

CITY COUNCIL  
CITY OF COOPERSVILLE  
OTTAWA COUNTY, MICHIGAN

Councilperson Bowman seconded by Councilperson Gavin moved the adoption of the following ordinance:

**ORDINANCE NO. 539**

AN ORDINANCE TO AMEND SECTIONS 1252.02, 1261.09, 1271.07, 1271.5.07, AND 1274.05, AND CHAPTER 1282 OF THE CODIFIED ORDINANCES OF THE CITY OF COOPERSVILLE TO REGULATE SIGNS

City of Coopersville, County of Ottawa, State of Michigan hereby ordains:

Section 1. Amendment. Sections 1252.02, 1261.09, 1271.07, 1271.5.07, and 1274.05 of the codified ordinances of the City of Coopersville are hereby amended to read as follows:

**Sec. 1252.02. Permitted Uses in the AG District.**

- (a) Farms without livestock;
- (b) Greenhouses, nurseries, orchards, vineyards, apiaries;
- (c) Country clubs, golf courses, and publicly owned athletic grounds and parks;
- (d) Single-family dwellings;
- (e) Signs in accordance with Chapter 1282.

**Sec. 1261.09. Signs.**

Signs in the Mobile Home Parks District shall be designed, erected, altered, moved and maintained in accordance with the regulations as set forth in Chapter 1282.

**Sec. 1271.07. Signs.**

Signs in the C-2 district shall be designed, erected, altered, moved and maintained in accordance with the regulations as set forth in Chapter 1282.

**Sec. 1271.5.07. Signs.**

Signs in the C-3 district shall be designed, erected, altered, moved and maintained in accordance with the regulations as set forth in Chapter 1282.

**Sec. 1274.05. Off-Street Parking and Loading Facilities.**

Off-street parking and loading facilities in conformance with the requirements set forth in Chapter 1288 are permitted as accessory uses permitted in the MSD District.

Section 2. Amendment. Chapter 1282 of the codified ordinances of the City of Coopersville is hereby amended to read as follows:

**Sec. 1282.01. Statement of Purpose.**

The purpose of this chapter is to establish a comprehensive scheme for the regulation of signs in the city. More specifically, this chapter seeks to:

- (a) Encourage the effective use of signs as a means of communication and to facilitate navigation from place to place within the city.

- (b) Balance the need for information for motorists and pedestrians with the need for traffic safety by limiting signs or characteristics of signs that may be distracting to drivers.
- (c) Balance the desire and need of individuals to express themselves through signs with the desire to maintain a pleasing, safe, and navigable environment for residents and visitors.
- (d) Provide liberally for the display of noncommercial messages in residential areas, in recognizing the unique value of residential signage as a means of exercising constitutional freedom of expression.
- (e) Protect and enhance the value of properties in the city by providing for signage consistent with the planned character of the area in which it is located.

**Sec. 1282.02. Definitions.**

For the purpose of this chapter, the following words and phrases shall have the meanings indicated below unless the context clearly suggests otherwise:

- (a) *Animated sign* means a sign employing actual motion or the illusion of motion, including but not limited to signs that consisting of inflatable material that are designed to move as air is pumped through them (e.g., “dancing tubeman”). The term “animated sign” does not include signs on which the copy or image changes immediately without any prolonged transition.
- (b) *Awning* or *canopy* sign means a sign affixed to retractable or fixed roof-like structure, typically constructed of non-rigid materials, such as canvas or plastic, on a supporting framework projecting from the exterior wall of a building that serves as a shelter, as over a storefront, window, door, or deck.
- (c) *Banner* means a fabric, plastic, or other sign made of non-rigid material without a supporting structural framework that is temporarily attached to the wall of a structure, in a manner so as to run parallel with the wall.
- (d) *Billboard* a large outdoor sign elevated high off the ground so as to be seen by vehicular travelers on nearby roadways.
- (e) *Canopy sign* means a sign attached to the soffit or fascia of a canopy of a covered entrance or walkway or to a permanent awning or marquee.
- (f) *Commercial message* means a message conveyed by an economically motivated speaker, the purpose of which is to encourage a commercial transaction. Commercial speech may have artistic value or pertain to issues of public importance. Soliciting charitable donations is not commercial speech.
- (g) *Digital sign* means a sign or portion of a sign on which copy or images are displayed through the use of lamp banks, LEDs, or other electrically illuminated display, or through mechanical means.
- (h) *Entry sign* means a ground sign that identifies or otherwise states the name of a subdivision, site condominium development, apartment complex, manufactured housing community, nonresidential use in a residential zone, business or industrial park, or other similar development and containing no other commercial message.
- (i) *Flag* means a type of temporary sign made of fabric or similar material with distinctive colors, patterns or symbols that are attached to a pole or other structure at no more than two sides so that they may fly freely in the wind. Flags typically represent governmental or political bodies but are sometimes used to convey other messages.

- (j) *Freestanding sign* means a sign that is not attached to a building, including ground signs and high-rise signs.
- (k) *Government sign* means a sign erected or placed by the City of Coopersville, Ottawa County, the State of Michigan, or another governmental unit having jurisdiction and authority to place the sign. The messages on such signs are the speech of the governmental unit that placed them, even if they promote a non-government event or entity. For example, signs that the parks and recreation department places on the fences of athletic fields are considered government signs, even if they advertise local businesses.
- (l) *Ground sign* means a type of freestanding sign that is erected in the ground on a relatively short base structure, such that the sign face is no more than seven feet above finished grade. In other words, a freestanding sign is a ground sign if its pole or other supporting structure is seven feet or less in height. Freestanding signs with taller supporting structures are considered and regulated as high-rise signs.
- (m) *High-rise sign* means a type of freestanding sign that is erected on a tall structure or pole, designed to be visible to motorists from long distances. The sign face on a high-rise sign must be at least seven feet above finished grade.
- (n) *Incidental sign* means a sign of relatively small size placed on private property in a manner so as to be read by persons within the site, not by 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," or other noncommercial messages.
- (o) *Inflatable sign* means a type of temporary sign that is either expanded to its full dimensions or supported by gases contained within the sign or sign parts at a pressure greater than atmospheric pressure.
- (p) *Interchange* means a road junction that allows traffic to move between roadways without stopping, using a system of ramps and grade separations.
- (q) *Lot* means as a tract of land, whether legally described or subdivided, which is occupied or intended to be occupied by a principal building or group of such buildings, along with any open spaces and setbacks required by this ordinance. The term "lot" includes each individual unit within a condominium development, as well as each individual site or space (including open spaces and setbacks) designated for the placement of a mobile or manufactured home in a mobile home park.
- (r) *Marquee sign* means a permanent, roof like structure projecting over an entrance, such as to a theater or hotel. A sign affixed flat against the surface of the marquee is a type of wall sign.
- (s) *Mural* means a work of art directly painted on a portion of a permanent structure.
- (t) *Nonconforming sign* means a sign that was lawfully erected prior to the adoption of this chapter or an amendment thereto, and which does not meet the standards or regulations of this chapter.
- (u) *Noncommercial message* means a message that does not qualify as a commercial message. Speech communicating the time, temperature, or other similar information shall be considered noncommercial speech even if displayed on a sign on a commercial premises.
- (v) *Obscene material* means any material that meets all of the following criteria:
  - (1) The average individual, applying contemporary community standards, would find the material, taken as a whole, appeals to the prurient interest.

- (2) The reasonable person would find the material, taken as a whole, lacks serious literary, artistic, political, or scientific value.
- (3) The material depicts or describes sexual conduct in a patently offensive way.
- (w) *Off-premises commercial message* means a commercial message that refers to a property, structure, or use not located on the same zoning lot.
- (x) *On-premises commercial message* means a commercial message that refers to a property, structure, or use located on the same zoning lot.
- (y) *Projecting sign* means a sign, other than a wall sign, erected on the outside wall of a building and which projects out at an angle therefrom.
- (z) *Sidewalk sign* means a type of temporary sign designed to be placed on a sidewalk to display information to pedestrians. Sidewalk signs include, but are not limited to, the following types:
  - (1) *A-Frame Sign*: A temporary double-sided sign consisting of two flat panels connected at the top by a hinge, forming an “A” shape when open.
  - (2) *T-Frame Sign*: A temporary sign with a base and a vertical panel that forms a “T” shape.
- (aa) *Sign* means any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to communicate information of any kind to the public.
- (bb) *Temporary sign* means any sign not permanently affixed to the ground or a building that is capable of being easily moved from place to place without mechanical assistance.
- (cc) *Towable Sign*. A type of temporary sign that is not attached, anchored, or secured to a fixed location, that is primarily designed to be movable and can be towed, hauled or driven, such as a portable trailer sign with changeable copy. Unlike other temporary signs, towable signs are typically constructed of durable materials and typically have a sign frame that is at least several inches thick.
- (dd) *Vehicle sign* means any motor vehicle, trailer, or other transportable device that primarily remains stationary and is purposefully utilized to communicate information of any kind to the public. This type of vehicle is not regularly used for transportation but is instead intended to function as a sign.
- (ee) *Wall sign* means a sign integral with the exterior face of an exterior wall of a building or attached to the wall or parallel with the wall and projecting not more than twelve inches therefrom. The term “wall sign” does not include signs affixed to an awning, canopy, or marque, nor does it include banners.
- (ff) *Window sign* means a sign painted, attached or affixed to the interior or exterior surface of windows or doors of a building.
- (gg) *Yard sign* means a type a temporary sign placed directly on the ground using stakes or frames that is designed for short-term use.

### **Sec. 1282.03. Sign Permits and Enforcement.**

- (a) *Permit required*. Except as otherwise provided in this chapter, it shall be unlawful to erect, install, create, place, relocate, or illuminate a sign within the City without first obtaining a sign permit.
- (b) *Application process*. To apply for a sign permit, the applicant must submit an application on a form furnished by the City, which shall include all of the following:

- (1) A site plan drawn showing the location of the sign in relation to the building or lot onto which it will be placed.
  - (2) A drawing to scale showing:
    - (A) The design and layout proposed, including the total area of the sign, the size, height, character, materials and color of letters, lines, and symbols.
    - (B) For illuminated signs, the number and types of lamps and lens materials.
  - (3) Details and specifications for construction, rection, and attachment as may be required by Part Fourteen – the Building and Housing Code.
  - (4) Such other information or drawings as may be requested by the zoning administrator in order to ensure compliance with this chapter. By way of example and not limitation, the zoning administrator may require a site plan of the entire site, showing the location of every existing and/or proposed sign.
  - (5) Payment of the applicable fee in an amount established by resolution of the City Council. Tax-exempt charitable organizations, as described in Section 501(c)(3) of the Internal Revenue Code, are exempt from the payment of sign permit fees.
- (c) *Approval.* The zoning administrator shall approve an application for a sign permit upon determining that all requirements of this chapter are met. Alternatively, the zoning administrator may refer an application for a sign permit to the Planning Commission for review and approval in accordance with the requirements of this chapter.
- (d) *Binding Effect.* Upon approval of a sign permit, no sign shall be erected, installed, created, placed, relocated, or illuminated except as shown on the plans submitted with the permit application. A violation of the terms and conditions of a permit may be enforced in the same manner as any provision of this zoning ordinance.
- (e) *Valid for 1-Year.* Sign permit approval shall be valid for a period of one (1) year. If the approved sign is not installed within that period, a new application must be submitted.
- (f) *Enforcement of Sign Regulations.* The zoning administrator shall be responsible for enforcing the provisions of this chapter. In doing so, the zoning administrator may:
- (1) Issue notices and removal orders;
  - (2) Institute ordinance prosecutions or public nuisance lawsuits to abate non-compliant signs;
  - (3) Remove signs located in rights-of-way or on other public property;
  - (4) Remove dangerous signs from private property in emergency situations, pursuant to processes provided in the building code or other applicable codes.

The zoning administrator's decisions regarding the application of this chapter are appealable to the ZBA.

#### **Sec. 1282.04. Exempt Signs.**

Notwithstanding any other provision of this chapter, the following signs are exempt from the regulations of this chapter regarding height, area, and permits:

- (a) Incidental freestanding signs not exceeding four square feet in area per side. Such signs may contain a business logo, business name, or other on-premises commercial message not exceeding three-fourths ( $\frac{3}{4}$ ) of a square foot.

- (b) Incidental signs in the windows of commercial premises, so long as the combined area of all such signs shall not exceed 30% of the total ground-floor window area of the premises. Such signs may contain information regarding credit cards, business affiliations, hours of operation, whether the premises is open or closed, or other noncommercial or on-premises commercial messages.
- (c) In residential districts, signs totaling no more than 2 square feet in area that are placed upon a mailbox, garage or on the front façade of the home, near the primary entrance. The intention of this exemption is to allow homeowners to display their names, address, or other identifying information. When such signs are placed on a garage or on the front façade, they may be internally or externally illuminated.
- (d) A repaired or re-faced sign within an existing sign structure, provided that the repaired or re-faced sign does not display off-premises commercial speech and provided that the location and dimensions of the sign are not changed.
- (e) Government signs.

#### **Sec. 1282.05. Prohibited Signs.**

The following signs are prohibited unless specifically permitted in particular circumstance by another section of this chapter:

- (a) A sign erected in any place where it may, by reason of its position, shape, color, or other characteristic, interfere with, obstruct the view of, or be confused with any authorized traffic signs, signal, or device, or constitute a nuisance per se.
- (b) Animated signs.
- (c) Any sign on a fence, screening wall, or natural feature.
- (d) Any sign placed or erected in a public street, alley, right-of-way or other public place unless otherwise allowed by this chapter. Any sign illegally placed within these areas may be removed by the City without written or other notice to the owner, lessee or person of the property adjacent to the public street, alley or right-of-way, or other public place upon which the sign is located.
- (e) Any sign which is not specifically permitted by, or does not conform, to the provisions of this chapter.
- (f) Murals.
- (g) Sidewalk signs, except in the C-2 district as permitted pursuant to section 1282.09.
- (h) Signs displaying an off-premise commercial message, except for billboards permitted pursuant to section 1282.13.
- (i) Signs displaying obscene material.
- (j) Signs on a light pole, utility pole, flag pole, the pole or base of a freestanding sign, tree or other portion of a building or natural feature.
- (k) Signs that employ flashing, oscillating, blinking, or variable intensity light.
- (l) Spotlights, searchlights, blinking lights, flashing lights, lasers or other high intensity lights sources to light the night sky.
- (m) Vehicle signs.

#### **Sec. 1282.06. Measurement of Signs.**

(a) Measurement of signs shall be in accordance with the following:

- (1) The area of a sign shall be measured as the area within a single, continuous perimeter composed of either the smallest square, rectangle, or circle which 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.
- (2) The area of a freestanding or projecting sign that has two (2) or more faces shall be measured by including the area of all sign faces. However, if two (2) faces are placed back-to-back twelve (12) inches or less apart, and are of equal size, only the area of one (1) face shall be counted.
- (3) The height of a sign shall be measured as the vertical distance from the highest point of the sign to the lowest natural grade of the ground immediately beneath the sign.

(b) Whenever the gross area of the sign is related to the size of the building or lot or portion thereof:

- (1) The frontage of a building shall be the width of the façade of the building, store, service or office unit which faces the principal street or the façade containing the main entrance of a store, office, and service or manufacturing building.
- (2) The frontage of a lot not occupied by a building shall be the number of linear feet the lot abuts on the principal street.

#### **Sec. 1282.07. Design Standards.**

- (a) Signs, as permitted in the various zoning districts, shall be designed so as to be similar in character, with regard to materials, color and size, to signs designed or located on the same building and on adjoining buildings in order to equalize the attention they are meant to attract and to produce an overall unified effect and in accordance with the standards set forth in this section.
- (b) Signs are permitted to display on-premise commercial messages or non-commercial messages only, except as otherwise expressly provided.
- (c) Wall signs shall not project more than twelve inches from the building wall to which they are attached and shall be set back from the end of the building and party wall lines for a distance of at least three feet and shall not project beyond any corner or above the coping or eaves of any building.
- (d) Projecting signs may be attached to the building wall or canopy and project at an angle of approximately ninety degrees for a distance of not more than four feet or project over the cornice line more than one-third of the total height of the sign. Projecting signs shall be located not less than five feet from a party wall line and the lowest member of a projecting sign shall be at least eight feet above a public sidewalk and fifteen feet above any drive or pavement used for vehicular traffic. Signs shall not project into any dedicated right-of-way.
- (f) Signs shall not project over or obstruct the required windows or doors of any building, shall not be attached to or obstruct a fire escape and shall not interfere with other safety provisions as may be further regulated in Part Fourteen - Building and Housing Code.

- (g) Signs shall not be erected so as to obstruct lights, street name signs at intersections or street sight lines or signals at railroad grade crossings. Flashing or moving illumination shall not be permitted.
- (h) In addition to the setback requirements for signs specified in this chapter for each zoning district, no sign shall be allowed within the clear vision area on either side of a lot driveway, access road or road easement. Additionally, no sign on a corner lot shall be located within the clear vision area of the adjacent street intersection. The clear vision area shall be determined by the following formula: The clear vision area for a corner lot or for any other lot is the triangle formed by connecting a point located on the side lot line for a corner lot or on the edge of the lot driveway, access road or road easement for other lots, which point is thirty-five feet from the front lot line, with a point located on the front lot line which is thirty-five feet from the side lot line for a corner lot or from the edge of the lot driveway, access road or road easement for other lots.

#### **Sec. 1282.08. Illumination of Signs and Digital Signs.**

- (a) Signs may be internally or externally illuminated except where prohibited by this chapter, subject to the following:
  - (1) If externally illuminated, the source of the light shall be enclosed and directed to prevent the source of light from shining directly on traffic or adjoining property. Any external lighting fixtures used to illuminate a sign shall be mounted on top of the sign structure.
  - (2) All lighting shall be directed downward to protect the night sky.
- (b) Digital signs are permissible only in the areas specifically designated in this chapter. Where allowed, the following regulations apply:
  - (1) There shall be no less than seven seconds between message or copy changes.
  - (2) The slat, panel, or blade twirl time of a tri-vision sign shall be two seconds or less and the blade dwell time (i.e., stationary and able to be read) shall be no less than seven seconds.
  - (3) The rate of change between two static messages shall be one second or less.
  - (4) Transition from one message to the next shall be instantaneous and shall not fade, scroll or otherwise be animated.
  - (5) The face of the sign shall be dimmed automatically from thirty minutes before sunset to thirty minutes before sunrise down to five percent of its daylight brightness setting.
  - (6) The maximum brightness levels for digital signs shall not exceed two-tenths foot-candles over ambient light levels measured at a distance of 150 feet from the face of the sign.

#### **Sec. 1282.09. Temporary Signs.**

- (a) *Yard Signs.* Yard signs are allowed in the City subject to the following regulations:
  - (1) *Residential Lots.* On any lot used as a single-family or two-family dwelling, up to 4 yard signs shall be generally permitted to be displayed on a stake or frame affixed to the ground. Such signs shall:
    - (A) Be setback at least 5 feet from the right-of-way line;
    - (B) Not exceed 6 square feet in area per side;
    - (C) Be placed such that the top of the sign shall be no more than 6 feet from ground level

(D) Be permitted to display only noncommercial messages or on-premises commercial messages (including, but not limited to, messages conveying that the dwelling is for sale, that work is being performed on the dwelling by a particular individual or business, or that a garage sale will be held).

(E) Not require a sign permit.

(2) *Non-Residential Lots*. On any lot used for a use not covered by subsection (a)(1), 1 yard sign may be displayed up to 4 times per calendar year for a period of not more than 30 days per display, provided that each display shall be separated by at least 15 days. Such signs shall not exceed 32 square feet. The top shall be no more than six feet above ground level and the sign shall be placed at least 5 feet from the right-of-way line and other property lines. No sign permit is required to place a sign pursuant to this subsection that displays a noncommercial message. A sign permit is required to place a sign pursuant to this subsection that displays an on-premises commercial message.

(3) *Interim signs*. Yard signs intended to be utilized until a permanent sign may be obtained and erected can be approved by the zoning administrator for a period not to exceed 60 days. Such signs shall not exceed sign area permitted within the appropriate zones. A sign permit is required to place a sign pursuant to this subsection.

(b) *Banner Signs*. Banner signs are allowed in the City subject to the following regulations:

(1) *Residential lots*. On any lot used as a single-family or two-family dwelling, banner signs are allowed subject to the following regulations:

Residential Banner Signs	
Number	No more than 1 displayed at a time
Size	Banner area must not exceeding 15 square feet.
Location	Mounted to wall of primary structure
Duration	A banner sign may be displayed for up to 2 display periods per year. Each display period must: (1) not exceed 30 days; and (2) be separated from the other display period by at least 15 days
Messaging	Shall be limited to noncommercial messages only
Permitting	No sign permit required

(2) *Non-Residential Lots*. On any lot used for a use not covered by subsection (b)(1), banner signs are allowed subject to the following regulations:

Non-Residential Banner Signs	
Number	No more than 1 displayed at a time
Size	Banner area must not exceeding 50 square feet.
Location	Mounted to wall of primary structure
Duration	A banner sign may be displayed for up to 2 display periods per year. Each display period must: (1) not exceed 30 days; (2) be separated from the other display period by at least 15 days; and (3) not coincide with the display period of a yard sign
Permitting	Sign permit required

(c) *Sidewalk Signs*. Sidewalk signs are allowed in the C-1, C-2, and C-3 Districts, subject to the following regulations:

Sidewalk Signs
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Number	1 per lot
Size	8 sq. ft. maximum (measured only on 1 side)
Height	4 ft. maximum
Location	Within 3 ft. of building or at curb
	Within width of the building on the lot on which sign is located
	Shall only be placed on improved sidewalk surfaces
	Shall not obstruct pedestrian traffic. Where possible, 4 feet of unobstructed sidewalk shall be maintained
Duration	Shall be removed overnight and after business hours
Permitting	Sign permit required; remains in effect so long as sign dimensions and location remain the same

- (d) *Towable Signs.* Towable signs are allowed in all zoning districts subject to the following regulations:

Towable Signs	
Number	1 per lot
Size	32 sq. ft. maximum (measured only on 1 side)
Height	5 ft. maximum
Location	Minimum 5 ft. from any property line
Duration	No more than 7 consecutive days, 3 times year.
Permitting	Sign permit required for each display period

- (e) *Inflatable Signs.*

- (1) *Residential Lots.* On any lot used as a single-family or two-family dwelling, inflatable signs that convey non-commercial messages are allowed without restriction, except that such signs must be setback at least 5 feet from property lines. No sign permit is required. Inflatable signs conveying commercial messages are prohibited.
- (2) *Non-Residential Lots.* On any lot with use not covered by subsection (d)(1), inflatable signs are allowed subject to the following regulations:

Inflatable Signs	
Number	No more than 5 displayed simultaneously
Width	5 ft. maximum
Height	8 ft. maximum
Location	Minimum 5 ft. from any property line
Duration	Between 1 and 5 inflatable signs may displayed for up to 2 display periods per year. Each display period must: (1) not exceed 30 days; and (2) be separated from the other display period by at least 15 days
Permitting	Sign permit required for each display period

- (f) *Flags.*

- (1) *Residential Lots.* On any lot used as a single-family or two-family dwelling, flags are allowed subject to the following regulations:

Flags on Residential Lots	
Number	No more than 4 displayed simultaneously
Size	24 sq. ft. maximum per flag
	60 sq. ft. aggregate maximum

Pole Height	20 ft. maximum
Location	Setback at least 5 feet from right-of-way line.
	Minimum setback from other property lines is the same that for accessory structures in the underlying zoning district.
Content	Non-commercial messages only
Permitting	No sign permit required

- (2) *Non-Residential Lots.* On any lot used for a use not covered by subsection (e)(1), flags are allowed subject to the following regulations:

<b>Flags on Non-Residential Lots</b>	
Number	No more than 4 displayed simultaneously
Size	60 sq. ft. maximum per flag
	90 sq. ft. aggregate maximum
Pole Height	60 ft. maximum in C-1, C-3, MSD, I-1, and I-2 Districts 40 ft. in all other districts
Location	Setback at least 10 feet from right-of-way line; provided, however, that a 20-foot setback is required if the flagpole exceeds 30 feet
	Minimum setback from other property lines is the same that for accessory structures in the underlying zoning district
Content	On-premise commercial messages are allowed on up to 2 signs per lot
	Non-commercial messages are allowed without restriction
Permitting	Sign permit required for signs with commercial messages, but not for signs with solely non-commercial messages

#### **Sec. 1282.10. Permanent Signs in Agricultural and Residential Districts.**

Permanent signs in the agricultural and residential districts are permitted only to the extent indicated in the tables below. Except as otherwise noted, permanent signs require a sign permit.

Signs permitted in the AG, R-1, R-2, R-3, R-4, and R-5 Districts		
Wall signs for home occupations and tourist homes		
Number	1 per lot that is the site of home occupation conducted pursuant to section 1250.04	
Size	2 sq. ft. maximum	
Location	On the wall facing the street.	
Wall signs for multiple-family dwellings		
Number	1 per building	
Size	12 sq. ft. maximum	
Location	On the wall facing the street.	
Entry signs for subdivisions, multi-family dwellings, and mobile home parks		
Number	1 per entrance	
Size	50 sq. ft. maximum per sign	
Location	Minimum 5 ft. from any property line	
Height	10 ft. maximum	
Signs for Governmental and Civic Public Facilities, Educational and Welfare Public Facilities, Recreational Public Facilities, and Commercial Uses		
Number	Ground	1 per lot except on a corner lot where 1 sign is permitted on each street front

	Wall	1 per lot except on a corner lot where 1 sign is permitted on each street front
Size	Ground	30 square feet; height not to exceed 5 feet
	Wall	20 square feet; height not to exceed 4 feet
Location	Ground	A minimum of 5 feet from the street right-of-way or the average setback of the residence or residences on either sides, whichever is more restrictive. Minimum of 5 feet from other property lines.
	Wall	No more than 20 feet above the average grade of the wall on which the sign is placed

**Sec. 1282.11. Permanent Signs in the C-1, C-3, and MSD Districts.**

Permanent signs in the C-1, C-3 and MSD Districts are permitted only to the extent indicated in the tables below. Except as otherwise noted, permanent signs require a sign permit:

<b>Signs permitted in the C-1, C-3, and MSD Districts</b>	
<b>Wall signs</b>	
Number	1 per building wall
	1 per tenant in multi-tenant buildings
	Not allowed in combination with awning, canopy or marquee signs.
Size	No wall sign shall exceed 10% of the wall area upon which it is placed.
	No sign for a single tenant that does not occupy the majority of the building in a multi-tenant building may exceed 10% of the wall area serving that tenant and upon which it is placed, or 50 sq. ft., whichever is less.
	Individual businesses interior to a single building in which the primary use occupies 75% or more of the floor area of the building, and which business does not have its own separate entrance, may have a sign not exceeding 10% of the wall area upon which it is located in combination with all other wall signs on that wall, or 50 sq. ft., whichever is less.
Location	On wall facing street or parking lot.
	Below 2 <sup>nd</sup> floor windowsill
	On wall facing street, parking lot, or walkway.
Exception	Buildings with a wall length that is 200 ft. or greater may have up to five (5) additional signs advertising individual departments within the business (e.g. garden center, pharmacy, etc.). The aggregate area of these signs in combination with the primary wall sign shall not exceed 10% of the wall area upon which the signs are placed.
<b>Freestanding Signs</b>	
Number	1 per lot, which may be either a ground sign or a high-rise sign, subject to the regulations below
<b>Ground Signs</b>	
Size	75 sq. ft. maximum
Location	5 ft. minimum setback from any property line
Height	10 ft. maximum

High-Rise Signs	
Size	70 sq. ft. maximum
	80 sq. ft maximum when located within 100 feet of I-96 right-of-way
Location	5 ft. minimum setback from any property line
	15 ft. minimum setback from the boundary line of a residential district
	100 ft. minimum distance between any 2 high-rise signs
Height	20 ft. maximum
	75 ft. maximum when located within 100 feet of I-96 right-of-way
Structural Integrity	All signs must be engineered to withstand wind loads, seismic activity, and other environmental factors that could impact stability.
Projecting signs	
Number	1 per building wall facing a public right-of-way or parking lot.
	Multi-tenant buildings: not to exceed 1 per each 25 ft. of street or parking lot frontage and 1 per tenant.
Size	6 sq. ft. maximum
Location	Shall not project more than 36 inches from the wall, nor extend beyond the roof or eave line for a one story building.
	On wall facing street or parking lot.
Height	Below 2 <sup>nd</sup> floor windowsill
	Shall maintain a clearance of 8 feet from the sidewalk.
Awning, canopy, and marquee signs	
Number	1 per face of an awning, canopy, or marquee.
	A building having multiple commercial tenants is permitted 1 awning, canopy, and marquee sign per tenant provided that the number of such signs does not exceed 1 for each 15 feet of frontage.
	Not allowed in combination with wall signs.
Size	2 sq. ft. per each 1 ft. of wall length upon which the awning, canopy, or marquee is located.
Location	Shall be affixed flat to the awning, canopy, or marquee.
	Below 2 <sup>nd</sup> floor windowsill
	On wall facing street, parking lot, or walkway.
Height	Minimum 8 ft. clearance between awning and grade.

#### **Sec. 1282.12. Permanent Signs in the C-2 District.**

Permanent signs in the C-2 District are permitted only to the extent indicated in the tables below. Except as otherwise noted, permanent signs require a sign permit:

Signs permitted in the C-2 District	
Wall signs	
Number	1 per building wall
	A building having multiple commercial tenants is permitted 1 wall sign per tenant provided that the number of wall signs does not exceed 1 for each 15 feet of frontage
	Not allowed in combination with awning, canopy or marquee signs
Size	1 sq. ft. per each 1 ft. wall width (building frontage) of the wall upon which the sign is to be located, unless otherwise provided in this chapter

	For buildings having multiple commercial tenants, the width of a tenant's unit shall be used to measure wall length
Location	Below 2 <sup>nd</sup> floor window sill
	On wall facing street or parking lot
<b>Ground signs</b>	
Number	1 per lot
Size	50 sq. ft. maximum
Location	5 ft. minimum from any property line
Height	10 ft. maximum

<b>Projecting signs</b>	
Number	1 per lot
	Multi-tenant buildings: 1 per each 25 ft. of street frontage
	Not permitted on buildings with non-retractable awnings.
Size	6 sq. ft. maximum
Location	Highest point no higher than 15 ft. or the 2 <sup>nd</sup> story windowsill, whichever is
	Minimum 8 ft. clearance from ground to sign
	On wall facing street.
Projection	Maximum 4½ ft. from wall
<b>Awning, canopy and marquee signs</b>	
Number	1 sign per side of an awning, canopy, or marquee.
	Not allowed in combination with wall signs.
Size	1 sq. ft. per each 1 ft. of wall length upon which the awning, canopy, or marquee is located. For buildings having multiple commercial tenants, the width of a tenant's unit shall be used to measure wall length.
Location	Shall be affixed flat to the awning, canopy, or marquee.
	Below 2 <sup>nd</sup> floor windowsill
	On wall facing street, parking lot, or walkway.
Height	Min. 8 feet clearance between awning and grade.

### **Sec. 1282.13. Permanent Signs in the I-1 and I-2 Districts.**

Permanent signs in the I-1 and I-2 Districts are permitted only to the extent indicated in the tables below. Except as otherwise noted, permanent signs require a sign permit:

<b>Signs permitted in the I-1 and I-2 Districts</b>	
<b>Wall signs</b>	
Number	1 per building wall
	1 per tenant in multi-tenant buildings
	Not allowed in combination with awning, canopy or marquee signs.
Size	No wall sign shall exceed 5% of the wall area upon which it is placed.
	No sign for a single tenant that does not occupy the majority of the building in a multi-tenant building may exceed 5% of the wall area serving that tenant and upon which it is placed, or 50 sq. ft., whichever is less.

	Individual businesses interior to a single building in which the primary use occupies 75% or more of the floor area of the building, and which business does not have its own separate entrance, may have a sign not exceeding 10% of the wall area upon which it is located in combination with all other wall signs on that wall, or 50 sq. ft., whichever is less.	
Location	On wall facing street or parking lot.	
	Below 2 <sup>nd</sup> floor windowsill	
	On wall facing street, parking lot, or walkway.	
Exception	Buildings whose wall length is 200 ft. or greater may have up to five (5) additional signs advertising individual departments within the business (e.g. garden center, pharmacy, etc.). The aggregate area of these signs in combination with the primary wall sign shall not exceed 10% of the wall area upon which the signs are placed.	
	In the I-1 and I-2 Districts the Planning Commission may authorize up to 32 sq. ft. of sign area located on any wall for purposes of indicating entrances and exits to permitted drive through operations, locations to other areas on the property where general business may take place out of plain sight, and in other similar circumstances where the additional sign area is not of a general advertising nature.	
Freestanding signs		
Number	300 ft. or less continuous, lineal street frontage	1 per lot, which may be a ground or high-rise sign
	More than 300 ft. continuous, lineal street frontage	2 per lot, no more than 1 of which may be a high-rise sign
Ground Signs		
Size	Maximum of 1½ square feet for each linear foot of building frontage	
	Shall not exceed 125 sq. ft. per sign	
Location	5 ft. from any property line	
Height	10 ft. maximum	
High-Rise Signs		
Size	70 sq. ft. maximum	
	80 sq. ft maximum when located within 100 feet of I-96 right-of-way	
Location	20 ft. minimum setback from any property line	
	100 ft. minimum distance between any 2 high-rise signs	
Height	20 ft. maximum	
	75 ft. maximum when located within 100 feet of I-96 right-of-way	
Structural Integrity	All signs must be engineered to withstand wind loads, seismic activity, and other environmental factors that could impact stability.	
Projecting signs		
Number	1 per building wall facing a public right-of-way or parking lot.	
	Multi-tenant buildings: not to exceed 1 per each 25 ft. of street or parking lot frontage and 1 per tenant.	
Size	6 sq. ft. maximum	
Location	Shall not project more than 36 inches from the wall, nor extend beyond the roof or eave line for a one-story building.	
	On wall facing street or municipal parking lot.	
Height	Below 2 <sup>nd</sup> floor windowsill	
	Shall maintain a clearance of 8 feet from the sidewalk.	

<b>Awning, canopy, and marquee signs</b>	
Number	1 per face of an awning, canopy, or marquee.
	A building having multiple commercial tenants is permitted 1 awning, canopy, and marquee sign per tenant provided that the number of such signs does not exceed 1 for each 15 feet of frontage.
	Not allowed in combination with wall signs.
Size	2 sq. ft. per each 1 ft. of wall length upon which the awning, canopy, or marquee is located.
Location	Shall be affixed flat to the awning, canopy, or marquee.
	Below 2 <sup>nd</sup> floor windowsill
	On wall facing street, parking lot, or walkway.
Height	Minimum 8 ft. clearance between awning and grade.
<b>Billboards</b>	
Number	1 per lot maximum, as an accessory use
Size	250 sq. ft.
	25 ft. maximum sign face width
	10 ft. maximum sign face height
Location	Minimum distance of 1,000 ft. between billboards
	Prohibited within 1,000 feet of the interchanges at I-96 Exits 16 and 19, as measured from the right-of-way line surrounding the interchange
Height	30 ft.
Miscellaneous	No billboard shall be constructed or erected on a lot at any location whereby such structure partially or wholly obstructs adjoining commercial or industrial properties from enjoying equal advertising opportunity. Billboard supports shall be a single, painted steel beam of a neutral color. The rear of any single faced billboard must be finished and maintained. The regulations in this table are in addition to the provisions controlling signs regulated under the authority of Public Act 106, 1972, the Highway Advertising Act, as amended.

#### **Sec. 1282.14. Regulations for Permanent Signs in PUDs.**

- (a) For planned unit developments (PUDs) that were approved as independent zoning districts, permanent signs shall be subject to the regulations that apply in the zoning district where the use in question would most naturally fit, as determined in the discretion of the zoning administrator. In a mixed-use PUD, the zoning administrator may determine that it appropriate to apply the sign regulations from one district to one portion of the PUD, and to apply the sign regulations from a different district to a different portion of the PUD.
- (b) For PUDs that are approved as special uses within an underlying zoning district, the sign regulations for the underlying zoning district apply.
- (c) Sign regulations are subject to waiver or modification by the Planning Commission as part of the plan approval or amendment process.

#### **Sec. 1282.15. Non-Conforming Signs.**

- (d) Every permanent legally existing sign which does not conform to the height, size, area, or location requirements of any provision of this chapter, as of the date when such provision was adopted in its current form, is hereby deemed to be nonconforming.

- (e) Nonconforming signs may not be expanded, enlarged, or extended, but may be maintained and repaired so as to continue the useful life of the sign.
- (f) For purposes of this Section, a nonconforming sign may be diminished in size or dimension or the copy of the sign amended or changed to come closer to compliance without jeopardizing its nonconforming status.
- (g) Any nonconforming sign, sign structure, or frame substantially destroyed by fire, accident or other casualty loss shall not be restored or rebuilt except in conformance with this chapter.
- (h) When a nonconforming sign, or portion thereof, is removed, it shall not be replaced except in conformance with this chapter.

Section 3. Effective Date. This ordinance shall become effective ten days after its publication.

YEAS: Council Members Bowman, Gavin, Gerard, Poelma, Weise, Mayor Bush

NAYS: NONE

ABSTAIN: NONE

ABSENT: Council Member Degeus

#### CERTIFICATION

As the duly appointed Clerk of the City of Coopersville, Ottawa County, Michigan, I certify this is a true and complete copy of an ordinance adopted by the City Council at its meeting of January 13, 2025.

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Kim Borgman, City Clerk