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CITY OF EAST LANSING
ORDINANCE NO. 1450

AN ORDINANCE TO AMEND SECTION 32-6 OF ARTICLE I –
IN GENERAL – AND SECTION 32-105 OF ARTICLE III –
SPECIFICATIONS FOR REGULATED SIGNS – OF CHAPTER
32 – SIGNS – OF THE CODE OF THE CITY OF EAST LANSING
TO AMEND PROVISIONS RELATED TO TEMPORARY
WINDOW SIGNS AND PROJECTING SIGNS

THE CITY OF EAST LANSING ORDAINS:

Sections 32-6 and 32-105 of Chapter 32 – Signs – of the Code of the City of East Lansing are hereby amended to read as follows:

Sec. 32-6. - Signs not requiring a permit.

The following signs shall be excluded from the requirements of this chapter and shall not require annual licenses or permits for construction. Signs regulated under this section shall not be counted towards the total sign area permitted on any premises.

- (a) Any sign, traffic signal, or warning device erected or displayed by any public agency.
- (b) Vehicle-mounted signs which are either painted or permanently attached to a vehicle, provided the vehicle is capable of being legally driven on public streets and may be parked in any one location for no more than ten hours.
- (c) Signs or tablets when cut into a masonry surface or when constructed of bronze or other incombustible material and made an integral part of the building.
- (d) Seasonal decorations and signs placed in the public right-of-way, provided the dates and locations of placement shall be approved by the city manager.
- (e) Signs within parking and access facilities having a surface display area not more than three square feet and not exceeding five feet in height.
- (f) Signs not exceeding one square foot in surface display area and not exceeding three feet in height in the front of and facing parking spaces.
- (g) One double-faced freestanding or wall sign located within a construction zone, with a maximum limit of two signs per premises, subject to the following restrictions:
 - a. Signs shall be no more than five feet in height.
 - b. Signs shall not exceed 50 square feet in surface display area and shall be set back at least one foot from the nearest property line.

- c. No sign shall be permitted in any district for more than 30 days after issuance of certificate of occupancy.
- (h) Yard signs not exceeding three and one half feet in height or 24 square feet in surface display area per sign or 72 square feet aggregate surface display area for all such signs in residential areas.
- (i) One freestanding yard sign in a commercial zoning districts that does not exceed 15 square feet in surface display area per face, nor exceed 14 feet in height, and is set back at least 25 feet from the nearest existing or future curblines, or in the absence of the curbs, 25 feet from the nearest edge of the pavement. There shall be a limit of one, double-faced sign per property.
- (j) Signs maintained, established, or required by any federal, state or local agency, by a political subdivision of the State of Michigan, or by any state or local building code.
- (k) A single, portable, non-illuminated A-frame sign, displayed by a business only during the hours in which the business is open to the public and located with the sign facing the dominant pedestrian travel patterns; and which is no taller than four feet in height, no more than six square feet in each surface display area; and that does not decrease the width of the walkway to less than five feet unobstructed pathway. Any business located along a state highway must comply with state right-of-way restrictions.
- (l) A wall sign, not to exceed one square foot in size and not directly or indirectly illuminated in a single-family residential neighborhood.
- (m) Tourist-oriented directional signs provided such signs are otherwise permitted by the Michigan Department of Transportation pursuant to PA 299 of 1996, as amended.
- (n) Temporary window signs located within a construction zone. Surface display area shall not be limited for temporary window signs. There shall be no limit to the number of temporary window signs displayed. No temporary window sign shall be permitted for more than 30 days after issuance of certificate of occupancy.

Sec. 32-105. - Signs permitted for commercial premises, office and professional premises, or located within the D.D.A. district.

- (a) On all premises used or occupied for commercial purposes there shall be permitted the following signs:
 - (1) *Wall signs.* One or more on-premises wall signs, directly or indirectly illuminated with an aggregate surface display area not to exceed two square feet per lineal foot of exposed wall surface fronting a public street, alley, or parking area. No wall sign shall be placed closer than 12 inches to the side of the building line or leased space line. No one sign shall be greater than 120 square feet in surface display area. Signs may have visible moving parts, visible revolving parts, or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic, or mechanical means, including intermittent electrical pulsations, or by action of normal wind currents.

- (2) *Window signs.* On-premises window signs shall be permitted if the surface display area of all window signage does not exceed 25 percent of the glass surface area per framed window.
- (3) *Ground signs.* One ground sign, directly or indirectly illuminated, shall be permitted for those premises having at least 100 feet of major street frontage. Corner premises shall be permitted one ground, on-premises sign on each major street frontage of more than 100 feet. These signs will have a Height:Set back:Surface display area ratio of 1:5:10. For every foot setback from the minimum, the overall height would be five times the setback, and the surface display area would be ten times the setback. The minimum allowed would be ten-foot setback from the curblines, two feet in height and a surface display area of 20 square feet. The maximum allowed would be 50-foot setback from the curblines, ten feet in height, and a 100 square-foot surface display area.
- (4) *Pole signs.* One on-premises, pole sign, directly or indirectly illuminated, shall be permitted for those premises having at least 100 feet of major street frontage. Corner premises shall be permitted one pole, on-premises sign on each major street frontage of more than 100 feet. Such signs shall not be more than 14 feet in height, and, if more than five feet in height, must have at least seven feet of clearance. Such signs may be multifaced, but shall not exceed 50 square feet in surface display area per face, and shall be set back 25 feet from the nearest existing curblines, or, in the absence of curbs, 25 feet from the nearest edge of pavement. An increase in one square foot of surface display area and decrease of 1.25 inches in clearance will be allowed for every one foot additional setback, to a maximum of 50-foot setback, 14 feet in overall height, five-foot clearance, and 75 square feet in surface display area.
- (5) *Joint signs.* A commercial premises, which is not permitted a freestanding sign under the provisions of subsection (a)(3) of this section because of inadequate frontage on a major street, may apply for and obtain a joint license for said sign jointly with one or more adjacent commercial premises so long as the aggregate frontage of all joint applicants exceeds 100 feet of frontage on a major street. In such event, no more than one ground or pole sign shall be permitted for the aggregate frontage of all joint applicants nor may such applicants join in more than one application for a sign license.
- (6) *Signs adjacent to entrances and exits.* Each premises shall be permitted one sign located immediately adjacent to each exit, entrance, or change of direction of vehicular or pedestrian travel. The sign shall not exceed five feet in height and shall not exceed four square feet in surface display area. The sign may be directly or indirectly illuminated.
- (7) *Awning signs.* One or more indirectly illuminated awning signs may be located on an awning which projects over a public sidewalk provided that such awnings shall not extend more than eight feet over the public right-of-way nor be closer than three feet to the curb line. The aggregate surface display area of awning signs and wall signs shall not exceed two square feet per lineal foot of exposed exterior wall surface fronting a major street, alley, or parking area. No awning sign shall be placed closer than 12 inches to the side building line or leased space line.
- (8) *Marquee signs.* Upon approval of city council, one or more directly or indirectly illuminated marquee signs may be located on a marquee which projects over public

property. The aggregate surface display area of marquee signs and wall signs shall not exceed two square feet per lineal foot of exposed exterior wall surface fronting a major street, alley, or parking area. The horizontal clearance between a marquee sign and the curblin shall not be less than two feet nor may the sign project more than 12 inches beyond any vertical surface of the marquees which supports it.

(9) *Banners.*

- a. For all commercial premises with a permanent address, one banner up to eight square feet in area shall be allowed for up to ten consecutive days three times within a 12-month period for a fee to be established by resolution of city council upon application to the director of the department of planning, building, and development, or his or her designee. At the end of the ten-day period, the banner must be removed for a minimum of ten days.
- b. Those commercial premises within the downtown development district with a permanent address shall be permitted to apply to the downtown development authority for the right to display up to a 50-square foot banner for up to 30 days each year.
- c. Banners for all commercial, office and professional premises may be permitted on buildings four stories or taller. They shall not exceed 40 feet in length or 120 square feet in size. For buildings that are three stories or less, the banners shall not exceed 75 percent of the height of the building and shall not be greater than 75 square feet in size. The initial permit and license will be issued for a one-year period. After such time, the owner must apply for a permanent sign and the banner must be removed. If the building is fully leased or all condominiums are sold before such time, the banner must be removed.

(10) *Electronic display signs shall be permitted in all commercial districts.* The illumination of the sign shall be limited to an average of 2,000 nits, during daylight hours and shall be reduced to a maximum of 500 nits from a half hour before sunset to a half hour after sunrise as measured from the sign's face at maximum brightness. The message on the sign shall change no more than once per day.

(11) A single, portable, non-illuminated A-frame sign, which is no taller than four feet in height, no more than six square feet in each surface display area; and that does not decrease the width of the walkway to less than five feet unobstructed pathway. Any business located along a state highway must comply with state right-of-way restrictions.

- (b) On all premises used or occupied for professional or business offices, there shall be permitted one directly or indirectly illuminated ground sign where there is at least 50 feet or more of frontage on a major street. The sign may not exceed five feet in height and must be set back 25 feet from the nearest existing curb or future curb-line, or, in the absence of curbs, 25 feet from edge of pavement. Such signs may be multi-faced, and may not exceed 20 square feet in surface display area per face. Buildings containing one or more business or professional office shall be permitted one additional sign. Such signs must be located on the first floor of the building. The sign may be five square feet per tenant; provided, however, in no circumstance shall the sign exceed one square foot per lineal foot of building on the street.

- (c) For all commercial premises located within the downtown development authority (D.D.A.) district, there shall be permitted the following additional signs:
- (1) *Projecting alley signs.* Along alleys within the D.D.A. district, one projecting sign shall be permitted for each commercial premises having frontage on the alley. Each projecting sign shall be no larger than six square feet, directly or indirectly illuminated. Such signs may project no more than four feet from the building and no more than 12 inches into the alley right-of-way. In those alleys where vehicular traffic is prohibited, the bottom of the sign shall be a minimum of eight feet above grade. In all other locations, the bottom of the sign must be at least 14 feet above grade.
 - (2) *Projecting street signs.* Along streets within the D.D.A. district, one projecting sign shall be permitted for each commercial premises having frontage on the street. Commercial premises having frontage on two streets shall be permitted two projecting signs. Each projecting sign shall be no larger than eight square feet per side, no wider than 12 inches between sign faces, directly or indirectly illuminated. Such signs may project no more than 48 inches beyond any vertical surface of the building which supports it. Signs shall be located within the sign band no closer than three feet from the edge of that portion of the building which the commercial premises occupies. Signs may be closer to the edge of that portion of the building which the commercial premises occupied, provided authorization is granted by the property owner of the adjacent property. The bottom of the sign shall be a minimum of eight feet above grade.

Mark Meadows, Mayor

Jennifer Shuster, City Clerk