

VILLAGE OF DUNDEE, MONROE COUNTY, MICHIGAN
AN ORDINANCE TO AMEND ARTICLE 2 DEFINITIONS AND ARTICLE 22
SIGN ORDINANCE IN ITS ENTIRETY, OF THE VILLAGE CODE FOR THE
VILLAGE OF DUNDEE.

An ordinance to amend the Village of Dundee Sign Ordinance to amend the intent section, amend definitions related to signs, and amend the Sign Ordinance with updated provisions and regulations.

THE VILLAGE OF DUNDEE ORDAINS:

Article 2 - Definitions

Sign: Any words, numbers, figures, presentations, designs, objects, trademarks, inflatables, announcements, pennants, emblems, banners, pictures or other symbols or similar devices which attract attention or make known such things as an individual, firm, profession, business, event, commodity or service and which are visible from the street, public right-of-way, or place that is open to the public, such as a private parking lots for shopping centers and office buildings. Sign shall include any structure designed to be used for such display. For the purpose of removal, such term shall also include sign supports. A sign shall not include any of the above that is customarily affixed to a person or clothing that is being actively worn by a person.

For purposes of this Ordinance, the following definitions shall also apply:

Abandoned sign: a sign that no longer advertises or identifies a business, lessor, owner, or activity conducted upon, or product available on or off the premises where such sign is displayed.

A-Frame sign – See “pedestrian sign”.

Ancillary sign: a sign that is secondary to the use of the building or business that advertises specific goods or services available on the premises.

Animated sign: A sign that uses movement or change of lighting, including a flashing sign, to depict action or create the effect of a scene. Such a sign does not include changeable copy signs (see “Changeable Copy Sign”).

Awning: A sign affixed flat against the surface of an awning or inscribed on an awning. An awning is a retractable or fixed shelter constructed of non-rigid materials on a supporting framework that projects from the exterior wall of a building.

Billboard: See “off-premise sign.”

Blade sign: a sign that is suspended from an overhang, canopy, marquee, or awning and hangs perpendicular to the building wall. An 8-foot clearance is required between a blade sign and finished grade.

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Building frontage: the portion of the side of a building occupied by a single business that faces the street or the side where the main entrance of the business is located. Only one entry can be considered the main entrance for the business.

Building façade: the portion of any exterior elevation of a building extending vertically from grade to the top of a parapet wall or eaves and horizontally across the entire width of the building elevation.

Business Center: A monument sign that identifies and/or advertises a business center. A business center shall be considered a group of two (2) or more stores, offices, research facilities or manufacturing facilities which collectively have a name different than any individual establishment. A business center may also be considered a nonresidential platted subdivision or site condominium development, such as an industrial or office park.

Changeable copy sign: a sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign and not a changeable copy sign for purposes of this chapter.

Channel letter sign: a sign comprising individual letters that are independently mounted to a wall or other surface and internally illuminated with a covered translucent face.

Cladding: a non-structural covering designed to conceal the actual structural supports of a sign.

Copy: the words, letters, numerals, figures, designs, symbols, insignia, trademarks, and background on a sign surface in either permanent or changeable form.

Copy area: the area of a sign that contains the copy, excluding any framing.

Feather (or flutter) sign: any sign that is comprised of material that is suspended or attached in such a manner from a pole or stake as to attract attention by waving and/or fluttering from natural wind currents. It also includes similar signs that do not move or flutter.

Flags, Banners, Balloons, Pennants, Spinners, or Streamers: Considered part of a site's signage and shall include all removable fabric, cloth, paper or other non-rigid material suspended or hung from light poles, buildings or other site amenities. These signs may or may not include a business logo or symbol.

Flashing sign: illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use.

Gas Station Canopy: A corporate identification sign located at a gas station attached directly to the canopy that covers pump islands.

Halo sign: a sign illuminated such that light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also known as a "backlit" sign.

Historical: A sign identifying and/or providing information for a site, building or other features that is recognized as having historical significant by the state historical commission or local governmental body or agency.

Identification sign: a sign used to direct visitors to the tenants within a building.

Incidental sign: a temporary or permanent on-premises sign that is intended to provide information or direction for the convenience and necessity of the public and whose purpose is secondary to the use of the lot on which it is located. Such signs include but are not limited to entrance and exit signs, building numbers, addresses, private parking signs, telephone, no trespassing signs or dangerous animal signs.

Inflatable sign: a sign consisting of a balloon or other gas filled structure.

Mural: Painting or similar graphic medium on a wall not containing direct advertisement.

Master sign plan: a plan designed to show the relationship of signs for any cluster of buildings or any single building housing a number of users or in any arrangement of buildings or shops which constitute a visual entity as a whole.

Monument sign: a sign extending upward from grade which is attached to a permanent foundation for a distance of not less than 50 percent of its length, and which may be attached or dependent for support from any pole, posts, or similar uprights provided such supports are concealed within the sign structure.

Neon sign (see "Outline Tubing Sign").

Off Premises: A sign which identifies a use or advertises products and services not available on the site or parcel on which the sign is located.

On-premises sign: a sign which advertises or identifies only goods, services, facilities, events, or attractions on the premises where located.

Outline tubing sign is a sign consisting of glass tubing filled with neon or other material, which glows when electric current is passed through it.

Pedestrian sign: a sign near street or sidewalk level, oriented and scaled to the pedestrian rather than the motorist. Such signs shall be self-supporting, as with an A- frame or "sandwich" type sign, and not be permanently installed.

Pole sign: A sign supported by one (1) or more poles, posts, braces, or pylons located in or upon the ground and not attached to a building.

Portable sign: A free-standing sign not permanently anchored or secured to the ground or to a building.

Private Traffic Direction: A sign directing traffic movement onto or within a premise, located

entirely thereupon, and containing no advertising message or symbol.

Public Directional: Incidental signs displayed for the direction, way finding, or convenience of the public, including signs which identify rest rooms, location of public telephones, direction of shopping and downtown areas, location of community facilities, public entrances, freight entrances, or the like.

Projecting: A sign which projects from and is supported by a building wall, any part of which extends more than fifteen (15) inches beyond the building face or ends of the building wall.

Reader Board, Message Board, or Changeable Message: The portion of a sign on which copy is changed manually or digitally.

Sign area: the surface display area of a sign. The surface area of a sign shall be the sum total of all exterior surfaces of the sign computed in square feet. The total surface area of the sign shall be computed by measuring the sign at its highest point and at its widest point. In every instance where this Ordinance contains a square footage requirement concerning signs, and said square footage requirement shall be deemed to include the total sign, unless otherwise stated, and should said total sign have two (2) or more faces or surfaces, the square footage requirement shall be divided by the number of faces or surfaces exposed and no surface area shall be larger than its prorated share of the total as reflected by said division.

Sign height: the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: (1) existing grade prior to construction; or (2) mounding or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zoning lot, whichever is lower.

Snipe sign: a sign made of any material when such sign is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, fences or other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which such sign is located.

Temporary sign: a sign that is not attached to a permanent supporting structure on the real estate on which the sign is located and is intended to be displayed for a limited period of time.

Three Dimensional Signs: A three dimensional sign, including a monument sign, in which more than one (1) face is visible from any place, or in which the least cross sectional dimension is greater than eighteen (18) inches, shall be measured from its three (3) principal elevations in computing total sign area.

Traffic Control: A sign which gives directions, instructions, or facility information for the use on the lot on which the sign is located, such as parking or exit and entrance signs.

Wall sign: a sign attached to or erected against the wall of a building with the face in a plane parallel to the plane of the building wall.

Window: Signs painted on, or affixed to the glass surfaces of windows or doors, and identifying the name of or graphically depicting the type of lawful business conducted therein.

Window sign: a sign displayed and visible through building glass area from a sidewalk, street or other public place which may or not be, painted or affixed on or within three (3) feet of the interior glass or other window material.

Article 22 Sign Standards

Section 22.01 Intent.

These regulations establish rules and standards for the construction, location, maintenance and removal of privately-owned signs. Directional, emergency, or traffic-related signs owned by the village, county, state or federal government agencies are not regulated by this chapter.

The execution of these regulations recognizes that the purpose of this chapter is to protect the dual interest of the public health, safety and welfare and to ensure the maintenance of an attractive physical environment while satisfying the needs of sign users for identification, communication, and advertising. In order that such purposes can be achieved, the following objectives shall be applied for this chapter and any future additions, deletions and amendments:

1. **General.** Ensure that signs are located, designed, constructed, installed and maintained in a way that protects life, health, morals, property and the public welfare;
2. **Public Safety.** Protect public safety by prohibiting signs that are structurally unsafe or poorly maintained; that cause unsafe traffic conditions through distraction of motorists, confusion with traffic signs, or hindrance of vision; and that impede safe movement of pedestrians or safe ingress and egress from buildings or sites;
3. **Protect Aesthetic Quality of Districts and Neighborhoods.** Prevent blight and protect aesthetic qualities by preventing visual clutter and protecting views; preventing intrusion of commercial messages into non-commercial areas; and eliminating signs and sign structures on unused commercial properties. Also, to avoid glare, light trespass, and skyglow through selection of fixture type and location, lighting technology, and control of light levels;
4. **Free Speech.** Ensure that the constitutionally guaranteed right of free speech is protected and to allow signs as a means of communication;
5. **Reduce Conflict.** Reduce conflict among signs and light and between public and private information systems;
6. **Business Identification.** Allow for adequate and effective signage for business identification and other commercial speech, non-commercial speech, and dissemination of public information, including but not limited to, public safety information and notification as may be required by law;
7. **Foster Economic Development.** Ensure that signs are located in a manner that does not cause visual clutter, blight, and distraction, but rather promotes identification and communication necessary for sustaining and expanding economic development in the Village; and
8. **Recognize Unique Areas.** Acknowledge the unique character of certain districts, e.g., the Central Business district, and establish special time, place and manner regulations that reflect the unique aesthetic, historical, and/or cultural characteristics of these areas.

Section 22.2 General Requirements

1. Substitution: Nothing in this ordinance shall be construed to prohibit non-commercial messages on signs that are otherwise allowed herein.
2. It is recognized by the Village that not all sign types can be identified within the scope of this ordinance. Therefore, the Village Zoning Enforcement Officer has the authority to make a 'Similar Sign Determination.' The Zoning Enforcement Officer shall evaluate the purpose of the sign and its intended message, and other relevant factors in determining which sign type defined in this ordinance is most similar. Based on that determination, this sign type shall always be included in the comparable sign category and shall always be approved following the applicable approval procedures.
3. All signs shall complement the building for which they are serving in terms of color, materials and design.
4. A clear vision zone meeting the standards set forth in Section 3.23 shall be free of all signs except public safety signs.
5. No sign shall interfere with, obstruct the view of, or cause confusion with any authorized public sign, signal or device.
6. All signs shall comply with the requirements of the Village of Dundee Building Code. All letters, figures, characters, insignia or representations upon any sign shall be safely and securely attached.
7. If a property line, easement or right-of-way line is altered in a manner that affects the setbacks required by this Ordinance, a new sign permit or variance must be obtained.
8. A sign requiring a permit may be relocated on the same premises provided that a new sign permit is obtained and all requirements are met.
9. No sign shall be located in or project into a public right-of-way or private road or dedicated easement, except governmental signs and signs installed by the applicable road agency or utility company, or as otherwise expressly permitted in this section.
10. Paper sheets, plastic, or similar materials shall not be applied in any manner to any sign or any building, except any allowed window signs as otherwise permitted in this Ordinance.
11. No sign, sign structure or sign support shall project over the roof of any building, nor obstruct or obscure any building windows or significant architectural elements. All signs shall be maintained in good condition.
12. Signs shall not have scrolling, blinking, flashing, animated or fluttering lights or other illuminating devices that have a changing light intensity, brightness or color.
13. Illumination: Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign (i.e. front lit signs) or internal to it (i.e. back lit signs). No sign shall be illuminated by any open spark or flame, intermittent, or flashing illumination, except as otherwise permitted by this Ordinance.
 - a) Front Lit Signs: 'Front lit signs' are signs that are illuminated by an external light source. An example of a front lit sign is a monument sign that is illuminated by a spot light that is located several feet in front of the sign. The background of front lit signs may be any color, provided they are not reflective at night. However, such signs may use light reflecting lettering and messaging.

- b) Back Lit Signs: 'Back lit signs' are signs that are illuminated by an internal light source. An example of a back lit sign is a monument sign that is illuminated by several fluorescent bulbs that are located within the sign cabinet. It is encouraged that backlit signs utilize dark background and light lettering to allow the message to stand out.
- c) Illumination of signs shall be directed or shielded downward, so that no direct ray from such illumination shall interfere with the vision of persons on the adjacent streets or of adjacent property owners. The use of colored lights that might be confused with traffic signals will not be permitted. Underground wiring shall be required for all illuminated signs not attached to a building.

Section 22.03 Signs Subject to Permit or Other Approvals

The signs outlined in the following table are subject to a permit or other approval as indicated. Unless stated otherwise within the Article, all other sign types are exempt from the permit requirements. The design requirements and other provisions for each sign are also described. Permit application requirements are found in Section 22.04. These signs include the following and are defined in Article 2, Definitions.

1. Wall Signs
2. Monument (Ground) Signs
3. Business Center Signs
4. Pole Signs
5. Projecting Signs
6. Awning Signage
7. Window Signage
8. Reader Board, Message Board, or Changeable Message Signs
9. Gas Station Canopy Signs
10. Off-premise sign
11. Murals

22-04. Sign Types Permitted by District**1. Residential Districts (RA, RA-1, RA-2, RA-3, RM-1, RM-2, MHC). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Residential community signs – Monument sign No permit required.	Vehicular entrance to subdivisions, apartment complexes, condominium communities, and the like.	Twenty (20) square feet per side, 40 square feet Total and 4 feet high if located within a boulevard entrance island; or 20 sq ft and 6 ft high if integrally designed as part of an ornamental wall consisting of brick, stone, wrought iron or wood.		1 per vehicular entrance located within a boulevard island 2 per vehicular entrance when part of an entry wall.
Other signs	See Section 22-05.08			

22-04. Sign Types Permitted by District**2. Office Districts (OR). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Principal Wall Signs See Sec. 22-05.01	Wall signs may be placed anywhere on a building or accessory structure (such as a gas station or drive-through window canopy) provided such signs do not cover windows or required means of egress.	1 sq ft of sign area for each lineal foot of building frontage., up to 50 sq ft. The total allowable square footage may be increased by fifty (50) percent for buildings with more than one (1) building frontage.	Not applicable.	1 per street level business with building frontage. Buildings with more than one frontage shall be permitted to have one (1) wall sign on each frontage.
Monument sign See Sec 22-05.02	10 ft front setback; 20 ft side setback.	Thirty-two (32) square feet per side, sixty-four (64) square feet total	Six (6) feet	One (1) monument/ground sign per lot in addition to permitted wall, awning, and window signage.
Other signs	See Section 22-05.08			

22-04. Sign Types Permitted by District**3. Commercial Districts (B-2, B-3, B-4). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Principal Wall Signs See Sec. 22-05.01	Wall signs may be placed anywhere on a building or accessory structure (such as a gas station or drive-through window canopy) provided such signs do not cover windows or required means of egress.	<p>One (1) square foot of sign area for each lineal foot of building frontage, up to a maximum of 100 sq ft in the B-3 District. One (1) square foot of sign area for each lined foot of building frontage, up to a maximum of one hundred-fifty (150) square feet in the B-2 and B-4 Districts.</p> <p>In all Districts, the total allowable square footage may be increased by fifty (50) percent for buildings with more than one (1) building frontage. If placed on accessory structure, it shall not exceed ten percent of the total wall or façade area of the accessory structure.</p>	Not applicable.	1 per street level business with building frontage. Buildings with more than one frontage shall be permitted to have one wall sign on each frontage.

22-04. Sign Types Permitted by District**3. Commercial Districts (B-2, B-3, B-4). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Ancillary wall sign	See wall sign, above	10 sq ft.	See above.	One per business
Monument sign See Sec. 22-05.02	10 ft front setback; 20 ft side setback. For business centers, the sign shall only be located on an arterial road.	In the B-3 District, thirty-two (32) square feet per side, sixty-four (64) square feet total at the primary entrance and sixteen (16) square feet per side, thirty-two (32) square feet total at a secondary entrance. In the B-2 and B-4 Districts, fifty (50) square feet per side, one hundred (100) square feet total at the primary entrance and twenty-five (25) square feet per side, fifty (50) square feet total at a secondary entrance. For business centers, the maximum sign area is 110 sq ft.	Six (6) feet Eight (8) feet for business center signs	One (1) monument/ground sign per lot at the primary entrance and one (1) at a secondary entrance not located on same street as primary entrance.
Pole sign (B-4 district only) See Sec. 22-05.03	10 ft front setback; 20 ft side setback; 2 ft building setback	Sixty-four (64) square feet per side, one hundred twenty-eight (128) square feet total.	18 ft. with a minimum vertical height of 10 ft between the bottom of the sign and the ground.	One (1) pole sign, in addition to a permitted wall sign. No pole signs are permitted with a ground sign.

22-04. Sign Types Permitted by District**3. Commercial Districts (B-2, B-3, B-4). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Awning sign Refer to Section 18.06.03	On the awning face	Up to 33% of the awning face	Not applicable.	One awning sign per business

22-04. Sign Types Permitted by District**3. Commercial Districts (B-2, B-3, B-4). Permits required, unless otherwise noted**

Sign Type	Location	Max. Sign Surface Display Area	Max. Height	Number
Other signs	See Section 22-05.08			

22-04 Sign Types Permitted by District**4. Pedestrian-Oriented Business District (B-1, Central Business District). Permits required, unless otherwise noted**

Sign Type	Location	Max. Area	Max. Height	Number
Wall Sign See Sec. 22-05.01	Wall signs shall be located anywhere on the building provided such signs do not cover windows or required means of egress.	1 sq ft of sign area for each lineal foot of building frontage, up to 50 sq ft. The total allowable square footage may be increased by fifty (50) percent for buildings with more than one (1) frontage.	Not applicable.	1 per street level business with building frontage. Buildings with more than one frontage shall be permitted to have one wall sign on each frontage.

Projecting Sign or Blade sign See also 22-05.05	On the front façade of the business	8 sq ft	8 ft clearance between bottom of sign to sidewalk	One (1) sign
Rear façade wall sign	Anywhere on the rear façade of the business, when there is a rear entry provided, such signs do not cover windows or required means of egress.	20 sq ft.	Not applicable.	One (1) sign
Monument sign See Sec. 22-05.02	10 ft front setback; 20 ft side setback.	Forty (40) square feet	Five (5) ft.	One (1) monument/ ground sign per lot in addition to permitted wall, awning, and window signage.

22-04 Sign Types Permitted by District

4. Pedestrian-Oriented Business District (B-1, Central Business District). Permits required, unless otherwise noted

Sign Type	Location	Max. Area	Max. Height	Number
Pedestrian or A-Frame Sign — No permit required. See Sec. 22-05.04	At the public entrance to businesses, either on private property or on the public sidewalk	Six (6) square feet per side, twelve (12) square feet total.	4 ft	1 per each customer entrance
Awning sign See Sect. 18.06.03	On the awning face	Up to 33% of the awning face	Not applicable.	One sign per awning
Other signs	See Section 22-05.08			

22-04 Sign Types Permitted by District**5. Industrial Districts (M-1, M-2). Permits required, unless otherwise noted**

Sign Type	Location	Max. Area	Max. Height	Number
Wall Sign See Sec. 22-05.01	Wall signs may be placed anywhere on a building or accessory structure (such as a gas station or drive-through window canopy) provided such signs do not cover windows or required means of egress.	One (1) sq ft of sign area for each lineal foot of building frontage, up to one hundred fifty (150) square feet. The total allowable square footage may be increased fifty (50) percent for buildings with more than one (1) frontage. If placed on accessory structure, it shall not exceed ten percent of the total wall or façade area of the accessory structure	Not applicable.	No limit, provided the 1 per street level business with building frontage. Buildings with more than one frontage shall be permitted to have one wall sign on each frontage.

22-04 Sign Types Permitted by District				
5. Industrial Districts (M-1, M-2). Permits required, unless otherwise noted				
Sign Type	Location	Max. Area	Max. Height	Number
Monument sign See Sec. 22-05.02	10 ft front setback; 20 ft side setback.	Fifty (50) square feet per side, one hundred (100) square feet total at the primary entrance and twenty-five (25) square feet per side, fifty (50) square feet total at a secondary entrance.	Six (6) feet	One (1) monument/ground sign per lot at the primary entrance and one (1) at a secondary entrance not located on the same street as a primary entrance.
Off-Premises sign See Section 22-05.06	See Section 22-05.06	400 sq ft per sign panel, with up to two panels per side	<ul style="list-style-type: none"> i. Maximum sign face height 20 ft; Maximum sign face length 50 ft; ii. Total sign height may not exceed 60 ft (including embellishments); and iii. Signs must maintain an 8 ft clearance between the sign face and the ground 	1 per lot provided the 1,000 ft. spacing standard from another off-premises sign is met
Other signs	See Section 22-05.08			

Section 22-05 Additional Requirements for Sign Types that Require a Permit.

1. Wall Signs.

- a. Wall Signs shall be flush-mounted, shall not be mounted on the roof of any building and shall not project above the roofline. Wall Signs shall not cover any portion of a wall opening. Wall Signs shall not project beyond the top or ends of the wall to which they are attached; however, letters may extend beyond the top and in front of the advertising structure. Wall Signs shall not protrude more than twelve (12) inches measured from the wall to which it is attached.
- b. Wall Signs shall be safely and securely attached to structural members of a building by means of metal anchors, bolts, or expansion screws. All wall sign anchoring devices shall meet the standards of the Building Code. No nails, tacks, or wires shall be permitted to protrude from the front of any sign.
- c. Wall Signs shall not exceed a width of more than two-thirds of the subject building frontage.

- d. Any building or sign damage created due to the removal or replacement of a wall sign must be repaired.

2. Monument Signs.

- a. The supporting structure components for monument signs, shall be limited to no more than the permitted maximum area per side of the size of the sign surface display area of the sign.
- b. Unless a monument sign is mounted on a natural feature, such as a boulder, the monument sign shall have a minimum twelve (12) inch high base, constructed of clay brick or integrally colored concrete brick, stone, marble or other similar masonry materials.
- c. The street number must be affixed on the sign face or on the supporting structure of monument signs and must be kept visible from the adjacent street. Street numbers must use minimum eight (8)-inch tall letters or characters. The street number does not count toward the total sign display area.
- d. The minimum height of all letters and numbers on a monument sign shall be as follows:

Posted Roadway Speeds	Minimum Letter and Number Height
45 mph or greater	6 inches
30-40 mph	4.5 inches
25 mph or less	3 inches

The height of letters and numbers on an incidental message or within an accessory logo may be less than stated above, provided the primary message meets the above standards. In no case shall letters or numbers fewer than the above standards comprise more than ten percent of the total sign area.

- e. When a pole sign is permitted, a property may have either one monument sign or one pole sign, but is not permitted to have both.
- f. Up to 25% of a ground sign may be comprised of changeable message area.
- g. When a business center sign is constructed, no additional monument or pole signs are permitted for individual businesses within the center. In addition:
 - i. Business center signs shall be constructed of masonry and metal products that complement the business center building materials as well as the standard sign details of the Village (see application packet).
 - ii. The individual sign panels may be constructed of non-masonry or metal products, provided that the background is of a darker contrasting color to the letters/message.
 - iii. Letters within the sign panels may be back-lit or the entire sign may be lit from above. No ground-mounted lighting shall be permitted.

3. Pole signs.

- a. When a pole sign is permitted, a property may have either one monument sign or one pole sign, but is not permitted to have both.
- b. No pole sign shall be placed in such a manner as to prevent any traveler on a curve or at an intersection from obtaining a clear view of approaching vehicles for a distance of five hundred (500) ft.
- c. Permitted support structures occurring within required setback yards may not exceed one (1)

sq ft in horizontal cross-section, and multiple supports shall not be spaced closer than four (4) ft apart.

- d. Permitted support structures shall not extend more than one (1) foot beyond the sign at any point.
- e. Up to 25% of a pole sign may be comprised of changeable message area.
- f. The minimum height of all letters and numbers on a pole sign shall be as follows:

Posted Roadway Speeds	Minimum Letter and Number Height
45 mph or greater	6 inches
30-40 mph	4.5 inches
25 mph or less	3 inches

The height of letters and numbers on an incidental message or within a logo may be less than stated above, provided the primary message meets the above standards. In no case shall letters or numbers less than the above standards comprise more than ten percent of the total sign area.

4. Pedestrian or A-Frame Signs:

- a. A-Frame Signs shall be permitted in the B-1 Central Business district.
- b. One (1) such sign shall be permitted per customer entrance or per on-site business, whichever is less.
- c. The sign area shall not exceed six (6) square feet per side, sign height of the sign structure shall be no greater than four (4) feet and the width shall be no greater than two (2) feet.
- d. The sign shall not be illuminated in any manner.
- e. The sign shall be located a minimum of three (3) feet from the back of street curb and it shall not be located in a manner as to interfere with vehicular or pedestrian traffic flow or visibility. A four (4) ft minimum pedestrian clearance area is required.
- f. The sign is permitted only during operating business hours or from the hours of 6:00am to 10:00pm, whichever is less, and must be stored inside when the establishment is not open to the general public.
- g. A-Frame signs shall be spaced a minimum of 20 feet apart.
- h. The sign must be professionally constructed of weather-proof, durable material, and kept in good repair.
- i. Changeable message panels shall be either professionally printed or white changeable letters shall be used on a black or dark color background. A "blackboard-style" message area, similar to those used for daily restaurant specials, may all be used for all or a portion of the sign area.
- j. The signs shall not be illuminated, nor shall they contain moving parts, or have balloons, windsocks, pinwheels, streamers, pennants, or similar adornment attached to them.

5. Projecting Signs. Projecting signs are for the primary benefit of pedestrians and are encouraged to be decorative in design. Such signs shall only be permitted under the following provisions:

- a. Projecting signs shall be placed on the sign band, when provided, unless a wall sign prohibits placement there, and in no case higher than the bottom of second floor windows.

- b. Projecting signs shall be a minimum of 8 feet above ground level, shall be placed no closer than 20 feet from another projecting sign (measured center of sign to center of sign), shall be no taller than 4 feet above the bottom edge of the projecting sign, and shall project no farther than 4.5 feet from the façade.
 - c. Projecting signs shall be placed no closer than 10 feet to the horizontal edge of the common wall with adjacent the establishment provided; however, that this subsection shall not apply to the corner portion of a corner building.
 - d. Projecting signs shall have a maximum depth (thickness) of 2 feet; however, up to 33 percent of the sign may be up to 4 feet thick in order to provide for creative sign design.
 - e. Support structures for projecting signs shall be constructed of a material and color to match the sign and complement the building.
6. Off-premises signs. The following regulations apply to off-premises signs:
- a. Off-premises signs shall only be permitted on property zoned for industrial use, per Section 9.02.01
 - b. An 8 ft clearance is required between the ground and the bottom edge of the sign face.
 - c. Off-premises signs shall be setback at least 50 feet from the edge of the right-of-way of the Federal Highway System.
 - d. Off-premises signs shall be no closer than 1,000 feet from another such sign. Spacing shall be measured from the closest extremities of the two signs.
 - e. Sign faces shall be perpendicular or at an angle no less than 45 degrees to the road upon which they front.
 - f. No off-premises sign shall be constructed in a v-shape in excess of a 45 degree angle.
 - g. When double-faced, both sides shall be of equal size and shape except for temporary embellishments so that no substantial portion of the back of the opposing sign shall be visible.
 - h. Embellishment may be added as a temporary extension comprising up to 10 percent of the off premise sign face. The limits of the embellishment shall not extend more than 50 ft.
 - i. Each permitted off-premises sign shall have a permanently installed, weatherproof plaque mounted in a conspicuous place that lists the name and phone number of the sign's installer, manufacturer, and owner, as well as the voltage of any electrical apparatus used.
 - j. Off-premises signs shall meet the requirements of the adopted Building Code.
 - k. No off-premises sign larger than 64 square feet shall be built on wooden support poles. All other Off-premises signs shall be constructed on steel beams, metal pipes or similar material and painted with a neutral or subdued color.
 - l. Off-premises signs shall be externally illuminated. Internal illumination and electronic off-premises signs shall not be permitted.
 - m. The sign permit application for an off-premises sign shall include construction plans certified by a state registered engineer who shall certify that the structure complies with the adopted building code and shall submit sufficient data to enable the Building Official to determine whether the sign complies with Village zoning and construction requirements.

7. Reader board, Changeable message, Electronic message signs. Such signs shall be permitted in the B-2, B-3, B-4, and Industrial districts as a portion of a wall sign, monument sign, or pole sign, subject to the following:
- The sign must meet the requirements of Section 22.04 and 22.05 (above)
 - The sign must be a minimum of one hundred (100) feet from a residential district in the B-2 and B-4 Districts and twenty-five (25) feet in the B-3 District.
 - Any portion of the message must have a minimum duration of 60 seconds. Such display must be a static display. No portion of the message may flash, scroll, twirl, change color, and fade in or out, or in any manner imitating movement. The change from message to message shall be instantaneous.
 - Audio speakers or any form of pyrotechnics are prohibited.
- Brightness.**
The electronic message sign may not display light of such intensity or brilliance to cause glare, impair the vision of an ordinary driver, or constitute a nuisance. Maximum sign luminance shall not exceed 0.3 footcandles above ambient light measurement based upon the size of the sign (in square feet) and distance measured perpendicular to the sign face in accordance with the following table:

Maximum Allowed Ambient Light Level	Area of Sign (sq. ft.)	Measurement of Distance (ft)*
0.3 footcandles	10	32
0.3 footcandles	15	39
0.3 footcandles	20	45
0.3 footcandles	25	50
0.3 footcandles	30	55
0.3 footcandles	35	59
0.3 footcandles	40	63
0.3 footcandles	45	67
0.3 footcandles	50	71
0.3 footcandles	55	74
0.3 footcandles	60	77
Source: Model Code, Illuminating Engineering Society of North America		
* Measured in feet, perpendicular to the face of the sign.		

- Electronic message signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one half-hour before sunset and one half-hour after sunrise.
 - In case of malfunction, the sign must go dark.
 - No electronic display or electronic message sign shall be installed in place of a permitted sign. This shall require that the electronic display component serve as one element of the permitted sign, not to exceed twenty-five percent (25%) of the total sign area proposed for the sign within which the electronic sign will be included.
 - A minimum of the upper twenty percent (20%) of a sign shall not include an electronic display component.
8. **Other Signs.**

- a. **Outline Tubing Sign:** Outline tubing signs are limited to two square feet and one per business.
- b. **Special event signs in non-residential districts and for non-residential uses in residential districts.**
 - i. A temporary special event or community service sign may be erected in a non-residential district or for a non-residential use in a residential district for a period not to exceed 2 weeks. Only 1 special event sign may be placed on a lot and can only occur once every 6 months. A special event sign shall be a temporary or movable sign, freestanding sign, or banner sign (affixed to a wall) and shall be no greater than 25 square feet in area and no taller than 6 feet. If building mounted, signs shall not exceed 6 feet in height. Electrical permits are required if illuminated.
 - ii. Special event signs shall have an appearance in keeping with permanent signs in the Village. Signs shall be professionally prepared and supported by wood or metal posts or similar support frames that are black, dark, or an otherwise solid neutral color. Signs on a chassis (e.g., movable signs) shall only be permitted if the wheels and chassis are fully screened by skirting that is black, dark, or an otherwise solid neutral color that matches or complements the color of the frame and is professionally fabricated.
 - iii. The minimum height of all letters and numbers on a special event sign shall be six inches. This shall be reduced to four and one half inches on a road with a posted speed of 40 mph or less.
 - iv. Street Banners Advertising Community/Special Events: Street banners over a public road advertising a community or special event must have the approval of the Monroe County Road Commission, the Michigan Department of Transportation or any other responsible road agency.
- c. **Parking of Vehicles Displaying Signs.** Mobile billboards are prohibited. Commercial vehicles and trucks 1) displaying signs that are typically found on said vehicles and 2) that have a primary function of carrying goods or people, not advertising, may be permitted to park on the site of the principal use provided parking shall be in a rear or interior side yard.
- d. **Murals.** Murals shall be permitted only in non-residential districts, subject to the approval of the Planning Commission, for the compliance with the design standards and intent of the zoning district in which it is proposed.

22-6 Signs Not Requiring a Permit.

1. Changing advertising copy on an approved sign
2. Painting, repainting, cleaning and other normal maintenance and repair of a sign or a sign structure.
3. **Traffic control signs on private property**, such as "Stop," "Yield," restricted parking, and similar signs, the face and size of which meet traffic engineering standards.
4. **Historical signs.** Provided the sign does not exceed twelve (12) square feet in area or six (6) feet in height. The sign may be a pole or monument sign.
5. **House number signs.** A sign bearing the house number shall not exceed two square feet in area and shall be illuminated only by the reflector method, placed behind the building line and erected so that the light source is not visible from outside the premises.
6. **Incidental signs**, up to three per nonresidential site, limited to two square feet per sign and a maximum height of two and one-half feet.

7. **Identification Signs:** Identification Signs may not exceed two (2) square feet, and are limited to one for each occupant at each entrance and one general sign at any location on the building.
8. **Window signs.** Window signs shall be permitted for non-residential uses on the ground floor of a building only. Window signs on a building side shall not exceed 25 percent of the total glass area on that side of the building and on the ground floor where the sign will be located. Window signs shall include permanent and temporary decals and static vinyl clings that are visible from the exterior. Such signs shall be calculated on the full extent of the graphic representation, regardless of its opacity.
9. **Flags:** Flags of any country, state, municipality or similar entity shall be displayed on a flagpole or similar support, setback a minimum of 5 ft from any property line. The maximum height shall not exceed 50 feet. The total number of flags on any lot shall not exceed four (4).
10. **Temporary signs in all districts.**
 - A. Temporary signs shall be permitted provided they do not exceed 3 feet in height and the total area of all temporary signs does not exceed 6 square feet. Maximum display time for temporary signs under this subsection shall not exceed 30 consecutive days in any given calendar year. Any temporary sign removed prior to 30 consecutive days.
 - B. **Election season.** During the period from 30 days prior to an election until 5 days past an election held in the Village, additional temporary, non-commercial signs shall be permitted in all districts subject to the following:
 - i. In residential districts, the maximum temporary sign area for a single sign shall be 6 square feet and the maximum height shall be 3 feet.
 - ii. In non-residential districts, the maximum temporary sign area for a single sign shall be 48 square feet and the maximum height shall be four feet (provided sight distance requirements are met)
 - iii. All signs permitted relative to this subsection i. shall be removed within 5 days of an election date in the Village.
 - C. **Property for Sale or Lease.** In addition to the temporary signs permitted above, one additional temporary sign shall be permitted when a parcel, structure or unit is offered for sale or lease. The sign area shall be limited to 9 square feet in residential districts and 36 square feet in non-residential districts, shall be no greater than 5.5 feet in height in residential districts and 8 feet in height in non-residential districts, and shall be attached to a wood post or similar support that is placed in the ground or the sign may be mounted to the façade of a structure. The sign shall be removed within 5 days of completion of the sale, signing of a lease agreement or other similar action, as determined by the Building Official. Such signs shall be maintained in good condition.
 - D. **Real Estate Development Signs:** Real Estate Development Signs are limited to one sign per exterior street frontage. The size shall not be more than thirty-two (32) square feet per side in all zoning districts. The sign shall not be erected until a building permit has been obtained for the project, if required, or until actual work has begun, whichever is later.

Permitting - Sign Permit Application Requirements.

1. Sign permits shall be issued by the Zoning Enforcement Officer or his/her designee upon approval of a written application. Where electrical permits are required, they shall be obtained at the same time as the sign permit.

2. The permit application shall identify the following:
 - a. Name and address of the sign owner and the property owner
 - b. Name and address of the person who will erect the sign
 - c. Location of the sign
 - d. Drawing in color showing design, size, height, materials
 - e. Topography of land in the parcel
 - f. Any other pertinent information the Administrator may require to insure compliance with the ordinances of the Village.
 - g. A sign permit shall expire if the sign for which the permit was issued has not been erected within six (6) months of issuance of the permit.
 - h. All plans shall address the removal of all previously installed signage and repairs to mounting surfaces impacted by previous mountings.
3. The Zoning Enforcement Officer or his/her designee shall consider and deny, approve, or approve with conditions, all sign applications for which an application is made and a review fee is paid. A determination of approval or disapproval shall be made within thirty (30) days.
4. Permit Fees. A fee shall be paid for the issuance of a sign permit or renewal in accordance with a schedule of fees, which shall be adopted by the Village Council. Such schedule of fees shall be designed to reimburse the Village for all of its direct costs incurred in the inspection and regulation of signs and issuance of permits.

22-7 Prohibited Signs. The following signs are prohibited:

1. A sign which copies or imitates or in any way approximates an official highway sign or carries the words "stop," "look," or "danger;" or any word phrase, symbol or character in such a manner as to interfere with, mislead, or confuse traffic; any sign which obscures a sign displayed by a public authority for the purpose of giving traffic instruction or direction or other public information; or any sign that is erected in such a manner as to interfere with, obstruct the view of, or be confused with an authorized traffic sign, signal or device.
2. Any sign that has been unlawfully erected, structurally altered, or relocated in violation of any of the provisions of this Ordinance or of any other Village Ordinance or laws shall be prohibited and removed in accordance with the provisions of the official building code of the Village of Dundee.
3. A sign which displays flashing or intermittent lights or lights of changing degrees of intensity, or a sign that moves either by mechanical means or reaction to air currents, other than as noted in this Article.
4. A sign that obstructs any window or door opening used as a means of egress or prevents free passage from one part of a roof to any other part thereof, or a sign that interferes with an opening required for legal ventilation.
5. A sign or illumination that causes any direct glare into or upon any building other than the building to which the sign is accessory.
6. Signs which emit audible sound, odor, or visible matter.
7. Non-regulatory signs in the public right-of-way.
8. Exterior string lights including rope lights, fiber optics or other similar types of lights intended to

draw attention to ba sign used in connection with a commercial premise, other than holiday decorations or lighting used with outdoor dining areas.

9. The following sign types are prohibited:
 - A. Animated signs
 - B. Beacon lights
 - C. Banners (except street banners advertising community/special events)
 - D. Feather and flutter signs
 - E. Festoons
 - F. Inflatable signs
 - G. Mirrors or mirrored signs
 - H. Moving signs
 - I. Obsolete signs
 - J. Painted Wall signs
 - K. Pennants
 - L. Portable signs, unless otherwise permitted
 - M. Roof signs
 - N. Snipe signs

22-8 Non-conforming Signs

1. A non-conforming sign may remain as long as the sign is properly maintained and not detrimental to the health, safety and welfare.
2. If the property upon which the sign is located is vacant and the previous use is abandoned, the entire sign (including above-ground base, height, poles, size, wires, panels and any other element) shall be removed within 30 days of the property becoming abandoned.
3. A non-conforming sign shall not:
 - a. Be relocated, expanded or changed, except as to periodic message changes.
 - b. Be structurally altered so as to prolong the life of the sign or to change the shape, size, type, placement or design of the sign.
 - c. Be altered or repaired after being damaged if the repair or the re-erection of the sign would cost more than fifty percent (50%) of the cost of a similar sign.
4. For the purpose of this Section of the Ordinance, the terms "altered", "repaired", "changed" and "expanded" shall not include normal maintenance, reducing the copy area, changing copy, changing ornamental molding, frames or other such features or landscaping below the copy area, installing or changing electrical wiring.
5. If a property line, easement or right-of-way line is altered that affects the setbacks required by this Ordinance, the owner of the sign, building or property shall either (1) remove the non-conforming sign, (2) conform with this Ordinance, or (3) apply for a variance.

22-9 Maintenance.

1. Damaged or Abandoned Signs.
 - A. Signs which are broken, torn, bent or whose supports are broken, bent or damaged, and signs that are not reasonably level and plumb shall be repaired and installed in a manner prescribed by the Enforcement Officer and / or Building Official, but in no case shall repair requirements exceed building code requirements and the original condition of the sign and/or its supports.
 - B. Abandoned signs shall be removed or put into service. Removal of such signs shall include removal of the poles and/or supports.
2. All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this Code. Failure to comply with this section may result in action by the Enforcement Officer or Building Official to rescind the permit with subsequent removal of the entire structure.
3. A sign shall have no more than 20 percent of its surface area covered with disfigured, cracked, ripped or peeling paint, poster paper or other material for a period of more than 30 successive days.
4. A sign shall not stand with bent or broken sign facing, with broken supports, with loose appendages or struts, or more than 15 degrees from vertical for a period of more than 30 successive days, unless determined by the Building Official to pose a safety hazard, in which case immediate action may be required.
5. A sign shall not have weeds, trees, vines, or other vegetation growing upon it, or obscuring the view of the sign from the public right-of-way from which it is to be viewed, for a period of more than 30 successive days.
6. An internally illuminated sign shall not be allowed to stand with only partial illumination for a period of more than 30 successive days.

22-10 Enforcement

1. The Building Department, Police Department or agent(s) designated by the Village shall remove a sign immediately and without notice if the condition of the sign presents an immediate threat to public health, safety or welfare, with all costs to remove assessed against the responsible person.
2. The Building Department, Police Department or agent(s) designated by the Village shall remove a temporary or movable sign if it violates the terms of this ordinance.
3. In addition, the enforcement and penalty provisions of the Zoning Ordinance apply to signs.