

**CITY OF IONIA**  
**IONIA COUNTY, MICHIGAN**

**ORDINANCE NO. 558**

At a regular meeting of the Ionia City Council held on January 4, 2022 at the Ionia City Hall, Councilmember Winters, supported by Councilmember Waterman, moved the adoption of the following ordinance:

**AN ORDINANCE TO REPEAL PART TWELVE, TITLE FOUR, CHAPTER 1234 ENTITLED "SUBDIVISION REGULATIONS; SIGNS" OF, AND TO ADD TO PART TWELVE, TITLE SIX, A NEW CHAPTER 1284 ENTITLED "ZONING; SIGNS" TO, THE CODIFIED ORDINANCES OF THE CITY OF IONIA, MICHIGAN**

**THE CITY OF IONIA ORDAINS:**

**Section 1. Repeal of Chapter 1234.** That Part Twelve, Title Four, Chapter 1234, entitled "Subdivision Regulations; Signs" of the Codified Ordinances of the City of Ionia, Michigan is hereby repealed in its entirety.

**Section 2. Addition of Chapter 1284.** That a new Chapter 1284, entitled "Zoning; Signs" is hereby added to Part Twelve, Title Six of the Codified Ordinances of the City of Ionia, Michigan, to read in its entirety as follows:

**CHAPTER 1284 SIGNS**

**1284.01 APPLICABILITY**

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

**1284.02 PURPOSE**

This chapter is intended to regulate the size, number, location, and manner of display of signs in the City in a manner consistent with the following purposes.

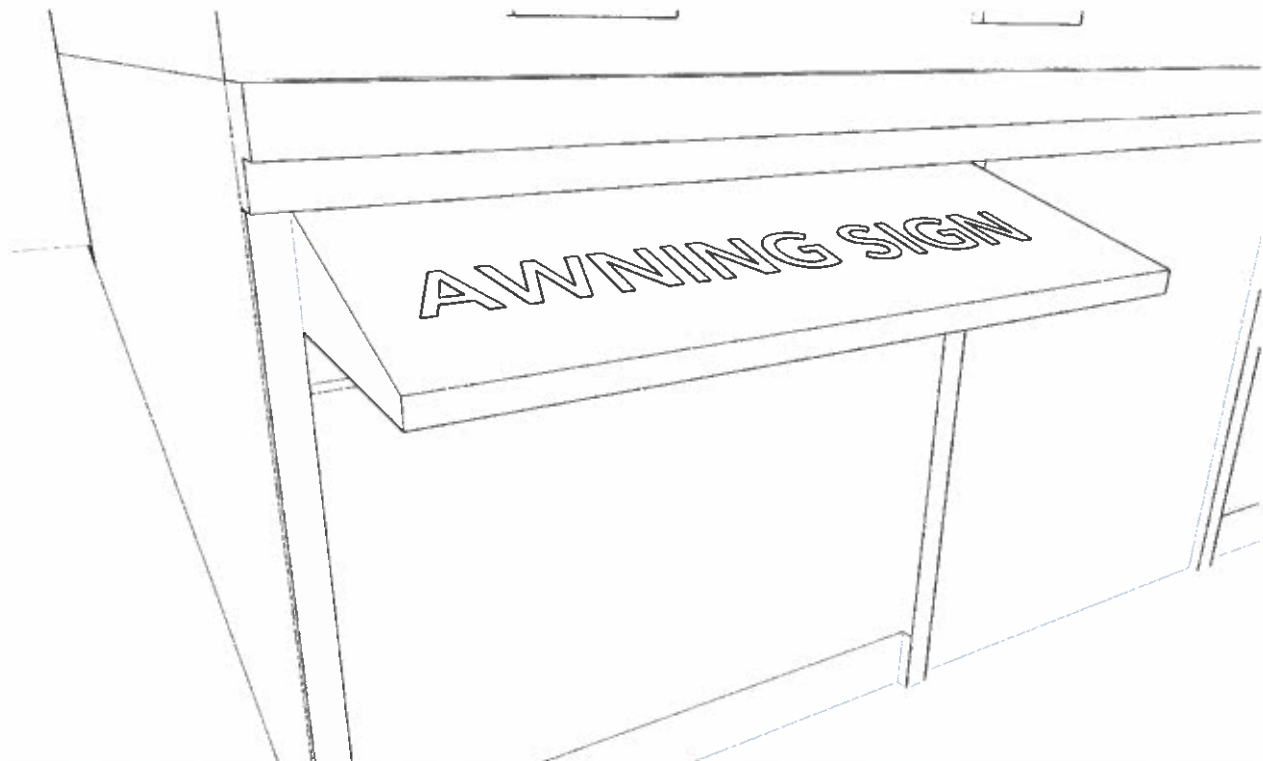
- (a) To protect and further the health, safety and welfare of City residents, property owners and visitors.
- (b) To prevent traffic hazards and pedestrian accidents caused by signs that obstruct vision, distract or confuse drivers, or are improperly secured or constructed.

- (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 chapter 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.

### **1284.03 DEFINITIONS**

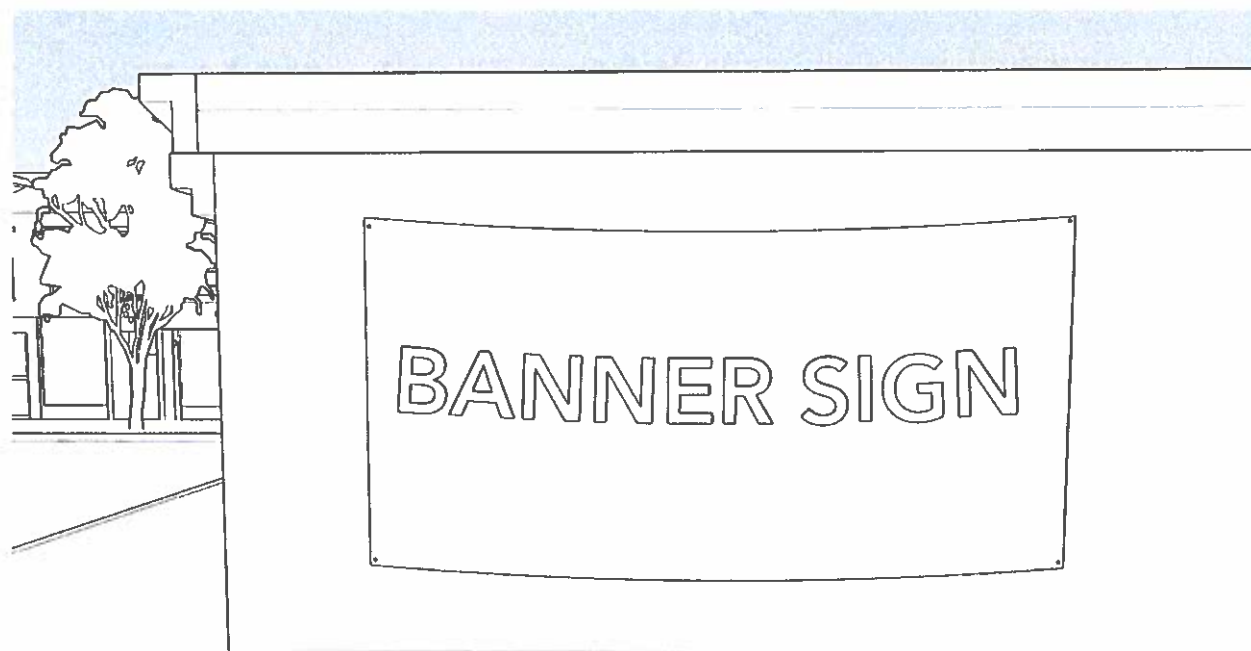
For purposes of this title, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

- (a) "Abandoned sign." A sign is deemed abandoned when the activity, business, or use to which it related has been discontinued. Also, an abandoned sign for which no legal owner can reasonably be found or otherwise exhibits characteristics of abandonment in the opinion of the Zoning Administrator based on standards such as those contained in Section 1284.07.
- (b) "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.
- (c) "Awning sign." A sign painted on, printed on, or attached flat against the surface of an awning or canopy (see Figure 1284.01).



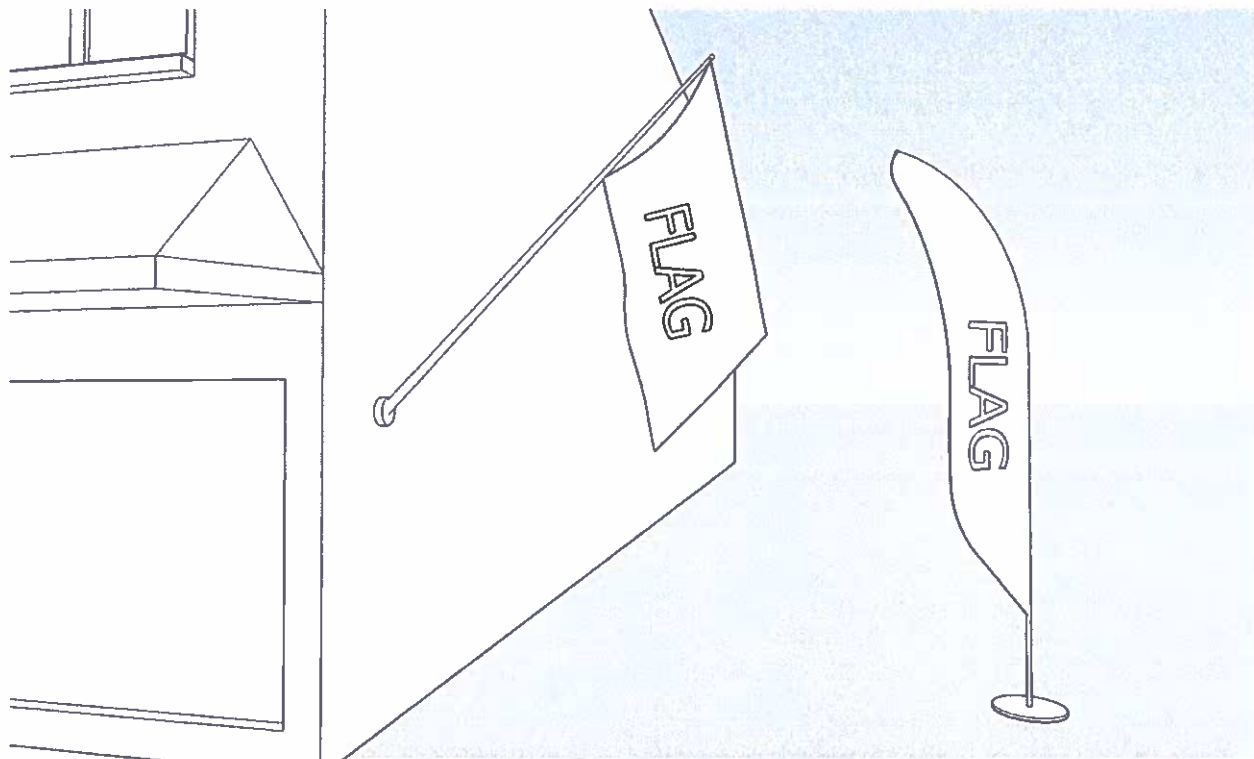
AWNING SIGN. FIGURE 1284.01

- (d) **“Balloon Sign.”** See **“inflatable sign.”**
- (e) **“Banner Sign.”** A sign made from fabric, plastic, vinyl, or other non-rigid material (see Figure 1284.02). A banner sign will be defined as one of the following:
  - (1) **“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.
  - (2) **“Banner Sign, Permanent.”** Wall signs exclusively made 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.



BANNER SIGN. FIGURE 1284.02

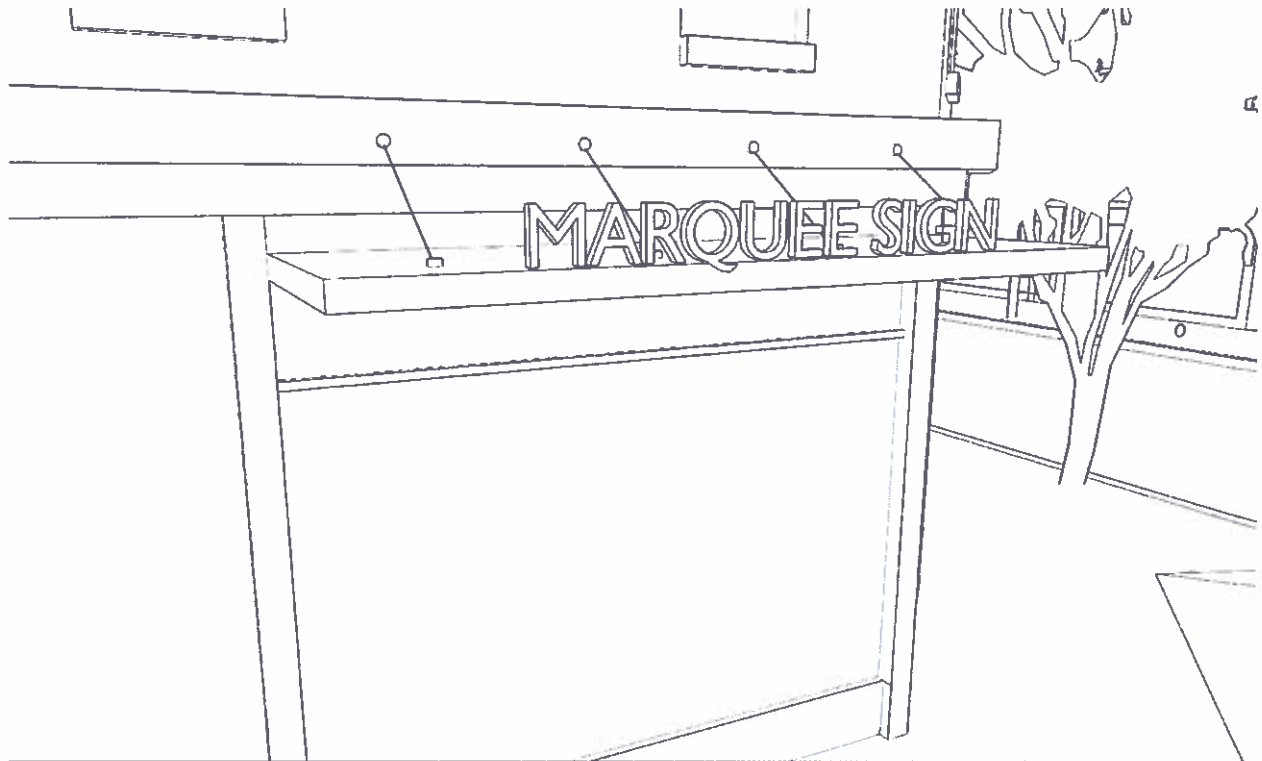
- (f) "Dangerous Sign." A sign that has fallen into disrepair and is deemed to be structurally unsound and dangerous to the public.
- (g) "Exempt sign." A sign that is exempt from either a sign permit or the entire chapter per 1284.05 and 1284.06 for which a sign permit is not required.
- (h) "Festoons." A string of ribbons, tinsel, flags, pennants, or pinwheels.
- (i) "Flag." 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 (see Figure 1284.03).



FLAG SIGN. FIGURE 1284.03

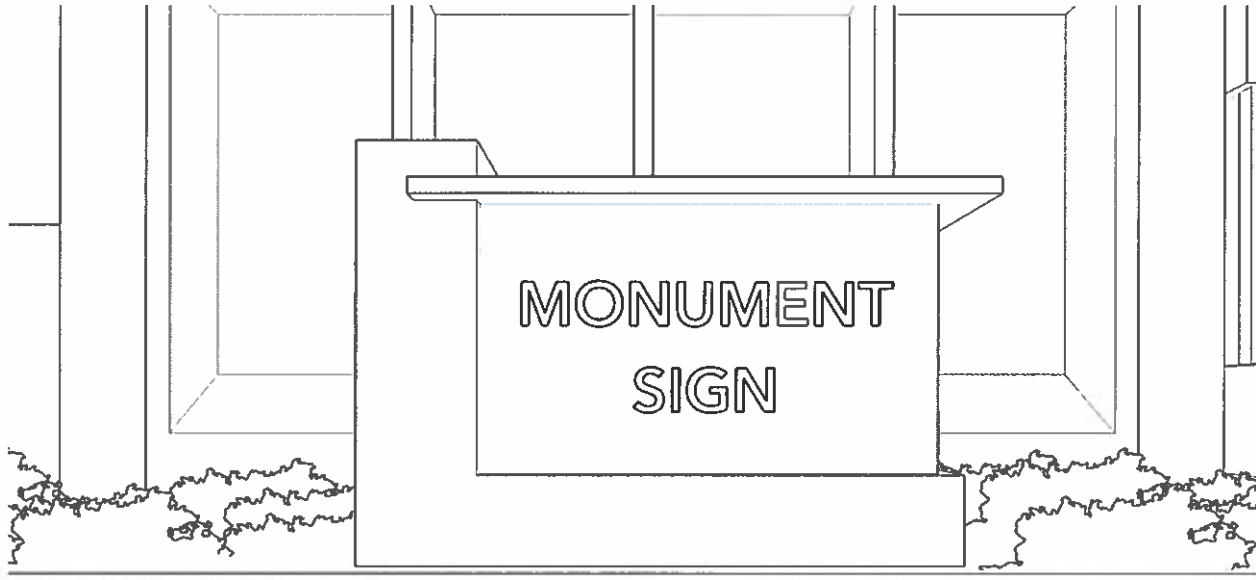
- (j) "Flashing sign." A sign that contains a rapidly intermittent or changing light source.
- (k) "Freestanding sign." A sign not attached to a building or wall that is supported by one or more poles or braces or that rests on the ground or on a foundation resting on the ground.
- (l) "Government sign." A sign erected or required to be erected by the City of Ionia, Ionia County, or the state or federal government.
- (m) "Illegal sign." A sign that does not meet the requirements of this chapter and that is not entitled to legal nonconforming status.
- (n) "Incidental sign." A sign on private property placed in a manner so as to be read by persons within the site, and that is not intended to be visible to persons passing by on streets or other rights-of-way. Incidental signs may convey messages such as "no parking," "entrance," "loading only," "telephone," "handicap," "no hunting," "no trespassing," "pick up," or other interpretive, noncommercial messages.
- (o) "Inflatable sign." ("Balloon 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.
- (p) "Mansard." A sloped roof or roof-like façade architecturally comparable to a building wall.

- (q) "Mansard sign." A sign that is mounted, painted on, or attached to a mansard.
- (r) "Marquee." A permanent structure constructed of rigid materials that projects from the exterior wall of a building.
- (s) "Marquee sign." A sign affixed to the surface of a marquee (see Figure 1284.04).



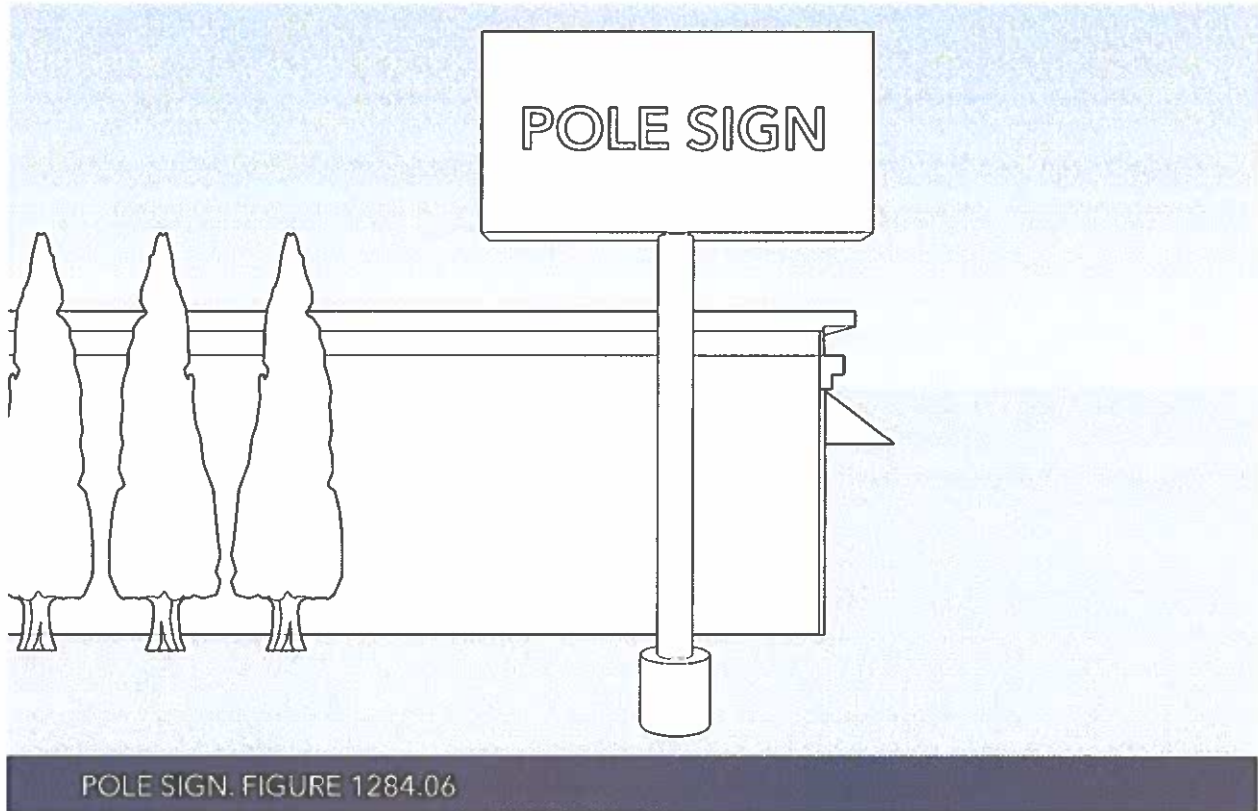
MARQUEE SIGN. FIGURE 1284.04

- (t) **“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 (see Figure 1284.05).



MONUMENT SIGN. FIGURE 1284.05

- (u) **“Non-conforming sign.”** A sign or portion of a sign lawfully existing at the effective date of the City’s zoning regulations or amendments thereto, but which does not conform to the current regulations of the zoning district in which it is located. The burden to establish the pre-existing lawfulness of the sign rests with the property owner.
- (v) **“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.
- (w) **“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 (see Figure 1284.06).



- (x) "Pennant." A flag or cloth that tapers to a point.
- (y) "Portable sign." A sign that, by its nature, 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, or similar signs as determined by the Zoning Administrator.
- (z) "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 (see Figure 1284.07). The sign shall not extend vertically beyond the window sill of the second story.

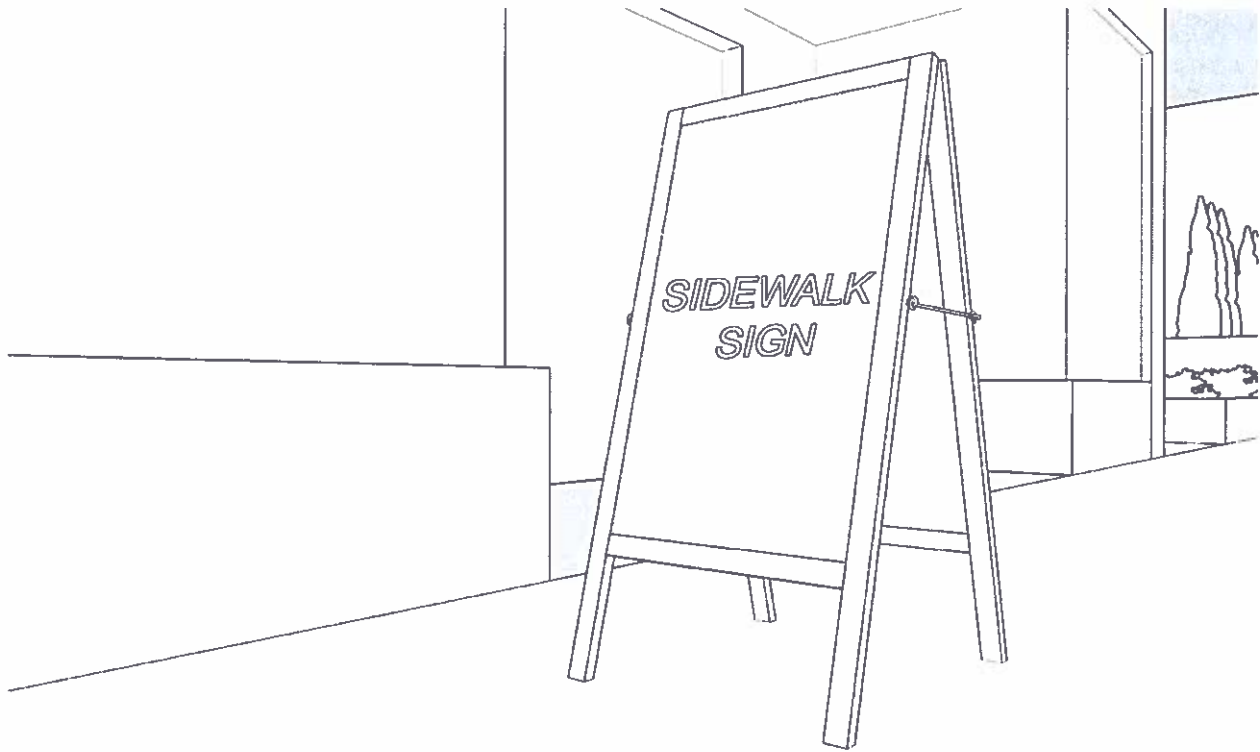




PROJECTING SIGN. FIGURE 1284.07

- (aa) "Reader board sign." One of the following:
- (1) "Manual." A sign on which the letters or pictorials are changed manually or;
  - (2) "Electronic reader board." A sign with a fixed or changing display or message composed of a series of lights that may be changed through electronic means excluding video signs and flashing signs, but not including a video sign.
  - (3) "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.
- (bb) "Roof line." The top of a roof or parapet wall, whichever is higher, but excluding any cupolas, chimneys, or other minor projections.
- (cc) "Roof sign." A sign that is attached to or is placed on the roof of a building.
- (dd) "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 changeable copy.

- (ee) "Sidewalk sign." An A-frame sign that is portable and designed to be placed on the sidewalk in front of the use it advertises (see Figure 1284.08). Also commonly called a "sandwich board sign."



SIDEWALK SIGN FIGURE 1284.08

- (ff) "Sign." A device, structure, fixture, figure or placard that may or may not use graphics, symbols, emblems, numbers, lights and/or written copy posted in a manner to communicate information to the public. House numbers, addresses, and name plates not exceeding two square feet shall not be considered signs.
- (1) "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.
  - (2) "Temporary sign." A sign installed for a limited period of time, intended to be removed within a time period as specified herein. A "portable sign" is considered a type of "temporary sign."
- (gg) "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.
- (hh) "Streamers." A long, narrow strip of material used as a decoration or symbol.
- (ii) "Under canopy sign." A sign suspended beneath a canopy, ceiling, roof, or marquee.

- (jj) "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 (see Figure 1284.09).



WALL SIGN. FIGURE 1284.09

- (kk) "Window sign." A sign installed inside a window and intended to be viewed from the outside (see Figure 1284.10).



WINDOW SIGN. FIGURE 1284.10

- (ll) "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.
- (mm) "Video sign." A sign that displays moving images as on a television.
- (nn) "Wire frame 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.

#### **1284.04 PROHIBITED SIGNS.**

A sign not expressly permitted by this chapter is prohibited. If a sign is granted a variance from the ZBA it shall comply with the applicable regulations of this chapter in terms of time, place, manner, and similar restrictions. Without limiting the foregoing, prohibited signs shall include:

- (a) Inflatable signs.
- (b) Flashing signs.
- (c) Dangerous signs. A dangerous sign shall be removed by the owner at the owner's expense within 30 days of a notice of condemnation. If an owner cannot be reasonably found the city has the authority to remove the condemned sign with justification that the sign is unsafe and hazardous to the public health, safety, and welfare.

- (d) Rotating signs.
- (e) Signs imitating or resembling official traffic or government signs or signals.
- (f) Vehicle signs not used during the normal course of business that are conspicuously parked or located so as to advertise, identify, or bring attention to an establishment, product, person, service or activity.
- (g) Snipe signs.
- (h) Strobe lights, and lights of a similar nature.
- (i) Video signs except for portable video signs otherwise permitted in this chapter.

### **1284.05 SIGNS NOT SUBJECT TO CHAPTER.**

The following signs are exempt from the provisions of this chapter as expressions of government speech, intended nature to clarify matters of public health, safety, and welfare, or are otherwise protected.

- (a) Government signs.
- (b) Inflatable signs (balloons) that are 12 inches or less in diameter.
- (c) The installation of signs in the F-Fairgrounds District during the period of the traditional, annual fair sponsored by the Ionia Free Fair Association, subject to the requirements of Section 1284.15.

### **1284.06 SIGNS NOT REQUIRING A PERMIT.**

The following signs shall not require a permit but shall be subject to all other applicable regulations of this chapter.

- (a) Flags, provided that not more than four flags are permitted per lot. Flags located in residential districts and the B-2 Community Business District are permitted to be no larger than 3 ft. x 5 ft. in dimension or 15 square feet in area. Flags located all other districts are permitted up to 8 ft. x 12 ft. in dimension or 96 square feet in area.
- (b) Sign message changes on signs with changeable copy or other similarly adjustable reader boards, or replacing a sign panel in an existing sign structure provided that it does not structurally alter the sign.
- (c) Temporary signs on residential lots, these include garage sale signs.
- (d) Window signs.

- (e) Sidewalk signs.
- (f) Incidental signage displaying access, hours of operation, safety, hazards, or emergency content are permitted without permit upon the dimensional regulations of this provision, provided the size of each sign does not exceed four square feet in area, six feet in height, and contains no commercial speech. The number of incidental signs that distinguish locations for incidental purposes such as, but not limited to “curbside pick-up”, and “order pick-up” are subject to the size of the parcel on which the signage will be placed by the following schedule:

<b>Signs Permitted for Nonresidential Uses in the B-1, B-2, B-3, O, and I-1 Districts</b>					
<b>Type</b>	<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Illumination Permitted</b>	<b>Minimum Setback</b>
<b>Access or Directional</b>	<b>2 per ingress/egress location</b>	<b>4 sq. ft.</b>	<b>6 ft.</b>	<b>Yes</b>	<b>5 ft. from rights-of- way and lot lines</b>
<b>Safety, Emergency, or Hazard</b>	<b>As necessary</b>	<b>4 sq. ft.</b>	<b>6 ft.</b>	<b>No</b>	<b>5 ft. from rights-of- way and lot lines</b>
<b>Incidental Convenience Signs (curbside pick-up, order pick-up, etc.)</b>	<b>Parcels less than 14,999 sq. ft. – 3 -or- Parcels between 15,000 and 29,999 sq. ft. – 5 -or- Parcels between 30,000 sq. ft. and 43,560 sq. ft. – 7 -or- Parcels between 1 acre and 2 acres – 10 -or- Parcels greater than 2 acres – No Limit</b>	<b>4 sq. ft.</b>	<b>6 ft.</b>	<b>No</b>	<b>5 ft. from rights-of- way and lot lines</b>

## **1284.07 GENERAL STANDARDS FOR PERMITTED SIGNS.**

- (a) Every sign shall be constructed and maintained in a manner consistent with the Michigan Building Code and International Property Maintenance Code and maintained in good and safe structural condition at all times. All signs shall be kept neatly painted, stained, sealed, or preserved including all metal parts and supports.
- (b) Signs shall be constructed to withstand all wind and vibration forces that normally can be expected to occur in the vicinity.
- (c) Signs may be internally or externally illuminated where permitted. The following provisions apply for illuminated signage in the City.
  - (1) 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. Only soft amber lighting is permitted for lamping and read-outs no brighter than three foot-candles above ambient light conditions. Voids or burn-out lamping must be replaced promptly.
  - (2) 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.
  - (3) 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.
  - (4) Back-lit or internally illuminated signs shall not cause excessive glare or allow light to encroach onto neighboring properties.
  - (5) 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.
  - (6) 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.
  - (7) Details of all timer control units shall be submitted with a sign permit application.
- (d) 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 Ionia or Michigan Department of Transportation.

- (e) A 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.
- (f) 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.
- (g) 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 B-2 Zone projecting signs may project over the public sidewalk.
- (h) Roof Signs:
  - (1) A roof sign shall not project or extend beyond or above the highest point of the roof line.
  - (2) Only one roof sign shall be permitted per building.
  - (3) 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.
  - (4) Lighting for roof signs shall comply with Section 1284.07(c).
  - (5) 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.
- (i) Reader Boards: Wall and freestanding signs may include reader boards subject to the following regulations:
  - (1) For signs that are 50 square feet or less in area the reader board shall not consist of more than 75% of the total sign area.
  - (2) For signs that are more than 50 square feet in area the reader board shall not consist of more than 50% of the total sign area.
  - (3) Any electronic reader board sign containing animated, scrolling, blinking or flashing text shall be regulated by the following illumination requirements per Section 1284.07(c).
    - A. 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. Only soft amber lighting is permitted for lamping and read-outs no brighter than 3 foot-candles above ambient light conditions. Voids or burn-out lamping must be replaced promptly.



- B. 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.
  - C. 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.
  - D. The sign shall be timed as such that the sign is not illuminated after 11:00 PM or no more than thirty (30) minutes after the close of business, whichever is later. No sign shall be illuminated prior to 6:00 AM or thirty (30) minutes before the opening of business, whichever is earlier.
- (4) The copy on an electronic reader board shall not change faster than every ten seconds.
  - (5) An electronic reader board may serve as a window sign subject to the size limitations for window signs contained herein and the requirements of Section 1284.07(c).
- (j) Wall Signs:
- (1) Wall signs shall not obscure architectural features of the building including, but not limited to windows, arches, sills, moldings, cornices, and transoms.
  - (2) Wall signs shall not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached.
  - (3) Wall signs shall be six feet less than the width of the building façade, be at least three feet from the edge of the building façade, and meet the area requirements of wall signage of this Chapter.
  - (4) 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.
  - (5) Permanent Banner Signs may be utilized as a wall sign per Section 1284.03(e)2.
- (k) Projecting Signs:
- (1) Projecting signs shall not extend vertically beyond the window sill of the second story.
  - (2) The sign shall maintain a minimum clearance from the ground of eight (8) feet.
  - (3) 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.

- (4) Projecting signs shall not be internally lighted. External lighting is permitted but the source of illumination shall not cause a glare subject to Section 1284.07(c).

(l) Awning and Marquee Signs:

- (1) 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.
- (2) The awning or marquee to which the sign is attached shall maintain a minimum clearance from the ground of eight (8) feet.

(m) Sidewalk Signs:

- (1) The sign shall be placed in front of the establishment using the sign.
- (2) A minimum of five feet of unobstructed sidewalk clearance must remain on the sidewalk at all times.
- (3) 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.
- (4) 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.
- (5) Such signs shall be properly maintained and not allowed to become unsightly.
- (6) Such signs shall only be in place during hours of operation of the establishment.

(n) Pole Signs:

- (1) Pole signs are only permitted along and with lots that have frontage on, M-66, M-21, Steele Street, or Adams Street.
- (2) For lots with more than one establishment, the size of the pole sign may be increased, for each additional establishment, by 50 percent of the size allowed by Section 1284.14 up to a maximum size of 96 square feet.
- (3) The support structure or structures for a pole sign shall not be more than three feet wide or three feet in diameter per support structure.

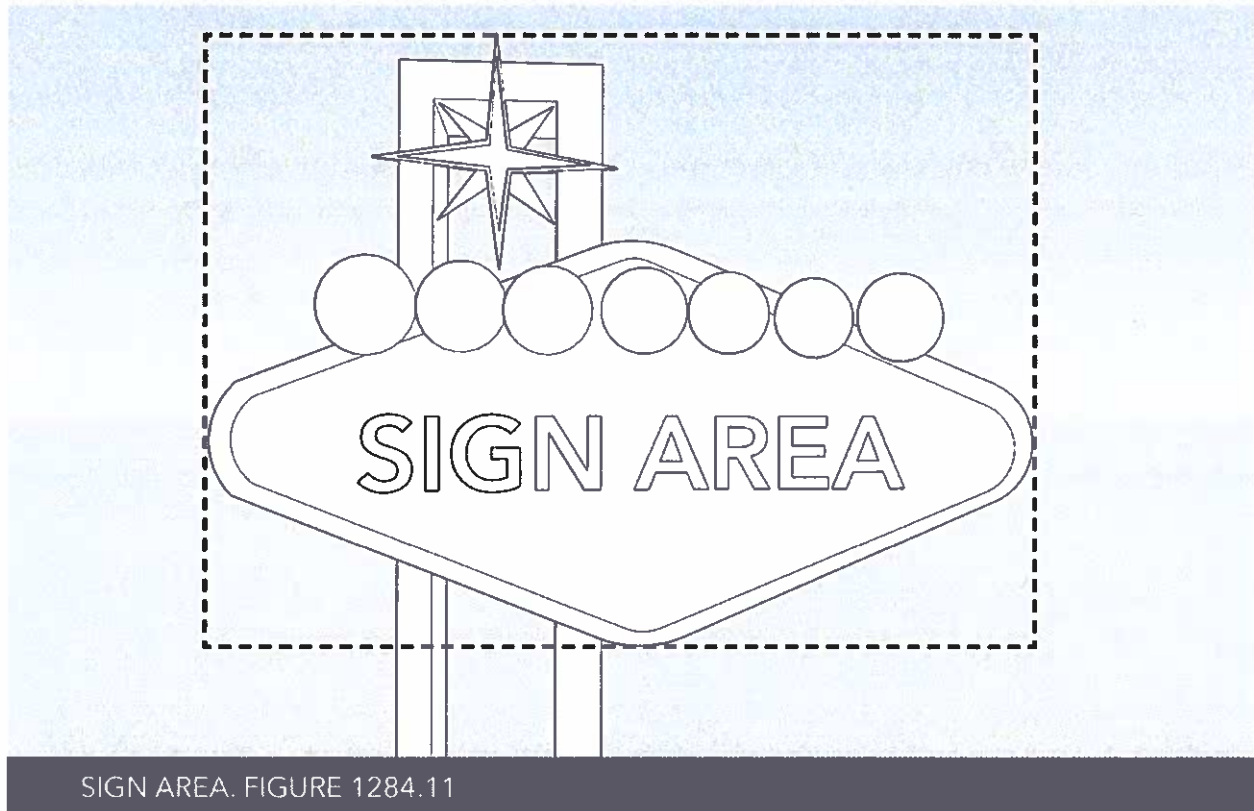
## **1284.08 SIGN REGULATIONS APPLICABLE TO ALL DISTRICTS.**

The following sign regulations are applicable to all zoning districts.

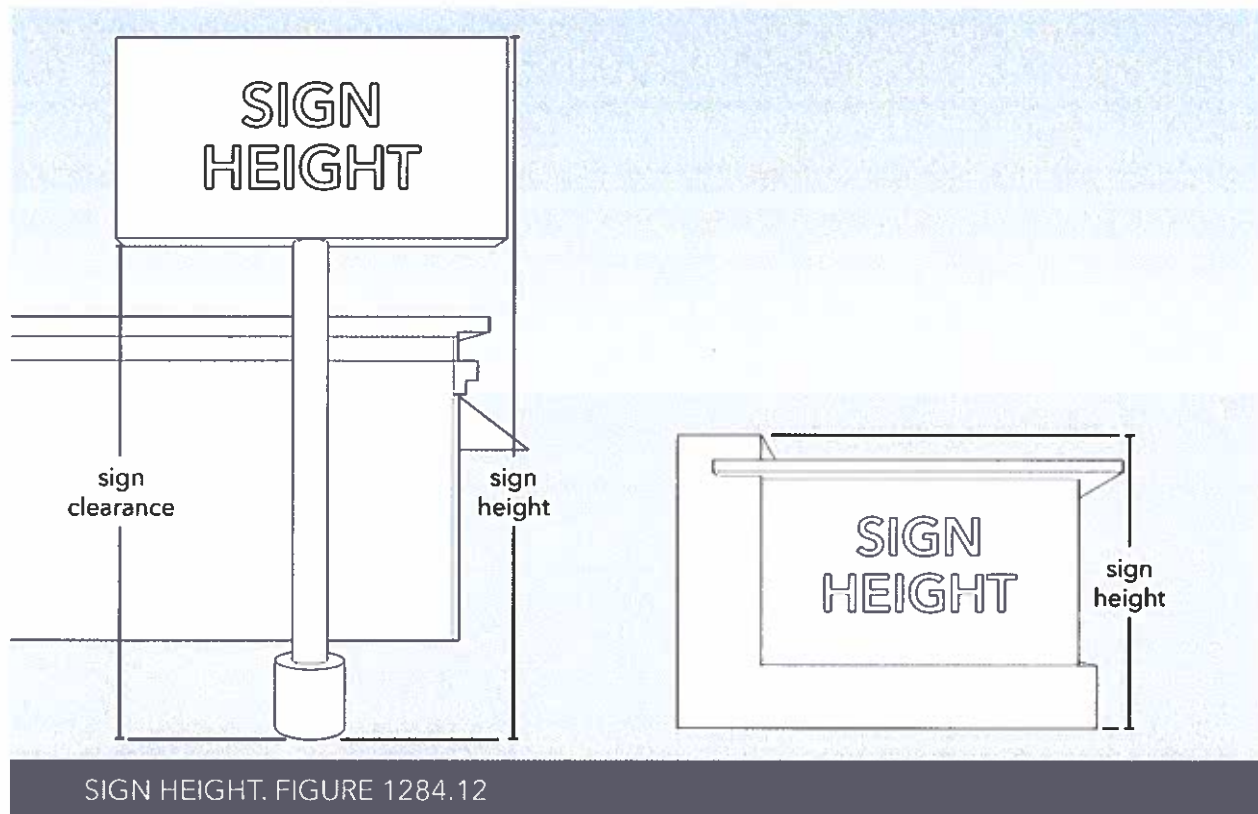
- (a) Any pole sign, awning sign, wall sign, or projecting sign shall maintain a minimum vertical clearance of eight feet from the bottom of the sign to the ground directly beneath the sign.
- (b) Vehicles that bear signs may be parked on site provided they are located in such a manner that they do not function as signs as prohibited by Section 1284.04(f) herein.
- (c) Any permanent sign may remain until such sign is deemed not to comply with Section 1284.07 of this chapter, or until such sign is considered dangerous.
- (d) Abandoned signs shall be removed by the property owner according to the following regulations:
  - (1) If the sign is a nonconforming sign as defined herein the sign and any supporting structures shall be removed within one (1) year.

## **1284.09 MEASUREMENT OF SIGNS.**

- (a) Unless otherwise specified within this chapter for a particular type of sign, the area of a sign shall be measured as the area within a single, continuous perimeter composed of any straight line geometric figure that encloses the extreme limits of writing, representation, emblem, logo, or any other figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, excluding only the structure necessary to support the sign (see Figure 1284.11).



- (b) The area of a freestanding or projecting sign that has two or more faces shall be measured by including the area of all sign faces, except if two such faces are placed back-to-back and are of equal size, 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. If the two back-to-back faces are of unequal size, the larger of the two sign faces shall be counted as the one face.
- (c) The height of a sign shall be measured as the vertical distance from the highest point of the sign to the grade of the adjacent street or the average grade of the ground immediately beneath the sign, whichever is less (see Figure 1284.12).



## 1284.10 NONCONFORMING SIGNS.

- (a) Nonconforming signs shall not be replaced, moved, altered, expanded, enlarged, or extended; however, such signs may be maintained and repaired so as to continue the useful life of the sign.
- (b) Nonconforming signs shall not be repaired if such repair involves any of the following:
  - (1) Necessitates the replacement of both the sign frame and sign panels or;
  - (2) Replacement of the signs primary support pole(s) or other support structure or;
  - (3) Being enhanced with any new feature including the addition of illumination.
- (c) For the purposes of this chapter, a nonconforming sign may be diminished in size or dimension or the copy of the sign amended or changed without jeopardizing the privilege of nonconforming use.
- (d) A sign accessory to a nonconforming land use may be erected in the City in accordance with the sign regulations for the District in which the property is located.

- (e) The City may acquire by purchase, condemnation, or other means any nonconforming sign that it deems necessary to preserve the health, safety, and welfare of the City's residents.

## **1284.11 TEMPORARY AND PORTABLE SIGNS.**

- (a) Residential Lots. On any lot used as a single-family, two-family, or multi-family dwelling, up to four (4) temporary signs shall be permitted to be displayed on a pole or stake affixed to the ground. Portable signs are not permitted on residential lots. Such signs shall meet the following standards:

- (1) Signs shall not exceed six (6) square feet in area per side,
- (2) Signs shall not exceed six (6) feet in height
- (3) Signs shall not require a permit provided they comply with all other provisions of this chapter.
- (4) Signs erected for garage sale purposes must adhere to all of the provisions of this chapter and the following regulations:

- A. On-premise garage sale signs: No more than one sign per lot, located on the premises on which the sale is being conducted. The sign shall not exceed 6 square feet in area and 3 feet in height. The sign shall not be erected more than 3 days prior to the day(s) of the sale and shall be removed within 1 day after the completion of the sale.

- B. Off-premise garage sale signs: No more than two off-premise signs are allowed for each such sale. Each sign shall be no larger than 4 square feet and 3 feet in height. Each sign shall only be placed in the street right-of-way and shall not block the vision of or create a hazard for drivers or those individuals on foot or bicycle. Each off-premise sign shall contain the date and address of the sale. Each sign may be placed no sooner than 2 hours prior to the opening of the first day of the sale and must be removed within 2 hours after close of the last day of the sale. Signs shall not be attached to light poles, utility poles, trees, or other similar structures located in the street right-of-way.

- (b) Non-Residential Lots. On any lot used for a non-residential use, one temporary or portable sign may be displayed. For the purposes of portable signs, non-residential lots excluded from this provision are lots located in the East Main Preservation District and lots in the B-2 District, unless the B-2 lots have frontage on M-66. Such signs shall meet the following standards:

- (1) Signs may be displayed up to four times per calendar year

- (2) Each display period shall be not more than 30 days, provided that each display shall be separated by at least 30 days.
- (3) Such signs shall not exceed 32 square feet.
- (4) Signs shall require a temporary sign permit.

## 1284.12 SIGNS IN RESIDENTIAL DISTRICTS.

The following signs are permitted in the R-1, R-2, R-3, RM, RM-1, RT, RHD, and the MHP Zoning Districts.

Signs Permitted for Nonresidential Uses in the R1, R2, R3, RM, RM-1, RT, RHD, AND MHP Districts					
Type	Maximum Number	Maximum Area	Maximum Height	Illumination Permitted	Minimum Setback
Monument	1 per lot	32 sq. ft.	6 ft.	No	5 ft. from right-of-way and lot lines
Wall	1 per frontage	10% of wall area or 50 sq. ft., whichever is less	N/A	No	N/A

(a) Additional signs permitted in the R1, R2, R3, RM, RM-1, RT, RHD, and MHP Districts:

- (1) Temporary signs as permitted and regulated by Sections 1284.11.
- (2) One permanent monument sign not to exceed 32 square feet in area and six feet in height sign may be provided at the entrance to a subdivision, condominium, site condominium, or mobile home park. Such sign shall require a permit and shall be located outside the right of way. The sign 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.

## 1284.13 SIGNS IN THE B-2, COMMUNITY BUSINESS DISTRICT.

Each establishment in the B-2, Community Business District is permitted to have the following signs as regulated herein.

Signs Permitted in the B-2 District					
Type	Maximum Number	Maximum Area	Maximum Height	Illumination Permitted	Minimum Setback
Wall Sign	N/A	10% of wall area or 100 sq. ft., whichever is less	N/A	Yes	N/A
<b>AND</b>					
Awning/ Marquee Sign	1 per frontage	10% of awning area or 50 sq. ft., whichever is less	N/A	Yes	3 ft. from any street curb
<b>OR</b>					
Projecting Sign	1 per entrance	16 sq. ft.	N/A	External	5 ft. from adjacent building/use
<b>AND</b>					
Sidewalk Sign	1 per use	8 sq. ft. per side	4 ft.	No	N/A



## 1284.14 SIGNS FOR CERTAIN STREETS IN THE B-1, B-3, AND OFFICE DISTRICT.

- (a) Applicability. For parcels that are zoned B-1, B-3 and Office and that have street frontage on M-66, M-21, Steele Street, or Adams Street, the following signs are permitted:

Signs Permitted in the B-1, B-3, and O District with frontage on M-66, M-21, Steele Street, or Adams Street					
Type	Maximum Number	Maximum Area	Maximum Height	Illumination Permitted	Minimum Setback
Wall Sign	N/A	10% of wall area or 100 sq. ft., whichever is less	N/A	Yes	N/A
OR					
Roof Sign	1 per building	10% of roof area to which it is affixed	Not beyond highest point of roof	No	N/A
AND					
Pole Sign	1 per frontage	48 sq. ft.	25 ft.	Yes	10 ft. from rights-of-way, front, and side lot lines
OR					
Monument Sign	1 per frontage	50 sq. ft.	6 ft.	Yes	5 ft. from front lot line or right-of-way; 10 ft. from side lot line building/use
AND					
Sidewalk Sign	1 per use	8 sq. ft. per side	4 ft.	No	N/A

## 1284.15 SIGNS IN THE F-FAIRGROUNDS DISTRICT.

- (a) **Conformance.** Any existing signs located on property zoned F-Fairgrounds District as of the date of this amendment are hereby determined to be conforming. Any signs erected after the effective date of this amendment shall conform to the standards contained in this section.
- (b) **Exemption and Applicability.** The installation of signs in the F-Fairgrounds District during the period of the traditional, annual fair sponsored by the Ionia Free Fair Association, and during the period 14 days prior to the start of the fair, shall be exempt from the requirements of this chapter. All signs installed during this period shall be removed within 30 days after the conclusion of the fair.

The applicable requirements of this chapter shall apply to all other days not exempted in the time period noted in this Section.

- (c) The following signs are permitted in the F-Fairgrounds District as regulated herein.

Signs Permitted in the F District					
Type	Maximum Number	Maximum Area	Maximum Height	Illumination Permitted	Minimum Setback
Wall Sign	N/A	50% of wall area or 200 sq. ft., whichever is less	N/A	Yes	N/A
<b>AND</b>					
Pole Sign	1 on M-66 frontage only	48 sq. ft.	25 ft.	Yes	10 ft. from rights-of-way, front, and side lot lines
<b>AND</b>					
Monument Sign	1 on M-66 frontage only	50 sq. ft.	6 ft.	Yes	5 ft. from front lot line or right-of-way; 10 ft. from side lot line building/use
<b>AND</b>					
Sidewalk Sign	1 per use	8 sq. ft. per side	4 ft.	No	N/A

- (1) Wall signs shall be permitted on the exterior of the wall that surrounds the race track subject to the standards identified in A. and B. above.
- (2) Wall signs placed on the interior of the wall that surrounds the race track shall be exempt from Chapter 1284.

## 1284.16 SIGNS IN THE I-I LIGHT INDUSTRIAL DISTRICT

Each establishment in the I-I Light Industrial District is permitted to have the following signs as regulated herein.

Signs Permitted in the I-I District					
Type	Maximum Number	Maximum Area	Maximum Height	Illumination Permitted	Minimum Setback
Wall Sign	N/A	50% of wall area or 150 sq. ft., whichever is less	N/A	Yes	N/A
<b>AND</b>					
Monument Sign	1 per frontage	50 sq. ft.	6 ft.	Yes	5 ft. from front lot line or right-of-way; 10 ft. from side lot line building/use

- (a) Additional Signs. In addition to the above, one permanent monument sign not to exceed 32 square feet in area and six feet in height sign may be provided at each entrance to an establishment if such entrances are on separate streets or are least 500 feet apart.

## 1284.17 SIGNS IN THE EAST MAIN PRESERVATION DISTRICT.

- (a) Any use that requires a Special Land Use permit in the East Main Preservation District shall be permitted one monument sign that shall not exceed 16 square feet in size or four feet in height if placed on the ground or ten feet above the ground if attached to the wall. Signs shall be setback a minimum of five feet from all lot lines or attached to the street side of the building.

- (b) A sign may be illuminated only by means of external, shielded light fixtures or the sign may be internally illuminated. Blinking lights on signs are prohibited. A light fixture for a sign shall be placed so as to avoid any glare when viewed from off the site. The source of the light shall not exceed a total of 150 watts and any such light source shall be enclosed and directed so as to prevent the source of light from shining directly or indirectly onto traffic or adjacent or nearby property.
- (c) Sidewalk signs. As permitted by Section 1284.13 herein.

## **1284.18 ADMINISTRATION.**

- (a) Sign Chapter Administration. This chapter shall be administered by the Zoning Administrator of the City or his/her agent.
- (b) Sign Permits.
  - (1) Permit Required. Except as provided in Section 1284.05 – 1284.06 of this chapter, no person shall erect, structurally alter or maintain, or relocate any sign without first obtaining a permit as prescribed herein.
  - (2) Application. An application for a sign permit shall be made to the Zoning Administrator or his/her agent along with any applicable fee as may be set by resolution of the City Council from time to time. The application, at a minimum, shall include the following:
    - A. Name, address, telephone number, and signature of the applicant and the person, firm or corporation erecting the sign and the owner of the property.
    - B. Address or permanent parcel number of the property where the sign will be located.
    - C. A site plan drawn to scale showing the location of the building, structure, or lot upon which the sign is to be attached or erected, and showing the proposed sign in relation to buildings and structures along with setback from lot lines.
    - D. Plans and specifications of the proposed sign including the method of construction and attachment to structures or ground and if deemed necessary by the Zoning Administrator or his/her agent, calculations showing that the structure is designed for dead load and wind pressure in any direction of not less than 30 pounds per square foot of area.
    - E. The zoning district in which the sign is to be located.

- F. In the discretion of the Zoning Administrator or his/her agent and when in the interest of the safety of the public, the drawings, plans, and specifications required with the application shall bear the certificate or seal of a registered architect or engineer as a condition to the issuance of a permit.

## 1284.99 PENALTY

- (a) Any act or failure to act done in violation of the provisions of this chapter is hereby declared to be a nuisance per se and may be abated in the manner permitted by law or in equity.
- (b) A violation of this chapter is a municipal civil infraction and shall be subject to the provisions of Section 202.99(b) of this code.

**Section 3. Severability.** If any part, subsection, or other provision of this Ordinance is declared by a tribunal of competent jurisdiction to be invalid, such invalidity shall not affect the on-going validity or enforceability of the remainder of the Ordinance, it be the intent of the City that this Ordinance shall be deemed to be severable for all purposes at law.

**Section 4. Publication and Effective Date.** The City Clerk shall cause a notice of adoption of this Ordinance to be published. This Ordinance shall take effect seven (7) days after it, or a summary thereof as permitted by law, along with the date of its adoption, is published in the *Daily News*, a newspaper of general circulation in the City, unless otherwise provided by law.

Ayes: Winters, Kelley, Lee, Starr, Millard, Gustafson, Waterman, Mileski, and Balice.

Nays: None.

Abstain: None.

Absent: None.

CITY OF IONIA

Dated: Jan. 4, 2022

By: Mary Patrick  
Mary Patrick  
City Clerk

Introduction and First Reading:	December 7, 2021
Notice of Public Hearing:	December 18, 2021
Public Hearing, Second Reading, Adoption:	January 4, 2022
Effective (Seven Days After Publication):	January 14, 2022