

Section 1900: Purpose

The purpose of this Section is to permit and regulate signs of all types in all zoning districts. The regulation of signs is intended to enhance the physical appearance of Marysville, to preserve scenic and natural beauty and to create a climate that is attractive to business while preserving the general health, safety and welfare of the community. It is further intended by the provisions of this Ordinance to improve traffic safety by avoiding sign distractions and the "canceling out" effect of conflicting overlapping signs.

Section 1910: Definitions

Accessory Sign: A sign which pertains to the principal use of the premises.

Business Center: For purposes of this ordinance, a business center shall mean any group of two or more commercial or industrial establishments having not less than 100 feet of frontage on a major or secondary thoroughfare as defined by the Marysville Master Plan and which are under common ownership or management, have a common arrangement for the maintenance of the grounds and/or are connected by party walls, partitions, covered canopies or other structural members to form one continuous structure; or share a common parking area.

Directional Sign: An accessory sign provided to clarify circulation patterns on a site.

Exterior Building Entrance: For the purposes of this Section, an exterior building entrance includes only those available for use by customers or patrons and does not include service or employee entrances.

Festoon Sign: a sign where incandescent light bulbs, banners or pennants or other such features are hung or strung overhead and are not an integral physical part of the building or structure they are intended to serve.

Flashing, Animated or Moving Sign: A sign that intermittently reflects lights from either an artificial source or from the sun or which has movement of any illumination such as intermittent, flashing, scintillating or varying intensity or has any visible portion in motion, either constantly or at intervals, which motion may be caused by either artificial or natural sources.

Ground Sign: A sign not attached to any building and supported by uprights or braces or some object on the ground and is a type of free standing sign.

Height: The height of a sign is the distance from the ground to the highest point of the sign, including the sign frame.

Inflatable Sign: A sign that is either expanded to its full dimension or supported by gases contained

within the sign or sign parts at a pressure greater than atmospheric pressure.

Maximum Size of Sign: The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem or any figure of similar character, together with any frame or other material or color forming an integral part of the display, excluding the necessary supports or uprights on which such sign is placed. Where a sign has two (2) or more faces, the area of all faces shall be included in determining the area of the sign, except that where two (2) such faces are placed back to back and are at no point more than three (3) feet from one another, the area of the sign shall be taken as the area of one (1) face if the two (2) faces are of equal area, or as the area of the larger face if the two (2) faces are of unequal area.

Nameplate: An accessory sign stating the name or street number of a person, firm, building or institution of a certain permitted use.

Natural Materials: includes, but are not limited to, wood, stone and brick. Substances specifically excluded from this definition are plywood, pressed board, drywall, concrete block, poured concrete, wood or metal paneling, sheet metal, or any substances synthetically created in a manufacturing process.

Nonaccessory Sign: A sign which pertains to other than the principal use of the premises.

Painted Wall Sign: A sign painted directly on any exterior building wall or door surface, exclusive of window and door glass areas on any outside wall or roof or on glass of any building.

Political Sign: A sign relating to the election of a person to public office or relating to a political party or relating to a matter to be voted upon at an election called by a public body.

Portable Sign: A sign and sign structure which is designed to facilitate the movement of the sign from one zoning lot to another. The sign may or may not have wheels, changeable lettering and/or hitches for towing. A sign shall be portable only if such sign is manifestly designed to facilitate its movement from one zoning lot to another.

Projecting Sign: A sign attached to a building or other structure and extending in whole or in part more than twelve (12) inches beyond the surface of the portion of the building line or extending over public property.

Pylon Sign: A ground sign which is elevated by one or more bearing columns.

Real Estate Development Sign: A sign placed on the premises of a subdivision or other real estate development to indicate information such as the name of the developers, contractors, designers, a proposed start or to inform the public in regards to availability.

Real Estate Sign: A sign placed upon a property advertising that particular property for sale, rent or lease.

Residential Entranceway Sign: means a sign located at the entrance to a subdivision, residential condominium development, mobile home park, or multiple housing development solely for the identification of such subdivision or development.

Roof Sign: An accessory sign erected and maintained upon the top of a sloping roof or upon the top of a flat roof with the principal supporting base being the roof.

Sign: The use of any words, numerals, figures, devices, designs or trademarks by which anything is made known such as to show an individual firm, profession, business, product or message and which are visible to the general public.

Sign Area: The gross surface area within a single continuous perimeter enclosing the extreme limits of a sign, and in no case passing through or between any adjacent elements of same. Such perimeter shall not include any structural or framing elements, lying outside the limits of such sign and not forming an integral part of the display. For computing the area of any wall sign which consists of letters mounted or painted on a wall, the area shall be deemed to be the area of the smallest rectangular figure which can encompass all the letters and descriptive matter.

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

Swinging Sign: a sign installed on an arm, mast, spar or building overhang that is not rigidly attached to such arm, mast, spar or building overhang.

Temporary Sign: a sign with or without letters and numerals, such as window signs in business and industrial districts, of lightweight cardboard, cloth, plastic or paper materials and intended to be displayed for special events, sales and notices.

Vehicle Business Sign: A vehicle, upon which a sign is painted or attached, which is not used for transportation on a daily basis as a part of the operation of such business and is parked or placed on a property for advertising purposes.

Wall Sign: a sign erected or fastened to the wall of a building with the exposed face of the sign in a plane approximately parallel to the plane of such wall and not extending more than twelve (12) inches beyond the surface of the portion of the building wall on which erected or fastened.

Window Sign: A permanent or temporary sign painted, placed or affixed to a window or within twelve (12) inches of a window so as to be visible from the exterior of the premises where displayed.

Section 1920: Signs Not Permitted

The following signs shall not be permitted in any use district unless otherwise provided for in this ordinance.:

1. Festoon sign
2. Flashing, animated or moving sign
3. Projecting sign (except swinging signs in the B-2 district)
4. Snipe sign
5. Vehicle business sign
6. Roof mounted signs
7. Portable signs
8. Temporary signs unless otherwise provided by this ordinance
9. Pylon

Section 1930: General Provisions

The following conditions shall apply to all signs erected or located in any use district.

1. Except for signs erected by the City of Marysville, St. Clair County, State or Federal governments, no sign shall be located in, project into, or overhang a public right-of-way or dedicated public easement except in those instances where a wall sign is affixed to the wall of a structure which lies on a right-of-way line. In such cases the wall sign may project a distance of eighteen (18) inches into the right-of-way, provided such sign is no closer than twelve (12) feet from the ground. Otherwise, except for permitted swinging signs, signs mounted on a building, shall not project beyond or overhang the wall by more than twelve (12) inches.
2. Wall signs mounted on a building shall not project above the highest point used to measure the height of the building.
3. Signs shall be permitted in any required yard and for the purposes of determining required height and required front setbacks, signs shall be exempt from the Schedule of Regulations of the Zoning Ordinance and the standards provided in this Section shall apply.
4. No sign shall be erected which simulates or imitates in size, color, lettering, or design any traffic sign or signal or other word, phrase, symbol or character in such a manner as to interfere with, mislead, or confuse traffic.
5. Accessory signs shall be permitted as provided for herein in any zoning district.
6. Nonaccessory signs shall be permitted in zoning districts as provided for in the City of Marysville Zoning Ordinance.

7. Temporary signs are allowed in any district with approval and issuance of a permit by the Zoning Administrator. Such signs shall be allowed for a period not to exceed thirty (30) days within any ninety (90) day period for any one use. For the purposes of this section, a shopping center or other collective grouping of buildings on a single parcel shall have the same rights as an individual use.

Section 1940: General Exceptions

The following signs shall not require a permit:

1. One (1) real estate sign for each residential use advertising premises for sale, rent or lease, when not more than six (6) square feet in area and not more than forty two (42) inches in height for a single dwelling or building or vacant land. Such signs shall be placed at least fifteen (15) feet from a road right-of-way or property line.
2. One real estate sign for each non-residential use providing that such sign shall not exceed fifteen (15) square feet in surface display area per face, nor exceed ten (10) feet in height, and, if they are free standing shall be set back at least fifteen (15) feet from the road right-of-way or property line.
3. Off-site real estate sign for the purpose of direction subject to the following.
 - a. Such sign shall not exceed six (6) square feet in area per sign face.
 - b. Such signs may be located off-premises only from 9:00 a.m. to 9:00 p.m. on the day of the open house and only for three consecutive days and for three days each week.
 - c. Such sign shall not have a height exceeding thirty six (36) inches.
 - d. Such sign shall not be permitted within a public road right-of-way.
4. Signs erected by the City of Marysville, St. Clair County, State or Federal governments, for any of the following:
 - a. Street identification, or general traffic control.
 - b. Legal notices, identification, or informational signs
 - c. Signs or markers obtained from a state or federal agency identifying buildings or sites as having been designated as a centennial farm, historic landmark, a state historical site or as a site listed in the National Register of Historic places.
 - d. Signs to identify public buildings or uses or to establish hours of activity or

- conditions of use.
- e. Temporary seasonal decorations and community event signs which advertise public entertainment or events of public interest.
 - f. Community entrance signs.
5. Signs bearing only property numbers, post box numbers, names of occupants or premises, or other identification of premises as follows:
- a. In all single family zoning districts, such sign shall not exceed two (2) square foot in area.
 - b. In all other zoning districts, such signs shall not exceed six square (6) feet in area.
6. Flags, not more than three (3) per zoning lot and not more than four (4) feet by six (6) feet.
7. Political signs not exceeding sixteen (16) square feet in surface display area per sign face and not exceeding three and one half (3½) feet in height, provided that such signs are removed within ten (10) days after the election for which they were erected and provided further that no such sign shall be displayed within the public right-of-way or on other public lands.
8. Signs for essential services denoting utility lines, hazards and precautions or other similar information.
9. Signs in single family residential districts advertising garage sales, yard sales, etc. All such signs shall be limited to an area of six (6) square feet, be located on the premises, shall display the dates of the sale, and shall be removed within twenty four (24) hours after the sale.

Section 1950: Sign Standards by Sign Type

1. Wall signs shall be permitted in any non-residential zoning district subject to the following:
- a. No wall sign or combination of such signs shall exceed ten (10) percent of the total area of the front facade. For each ten (10) feet of front setback the percentage of wall signs may be increased by one (1) percent up to a total not to exceed fifteen (15) percent of the area of the front facade.
 - b. A wall sign may be placed above any entry to a business, on any wall facing a public street, and on any wall facing off-street parking.
 - c. Where an office or professional building or group of such buildings contains more than one (1) tenant, one (1) identification name plate sign not exceeding one (1) square foot in area, attached flat against the wall, in addition to wall signs permitted

on the premises, shall be permitted for each tenant.

- d. In those shopping centers where an enclosed pedestrian way, in the form of an interior mall, is provided so that a portion of the rented spaces can be entered only from the pedestrian way, one (1) accessory wall sign per establishment may be displayed on exterior walls of the buildings that face major thoroughfares. No other exterior wall shall be used for displaying such signs. The maximum size of each such sign shall be fifteen (15) square feet. Nameplates shall not be permitted for such establishments unless they are placed under a canopy covering a pedestrian access area.
2. Ground signs in non-residential zoning districts and ground signs for any nonresidential use that is permitted by the zoning ordinance within a residential district shall be permitted subject to the following conditions:
- a. One (1) ground sign shall be permitted per zoning lot
 - b. No ground sign shall exceed a maximum overall height of six (6) feet
 - c. A ground sign shall not exceed thirty two (32) square feet in display area per side. However, in those instances where the sign is located behind the minimum required front yard setback of the district, the display area of the sign may be enlarged by one (1) square foot for each foot the sign sets behind the minimum required setback up to a maximum of forty eight (48) square feet of display area per side.
 - d. No ground sign shall be located closer to any adjoining property line than fifteen (15) feet.
 - e. No ground sign shall be located closer than fifty (50) feet to a residential district.
 - e. Where any permitted ground sign requires illumination, all electrical wiring to the sign shall be placed underground.
 - f. Additional ground signs may be permitted for each zoning lot if the following conditions apply:
 - i. Two (2) ground signs may be permitted on a corner lot that has at least two hundred (200) feet of frontage on each of two (2) thoroughfares or collector streets provided that only one (1) sign is oriented toward each thoroughfare or street.
 - ii. Two (2) ground signs may be permitted where the zoning lot, not a corner lot, has frontage on two (2) thoroughfares or collector streets and has vehicular

access via both such thoroughfares or streets provided that only one (1) sign is oriented toward each thoroughfare or street.

- iii. Two (2) ground signs may be permitted on a zoning lot that has over three hundred (300) feet of frontage on a thoroughfare or collector street.
- iv. Drive-in or drive-through restaurants may be permitted one (1) menu-board ground sign in addition to the ground signs permitted above, provided that, the menu-board is located in a rear or side yard and cannot be read from any street. Such sign shall be no more than six (6) feet in height and twenty four (24) square feet in area.
- v. Automobile gasoline service stations, may attach no more than two (2) additional signs not exceeding six (6) square feet in display area per side to the column(s) of an overhead canopy, or to a pump island or to the wall of the building, advertising the price of gasoline or other accessory product sold on the premises, including the advertising of accepted credit cards. Directional signs or lettering displayed over individual entrance doors or service bays shall also be permitted provided they consist only of the words “washing,” “lubrication,” “repairs” or “mechanic on duty” or similar words directly relating to motor vehicle services offered on the premises. Not more than one (1) such sign per bay shall be permitted and each sign shall not exceed six (6) square feet in total display area.

3. Residential Entranceway Signs shall be permitted subject to the following conditions:

- a. Such sign shall not exceed thirty-two (32) square feet in display area for any one face and shall not exceed two sign faces.
- b. Such sign shall not exceed a height of five (5) feet above grade from the top of the curb of the adjacent residential street.
- c. Such signs shall be erected only on private property with an easement for each purpose or in a common area owned by a developer or a subdivision association and only in yards adjacent to streets at the entrance of the development and shall be located at a minimum of ten feet from all property lines. Said signs may be erected in the median strip of a public or private divided lane entrance if located no closer than ten feet from the intersecting street right-of-way or ten feet from the nose of the divider street median, whichever is the greater.
- d. Such signs shall be located only at entrances where the development street intersects a major or secondary thoroughfare and shall be spaced no closer than 500 feet between signs at street intersections on the same side of the street for any one

development.

- e. Illumination of such signs shall be limited to not exceed two light fixtures directed onto the surface of such sign and shall be shielded from adjacent residences and shall be so erected as not to constitute a hazard to traffic on adjacent streets. Signs shall not be back lit or internally lighted.
 - f. Construction materials for such signs shall be harmonious with the residential character of the neighborhood. Natural materials and colors in keeping with abutting residences will be encouraged.
 - g. Assurance that maintenance of such signs will be carried out by development property owner or by a homeowners association and shall be assured in a manner acceptable to the city. Should damage occur to any such sign, replacement or repair by the development property owner or the homeowners association shall be undertaken within 30 days of the occurrence of such damage.
4. Directional signs be permitted as follows:
- a. Such signs shall be located behind the required front yard setback, except in the area of an entrance to the site, directional signs may penetrate the minimum front yard setback but shall be no less than ten (10) feet from a public right-of-way.
 - b. No such sign shall exceed an overall height of four (4) feet nor and area of six (6) square feet.
 - c. Such signs shall not be used for any purpose other than giving direction and shall not include any name, logo, or device.
5. Window signs, painted or otherwise permanently or temporarily affixed to the window shall be permitted as follows:
- a. Permanent window signs shall not exceed fifteen (15) percent of the total glass area of the window to which the sign is affixed.
 - b. Temporary window signs shall be permitted, provided they do not exceed thirty percent (30%) of the total surface of the window to which the sign is affixed and shall not be displayed for more than fifteen (15) days in any one (1) month period.
6. Real estate development signs shall be permitted in all use districts. Such signs shall be limited to one (1) sign per entrance to the development. Such sign shall not exceed sixty (60) square feet in area and shall not exceed eight (8) feet in height.
7. Nonaccessory signs.

- a. Nonaccessory signs, shall be permitted in the M-1 and M-2 zoning districts and , shall be located no less than twelve hundred (1,200) feet apart from any other legal nonaccessory sign on the same side of the street.
- b. Such sign shall not exceed six (6) feet in height and sixty (60) square feet in area per sign face. The height and area of non-accessory signs may be increased in direct proportion to the setback provided, such that as the setback increases, the sign area may be increased. The sign area may be increased at a ratio of two (2) square feet per one foot of setback added beyond the minimum setback. The maximum sign area permitted shall be three hundred (300) square feet. The sign height may be increased by one (1) foot for every five (5) feet of setback added beyond the minimum setback.
- d. Illumination of nonaccessory signs shall be prohibited.

Section 1960: Incentives For Use of Natural Materials

1. Ground Signs - The maximum size in area of ground signs may be increased by twenty-five (25) percent if the sign is constructed of natural materials and if permitted after review of the sign plans by the Planning Commission. To qualify, natural materials must be used in all parts of the sign, including post or frame. Sign board structures with a wood thickness of less than one and one-half (1½) inch shall not be eligible.
2. Swinging Signs - Swinging signs, constructed of natural materials, shall be permitted as accessory signs when attached to the wall of a building in the RO, C-1, C-2 and C-3 Districts, subject to the following conditions:
 - a. The area of the sign shall not exceed four (4) square feet.
 - b. The sign shall not extend beyond the wall of the building by more than four (4) feet.
3. On signs made of natural materials, the lettering or symbols may be made of natural metals, such as copper or bronze, provided that they are approved by the Planning Commission.

Section 1970: Sign Illumination

1. Electrical requirements pertaining to signs shall be in accordance with all applicable City Codes.
2. If illuminated, signs shall be illuminated only by the following means:
 - a. By a steady, stationary light of reasonable intensity, shielded and directed solely at the sign.
 - b. By white interior light.

3. Light sources to illuminate signs shall be shielded from all adjacent residential districts, buildings and streets and shall not be of such brightness as to cause glare that is hazardous to pedestrians or auto drivers or so as to create a nuisance to adjacent residential districts.