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MEMORANDUM

To: The City of the Village of Douglas Planning Commission
Date: February 23, 2023
From: Tricia Anderson, AICP
Andy Moore, AICP
RE: **Draft Sign Ordinance - Discussion**

At the February 9th meeting, the Planning Commission discussed the desired direction for the sign ordinance. The consensus of the Planning Commission at this meeting was that, although the previous draft of the revised sign ordinance received a favorable recommendation to the City Council for its approval, they felt that the added upgrades recommended in our memorandum dated February 2, 2023 related to content neutrality and simplification would be beneficial and necessary in a revised sign ordinance draft.

In addition to making changes that would achieve content neutrality, the new draft of the sign ordinance includes the following:

- An Applicability section.
- A simplified section relating to the intent and purpose of the sign ordinance.
- A comprehensive list of definitions. We noted that the old sign ordinance, the previous draft of the sign ordinance and the existing Article 2, Definitions of the zoning ordinance does not contain any sign-related definitions.
- Graphics associated with the definitions and other areas of the draft where a visual would be helpful.
- A section dedicated specifically to sign permit procedures, referencing Section 23.03 of the zoning ordinance, along with a simplified list of signs considered “exempt”.
- A section that speaks to regulations that are applicable in all zoning districts, which includes simplified regulatory language for illumination standards digital signs and static signs, abandoned signs, safety standards, etc.
- Tables provided for signs in each zoning designation, providing for easy look-up of form, number, location, area, and illumination limitations.
- Revised “off-premise” signs section to simplify and tailor to billboards specifically.
- Revised nonconforming section for simplification, and incorporated the “revokable license agreement” within that section.

The task of the Planning Commission at the upcoming meeting is to review the proposed draft and provide any feedback for us to make additional adjustments to meet the needs of the community.

Please feel free to reach out to us with any questions.

ARTICLE 22: SIGNS

Section 22.01 Applicability

This article applies to all persons, firms, partnerships, associations, and corporations owning, occupying, or having control or management of any premises located within the City of the Village of Douglas.

Section 22.02 Intent

The intent of this article is to provide regulatory parameters for the location and manner of display of signs in the City in a manner consistent with the following purposes:

- A. To protect and further the health, safety and welfare of the City's residents, property owners, and visitors.
- B. To prevent traffic hazards and pedestrian accidents caused by signs that obstruct vision, distract or confuse drivers, or are improperly secured or constructed.
- C. To conserve and enhance community character.
- D. To promote uniformity in the size, number or placement of signs within districts.
- E. To promote the economic viability of commercial areas by minimizing visual clutter and allowing for proper placement of signs to safely direct motorists to their destination.
- F. To balance the public's right to be informed and its desire to avoid visual pollution and hazardous conditions with the rights of businesses and other non-business uses to communicate.
- G. It is further recognized that special circumstances or events may create a need for portable signage for a limited and reasonable period of time.
- H. The purpose of this article does not include the regulation of the content or any information included on the sign.
- I. The regulations and standards of this chapter are considered the minimum amount of regulation necessary to achieve a substantial government interest for public safety, aesthetics, and protection of property values.

Section 22.03 Definitions

For purposes of this article, the following definitions shall apply unless the context clearly indicates or requires a different meaning. These definitions are also referenced in Article 2, Definitions.

1. **Abandoned sign.** A sign for which no legal owner can be found; or a sign that is dilapidated, has fallen into disrepair or otherwise exhibits characteristics of abandonment in the opinion of the Zoning Administrator.

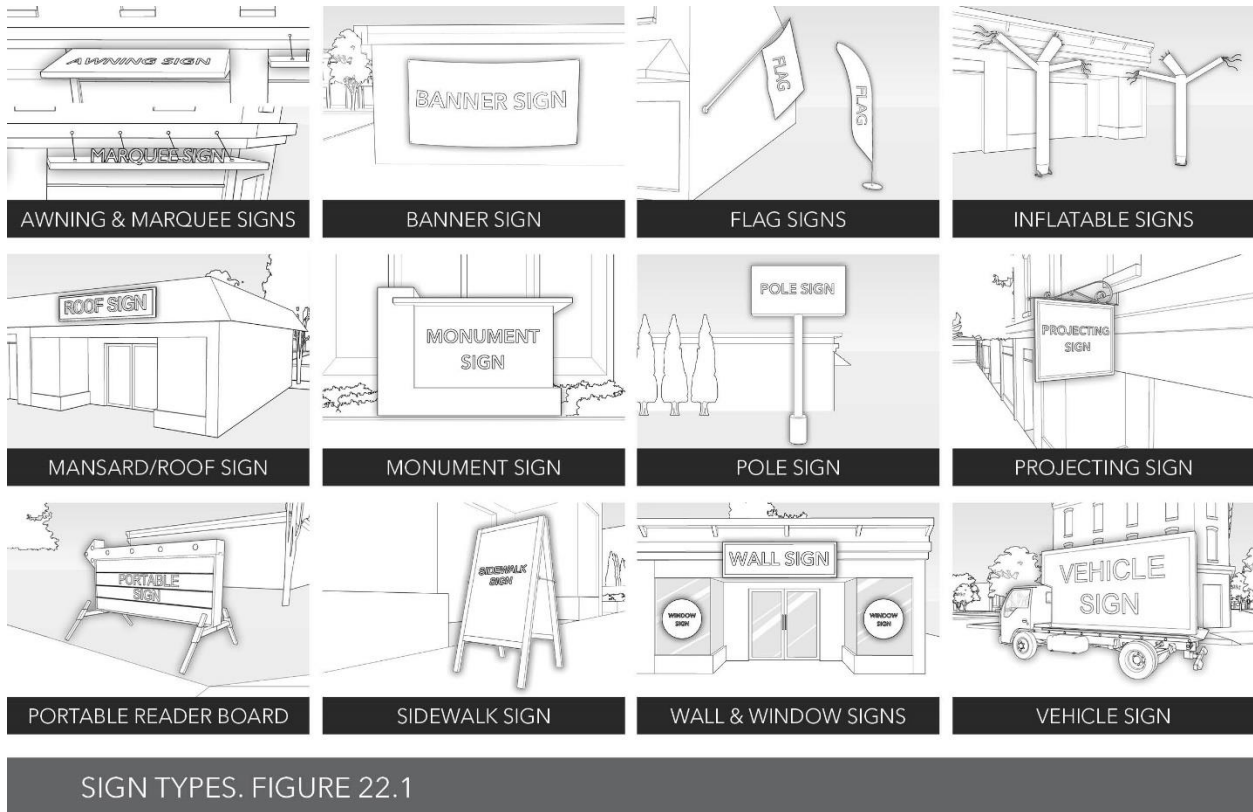
2. **Architectural Feature.** An integral element of a building that does not contain any discernable message.
3. **Artwork.** Any decorative element that is not integral to a building and does not contain an immediately discernable message or representation.
4. **Awning.** A retractable or fixed shelter constructed of non-rigid materials on a supporting framework that projects from the exterior wall of a building. An awning is the same as a canopy.
5. **Awning sign.** A sign painted on, printed on, or attached flat against the surface of an awning or canopy.
6. **Balloon Sign.** See *inflatable sign*.
7. **Banner Sign.** A sign made from fabric, plastic, vinyl, or other non-rigid material. A banner sign will be defined as one of the following:
 - a. **Banner Sign, Temporary.** A temporary sign of made from fabric, plastic, vinyl, or other non-rigid material without an enclosing structural framework attached to or hung from a pole, rope or to a building or structure.
 - b. **Banner Sign, Permanent.** Wall signs made exclusively from plastic, vinyl, or other non-rigid materials that are permanently affixed to the wall of a building with fasteners. Permanent banner signs may or may not have a frame surrounding the sign area. All permanent banner signs must be maintained in an orderly manner and replaced as necessary.
8. **Building Frontage.** The width of a building façade as viewed from the exterior
9. **Exempt sign.** A sign that is exempt from either a sign permit or from the provisions of this entire article, as described in Section 22.03.B
10. **External Illumination.** Lights designed to illuminate a sign that are not located within the sign itself.
11. **Festoons.** A string of ribbons, tinsel, flags, pennants, or pinwheels.
12. **Flag sign.** A lightweight piece of cloth, fabric, or other similar material that is attached either to a pole used exclusively for the purpose of flag display or attached to a permanent building using a flag pole bracket.
13. **Flashing sign.** A sign that contains a rapidly intermittent or changing light source.

14. **Footcandles.** A unit of illumination on a surface equal to one lumen per square foot, which is used to measure the brightness of a sign containing internal or external illumination or digital signs displayed on a screen.
15. **Freestanding sign.** A sign not attached to a building or wall that is supported by one or more poles or braces or that rests on the ground or on a foundation resting on the ground.
16. **Government sign.** A sign that is erected or required to be erected by the City of the Village of Douglas, Allegan County, or the state or federal government.
17. **Illegal sign.** A sign that does not meet the requirements of this chapter and that has not received legal nonconforming status.
18. **Inflatable sign.** Any three-dimensional object, including a tethered balloon, capable of being filled with air or gas depicting a character, figure, product or product trademark, whether or not such object contains a message or lettering.
19. **Internal Illumination.** Lights designed to illuminate a sign from the interior of the sign itself.
20. **Mansard Roof.** A sloped roof or roof-like façade architecturally comparable to a building wall.
21. **Mansard sign.** A sign that is mounted, painted on, or attached to a mansard.
22. **Marquee.** A permanent structure constructed of rigid materials that project from the exterior wall of a building.
23. **Marquee sign.** A sign affixed to the surface of a marquee.
24. **Monument sign.** A freestanding sign supported by a base that rests directly on the ground, where the width of the base is at least 50 percent of the width of the sign.
25. **Non-conforming sign.** A sign that does not conform to this chapter.
26. **Painted wall sign.** A sign that is applied with paint or similar substance on the face of a wall or the roof of a building.

27. **Pole sign.** A free-standing sign that is supported by a structure, pole(s), or brace(s) that are less than 50 percent of the width of the sign.
28. **Pennant.** A flag or cloth that tapers to a point.
29. **Projecting sign.** A double-faced sign attached to a building or wall that extends more than 12 inches but not more than 48 inches from the face of the building or wall.
30. **Reader board sign.** One of the following:
 - a. **Manual reader board.** A sign on which the letters or pictorials are changed manually or;
 - b. **Electronic reader board.** A sign with a fixed or changing display or message composed of a series of lights or digital images and text that may be changed through electronic means.
 - c. **Portable reader board.** A sign where, by its nature may be or is intended to be easily moved from one location to another, typically a sign supported on a metal chassis and may include copy that can be changed manually through the use of attachable characters, but not including sidewalk signs, banners, etc.
31. **Multi-vision sign.** Any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image or images.
32. **Roofline.** The top of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys, or other minor projections.
33. **Roof sign.** A sign that is attached to or is placed on the roof of a building.
34. **Rotating sign.** A sign in which the sign itself or any portion of the sign moves in a revolving or similar manner. Such motion does not refer to methods of the changeable copy.
35. **Sidewalk sign.** An A-frame sign that is portable and designed to be placed on the sidewalk in front of the use it advertises. Also commonly called a "**sandwich board sign.**"
36. **Sign.** A device, structure, fixture, figure or placard that may or may not use graphics, symbols, emblems, numbers, lights and/or written copy to communicate information of any kind to the public. House numbers,

addresses, and name plates not exceeding two square feet shall not be considered signs.

37. **Permanent sign.** A sign installed on a support structure, not intended to be moved or removed, but to remain for an indefinite period of time.
38. **Temporary sign.** A sign installed for a limited period of time, intended to be removed within a time period as specified herein. Examples of temporary signs include, but are not limited to, wire-framed signs, banners, feather flags, balloon signs/air dancers and signs with wooden or metal supports that are placed into the ground, without a permanent foundation. Temporary signs are not designed to withstand wind and snow loads as prescribed in the Michigan Building Code.
39. **Snipe sign.** A sign that is attached to a utility pole, tree, fence, or to any object located or situated on public property, or private property without permission.
40. **Streamers.** A long, narrow strip of material used as a decoration or symbol.
41. **Wall sign.** A sign painted or attached directly to and parallel to the exterior wall of a building extending no greater than 12 inches from the exterior face of a wall to which it is attached.
42. **Window sign.** A sign installed inside a window and intended to be viewed from the outside.
43. **Vehicle sign.** A sign painted on, incorporated in, or attached directly to any mode of transportation, including but not limited to automobiles, trucks, buses, boats, trailers, semi-trailers or airplanes.
44. **Wireframe sign.** A temporary sign made of corrugated plastic, vinyl, cardboard, poster board or similar material that is supported by or attached to a metal frame.



Section 22.04 Sign Permit Procedures

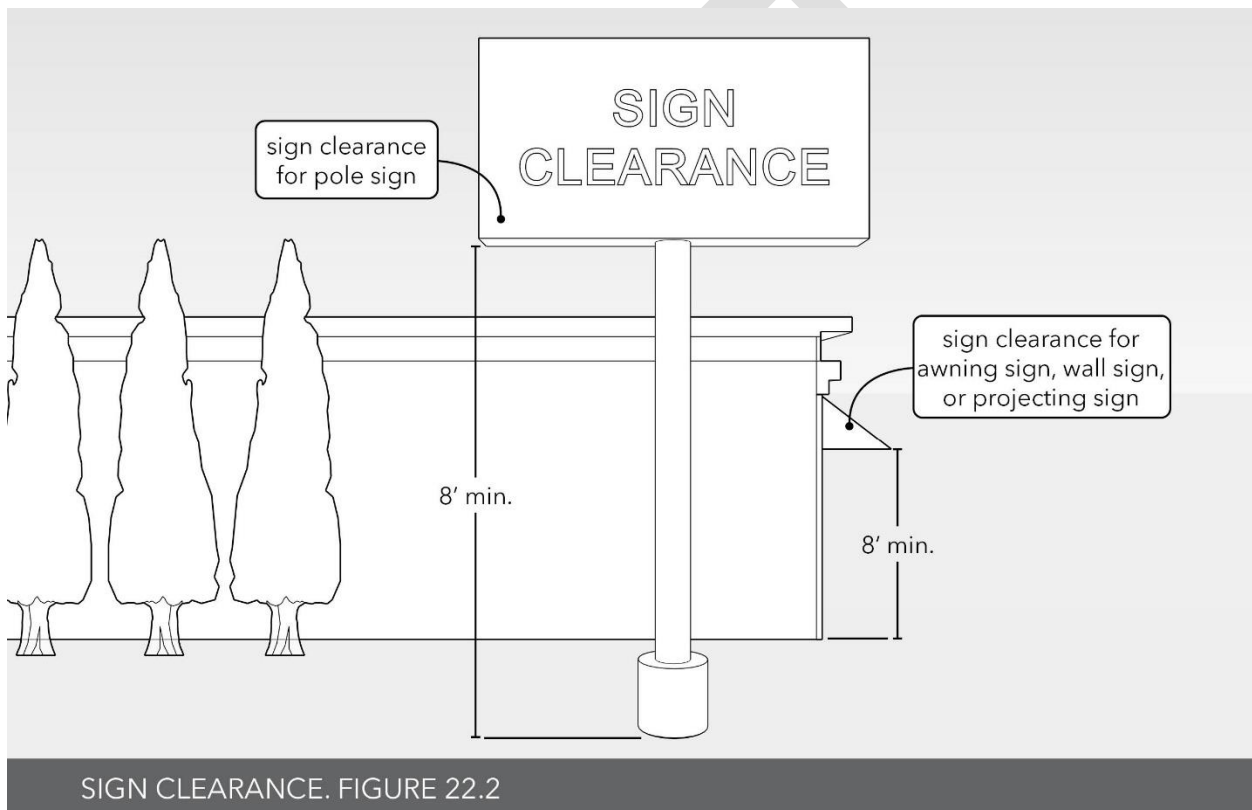
- A. Permit Required. Prior to the commencement of the erection, alteration or structural change to a sign or other advertising structure, with the exception of the signs listed in Section 22.04.B and identified as “exempt”, a zoning permit must be obtained in accordance with the process set forth in Section 23.03, Permit Procedures and Regulations.
- B. Exempt Signs. The following signs shall not require a permit but shall be subject to all other applicable regulations of this article.
 1. Government signs, including wayfinding, identification and light pole banner signs.
 2. Signs with an area of less than one square foot.
 3. Traffic control signs approved and established by state, county or local units of government.
 4. Internal site traffic circulation and wayfinding signs on private property.
 5. Window signs, provided no flashing lights are used in conjunction with the window sign.

6. Flags and flagpoles, provided no more than 3 flag poles are erected at a height not to exceed 35'.
7. Wire framed temporary signs as regulated in Section 22.04.20.

Section 22.05 General Provisions for Signs in All Districts

The following regulations are applicable to signs in all zoning districts:

1. **Vertical Clearance.** Any pole sign, awning sign, wall sign, and projecting sign shall maintain a minimum vertical clearance of eight feet from the bottom of the sign to the ground directly beneath the sign.



2. **Vehicle Signs.** Vehicles that bear signs (see Figure 22.1) may be parked on-site provided they are located in such a manner that they do not function as signs as prohibited by Section 22.06 of this Article.
3. **Nonconforming Signs.** Any permanent sign that has been erected prior to the adoption of this Article that does not comply with the provisions with regard to size, quantity, location, illumination, etc. of this Article as contained herein.

4. **Sign Measurement.** Except where otherwise expressly provided for in this article, sign copy area and heights of signs shall be measured in accordance with the requirements below, and per the illustration shown in Figure 22.3:
- a. The area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight-line geometric figure which encloses the extreme limits of writing, representation, emblem, logo, or any other figure of similar character, together with any frame, architectural feature or other material or color-forming part of the display or used to differentiate the sign from the background against which it is placed.
 - b. The height of a freestanding sign shall be measured as the vertical distance from the highest point on the sign to the grade of the surface on which the sign is erected.
 - c. The area of a freestanding sign that has two or more faces shall be measured by including the area of all sign faces. However, if two such faces are placed back-to-back and are no more than two feet apart at any point, the area of the two back-to-back faces shall be counted as one face with the larger of the two sign faces to be counted as the relevant sign face for sign area measurement purposes

Insert sign measurement graphic here (Fig. 22.3)

5. **Abandoned Signs.** Any sign that the Zoning Administrator or his/her designee determines to be abandoned shall be removed by the property owner according to the following regulations:
- a. If the sign is a non-conforming sign as defined herein the sign and any supporting structures shall be removed within 180 days of notification by the Zoning Administrator or his/her designee.
 - b. If the sign is conforming, the sign but not the supporting structures shall be removed within one (1) year of such notification by the Zoning Administrator or his/her designee. If the abandoned sign is a wall sign the facade to which the sign was attached shall be restored upon removal of the sign to match the existing wall so there is no remaining evidence of the removed sign.
 - c. If the owner does not remove the sign, or if no owner can be found, the City may remove the sign. If the sign is removed by the City and the owner is known, the City shall have the right to recover from the owner of the sign the full costs of removing and disposal of the sign.
6. **Removal of Signs; Notice.** Except as required by the above sections, any sign and appurtenant structure shall be removed by the owner within seven (7) days of receipt of notice from the Zoning Administrator or his/her designee stating that

the sign is unsafe, not properly maintained, or otherwise does not comply with the requirements of this chapter. Such notice shall also state that the sign will be removed unless the unsafe or improper condition is corrected by the owner.

Upon failure to remove or correct the unsafe or improper condition within seven (7) days of receipt of the notice, the Zoning Administrator or his/her designee may take whatever action is necessary to have the sign and appurtenant structure removed or to otherwise abate the unsafe or improper condition. In addition, the Zoning Administrator or his/her designee shall take whatever action is necessary to recover from the owner of the sign the full costs of removing and disposing of the sign and/or abating the unsafe or improper condition.

7. **Structural Requirements.** Signs shall be constructed to withstand all wind and vibration forces that normally can be expected to occur in the vicinity.
8. **Sign Illumination.** Signs may be internally or externally illuminated where permitted. The following provisions apply to illuminated signage in the City of Douglas.
 - a. Glare and Distractions – illuminated signs shall not create glare or create unacceptable over-illumination of the surrounding area. Any sign illumination that may cause or otherwise create traffic hazards is strictly prohibited.
 - b. For externally illuminated signs, the lighting fixture shall be mounted above the sign only and the light fixture shielded such that light is directed downward and directly at the sign face only (below the horizontal). Externally illuminated signs shall not be directly aimed at adjacent streets, roads, or other properties.
 - c. All electrical wiring shall be located underground and any associated electrical conduit or piping shall not be exposed to view aboveground unless a portable generator is used for a temporary illuminated sign.
 - i. Back-lit or internally illuminated signs shall not cause excessive glare or allow light to encroach into neighboring properties.
 - ii. Where any illuminated sign is located in a residential district or next to a residential district these illuminated signs shall be equipped with an illumination timer control unit.
 - iii. The sign shall be timed as such that the sign is not illuminated after 11:00 PM or no more than 30 Minutes after the close of business, whichever is later. No sign shall be illuminated prior to 6:00 AM or 30 minutes before the opening of business, whichever is earlier.
 - iv. Details of all timer control units shall be submitted with a sign permit application.

8. **Projection.** A sign and its supporting mechanism shall not extend beyond any lot lines of the property on which it is located except that in the C-1, Village Commercial district, projecting signs may project over the public sidewalk.

9. **Roof Signs:**

- a. A roof sign shall not project or extend beyond or above the highest point of the roof line.
- b. Only one roof sign shall be permitted per building.
- c. The size of a roof sign shall not exceed ten percent of the area of that portion of the roof to which it is attached, as measured from eave to roof peak.
- d. Lighting for roof signs shall comply with Section 22.04.7.
- e. A roof sign may consist of painting on the surface of a roof or a sign that is composed of roofing materials or other materials affixed parallel to the roof surface.



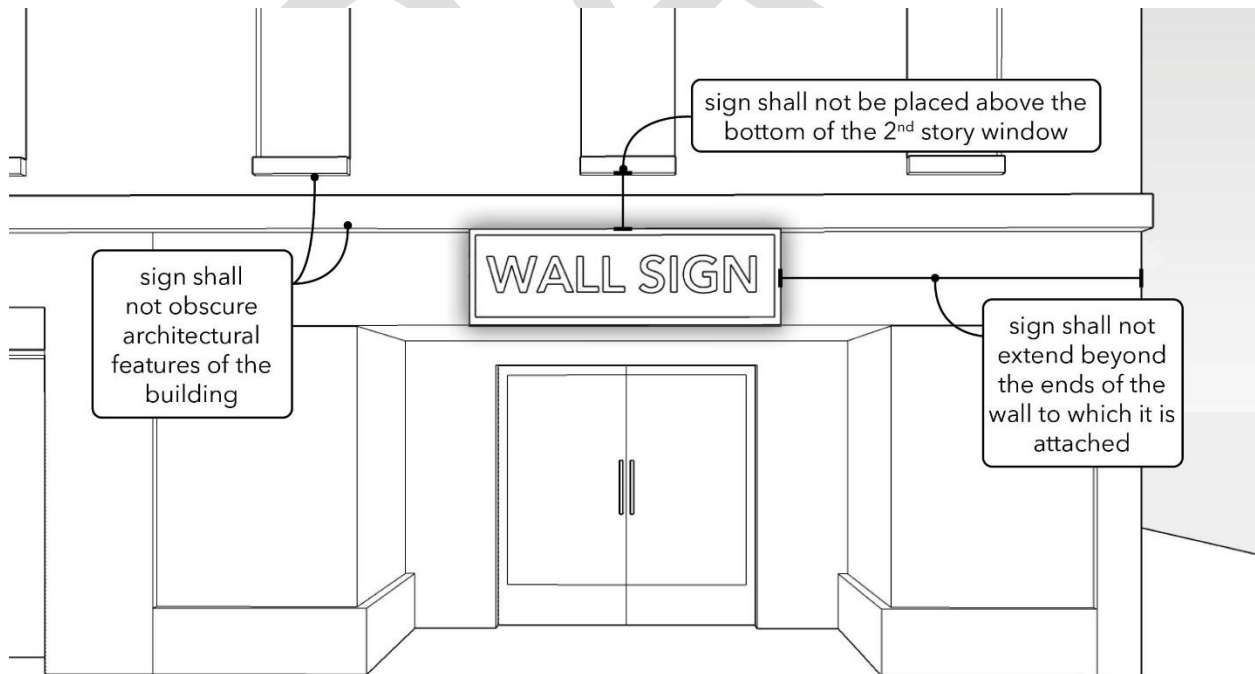
10. **Reader Boards.** Wall and freestanding signs may include digital or manual reader boards subject to the following regulations:

- a. The reader board portion of the sign shall not consist of more than 50% of the total permitted sign copy area.

- b. The copy on an electronic reader board shall not change faster than every ten seconds.
- c. An electronic reader board may serve as a window sign subject to the size limitations for window signs contained herein.
- d. Temporary manual reader boards shall be permitted without a zoning compliance permit, subject to the following parameters:
 - i. The manual reader board shall not be in place for longer than seven days.
 - ii. The manual reader board shall not create an obstruction for clear vision corners.
 - iii. The manual reader board is not permitted in residential zoning districts.

11. Wall Signs:

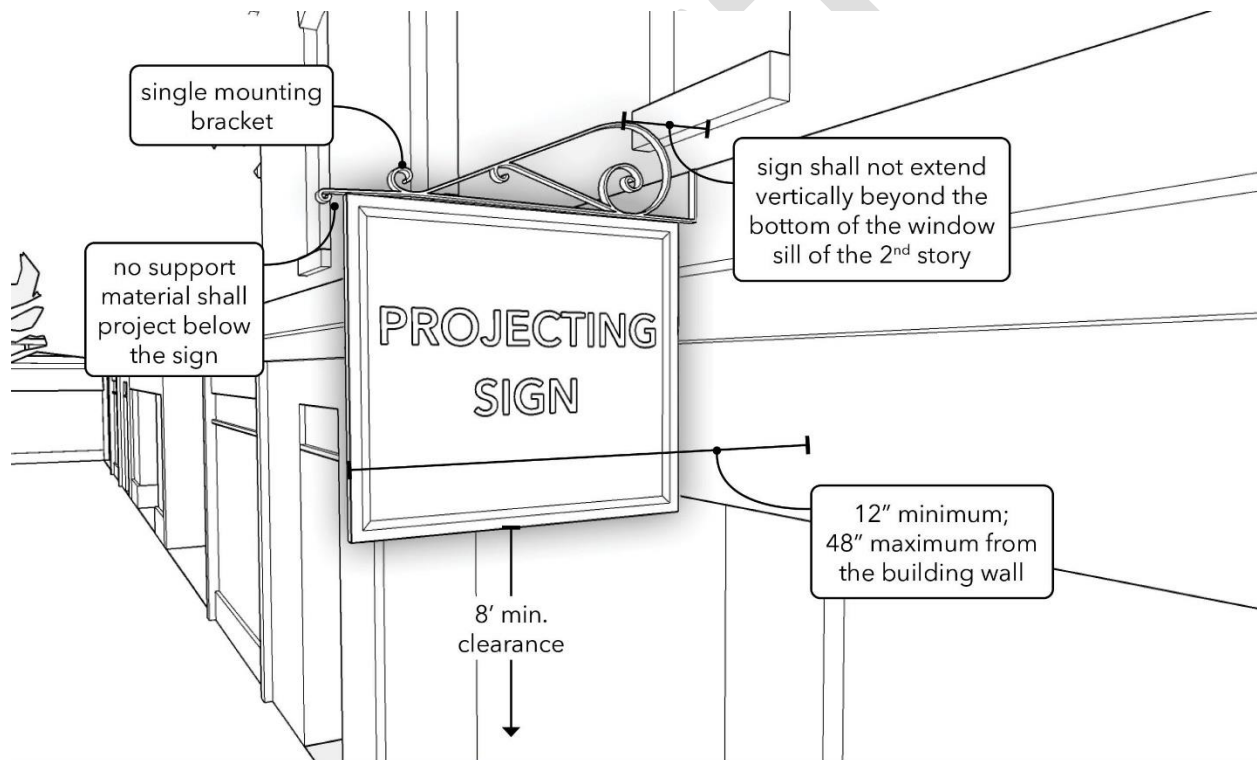
- a. Wall signs shall not obscure architectural features of the building including, but not limited to windows, arches, sills, moldings, cornices, and transoms.
- b. Wall signs shall not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached.
- c. A wall sign shall not be placed above nor shall any part of the sign extend above the bottom of the second story window of a multi-story building.



WALL SIGN REGULATIONS APPLICABLE TO ALL DISTRICTS. FIGURE 22.4

12. Projecting Signs:

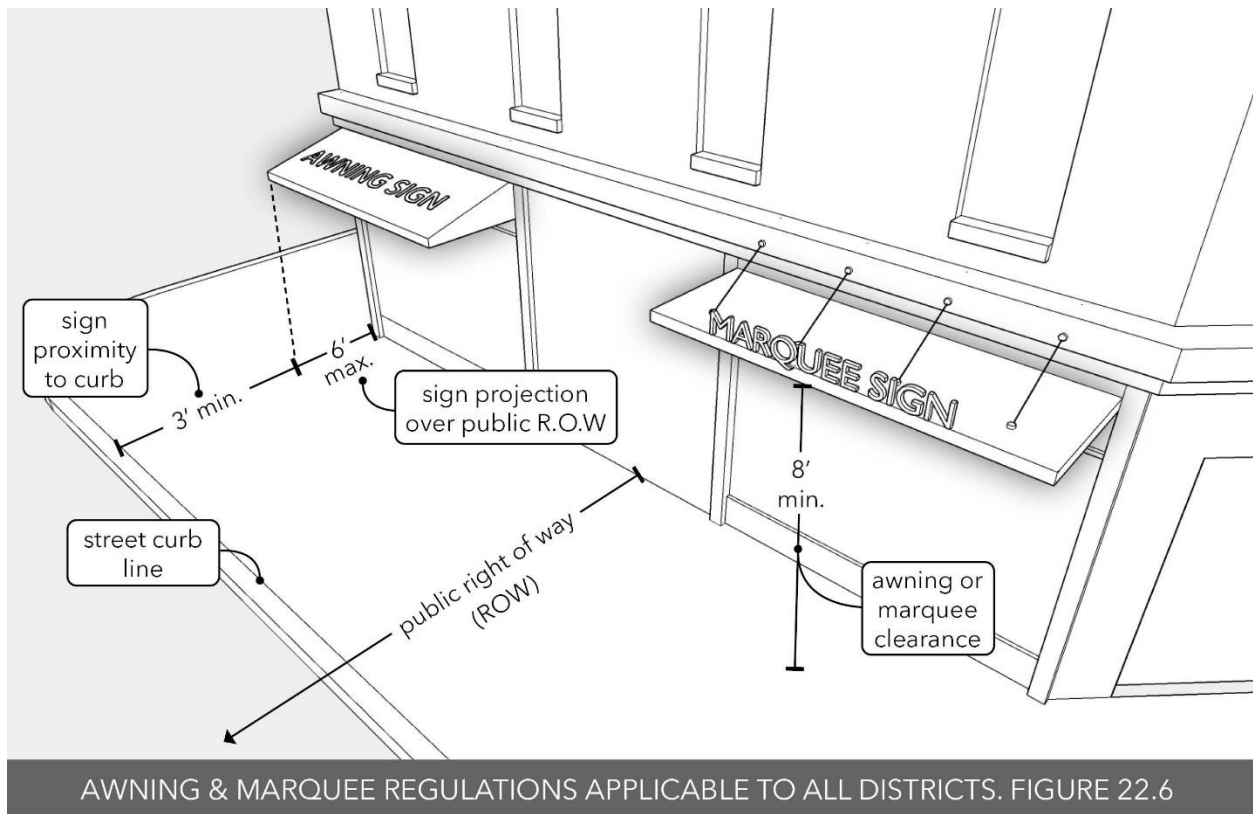
- b. Projecting signs shall not extend vertically beyond the bottom of the window sill of the second story.
- c. The sign shall maintain a minimum clearance from the ground of eight (8) feet.
- d. The sign shall be mounted to the building by a single mounting bracket (support chains shall be prohibited) and no support material shall project below the sign.
- e. Projecting signs shall not be internally lighted. External lighting is permitted but the source of illumination shall not cause a glare.



PROJECTING SIGN REGULATIONS APPLICABLE TO ALL DISTRICTS. FIGURE 22.5

13. Awning and Marquee Signs:

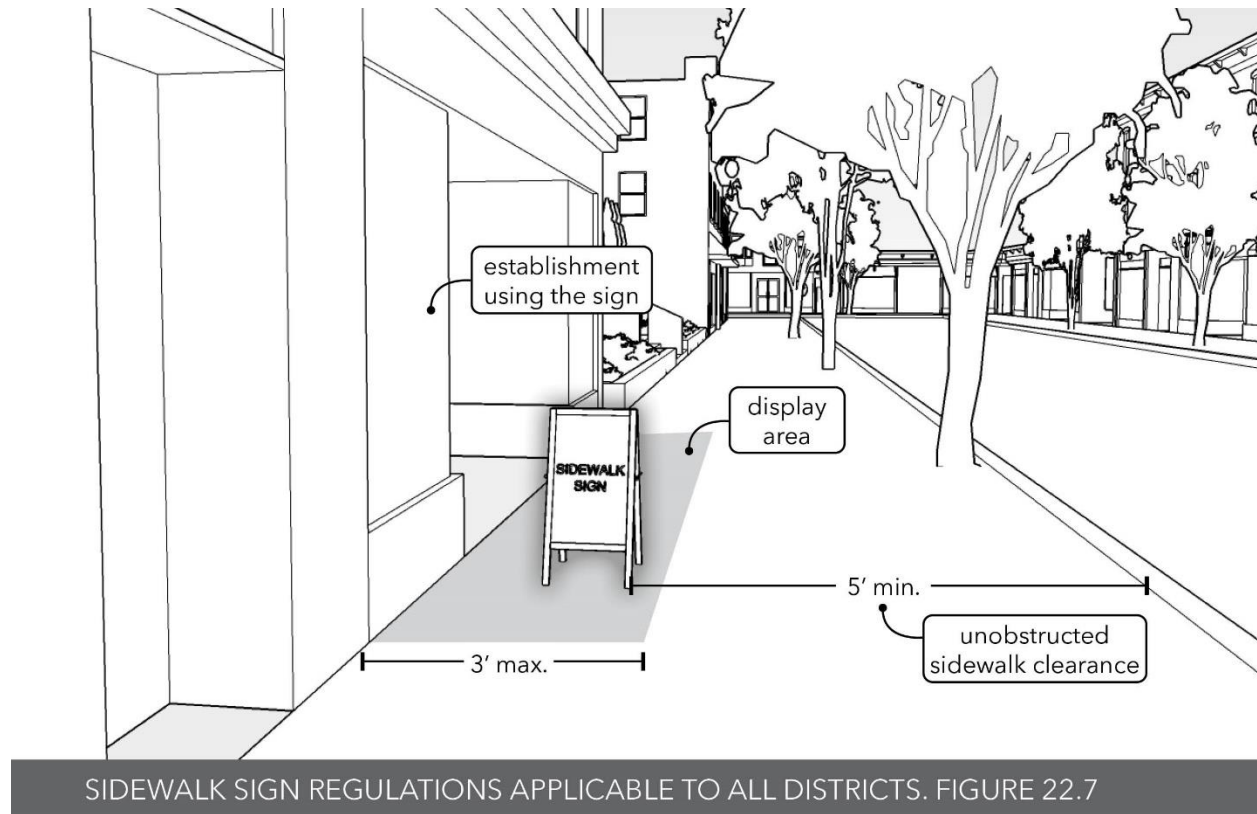
- a. Such signs shall not project more than six (6) feet into the public right-of-way, nor be closer than three (3) feet to any street curb line.
- b. The awning or marquee to which the sign is attached shall maintain a minimum clearance from the ground of eight (8) feet.



AWNING & MARQUEE REGULATIONS APPLICABLE TO ALL DISTRICTS. FIGURE 22.6

14. Sidewalk Signs:

- The sign shall be placed in front of the establishment that is using the sign.
- A minimum of five feet of unobstructed sidewalk clearance must remain on the sidewalk at all times.
- A display area adjacent to and not extending further than 36 inches from the front wall of the building may contain a sidewalk sign. However, five (5) feet of unobstructed sidewalk clearance must be maintained between the sign and the edge of the street or roadway.
- The sign shall not be placed in a way that obstructs pedestrian circulation, interferes with the opening of doors of parked vehicles or snow removal operations.
- Such signs shall be properly maintained and not allowed to become unsightly.
- Such signs shall only be in place during hours of operation of the establishment.



15. Pole Signs:

- a. Pole signs are only permitted on lots that have frontage on Blue Star Highway.
- b. For lots with more than one establishment, the size of the pole sign may be increased by 50 percent of the size allowed by Section _____ up to a maximum size of square feet.
- c. The support structure or structures for a pole sign shall not be more than _____ feet wide or _____ feet in diameter per support structure.

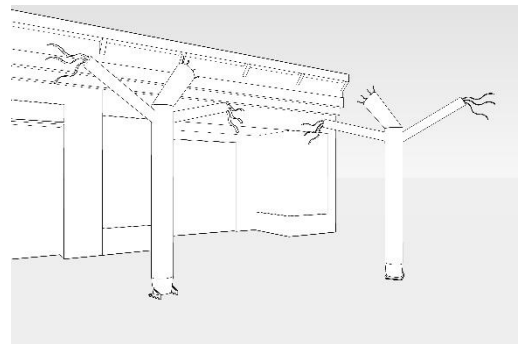
16. Temporary Signs: Temporary signs as defined in Section 22.03 are permitted in all zoning districts, subject to the following restrictions:

- a. Sidewalk signs shall not be deemed temporary signs
- b. All temporary signs shall be subject to the prohibitions outlined in Section 22.06.
- c. Up to four (4) wire framed signs are permitted per parcel, and shall not be subject to the requirements of Section 23.03, Permit Procedures and Regulations.
- d. Up to two (2) feather signs are permitted on non-residential parcels and parcels within the C-2 and L-I zoning districts, and are not subject to the requirements of Section 23.03, Permit Procedures and Regulations.

- e. The following regulations shall apply to temporary manual reader boards and temporary banner signs:
- i. One (1) temporary banner sign shall be permitted on non-residential parcels within the C-1, C-2 and L-I zoning districts.
 - ii. One (1) temporary manual reader board shall be permitted on non-residential parcels within the C-2 and L-I zoning districts.
 - iii. A parcel located in the C-2 or L-I zoning districts shall not have both a temporary banner sign and a temporary manual reader board during the same period of time.
 - iv. A temporary sign permit is required for any proposed temporary banner sign or temporary manual reader board signs. An application for a temporary sign permit shall be submitted to the Zoning Administrator that contains, at minimum, the following information, and subject to the following procedures:
 1. A site plan that contains the proposed location of the temporary manual reader board or temporary banner.
 2. A stated period of time that the temporary manual reader board or temporary banner sign is proposed to be erected, not to exceed 14 days total.
 3. The applicant shall deposit a deposit in the amount of \$50, to be reimbursed after the temporary manual reader board is removed in accordance with the dates indicated on the application.
 4. The \$50 deposit shall be forfeited if the sign has not been removed by the 15th day.

f. Balloon Signs/Air Dancers:
regulations to apply:

- i. _____
- ii. _____



Section 22.06 Prohibitions

The following conditions and actions are prohibited as it pertains to signs in the City of Douglas.

1. **Unsafe Signs.** Any sign which is structurally or electrically unsafe, consistent with the City's adopted codes.
2. **Roof Signs.** Roof signs or any sign which projects above the roof line or top of a canopy.

3. **Consent Required.** Any sign erected on any property, public or private, without the consent of the property owner shall be prohibited.
4. **Motion.** A sign shall not contain parts or display images that flash or blink, nor shall any sign contain moving parts.
5. **Prohibition in Right of Way.** Signs shall not be placed in, upon or over any public right-of-way, private road easement, alley, or other place, except as may be otherwise permitted by the City of Douglas or Michigan Department of Transportation.
6. **Prohibition on Utility Poles.** A utility pole, light pole or other similar supporting member shall not be used for the placement of any sign unless specifically designed and approved for such use.
7. **Obstructions Prohibited.** A sign shall not be erected in any place where it may, by reason of its position, shape, color, or other characteristics, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device, or constitute a nuisance per se.
8. **Sparks and Flames.** No sign shall incorporate any type of spark or flame.
9. **Blighted Signs Prohibited.** Any sign which, in the opinion of the Zoning Administrator, has deteriorated to the point where it has become a blight on surrounding properties. Examples of deterioration include, but are not limited to, structural damage, unshielded lights, exposed electrical wiring, significant rust or other deterioration of materials, and peeling or flaking paint.
10. **Vehicle Signs.** Vehicle signs as depicted in Figure 22.8, which contain a fixed display that is either digital or static, when stationary for the purpose of on or off-premise display of messages, shall be prohibited in all zoning districts.



Section 22.07
Residential Districts:

Signs in

In addition to other regulations provided herein, signs associated with residential and non-residential uses in residential zoning districts, and residential uses in non-residential districts are subject to the following:

A. Signs Permitted in Residential Districts, R-1, R-2, R-3, R-4, R-5, R-6 or other districts that contain a residential or mixed use (with the exception of PUD districts):					
Form	Maximum Number	Maximum Area (per sign)	Maximum Height (per sign)	Illumination Permitted	Minimum Setback
Monument	1 per residential development	32 sq. ft.	6'	Yes	5' from any property line
Wall	1	8 sq. ft.	N/A	No	N/A
Temporary Signs	4 per lot	4 sq. ft.	4'	No	none
Electronic Reader Boards	1 per non-residential use	Not to exceed 50% of total sign copy area within a monument sign	Varied	Yes	5' from any property line

B. Additional requirements for signs in Residential Districts:

1. Illuminated and non-illuminated monument signs shall be constructed primarily with carved wood, brick, stone, wrought iron, terra cotta, glazed tile, or similar decorative material in order to reflect and enhance the character of the area.

Section 22.08 Signs in the C-1 Village Center District:

In addition to other regulations provided herein, the following shall apply to signs associated with non-residential uses within the C-1, Village Center district:

A. Signs Permitted in the C-1, Village Commercial District					
Form Permitted	Maximum Number	Illumination Permitted	Minimum Setback	Maximum Area	Maximum Height
Monument	1 per parcel	yes	5' from any property line	48 sq. ft.	6'
Temporary Signs	4 per parcel	No	None	4 sq. ft.	6'
Projecting	1 per commercial establishment	Yes	N/A	8 sq. ft.	N/A
Sidewalk	1 per commercial establishment	no	None	8 sq. ft.	6'

Awning, Marquee, roof OR Wall	1 per commercial establishment, and each street frontage	yes	N/A	10% of wall face of building or tenant space	N/A
Electronic Message Center	1 per monument or wall sign	yes	N/A	Not to exceed 50% of total sign copy area within a monument sign or wall sign	Varied

B. Additional requirements for signs in the C-1, Village Commercial District:

1. _____
2. _____
3. _____

Section 22.09 Signs in the C-2 General Commercial & L-1 Light Industrial Districts:

In addition to other regulations provided herein, the following shall apply to signs in the C-2 and L-1 zoning districts:

A. Signs Permitted in the C-2, General Commercial and L-1, Light Industrial Districts.					
Form Permitted	Maximum Number	Illumination Permitted	Minimum Setback	Maximum Area	Maximum Height
Monument Sign	1 per street frontage	yes	5' from any property line	48 sq. ft.	6'
Temporary Signs	4 per parcel	No	None	4 sq. ft.	6'
Projecting	1 per commercial establishment	Yes	N/A	8 sq. ft.	N/A
Sidewalk	1 per commercial establishment	no	None	8 sq. ft.	6'
Awning, Marquee, roof OR Wall Sign	1 per commercial establishment and each street frontage	yes	N/A	10% of wall face of building or tenant space	N/A

Electronic Message Center	1 per monument, wall or pole sign (pole signs only permitted on parcels with frontage on Blue Star Highway)	yes	N/A	Not to exceed 50% of total sign copy area within a monument sign or wall sign	Varied
Pole Sign	1 per parcel with frontage on Blue Star Highway	yes	45' to property line abutting Blue Star Highway. 5' from any other property line		

B. Additional requirements for signs in the C-2 and Industrial districts:

1. _____
2. _____
3. _____

Section 22.10 Oversized Off-Premise Signs [BILLBOARDS]

Outdoor advertising structures and billboards other than those signs which exclusively advertise businesses on the premises on which they are located, are considered off-premises signs and may be permitted only by the Planning Commission following review according to the Special Use Permit process in Article 25 of the City of the Village of Douglas Zoning Ordinance.

1. Off-premises signs shall comply with the following requirements and restrictions:
 - a. Off-premises signs shall be prohibited, except on those parcels of property zoned for Commercial or Industrial use which lie directly adjacent to the Blue Star Highway between the South City limits and the North City Limits, or directly adjacent to the I-196 Expressway.
 - b. Off-premises signs shall not block any permitted on-premises sign.
 - c. Size and spacing requirements for off-premise signs along I-196 shall be not more than one (1) billboard or other off-premises sign shall be located per linear mile of I-196, regardless of the fact that such billboard may be located on different sides of the subject highway. Linear separation shall be limited to the boundaries of the City. V-type structures shall be considered as two billboards and a double-faced (back-to-back) structure shall be considered one (1) billboard. The required minimum distance between permitted off-premises signs shall be that distance measured on a direct line from sign to sign.

- d. Off-premise signs shall be adequately maintained. Such maintenance shall include proper alignment of structure, continued readability of structure and preservation of structure with paint or other surface finishing material. If an off-premise sign is not maintained, written notice of any disrepair shall be issued by the Planning and Zoning Administrator to the owner of said structure. If the disrepair is not corrected within thirty (30) days, said structure shall be removed at the owner's expense.
- e. The off-premise sign must be constructed in such a fashion that it will withstand all wind and vibration forces which normally can be expected to occur in the vicinity.

Section 22.11 Nonconforming Signs:

It is the intent of this Section to permit the continuance of a lawful use of any sign that does not conform with the provisions of this ordinance with regard to size, number, height, form, illumination or location. All lawful nonconforming signs shall be subject to the following regulations:

- 1. Nonconforming Status:** All signs which have been erected or are in place on the effective date of this Article, but which do not comply with the provisions of this Article shall be deemed nonconforming.
- 2. Structural Changes:** Structural supports, framing mechanisms, or other parts of any nonconforming sign shall not be changed, altered, substituted, or enlarged unless the result of the structural change conforms with the provisions of this article.
- 3. Repairs and Refacing:** Nonconforming signs may undergo repairs and alterations resulting in the change of the sign copy areas that do not alter the sign by way of structural changes as described in part 1 of this section. Repairs may include, but are not limited to:
 - a. Refacing typically associated with rebranding, change in ownership or replacement of sign copy area due to damage.
 - b. Painting.
 - c. Resurfacing.
 - d. Upgrading of electrical wiring or illuminating mechanisms.
 - e. Addition of electronic message center, not exceeding 50% of the sign copy area.
 - f. Routine maintenance.
 - g. Any other repair or upgrade determined by the Zoning Administrator not to be a structural change.

- 4. Replacement.** If a nonconforming sign is damaged to the point of needing structural repairs, it may not be reconstructed, or replaced except with a sign that conforms to with all the provisions of this Article.
- 5. Revocable Sign License Agreements.** Any signs existing in the public right-of-way of the City of the Village of Douglas, which do not have a revocable license agreement with the City Council, are illegal nonconforming signs and are to be removed or relocated to come into compliance with the provisions of

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