type of temporary sign that announces the candidacy of persons running for public office, addresses issues to be voted upon at an election, or otherwise expresses an opinion or point of view, but does not advertise any products, goods, services or businesses.
- V. **Portable Sign.** A sign and sign structure which is not attached to a building and is capable of being moved within the zoning lot on which it is located or from one zoning lot to another.
- W. **Projecting Sign.** A display sign attached to or hung from a structure projecting from and supported by the building and extending beyond the building wall, building line or street right-of-way line.
- X. **Real Estate Signs.** A type of temporary sign that is placed while a property is actively marketed for sale or rental.
- Y. **Roof Sign.** A display sign which is erected, constructed and maintained on or above the roof of the building, or that extends above the roofline.
- Z. **Sale Of Produce Signs.** A type of temporary sign advertising the sale of produce during the local harvest season of the produce being sold.
- AA. **Sign Area.** The gross surface area within a single continuous perimeter enclosing the extreme limits of all sign copy or surface of any internally-illuminated sign, awning or canopy. Such perimeter shall not include any structural or framing elements lying outside the limits of such sign and not forming an integral part of the display.
- BB. **Sign Height.** The vertical distance measured from the average grade at the sign location to the highest point of the sign.
- CC. **Site Entry Feature with Signage (Entrance Sign).** A sign located at the entrance to a development from a thoroughfare or collector road.
- DD. **Special Event Signs.** Temporary signs, including banners, pennants, balloons or festoons associated with a special event and displayed for a specified and limited period of time.
- EE. **Temporary Sign.** Displays constructed of cloth, canvas, fabric, plastic, paper, or other light temporary material, with or without a structural frame, or any other sign intended for a limited period of display, but not including decorative displays for holidays or public demonstration. Temporary signs with a permit must display the date by which the sign shall be removed in a manner that is legible from the property line or public right-of-way.
- FF. **Unsafe Sign.** A sign that is not properly secured, is in danger of falling or has otherwise been found to be in a condition that is hazardous to the public health, safety or welfare by the Building Inspector.



GG. Wall Sign. A display sign which is painted on, adjacent to or attached to a building wall, door, window or related architectural feature and projecting not more than eighteen inches (18”) from the wall.

HH. Window Sign. A sign affixed to a window or so as to be observable from the opposite side of the window to which such sign is located or affixed.

