

**CHAPTER 3200**  
**ZONING ORDINANCE**

**Signs**

Enacted 9/18/2018 by Ordinance No. 22-2018

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**SECTION 3201: Intent.**

These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication and advertising. The regulations for signs have the following objectives:

- A. To ensure that signs are designed, constructed, installed and maintained according to minimum standards to safeguard life, health, property and public welfare;
- B. To allow and promote positive conditions for sign communication;
- C. To reflect and support the desired ambience and development patterns of the various zoning districts and promote an attractive environment;
- D. To allow for adequate and effective signs whose dimensional characteristics further the interests of public safety and the needs of the motorist where signs are seen from the roadway.
- E. To ensure that the constitutionally guaranteed right of free expression is protected.

**SECTION 3202: Applicability.**

- A. General. The requirements of this Chapter apply to all signs, sign structures, awnings, and other types of sign devices located within the Village of Holland.
- B. Signs and sign structures located in the Village of Holland that cannot be seen from a public roadway are not subject to the size, height, location and number regulations listed herein.
- C. Interpretations. This Chapter is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this Chapter shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered. To the extent any provision of this Chapter is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

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**SECTION 3203**            **Definitions.**

**Abandoned Sign:** A sign that no longer identifies or advertises an ongoing business, product, location, service, idea or activity conducted on the premises on which the sign is located.

**Alteration:** A change in the size or shape of an existing sign. Copy or color changes of an existing sign is not an alteration. Changing or replacing a sign face or panel is not an alteration.

**Animated Sign:** A sign employing motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means. Animated signs, which are differentiated from changeable signs, include the following types:

1. Environmentally Activated: Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.
2. Mechanically Activated: Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.
3. Electrically Activated: Animated signs producing the illusion of movement by means of electronic, electrical or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or more of the following:
  - A. Flashing: Animated signs or animated portions of signs whose illumination is characterized by repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. Flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds four (4) seconds;
  - B. Patterned Illusionary Movement: Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

**Architectural Projection:** Any projection from a building that is decorative and/or functional and not intended for occupancy, and that extends beyond the face of an exterior wall of a building but that does not include signs as defined herein.

**Awning:** An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

**Awning Sign:** A sign displayed on or attached flat against the surface or surfaces of an awning. An awning that contains a “sign” section or copy area shall comply with the applicable sign area requirements of this Chapter. Only the sign or copy area displayed on an awning shall be used to determine the permitted sign area, the entire awning shall not be included in a sign area calculation.

**Banner Sign:** A sign utilizing a flexible substrate on which copy or graphics are displayed as its display surface.

**Billboard:** See Off-Premise Sign and Commercial Outdoor Advertising Sign.

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**Building Sign:** A sign that is applied or affixed to a building.

**Canopy:** Attached: a multi-sided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. Surface and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light.

Freestanding: A multi-sided structure supported by columns, but not enclosed by walls. Surface and/or soffit of a freestanding canopy may be illuminated by means of internal or external sources of light.

**Canopy Sign:** A sign affixed to the visible surfaces of an attached or freestanding canopy. A canopy that contains a “sign” section or copy area shall comply with the applicable sign area requirements of this Chapter. Only the sign or copy area displayed on a canopy shall be used to determine the permitted sign area, the entire awning shall not be included in a sign area calculation.

**Changeable Sign:** A sign with the capability of content change by means of mechanical or remote input, includes the following:

1. Manually Activated: Changeable sign whose message copy or content can be changed manually on a display surface.
2. Electrically Activated: Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. See also Electronic Message Center.

**Channel Letters:**

1. Open Face: A dimensional letter with a back and sides but no face at the front of the letter. May be non-lit, externally illuminated or illuminated by a light source contained inside the open channel of the letter itself, such as a neon tube.
2. Internally Illuminated: A dimensional letter with a back, sides and a translucent front face capable of transmitting light from an internal light source within the letter.
3. Reverse: A dimensional letter with a face and sides but no back. A reverse channel letter has an open channel facing the wall or building to which it is affixed. May contain a source of illumination designed to project lighting against the surface behind the letter, commonly referred to as backlit channel letter; also referenced as halo or silhouette lighted channel letter. The face of a reverse channel letter does not illuminate.

**Commercial Outdoor Advertising Sign:** A permanent off-premise sign erected, maintained or used in the outdoor environment for the purpose of providing copy area for commercial or noncommercial messages.

**Conforming Sign:** A sign that is legally installed in conformance with all regulation of this Chapter.

**Copy:** The graphic content or message of a sign.

**Copy Area of Sign:** The actual area of the sign copy as applied to any background. Copy area on any individual background may be expressed as the sum of the geometrically computed shape or shapes encompassing separate individual letters, words, or graphic elements on the background.

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**Directional Sign:** Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

**Display Time:** The amount of time a message and/or graphic is displayed on an Electronic Message Sign.

**Dissolve:** A mode of message transition on an Electronic Message Sign accomplished by varying the light intensity or pattern, in which the first message gradually appears to dissipate and lose legibility with the gradual appearance of legibility of the second message.

**Double-faced Sign:** A sign with two faces, back to back.

**Dynamic Frame Effect:** An Electronic Message Sign frame effect in which the illusion of motion and/or animation is used.

**Electric Sign:** Any sign activated or illuminated by means of electrical energy.

**Electronic Message Center or Sign (EMC):** An electrically activated changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. Also known as EMC. EMCs typically use light emitting diodes (LEDs) as a lighting source.

**Exterior Sign:** Any sign placed outside a building.

**Fade:** a mode of message transition on an Electronic Message Sign accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increased intensity to the point of legibility.

**Frame:** A complete, static display screen on an Electronic Message Sign.

**Frame Effect:** A visual effect on an Electronic Message Sign applied to a single frame. See Dynamic Frame Effect.

**Freestanding Sign:** A sign principally supported by one or more columns, poles or braces placed in or upon the ground. May be referred to as Ground or Monument Sign.

**Frontage:**

1. Property: the length of the property line(s) of any single premise along either a public right of way or other properties on which it borders.
2. Building: the length of an exterior building wall or structure of a single premise along either a public way or other properties that it faces.

**Illuminated Sign:** A sign characterized by the use of artificial light, either projecting through its surface(s) internally or trans-illuminated; or reflecting off its surfaces externally.

**Interior Sign:** Any sign placed within a building, but not including window signs as defined by this Chapter. Interior signs, with the exception of window signs, are not regulated by this Chapter.

**Multiple Faced Sign:** A sign containing three (3) or more faces.

**Non-Conforming Sign:** A sign that was legally installed by permit in conformance with all sign regulations in effect at the time of its installation, but which may no longer comply with subsequently enacted regulations.

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**Off-Premise Sign:** A permanent, outdoor sign erected, maintained or used for the purpose of display of commercial or noncommercial messages not appurtenant to the use, products sold on, or the sale or lease of, the property on which it is displayed.

**On-Premise Sign:** An outdoor sign erected, maintained or used for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

**Pole Sign:** See Freestanding Sign.

**Portable Sign:** Any sign not permanently attached to the ground and can be removed without the use of tools. A portable sign is considered a temporary sign.

**Projecting Sign:** Any sign other than a Wall Sign that is attached to or projects more than eighteen (18) inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.

**Pylon Sign:** See Freestanding Sign.

**Revolving Sign:** A sign that is capable of revolving three hundred and sixty degrees (360) about an axis. See Animated Sign, Mechanically Activated.

**Roof Sign:** A sign mounted on the main roof portion of a building or on the uppermost edge of a parapet wall of building and which is wholly or partially supported by such building.

**Scroll:** A mode of message transition on an Electronic Message Sign in which the message appears to move vertically across the display surface.

**Sign:** Any device visible from a public place whose essential purpose and design is to convey either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representation. Noncommercial flags or any other flags displayed from flagpoles or staffs will not be considered to be signs.

**Sign Copy:**

1. The physical sign message including any words, letters, numbers, pictures and symbols.
2. The letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

**Sign Structure:** Any structure designed for the support of a sign.

**Sign Area:** The area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The area of any double sided or “V” shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple sided signs shall be computed as fifty (50) percent of the sum of the area of all faces of the sign.

**Sign Face:** The surface upon, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural thematic or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border.

1. In the case of a panel or cabinet sign, the sign face shall include the entire area of the sign panel on which the sign copy is displayed but not the open space between separate panels.

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2. In the case of signs painted on a building, or individual letters or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closet to the edge of the letters or separate graphic elements comprising the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.
3. In the case of sign copy enclosed within a painted or illuminated border, or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contracting background or within the painted or illuminated border.

**Site:** The ground area legally designated as a zoning lot, which may be categorized as a permanent parcel (a lot of record), multiple lots of record, or a portion of a lot of record.

**Temporary Sign:** A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs. Examples are feather/flag signs, A-frame signs, or vertical banners.

**Transition:** A visual effect used on an Electronic Message Sign to change from one message to another.

**Travel:** A mode of message transition on an Electronic Message Sign in which the message appears to move horizontally across the display surface.

**Under Canopy Sign:** A sign attached to the underside of a canopy.

**V Sign:** A sign containing two faces of equal size, positioned at an interior angle subtending less than one hundred seventy-nine degrees (179) at the point of juncture of the individual faces.

**Wall Sign:** A sign that is in any manner affixed to any exterior wall of building or structure and that projects not more than eighteen (18) inches from the building or structure wall. Also includes signs affixed to architectural projections that project from a building provide the copy area of signs remains on a parallel plane to the face of the building or the face or faces of the architectural projection to which it is affixed.

**Window Sign:** A sign affixed to the surface of a window with its message intended to be visible to the exterior environment.

**SECTION 3204: Sign Permit Required.**

- A. No person shall locate or maintain any sign, or cause a sign to be located or maintained, unless all the applicable provisions of this Chapter have been met and a sign permit issued.
- B. A sign initially approved for which a permit has been issued shall not be structurally modified, altered or replaced, nor shall design elements of any building or lot upon which such a sign is maintained be modified, altered or replaced if any such design element constituted a basis for approval of such sign, unless a new or amended permit is obtained.
- C. The repainting, changing of parts and preventive maintenance of signs shall not be deemed alterations requiring a sign permit.

**SECTION 3204.01 Prohibited Signs.**

The following signs shall be prohibited pursuant to this Chapter.

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- A. Abandoned signs;
- B. Snipe signs or signs attached to trees, telephone poles, public benches, streetlights, or placed on any public property or public right-of-way;
- C. Signs placed on vehicles or trailers which are parked or located for the primary purpose of providing signage not otherwise allowed by this Chapter; Prohibited is any sign displayed on a parked trailer, truck or other vehicle where the primary purpose of the vehicle is to advertise a product, service, business, or other activity. This regulation shall permit the use of a business logos, identification or advertising on vehicles primarily and actively used for business purposes and/or personal transportation.
- D. Signs that could be confused with any authorized traffic signal or device or interfere with the effectiveness of any authorized traffic signal or device.
- E. Signs containing strobe lights.
- F. Mechanically Moving Signs. An environmentally activated sign or other display with actual mechanical motion powered by natural, manual, mechanical, electrical or other means, including but not limited to pennant strings, streamers, spinners, propellers, and search lights.
- G. Flashing Signs. See Definitions- Animated Signs. For the purposes of this Chapter, a sign that has a changing rate or dwell time of four (4) seconds or longer does not fit within the prohibition noted.
- H. Inflatable Signs and other Permanent Objects. Signs and other objects which are inflated, including, but not limited to, balloons. Balloons may be permitted in temporary non-commercial situations.
- I. Signs Adversely Affecting Safety. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a stand-pipe or fire escape.
- J. Sign Emissions. No sign which emits smoke, visible vapors, particles, sound or odor shall be permitted. Open flames used to attract public attention to a place of business or to an advertising sign shall not be permitted.
- K. Mirrors. No mirror device shall be used as a part of a sign.

**SECTION 3205: Exempt Signs.**

The following signs shall be exempted from the provisions of this Ordinance and installation permitted without a permit, but may be subject to other building codes where applicable;

- A. Building Identification Signs, not exceeding two square foot in area for residential buildings and four square feet in area for nonresidential buildings.
- B. Business Name and Address on an Entry Door, and/or contact information displayed on an entry door, not exceeding two square feet in area and do not include any commercial advertising or other identification.
- C. Historical plaques, building cornerstones, and date-constructed stones not exceeding four square feet in area.
- D. Signs not readable from the public right-of-way:

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1. Signs or displays located entirely inside of a building and not visible from the building's exterior;
2. Signs intended to be readable from within a parking area but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way.

E. Government Signs:

Any sign, posting, notice or similar signs placed, installed or required by law by the village, county, state or federal governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:

1. Emergency and warning signs necessary for public safety or civil defense;
  2. Traffic signs erected and maintained by an authorized public agency;
  3. Signs required to be displayed by law;
  4. Signs directing the public to points of interest; and
  5. Signs showing the location of public facilities.
- F. Decals. Decals and/or logos affixed to windows or door glass panels, as those indicating membership in a business group or identifying credit cards accepted at the establishment.
- G. Handicapped Parking Space. Signs not exceeding two (2) square feet in area reserving parking for handicapped individuals.
- H. Private Drive Signs. On-premise private drive signs are limited to one (1) per driveway entrance, not exceeding two (2) square feet in area.
- I. Security and Warning Signs. On-premise signs regulating the use of the premises, such as "no trespassing", "no hunting", and "no soliciting" signs that do not exceed one (1) sign two (2) square feet in area in residential areas and one (1) sign five (5) square feet in area in commercial and industrial zones. These limitations shall not apply to the posting of conventional "no trespassing" signs in accordance with state law.

**SECTION 3206:       General Restrictions for All Signs in All Districts.**

The regulations contained in this section shall apply to all signs and all use districts:

1. Location Restrictions:  
Except where specifically authorized in this Chapter, signs shall not be placed in the following locations:
  - A. Within, on or projecting over a public right-of-way;
  - B. On public property;
  - C. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device;



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- D. Areas allowing for ingress to or egress from any door, window, or any exit way required by the Building Code or Fire Department regulations currently in effect;
  - E. Areas or locations that interfere with required building ventilation system openings;
  - F. Off the premises of the business to which the commercial advertising sign refers;
  - G. On fuel tanks, storage containers, and/or solid waste receptacles or their enclosures, except for a manufacturer's identification, appropriate warning signs and placards, and information required by law;
  - H. Where they cover the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms, cornices, trims, or other architectural feature;
  - I. Nearer than ten feet vertically or four feet horizontally from any overhead electrical wires, conductors, or guide wires.
2. Display Restrictions:
- A. Purpose:  
The purpose of this subsection is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that detract from the natural and architectural aesthetics of the Village.
  - B. Applicability:  
Signs with the following display features are prohibited:
    - 1. Lighting devices with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect creating the illusion of motion, as well as laser or hologram lights;
    - 2. An exposed light source, except for neon incorporated into the design of the sign;
    - 3. Sound, odor or smoke;
    - 4. Inflatable balloons, spinners, strings of flags and pennants, fixed aerial displays, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means either attached to a sign or to vehicles, structures, poles, trees and other vegetation, or similar support structures;
    - 5. Rotating or moving sign body or any other portion of the sign whether by mechanical or any other means. Barber poles no longer than three feet high and ten inches in diameter, and clocks, are exempted from this restriction;
    - 6. Strings of lights arranged in the shape of a product, arrow or any commercial message.

**SECTION 3207:       General Requirements for All Signs in All Districts**

- 1. Sign Message:  
Any permitted sign may contain, in lieu of any other message or copy, any lawful non-commercial message, so long as the sign complies with the size, height, area, location, and other requirements of this Chapter.

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2. Measurement of Sign Area:  
The surface area of a sign shall be computed as including the entire area within a regular, geometric form, or combinations of regular, geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of surface area. (Ord. 27-2000)
3. Sign Height Measurement:
  - A. For Freestanding signs, the sign height is measured as the vertical distance from the average elevation of the finished grade at the base of a sign to the top of the sign, exclusive of any filling, berming, mounding or landscaping solely for the purpose of locating the sign, excluding decorative embellishments.
    1. Exception: Where a freestanding sign is mounted along a roadway that has a higher grade level as compared to the grade level directly below the freestanding sign, the freestanding sign's height will be measured from the roadway grade level to the highest point of the freestanding sign.
  - B. For Building mounted signs, the height is measured from the base of the wall, where the sign will be mounted, to the top of the sign or sign structure.
4. Sign Illumination:  
Allowed permanent signs may be non-illuminated, illuminated by internal light fixtures, halo illuminated, or illuminated by external indirect illumination unless otherwise specified.
  - A. Externally Illuminated Signs shall be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare. A light fixture mounted above the sign face may be installed with its bottom opening tilted toward the sign face provided that the bottom opening of the light fixture is flat, and the uppermost portion of the fixture's opening is located no higher than the top of the sign face.
  - B. Internally Illuminated Signs:  
Internally illuminated signs shall either be constructed with an opaque background and translucent text and symbols, or with a colored background and generally lighter text and symbols. Exposed neon sign lighting is only permitted in the business and manufacturing zoning districts.
  - C. LED Signs/Electronic Messaging Signs:  
LED lighted signs shall be considered internally illuminated signs as found in Electronic Message Centers (EMC). Only static electronic messaging is allowed in residential zoning districts and all EMC signs in the Village of Holland shall have automatic dimming capabilities. One Electronic Message Center shall be allowed per building mounted or freestanding sign.
5. Sign Structure and Installation:
  - A. Raceway cabinets/Channel Letters:  
Raceway cabinets shall only be used on building mounted signs when access to the wall behind the sign is not feasible. The cabinet shall not extend in width and height beyond the area of the sign and shall match the color of the building to which it is attached.
  - B. Sign Support Elements:  
Support elements such as angle irons, bracing, guy wires, or similar features used to support a sign shall not be visible to the extent technically feasible.

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- C. Electric Service:  
When electrical service is provided to freestanding and wall signs, all such electrical service shall be installed underground and concealed whenever possible. Electrical service to building mounted signs, including conduit, housings, and wire, shall be concealed or, when necessary, painted to match the surface of the structure upon which they are mounted.
- D. Durable Materials:  
All permanent signs permitted shall be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of an urban environment.

**SECTION 3208: Standards in Residential Districts.**

Residential properties located within a R1, R2 or R3 residential zoning district are permitted signs that:

1. Do not exceed eight (8) square feet in total sign area per road frontage.
2. Corner lots and lots with frontage on more than one street are entitled to eight (8) square feet per frontage.
3. Signs may be freestanding, mounted to a permanent building structure or displayed in a window. Trees, rocks or other naturally occurring landscape features may not be used to support a residential sign.
4. The sign area allowance covers but is not limited to, address signs, home occupation signs, yard signs, real estate signs, contractor signs and political signs.
5. R3 zoned properties with a single or double story multi-family dwelling unit shall adhere to items 1-4 of this section.
6. R3 zoned properties with a multiple story multi-family structure, three (3) stories or higher, are permitted a freestanding sign not to exceed sixty-four (64) square feet and six (6) feet in height. One such sign shall be permitted at each separate street and/or building frontage occupied by the multi-family structure. A sign permit shall be required for such signs.
7. Electronic Message Signs are prohibited on R1, R2 and R3 zoned properties.
8. All signs must be erected totally within the site or property to which they refer and behind any applicable legal right of way.

**SECTION 3209: Standards in B and M Districts.**

The regulations set forth in this section shall apply to signs in all B & M districts and such signs shall require a permit.

1. On-Premise Building or Wall Mounted: One such sign, projecting no more than two (2) feet with a sign area equivalent to one and one half (1.5) square feet of sign area for each lineal foot of building width, or part of a building, occupied by such enterprise, not exceeding two hundred (200) square feet. All wall signs shall have all structural and supporting members concealed from view.

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2. On-Premise Freestanding Sign: One such sign not to exceed thirty (30) square feet of area per sign face and not exceeding six (6) feet in height. There shall be only one on-premise freestanding sign for each building regardless of the number of tenants in said building. Freestanding signs shall be setback a minimum of ten (10 feet) from the right of way. Buildings on corner lots may have one on-premise freestanding sign per street frontage.
3. Off-premises signs must be approved by the Planning Commission and Village Council. No single off-premises sign shall exceed **two hundred (200)** square feet, nor shall off-premises signs visible to approaching traffic have a minimum spacing between signs of less than **two hundred (200)** feet. All signs shall conform to all applicable yard and height regulations for the appropriate zoning district, except that such signs intended to be viewed from an elevated highway shall be not more than **twenty (20)** feet above the level of the roadway at its nearest point.
4. In B-3, M-1, and M-2 districts, free-standing on-premises signs not over **twenty (20)** feet in height, having a maximum total area of **one hundred (100)** square feet per display area and located not closer than **ten (10)** feet to any street right-of-way line and not closer than **thirty (30)** feet to any adjoining lot line may be erected to serve an individual or group of businesses or industries. There shall be only one free-standing sign for each building or complex of buildings, regardless of the number of businesses conducted in said building or complex.
5. Canopy or awning signs with graphic representation shall have the sign area included in the total allowable square feet computation for on premise building or wall signs.
6. Electronic Message Signs. ECMs shall be an integral part of a building or freestanding sign. There shall be one (1) ECM per building or freestanding sign.
  - A. ECM signs shall have a minimum display time of eight (8) seconds.
  - B. Transition time between messages is limited to three (3) seconds and these transitions may employ fade, dissolve, and or other transition effects except that continuous scrolling and/or traveling, flashing, spinning, rotating and similar moving effects or patterns simulating movement shall be prohibited.
  - C. Full motion video or film display shall be permitted by variance only.
  - D. All ECMs shall utilize automatic dimming controls either by photocell or software setting. (Ord. 27-2000)
7. Window Signs. Combined area of temporary and permanent window signs shall not exceed thirty-three (33) percent of the total area of the window on which displayed. Perforated vinyl signs or signs painted on windows shall be included in the total area calculation. Permanent window sign area shall be included in the total allowable sign area for building mounted signs.

**SECTION 3210: Temporary Signs.**

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Signs that meet the standards of this section are exempt from the standards for permanent signs and are not counted in the total square footage of signage allowed on any particular property or site:

1. Temporary signs may have external or internal illumination.
2. Temporary banners are not permitted in a residential district with the exception of banners for holidays, religious commemoration and special family events. Such banners may be displayed for a period of one (1) week without a permit.
3. Temporary banners in a business or manufacturing district shall be no larger than thirty-two (32) square feet in size and one such sign is permitted per property, or on a multi-use property, per storefront. Such banners shall require a permit. Such banners shall be displayed no longer than thirty (30) days. Such banners may not be located in a right of way. One (1) temporary banner permit per business shall be allowed per year.
4. Temporary wall signs in a business or manufacturing district shall be no larger than thirty-two (32) square feet in area and may not extend above the roof line. Such wall signs shall require a permit and shall be displayed no longer than thirty (30) days. One (1) temporary wall sign permit per business shall be allowed per year.
5. Temporary freestanding or portable signs in a business or manufacturing district shall be limited to one (1) temporary freestanding or portable sign per property or on a multi-use property per storefront. Such temporary freestanding or portable sign shall be no larger than eight (8) square feet. Such sign shall not extend into the right of way. A temporary freestanding or portable sign shall require a permit. One (1) temporary freestanding or portable sign shall be allowed per year. Temporary freestanding or portable signs shall be displayed no longer than thirty (30) days.

**SECTION 3211: Nonconforming Signs.**

- A. Nonconforming permanent signs may continue to exist after passage this Chapter for a period not to exceed five (5) years. After five (5) years, any nonconforming sign must be replaced with a sign conforming to the standards contained in this chapter. Nonconforming signs will be removed and changed in accordance with this Chapter.
- B. Permanent sign structures that are moved, replaced, or structurally altered must be brought into compliance with these sign regulations. However, nonconforming signs required to be moved due to public right of way improvements may be re-established. Removable faces or sign panel inserts in a cabinet type sign may also be changed by right, and such change does not constitute a structural alteration nor trigger loss of nonconforming status.
- C. The status of a nonconforming sign is not affected by changes in ownership.
- D. Once a sign is altered to conform or is replaced with a conforming sign, the nonconforming rights for that sign are lost and a nonconforming sign may not be re-established.
- E. Nonconforming temporary signs must be removed within six (6) months of the passage of this Chapter.
- F. Loss of nonconforming status:

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1. Discontinuance. See definition of Abandoned Sign.
2. Destruction. When a sign or sign structure is removed or intentionally or unintentionally destroyed, replacement signs and sign structures must comply with the current standards. However:
  - A. Repair and Maintenance. A nonconforming sign or sign structure may be removed temporarily to perform sign maintenance or sign repair.

**SECTION 3212: Maintenance Requirements.**

It shall be unlawful for any owner of record, lessor, lessee, manager, agent, or other person having lawful possession or control over a building, structure, or parcel of land to fail to maintain the property and all signs in compliance with the Zoning Code. Failure to maintain a sign constitutes a violation of this Chapter of the Zoning Code and shall be subject to enforcement action in compliance with the provisions in Section 2450.

1. Maintenance:

All signs, whether or not in existence prior to adoption of this Chapter shall be maintained. Maintenance of a sign shall include periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of this sign permit issued for its installation.
2. Removal of Unused Sign Support Structures:

Any vacant and/or unused sign support structures, angle irons, sign poles, or other remnants of old signs which are not currently in use or proposed for immediate reuse evidenced by a Sign Permit application for a permitted sign, shall be removed. When a building mounted sign is removed, the wall shall be repaired and restored to its original condition.
3. Obsolete Signs:

Sign structures permitted as on-premises business signs may remain in place after the business vacates the premises, provided the sign is left non-illuminated and sign copy is removed within 30 days after the business vacates the premises. If an on-site use for the sign is not commenced within six months of the termination of the previous on-site use, the sign shall be deemed abandoned.
4. Removal of Unsafe Sign Structures:

In addition to the remedies provided in Section 2450, the Zoning Administrator shall have the authority to order the repair, maintenance, or removal of any sign or sign structure that has become abandoned, dilapidated or represents a hazard to the public health, safety and/or general welfare. If such a condition is determined by the Zoning Administrator to exist, he/or she shall give notice by certified mail to the sign owner at the address shown on the sign permit, unless more recent information is available. If compliance has not been achieved within 30 days from service of notice, the Zoning Administrator may cause the sign to be removed or repaired, and the cost of such removal or repair will be charged to the sign owner and/or the property owner.

**SECTION 3213: Severability.**

If any Section, sentence, clause, phrase, word, portion, or provision of this Chapter is held to be invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any

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other Section, sentence, clause, phrase, word, portion, or provision of this Chapter which can be given effect without the invalid provision.

The invalidation of the application of any Section, sentence, clause, phrase, word, portion, or provision of this Chapter to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such Section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.

**SECTION 3214:       Violations.**

In case any sign shall be installed, erected, constructed, or maintained in violation of any of the terms of this Ordinance, the Zoning Administrator shall notice in writing the owner or lessee thereof to alter such sign so as to comply with this Ordinance. Failure to comply with any of the provisions of this Chapter shall be deemed a violation and shall be punishable under Section 2450 of this Ordinance.  
(Ord. 22-2018)