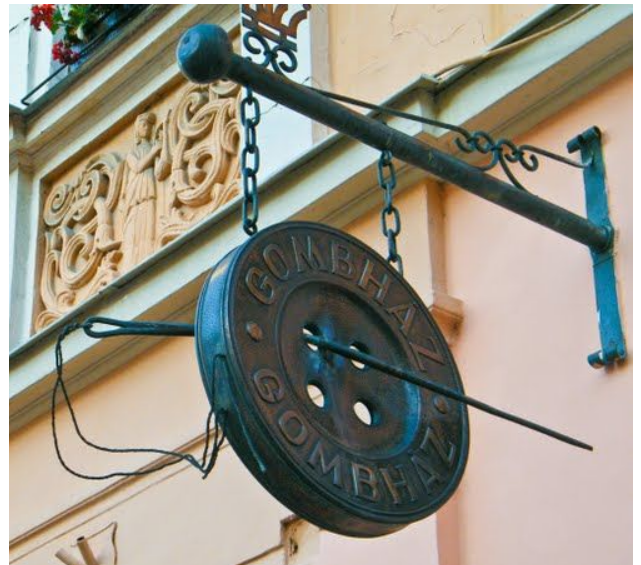




Jackson Downtown
Development Authority Sign
Incentive Program Application
Packet



Summary of Sign Ordinance Requirements

Projecting or “Swinging” Signs

1) Do they require a permit?

Yes, a sign permit must be obtained on the 3rd Floor of City Hall

2) What is required for a permit application?

At a minimum, the applicant must list their information, information on the building size, information on the size of the proposed sign, and a photo or rendering of the proposed sign in addition with the sign permit application.

3) What are the rules for projecting signs?

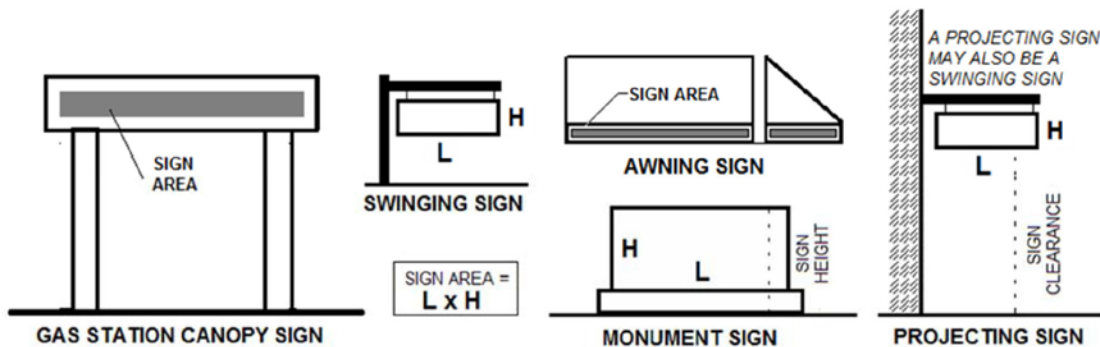
Projecting signs are only permitted in the C-3 Zoning District (mostly the downtown zoning district) and shall not exceed sixteen (16) square feet in sign area. Projecting signs must be affixed to the front façade of the business and must allow a nine (9) foot clearance from the bottom of the sign to the sidewalk. The top of the sign shall not be installed at a height taller than the bottom of the second floor or between the parapet and the windows of a single story structure.

4) How many signs may a building have?

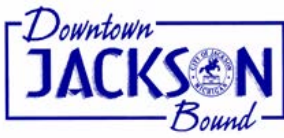
The applicant is permitted a projecting sign in place of one (1) of the allowable wall signs. (I.e. Buildings are permitted one (1) wall sign per front façade. Buildings on corner lots may have two wall signs).

5) Are there any additional approvals required?

A “revocable license” is needed if the sign projects into a public right-of-way (for example, if a sign hangs over a public sidewalk, a revocable license will be required.) See staff on the 3rd floor of City Hall for additional information regarding a revocable license.



Graphic of various sign types



Sign Incentive Program Guidelines

Beginning July 1, 2017, the Downtown Development Authority has implemented a new Sign Incentive Program in the downtown area. The purpose of this program is to incentivize business and property owners to install three-dimensional, symbolic, projecting signs. These types of projecting signs contribute to a more pedestrian-friendly atmosphere, which results in a more inviting downtown.

PROGRAM STATEMENT

Utilizing revenues available to the Jackson Downtown Development Authority, the organization is able to offer up to \$500 to improve the quality and appearance of signage throughout the Downtown Development Authority district and to promote the use and adherence to the City of Jackson Sign Ordinance.

Please note: the types of signs the Downtown Development Authority are promoting the installation of are permitted in the C-3 zoning district only.

PURPOSES OF THE PROGRAM

- 1) To directly stimulate the installation of signage consistent with the Sign Ordinance.
- 2) To provide funding assistance to bridge the gap between unattractive signs and highly attractive signs which complement the downtown's historic character.
- 3) To support three-dimensional, symbolic, projecting signs which contribute to an attractive, pedestrian-friendly atmosphere.
- 4) To be used as a tool for business recruitment and retention.

PROGRAM DESCRIPTION

Program applicant shall consult and comply with the City of Jackson Sign Ordinance. *(See attached.)*

LEGAL AGREEMENT

Program applicants and/or the property owner, if not one in the same, shall execute and deliver a legal agreement in a form provided by the Jackson Downtown Development Authority.

The term of the legal agreement shall be five (5) years. The applicant shall be required to name the Jackson Downtown Development Authority as an additional insured on its liability insurance for the sign only.

INCENTIVE TERMS

The Downtown Development Authority Board Design Committee and Board of Directors will review each applicant on a case-by-case basis.

Matching incentive payments will be made in the form of reimbursement upon completion of the improvement in a manner acceptable to the DDA and by the appropriate municipal authorities.

STANDARDS FOR INCENTIVE DECISIONS

- Applicants leasing their space must provide a letter providing permission from the building owner to apply for the incentive. The letter must indicate an awareness of the rules and requirements of the program.



Sign Incentive Program Guidelines

- Incentives will not be considered for residential property, national franchises, or tax exempt properties.
- All proposed sign designs are to be approved by the DDA Board of Directors, upon recommendation of the DDA Design Committee. Applicants who deviate from the approved application may be disqualified from the program.
- All signage must adhere to the City of Jackson Sign Ordinance.
- The maximum matching incentive amounts will be \$500.00.

ELIGIBLE IMPROVEMENTS

- Demolition of inappropriate, non-compliant signage.
- Installation of new three-dimensional, symbolic, projecting signs.
- Permit fees.
- Professional design services.

INELIGIBLE IMPROVEMENTS

- Repair or replacement of non-compliant signs.

Bearing in mind the total program is limited; it is the intent of the DDA Board of Directors to provide the business district with the greatest impact possible.

APPLICATION PROCESS

- Applications for the program will be available at the office of the Jackson Downtown Development Authority and on the DDA's website at www.jacksondda.org/forms.
- The application packet will include an application, program description, the Sign Ordinance, examples of required documents and a sign permit application.
- The applicant can meet with the Design Committee to review the preliminary scope of work to ensure consistency with the Sign Ordinance.
- The DDA Director will review the application only after all necessary information has been submitted in a neat and thorough fashion. The Director reserves the right to reject incomplete or illegible applications.
- The Director will forward the application for adherence to the spirit of the Sign Ordinance. The application will then be forwarded to the DDA Board of Directors. If approved, the incentive amount awarded is final. Requests to increase incentive funding will not be accepted.
- If denied, the Director will explain the reason for rejection within 30 days in writing and will identify what steps can be taken to receive approval.
- If the Board rejects the application, the applicant may reapply.
- Applicants must contact the City of Jackson Neighborhood and Economic Operations Department to determine if additional requirements apply.

POST APPLICATION PROCEDURE

- The property owner will be responsible for ensuring that any work done is consistent with the program and the design is approved.



Sign Incentive Program Guidelines

- The Director must approve any changes in work. Action on changes may be deferred to the DDA Board of Directors.
- The Director shall note all approved changes in work at the bottom of the application.
- All work must pass applicable city inspections.
- The Director will conduct a final inspection before reimbursement will be made. The contract will provide a waiver of lien to the Authority. Copies of all invoices, paid in full, are necessary to process a reimbursement.
- Deviations from an approved plan may disqualify the applicant from the incentive program. In case of disqualification, the applicant will forfeit all rights to reimbursement.
- The project must be completed within three months of the date of approval.

AMENDMENTS TO THE PROGRAM

The DDA Board of Directors may amend the details of the incentive program by majority vote.



Sign Incentive Application

Date of Application: _____

1: APPLICANT INFORMATION

Applicant Name: _____

Business Name: _____

Address: _____

Tax ID#: _____

Applicant is: Property Owner Tenant

Phone: _____

Other: _____

Email: _____

2: PROPERTY INFORMATION – *Property must be located within the DDA District AND in the C-3 zoning district.*

Address: _____

City Property Codes/Parcel ID#: _____

Title Holder: _____

Title Holder Address: _____

Title Holder Phone: _____

Original Cost of Property to Title Holder: \$ _____

Date Purchased: _____

3: SIGN COMPANY INFORMATION

Company Name: _____

Primary Contact: _____

Phone: _____

Email: _____

4: PROJECT INFORMATION – *Incentive funds cannot be used for work done prior to approval of this application.*

Proposed Start Date: _____

Expected Completion Date: _____

Estimated total cost of sign: \$ _____

Materials: _____

Design: _____

5: REQUIRED ATTACHMENTS – *Applications will not be considered until all information is received.*

- Current photos of building exterior
- City of Jackson Sign Permit Application
- Notarized letter from owner approving the project, if applicant is a tenant
- Sign design, drawn to scale, including dimensions and colors



Sign Incentive Application

6: APPLICANT CERTIFICATION AND UNDERSTANDING

The undersigned Applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a grant funding for eligible program uses only and is true and complete to the best of the Applicant's knowledge and belief. Verification of any of the information contained in this application may be obtained from any source.

The Applicant further certifies that he or she has read and understands the Sign Incentive Program Guidelines and the City of Jackson Sign Ordinance. If a determination is made by the Jackson DDA that funds will not or cannot be used for the purposes described herein, the Applicant agrees that the proceeds shall be returned forthwith, in full, to the Jackson DDA, and acknowledges that, with respect to such proceeds so returned, he or she shall have no further interest, right, or claim. It is understood that all Jackson DDA funding commitments are contingent upon the availability of program funds and compliance with any applicable City of Jackson ordinances.

- 1) I (we) understand that the submission of this application does not guarantee funding for the described project.
- 2) I (we) agree that, if this application is approved, the work described will be completed.
- 3) I (we) agree that, if funding is approved, it will be used for the project listed within this application.
- 4) I (we) understand that the grant funds from the Jackson DDA will be provided after project construction has been completed, and after paid invoices and approvals have been submitted to the Jackson DDA.
- 5) I (we) understand that failure to comply with the agreed upon construction timeline will result in a retraction of grant funding and elimination of grant eligibility for one year.
- 6) I (we) understand that the Jackson DDA reserves the right to photograph buildings receiving funds and provide information to various media sources.
- 7) I (we) the property owner(s) certify that I am (we are) not delinquent in city, county, state, or federal taxes.
- 8) I (we) understand that approval of this loan does not guarantee approvals by other City of Jackson departments necessary to complete the project. I (we) will obtain any necessary approvals/permits prior to starting work.

Applicant Signature: _____

Date: _____

I certify that I am (we are) the property owner of _____ and I (we) authorize the applicant to participate in the Jackson DDA Downtown Building Facade Loan program and complete the project described in this application.

Owner(s) Signature(s): _____

Date: _____



Sign Permit Application

All applicable information **must** be provided.

City of Jackson Ordinance Chapter 21.5

City of Jackson
161 W. Michigan Avenue
Jackson, MI 49201
(517) 788-4012
www.cityofjackson.org

Authority: 1972 PA 230

I. Project Information

Job Location Address		Name of Business	
Cross Streets _____ and _____			
Dept Use Only: Zoning? Approved <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No Initials ____ Letter Attached <input type="checkbox"/> Yes <input type="checkbox"/> No	Dept Use Only: Variance Approved <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No Initials ____ Letter Attached <input type="checkbox"/> Yes <input type="checkbox"/> No
Dept Use Only: HDC? Approved <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No Initials ____ Letter Attached <input type="checkbox"/> Yes <input type="checkbox"/> No	Dept Use Only: Rev License (See Section III.C. below)	<input type="checkbox"/> Yes <input type="checkbox"/> No Initials ____

II. Person or Contractor Erecting The Sign

Name		Address	
City	State	ZIP Code	Telephone Number (include area code)
E-mail Address			Cell Phone Number (include area code)

III. Sign Information

A. Type of Sign - Permits required - check all that apply

1. <input type="checkbox"/> Awning/Canopy/Marquee	7. <input type="checkbox"/> Banner-Annual Fee	13. <input type="checkbox"/> Business Group Sign (attach sign site plan)	19. <input type="checkbox"/> Non-exempt Business Related Temporary Sales
2. <input type="checkbox"/> Business Flag	8. <input type="checkbox"/> Construction	14. <input type="checkbox"/> Double-Faced	20. <input type="checkbox"/> Electronic Message Center
3. <input type="checkbox"/> Façade	9. <input type="checkbox"/> Flashing	15. <input type="checkbox"/> Freestanding	21. <input type="checkbox"/> Grand Opening
4. <input type="checkbox"/> Home Occupation	10. <input type="checkbox"/> Illuminated	16. <input type="checkbox"/> Mural	22. <input type="checkbox"/> Non-Profit Event
5. <input type="checkbox"/> Off-premises (attach replacement permit)	11. <input type="checkbox"/> Projecting	17. <input type="checkbox"/> Rolling Marquee	23. <input type="checkbox"/> Sidewalk – Annual Fee
6. <input type="checkbox"/> Special Event Signage	12. <input type="checkbox"/> Subdivision Sign	18. <input type="checkbox"/> Wall	24. <input type="checkbox"/> Temporary Sign – Annual Fee
25. <input type="checkbox"/> Other _____ Please specify _____			

If sign is **Electronic Message Center**, provide detail of the timing rotation of text: _____

B. Exempt Signs – Exempt from permits - requires zoning approval

1. <input type="checkbox"/> Bus Shelter	2. <input type="checkbox"/> Business Related Temporary Sales	3. <input type="checkbox"/> Directional/Information	4. <input type="checkbox"/> For Sale/Garage Sale
5. <input type="checkbox"/> Government	6. <input type="checkbox"/> Identifying	7. <input type="checkbox"/> Incidental	8. <input type="checkbox"/> Nameplates
9. <input type="checkbox"/> Non-profit Signage	10. <input type="checkbox"/> Political	11. <input type="checkbox"/> Real Estate	

C. Location(s)/Size(s) – if multiple signs, please attach the following information for every sign

Location of Sign on Building or Property (Provide detailed drawing and photos of sign(s) and location on attached graph paper)	
Is sign in or over Public Right-of-Way? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, submit an application for a Revocable License with this application.	
Zoning District:	_____
Zoning Setbacks:	Front: _____ Side: _____ Back: _____
Size:	Height: _____ Width: _____ Depth: _____

D. Building and/or Electrical Permits may be required. These permits will not be issued until this sign permit is approved.

IV. Description/Scope of Project

Please provide further detail. (A Sign Site Plan Review Application must be submitted if this sign is part of a business group.)

V. Fee Chart – enter the applicable number of items, multiply by the unit price for total fee for each item.

Cost of Sign: _____

Item	Total
\$15.00 Application Fee (non-refundable)	\$15.00
\$10.00 for the first \$1,000 of the cost of the sign	\$10.00
\$5.00 for each additional \$1,000 of the cost of the sign	
\$ 110.00 Investigation Fee (beginning work without permit)	
TOTAL	

Please make checks payable to "City of Jackson"

VI. A. Applicant Owner Agent Contractor

Applicant is responsible for the payment of all fees and charges associated with this application.

Name of Company		Address	
Applicant Name		City	State Zip Code
Telephone Number (include area code)		E-mail Address	

B. Applicant Certification

I hereby certify that the proposed work is authorized by the owner of record and that I have been authorized by the owner to make this application as his/her authorized agent, and we agree to conform to all applicable ordinances and laws of the City of Jackson and the State of Michigan. All information submitted on this application is accurate to the best of my knowledge.

Signature of Applicant _____ *Date* _____

Provide a copy of general liability insurance. If Applicant is not the owner, provide written authorization from owner to submit this application.

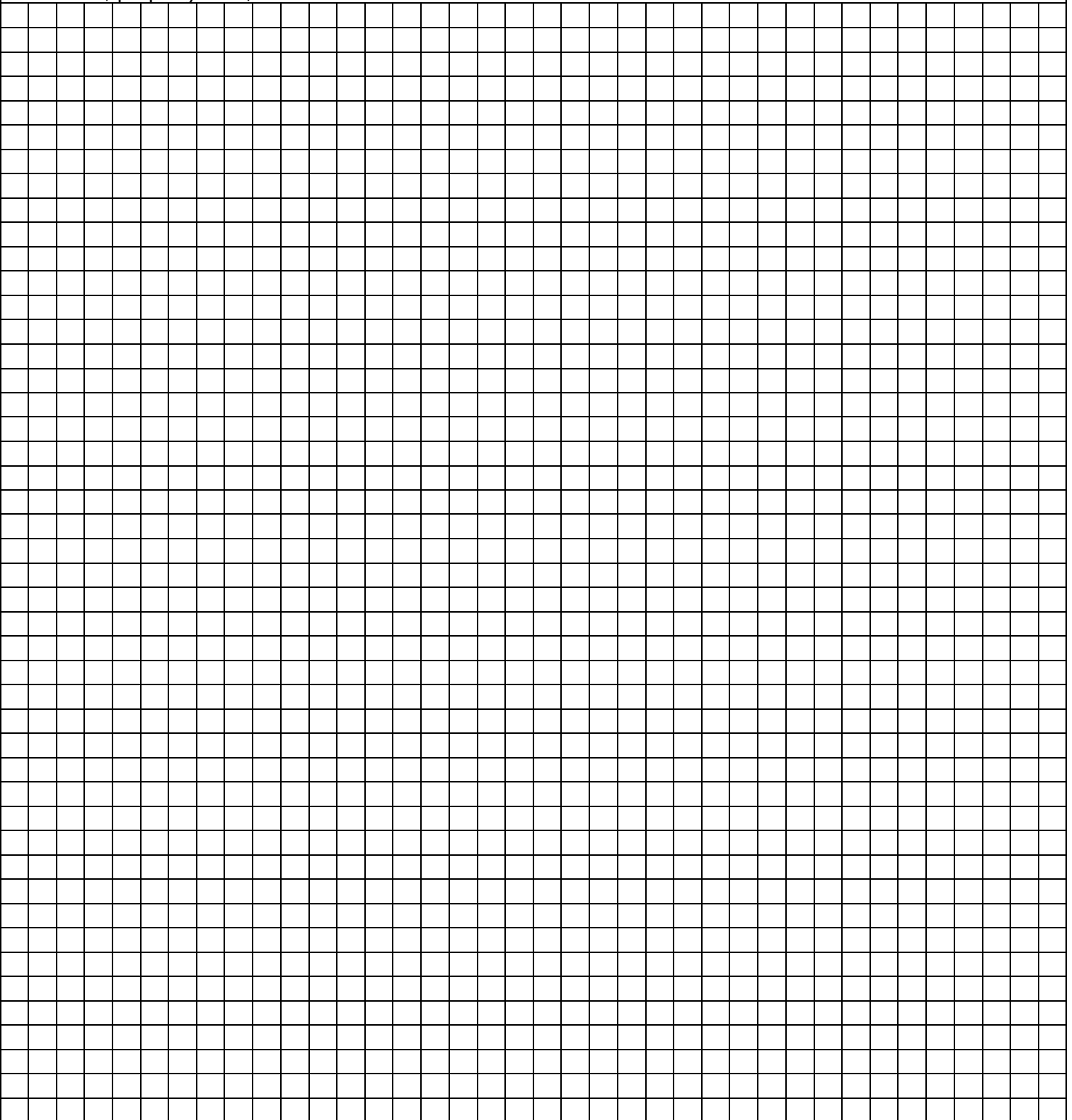
* * * * *

Staff Approval _____ **Date** _____

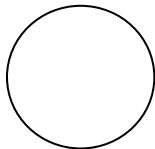
The City of Jackson will not discriminate against any individual or group because of race, sex, religion, age, national origin, color, marital status, disability or political beliefs. If you need help with reading, writing, hearing, etc., under the Americans with Disabilities act, you may make your needs known to this agency.

VII. For Applicant Use

This must include the following: The location of the building, structure, or lot to or on which the sign is to be attached or erected; and the location, size, and position of the proposed sign in relation to nearby buildings, structures, property lines, and streets.



Indicate direction of North within the circle:



ARTICLE IX. - SIGN REGULATIONS

Sec. 28-250. - Intent.

The purpose of this article is to regulate signs and outdoor advertising within the City of Jackson to protect public safety, health, and welfare; minimize abundance and size of signs to reduce motorist distraction and loss of visibility; promote public convenience; preserve property values; support and complement strategies of the City of Jackson Master Plan; and enhance the aesthetic appearance and quality of life within the city. Additional objectives, above and beyond those found within this article, are as follows:

- (a) Protect the public right in accordance with the First Amendment of the United States Constitution.
- (b) Recognize that the principal intent of commercial signs is to serve the public interest, for providing accurate information to the public, not for creating visual blight, and not for compromising traffic safety.
- (c) Recognize that the proliferation of signs is unduly distracting to motorists and non-motorized travelers, reduces the effectiveness of signs directing and warning the public, causes confusion, reduces desired uniform traffic flow, and creates potential for accidents.
- (d) Prevent signs that are potentially dangerous to the public due to structural deficiencies or disrepair.
- (e) Enable the public to locate goods, services, and facilities without excessive difficulty and confusion by restricting the placement of signs.
- (f) Prevent placement of signs which will conceal or obscure signs of adjacent uses.
- (g) Preserve and improve the aesthetics and character of the city by encouraging signs of consistent size which are compatible with and complementary to related buildings and uses, and harmonious with their surroundings.
- (h) Provide a predictable form-based ordinance that focuses on regulating the time, place, manner, and physical characteristics of signs, but not focus on regulating the message content of signs.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-251. - Interpretation.

Please refer to section 28-4 regarding how the wording utilized in this and the other articles which comprise this chapter shall be interpreted.

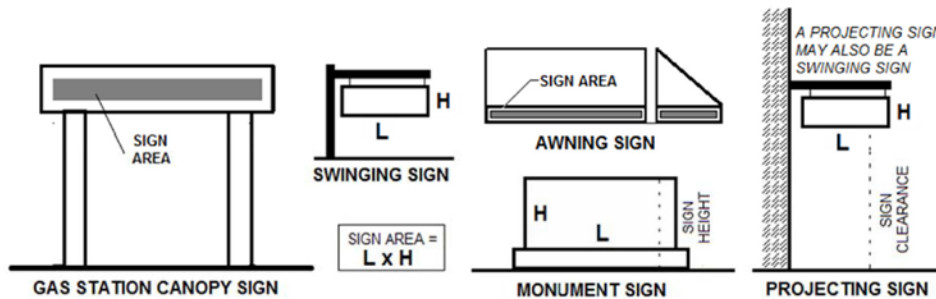
(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-252. - General provisions.

- (a) *Character.* All signs must be designed, constructed, and maintained to be appropriate in appearance with the existing or intended historic character of the city and to maintain the essential character of the area. Signs must be discernible and easy to read for both pedestrian and vehicular traffic.
- (b) *Location/projection.* Unless otherwise permitted herein, no signs, except those established by the city, county, state, or federal government, may be located in, projected onto, or overhang any city-owned public right-of-way unless a revocable license is issued by the neighborhood and economic operations

department (see section 28-166). Signs cannot extend above the roof or parapet of the structure to which it is attached. Signs cannot be located within ten (10) feet of a fire hydrant.

- (c) *Enlargement, alteration or relocation.* Signs cannot be enlarged, structurally altered, or relocated except to increase their conformity to the provisions of this chapter.
- (d) *Calculation of total sign area.* The area of a sign is limited to the size of the cabinet or structure (excluding the base) except awnings and gas station canopies (see section 28-253 and the following diagram).



- (e) *Setbacks.* All signs, unless otherwise provided for, shall be located outside any public street right-of-way line, unless a revocable license is granted, and shall comply with section 28-262, visibility at intersections.
- (f) *Substitution.* The owner of any sign which is otherwise allowed by this sign ordinance may substitute non-commercial copy in lieu of any other commercial or non-commercial copy. This substitution of copy may be made without any additional approval or permitting. The purpose of this provision is to prevent the favoring of commercial speech over non-commercial speech, or favoring of any particular non-commercial message over any other non-commercial message.
- (g) *Illumination.* Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign (i.e. front lit signs) or internal to it (i.e. back lit signs). No sign shall be illuminated by any open spark or flame, intermittent, or flashing illumination, except as otherwise permitted by this chapter.
 - (1) *Front lit signs.* "Front lit signs" are signs that are illuminated by an external light source. An example of a front lit sign is a monument sign that is illuminated by a spot light that is located several feet in front of the sign. The background of front lit signs may be any color, provided they are not reflective at night. However, such signs may use light reflecting lettering and messaging.
 - (2) *Back lit signs.* "Back lit signs" are signs that are illuminated by an internal light source. An example of a back lit sign is a monument sign that is illuminated by several fluorescent bulbs that are located within the sign cabinet. The background of back lit signs may be any color—which complements the character of the surrounding area (except white)—provided the background is blacked out at night so that only the lettering and message is illuminated.
 - (3) *[Illumination of signs.]* Illumination of signs shall meet the standards included in section 28-109; and shall be directed or shielded downward, so that no direct ray from such illumination shall interfere with the vision of persons on the adjacent streets or of adjacent property owners. The use of colored lights that could reasonably be confused with traffic signals shall not be permitted. Underground wiring shall be required for all illuminated signs not attached to a building.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-253. - Signs subject to permit or other approval.

The signs outlined in the following table are subject to a permit or other approval as indicated. Unless stated otherwise within the article, all other sign types are exempt from the permit requirements. The design

requirements and other provisions for such sign are also prescribed. Permit application requirements are found in section 28-254. These signs include the following and are defined in section 28-5.

Table of Sign Standards for Signs Subject to a Permit Unless Otherwise Specified (in this Table)			
	Sign Types, Districts Permitted, Required Approvals	Size Restrictions	Additional Restrictions
(a)	<p><i>Awning Signage.</i> Permitted in the R-4, R-6, C-1, C-2, I-1 and I-2 Districts, subject to the sign permit.</p>	<p><i>Number.</i> One (1) per property or business entrance. <i>Total Sign Area.</i> Message shall not cover more than 1/3 of the apron of each awning.</p>	<p>All or a portion of the permitted awning signage area may be used towards wall signage. The apron of the awning must be at least nine (9) feet above ground level or sidewalk. Awnings must meet the building design standards (see section 28-115(f)(3)). Sign materials and sign colors must complement the building(s) located on the site and emulate the neighborhood. Awnings that overhang a public right-of-way require a revocable license (see section 28-166).</p>
(b)	<p><i>Billboards.</i> Permitted only in the I-2 Zoning District, subject to a Conditional Use Permit (see section 28-145).</p>		
(c)	<p><i>Construction Site Signs.</i> [Permitted] in the R-4, R-5, R-6, C-1, C-2, C-3, C-4, I-1 and I-2 Districts, subject to the sign permit.</p>	<p><i>Total Sign Area.</i> Nonresidential construction site sign size shall not exceed an aggregate of sixty-four (64) square feet; no one sign shall exceed thirty-two (32) square feet. <i>Height.</i> Shall not exceed ten (10) feet.</p>	<p>All signs shall be erected during the construction period. Such signs shall be removed no more than fourteen (14) days after the date that development or phase is completed. The developer may request a permit renewal from the zoning administrator, or his/her designee, following all of the pertinent procedures of the original approval if additional time is needed for the project or for additional phases.</p>

			<p>In addition to permit requirements, permit renewal requests will consider the current condition and quality of the existing sign and whether replacement or repair is necessary.</p> <p>No construction site signs shall be located in the public right-of-way.</p>
(d)	<p><i>Electronic and Other Changeable Message Board.</i> Permitted in the R-4, R-6, C-1, C-2, C-3, C-4, I-1 and I-2 Districts, subject to a sign permit. Electronic Message Boards are only allowed on lots with at least one hundred (100) feet of continuous street frontage.</p>	<p><i>Number.</i> One (1) per lot. <i>Total Sign Area.</i> The electronic or other changeable message board sign shall not exceed twenty-five percent (25%) of the total monument sign area proposed.</p>	<p>Only permitted as part of a permitted monument sign, cannot stand alone.</p> <p>An electronic or other changeable message board located on street frontage shall only have a static message or image that changes if the rate of change between two (2) static messages or images does not exceed more than one (1) change per five (5) minutes, each change is complete in one (1) second or less, and the maximum daylight sign luminance level does not exceed sixty-two thousand (62,000) candelas per meter squared at forty thousand (40,000) lux illumination beginning one-half (½) hour after sunrise and continuing until one-half (½) hour before sunset and does not exceed three hundred seventy-five (375) candelas per meter squared at four (4) lux illumination at all other times. In addition, any sign permitted to have this changeable copy, must configure to default to a static</p>

			display in the event of mechanical failure.
(e)	<p><i>Gas Station Canopy Signage.</i></p> <p>Only permitted in the C-4, I-1, and I-2 Districts, subject to a sign permit.</p>	<p><i>Number.</i> Up to three (3).</p> <p><i>Total Sign Area.</i> Shall not exceed eight (8) square feet per sign and each sign shall be contained in the canopy facade.</p>	<p>The face of the canopy shall not be internally illuminated, if proposed as such, the entire canopy area will be considered part of the sign, unless the canopy is a dark color and the letters are light and illuminated.</p>
(f)	<p><i>Monument (Ground) Signs.</i></p> <p>Permitted in the R-4, R-6, C-1, C-2, C-3, C-4, I-1, and I-2 Districts subject to a sign permit.</p> <p>Permitted in the R-1, R-2, and R-3 Districts subject to conditional use approval (section 28-147)</p>	<p><i>Number.</i> One (1) monument/ground sign per lot in addition to permitted wall, awning, and window signage.</p> <p><i>Total Sign Area.</i> Twenty (20) square feet per sign face in the R-4 and R-6 Districts, forty (40) square feet in the C-1, C-2 and C-3 Districts, and sixty (60) square feet in the C-4, I-1 and I-2 Districts.</p> <p><i>Height.</i> Five (5) feet above grade in the R-1 through R-3, R-4, R-6, C-1, and C-2 Districts and six (6) feet above grade in the I-1 and I-2 Districts.</p>	<p>No part of monument sign may be placed within five (5) feet of a front lot line or within five (5) feet of a side lot line. In no case may the sign violate the provisions of section 28-126, visibility at intersections. Sign materials and sign colors must complement the building(s) located on the site and emulate the high quality traditional character of the city.</p>
(g)	<p><i>Murals.</i></p> <p>Permitted only in R-4, R-6, C-1, C-2, C-3, C-4, I-1 and I-2 Districts and public parks, subject to site plan approval (see section 28-135). A mural can be a portion of a construction site sign as defined by this chapter. Murals must be constructed of appropriate materials and reasonably maintained.</p>	<p><i>Number.</i> One (1) per structure.</p> <p><i>Total Sign Area.</i> No more than fifty (50) percent of any one wall area.</p>	<p>Colors and design shall complement the structure and neighborhood.</p>

(h)	<p><i>Projecting Signs.</i> Only permitted in the C-3 District, subject to a sign permit.</p>	<p><i>Total Sign Area.</i> The sign shall not exceed sixteen (16) square feet in area with a maximum width of two (2) feet measured from the inside edge of the sign which shall be no more than six (6) inches from the exterior wall of the structure.</p> <p><i>Height.</i> Projecting signs must be affixed to the front façade of the business and allow a nine (9) foot clearance from the bottom of the sign to the sidewalk. The top of the sign shall not be installed at a height taller than the bottom of the second floor or between the parapet and the windows of a single story structure.</p>	<p>The applicant is permitted a projecting sign in place of one (1) of the allowable wall signs. A revocable license is needed if the sign projects into a public right-of-way (see section 28-166).</p>
(i)	<p><i>Sandwich Boards (A-Frame Signs).</i> Permitted in the C-1, C-2, and C-3 Districts subject to a sign permit.</p>	<p><i>Number.</i> One (1) per building, regardless of the number of tenants.</p> <p><i>Total Sign Area.</i> Shall not exceed a length of two (2) feet and a height of three (3) feet.</p>	<p>Each sign shall be placed outside only during the hours of operation and shall be stored indoors at all other times. Signs shall not be physically secured to light poles, vegetation, street furniture, or other permanent structures.</p> <p>Each sign shall be placed next to the building wall or adjacent to the curb in a manner which provides four (4) feet of free passage for pedestrians and does not interfere with normal pedestrian or automobile traffic. No sign shall be in the sight clearance triangle.</p> <p>No revocable license is required if the sandwich board is placed in a public right-of-way. The owner of the sandwich board shall provide a certificate of insurance and insurance</p>

			<p>endorsement listing the City of Jackson as an additional insured, and this certificate must be in a coverage amount established by the city attorney to ensure the city's protection.</p> <p>All sign frames shall be constructed of a weatherproof material and shall be kept in good repair.</p>
(j)	<p><i>Temporary Banners.</i> Permitted in all districts subject to a sign permit.</p>	<p><i>Number.</i> One (1) per street front. <i>Total Sign Area.</i> Shall not exceed an area of thirty-two (32) square feet.</p>	<p>Shall be permitted to be displayed for up to thirty (30) days. Signs are limited to no more than three (3) events per calendar year.</p> <p>If mounted to the ground, a two sided sign is permitted but shall not exceed the maximum sign dimensions. No sign shall be in the sight clearance triangle.</p> <p>Any banner positioned within or suspended above a public right-of-way requires a revocable license (see section 28-166).</p>
(k)	<p><i>Temporary Event Signs.</i> Permitted in all districts subject to a sign permit.</p>	<p><i>Number.</i> One (1) per event. <i>Total Sign Area.</i> Shall not exceed an area of twelve (12) square feet. Signs in the right-of-way may not be more the four (4) feet tall or four (4) feet wide.</p>	<p>Shall be permitted to be displayed for up to thirty (30) days. Signs are limited to up to three (3) events per calendar year.</p> <p>If mounted to the ground, a two sided sign is permitted but shall not exceed the maximum sign dimensions. No sign shall be in the sight clearance triangle.</p> <p>Any sign projecting greater than fifteen (15) inches into a public right-of-way requires a</p>

			revocable license (see section 28-166).
(I)	<p><i>Wall Signs.</i> Permitted in the R-4, R-6, C-1, C-2, C-3, C-4, I-1 and I-2 Districts, subject to a sign permit.</p>	<p><i>Number.</i> One (1) wall sign or projecting sign per façade as permitted below. <i>Total Sign Area.</i> The sign's surface shall not exceed two (2) square feet for each lineal foot of the length of the primary building façade up to a maximum of one hundred (100) square feet. <i>Height.</i> Signs to be placed on the wall below the roof line for one story buildings and below the bottom of the second floor for multiple story buildings in the downtown (C-3 district) and as a conditional land use when located above the second floor of a building.</p>	<p>Wall signs may be placed anywhere on a building or accessory structure (such as a gas station or drive-through window canopy) provided it meets the height requirements. All or a portion of the permitted wall sign area may be used towards awning signage provided the proposed area meets the size restrictions of this chapter and the awning meets design standards of section 28-115(f)(3). Any sign projecting greater than fifteen (15) inches into a public right-of-way requires a revocable license (see section 28-166).</p>

(Ord. No. 2016.07, § 2, 3-29-16; Ord. No. 2016-29, § 3, 11-15-16)

Sec. 28-254. - Permit requirements.

It shall be unlawful for any person to erect, structurally alter, or relocate any sign as defined herein unless specifically exempted hereunder, without first obtaining a permit from the zoning administrator and making payment of any fee required by the city. The zoning administrator shall review the sign permit applications for conformance with the requirements of this chapter. The zoning administrator shall not issue a permit for erection of a proposed sign that is not in conformance with the requirements of this chapter unless a variance is otherwise issued by the zoning board of appeals.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-255. - Application procedures.

Application for sign permits shall be made upon forms provided by the city and shall have attached thereto the following information:

- (a) Applicant must fill out a city sign application form obtained from the zoning administrator.
- (b) Information that must be included in the application is:

- (1) *Location.* A written description of the sign as well as an adequate staking of the requested sign location that would allow for on-site inspection.
 - (2) A drawing of the sign and any structural supports, which gives all dimensions of the sign and structure (i.e., length, width, and height).
 - (3) A schematic sketch or drawing of the site showing its relationship to the roadway and adjacent land uses and any landscaping to be used in conjunction with the sign. The sketch shall be drawn at a readable scale with a scale bar.
 - (4) A schematic sketch or drawing of the building façade with dimensions (width) and schematic sketch or drawing with dimensions (length, width, and height) of all other signs on the property.
 - (5) Information to confirm the sign will be installed or altered by a contractor registered with the city. No person shall engage in the business of erecting or installing signs without registering with the city to conduct such operations.
- (c) Signs shall conform to all aspects of this chapter.
 - (d) Application shall be made to the zoning administrator.
 - (e) Where it is alleged that there is an error in any order, requirement, decision, grant or refusal made by the zoning administrator in the interpretation of this chapter, the zoning board of appeals shall have the power to hear and decide appeals, filed as provided in section 28-244.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-256. - Permit fees.

A fee shall be paid for the issuance of a sign permit or renewal in accordance with a schedule of fees, which shall be adopted by the city council. Such schedule of fees shall be designed to reimburse the city for all reasonable costs incurred to process, review, inspect, administer, and any other act that is necessary for the zoning administrator to make a decision.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-257. - Signs that do not require a permit.

The following signs do not require a permit but remain subject to the conditions and limitations set forth herein:

Table of Sign Standards for Signs That Do Not Require a Permit (in this Table)			
	Sign Types, Districts Permitted, Required Approvals	Size Restrictions	Additional Restrictions
(a)	<i>Drive-Thru Boards.</i> Permitted in the C-1, C-2, C-3, C-4, I-1 and I-2 Districts.	<i>Total Sign Area.</i> Total surface area not to exceed forty-eight (48) square feet. <i>Height.</i> No sign shall exceed a	Direct illumination is prohibited.

		maximum height of six (6) feet from grade.	
(b)	<i>Flags.</i> Permitted in all districts.	<i>Total Sign Area.</i> Aggregate of all signs shall not exceed thirty-two (32) square feet	
(c)	<i>Incidental Signs.</i> Permitted in all districts.	<i>Total Sign Area.</i> Total number of signs shall not exceed an aggregate side face area of six (6) square feet. <i>Single Sign Area.</i> The total sign's surface for a single sign shall not exceed two (2) square feet.	Any sign located in a public right-of-way requires a revocable license (see section 28-166). Direct illumination is prohibited.
(d)	<i>Ingress/Egress Signs.</i> Permitted in all districts.	<i>Total Sign Area.</i> Total surface area not to exceed three (3) square feet per sign face. <i>Height.</i> No sign shall exceed a maximum height of five (5) feet from grade if mounted to the ground.	Such signs must be attached to existing sign posts if available or as otherwise allowed the zoning administrator. The plan for the location of such signage must be approved by the zoning administrator. Any sign located in a public right-of-way requires a revocable license (see section 28-166). Direct illumination is prohibited.
(e)	<i>Parking Lot Signs.</i> Permitted in all districts.	<i>Total Sign Area.</i> Total surface area shall not exceed sixteen (16) square feet per sign face. <i>Height.</i> No sign shall exceed a maximum height of six (6) feet from grade if mounted to the ground.	Any sign located in a public right-of-way requires a revocable license (see section 28-166). Direct illumination is prohibited.
(f)	<i>Temporary Freestanding Commercial and Industrial Yard Signs and Swinging Signs.</i> Permitted in the C-1, C-	<i>Number.</i> Total number of signs shall not exceed an aggregate side face area of twenty (20) square feet. <i>Single Sign Area.</i> The total sign's surface for a single sign	No sign shall be in place for a period exceeding six (6) consecutive months. Swinging signs may be wall or ground mounted and only in the C-3 district. Any sign located in a public right-of-way requires a revocable license (see section

	2, C-3, C-4, I-1 and I-2 Districts.	shall not exceed eight (8) square feet. <i>Height.</i> No sign shall exceed a maximum height of four (4) feet.	28-166). Direct illumination is prohibited.
(g)	<i>Temporary Freestanding Residential Yard Signs and Swinging Signs.</i> Permitted in the R-1, R-2, R-3, R-4, R-5 and R-6 Districts	<i>Number.</i> Total number of signs shall not exceed an aggregate side face area of eighteen (18) square feet. <i>Total Sign Area.</i> The total sign's surface for a single sign shall not exceed six (6) square feet. <i>Height.</i> No sign shall exceed a maximum height of four (4) feet.	No sign shall be in place for a period exceeding three (3) consecutive months. Swinging signs may be wall or ground mounted and only in the R-4 and R-6 districts. Any sign located in a public right-of-way requires a revocable license (see section 28-166). Direct illumination is prohibited.
(h)	<i>Warning Signs.</i> Permitted in all districts.	<i>Total Sign Area.</i> For warning signs located in the R-1, R-2, R-3 and R-5 Districts, the total surface area for a single sign face shall not exceed three (3) square feet. For warning signs located in the R-4 and R-6 Districts, the total surface area for a single sign face shall not exceed four (4) square feet. For warning signs located in the C-1, C-2, C-3, C-4, I-1 and I-2 Districts, the total surface area for a single sign face shall not exceed six (6) square feet.	When required by local, state or federal law, the sign shall be placed in a conspicuous location that is reasonably expected to notify persons of potential hazard. Unless state or federal law requires a different size. Any sign located in a public right-of-way requires a revocable license (see section 28-166). Direct illumination is prohibited.
(i)	<i>Window Signs.</i> Permitted in all districts.	<i>Total Sign Area.</i> In total the message shall cover no more than ¼ of the front window area.	Signs shall be affixed directly to the window. Front lit illumination is prohibited in all districts. Back lit illumination is allowed in the C-1, C-2, C-3, C-4, I-1, and I-2 districts.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-258. - Similar sign determination.

It is recognized by the city that not all sign types can be identified within the scope of this chapter. Therefore, the city's zoning administrator has the authority to make a "similar sign determination." The zoning administrator shall evaluate the physical characteristics, location, and other relevant factors in determining which sign type defined in this chapter is most similar. Based on that determination, this sign type shall always be included in the comparable sign category.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-259. - Nonconforming signs.

The goal is to eliminate nonconforming signs, except as otherwise specifically set forth in this section. Any lawfully erected sign, which is made unlawful by this chapter, may continue exactly as the sign existed at the time when the sign became unlawful under the provisions of this chapter.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-260. - Prohibited signs.

Unless otherwise permitted by this chapter, it shall be unlawful for any person to erect, structurally alter, restore, or relocate any of the following signs:

- (a) A sign which copies or imitates or in any way approximates an official highway sign or any word phrase, symbol or character in such a manner as to interfere with, mislead, or confuse traffic; any sign which obscures a sign displayed by a public authority for the purpose of giving traffic instruction or direction or other public information; or any sign that is erected in such a manner as to interfere with, obstruct the view of, or be confused with an authorized traffic sign, signal or device.
- (b) Any sign that has been unlawfully erected, structurally altered, or relocated in violation of any of the provisions of this chapter or of any other chapter of the City Code shall be prohibited and removed in accordance with the provisions of section 28-130.
- (c) A sign which displays flashing or intermittent lights or lights of changing degrees of intensity, or a sign that moves either by mechanical means or reaction to air currents, other than as noted in this chapter.
- (d) A sign that obstructs any window or door opening used as a means of egress or a sign that interferes with an opening required for legal ventilation.
- (e) A sign or illumination that causes any direct glare into or upon any building other than the building to which the sign is accessory.
- (f) Off-premises signs and billboards, except as otherwise specified in this chapter.
- (g) Swinging signs, except in the C-3 District.
- (h) Abandoned signs (see section 28-5).
 - (1) Any text or images displayed upon the face(s) of an abandoned sign must be removed or replaced with blank faces.

- (2) Abandoned nonconforming signs, including the structure, shall be removed immediately.
- (3) The zoning administrator shall require the removal of other abandoned signs which have fallen into disrepair.
- (i) Signs which contain statements, words, or pictures of an obscene or pornographic nature.
- (j) Signs which emit audible sound.
- (k) Exterior string lights including rope lights, fiber optics or other similar types of lights intended to draw attention to a sign.
- (l) Non-regulatory signs (e.g., posters, notices, advertisements, etc.) placed in any public right-of-way, attached to a utility pole, meter posts or affixed to a tree in or along any street right-of-way within the city.
- (m) Portable signs, as defined, unless otherwise provided for in this chapter.
- (n) Signs affixed to a parked vehicle or truck trailer which is being used principally for advertising purposes and parked in a location that is selected for that purpose (e.g., a vehicle parked close to a street in a large commercial parking lot, etc.).
- (o) Banners, balloons, pennants, festoons, spinners, or streamers, unless specifically permitted in this chapter.
- (p) Inflatables.
- (q) Roof signs.
- (r) Shingled roof signs.
- (s) Any sign which:
 - (1) Is structurally unsafe;
 - (2) Is constructed of a material that is determined by the permit issuing authority to be temporary in nature or a weak material such as oriented strand board (OSB), tarp, canvas, large balloon, banner, or plastic;
 - (3) Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment;
 - (4) Constitutes a hazard to safety or health by reason of blocking views;
 - (5) Is capable of causing electric shock to a person who comes in contact with it;
 - (6) Is located in public street or utility right-of-way, except where expressly permitted herein; or
 - (7) Is not kept in good repair, such that it has broken or missing parts, missing letters or panels, or nonoperational lights.
 - (8) Is attached to a tree or other vegetation.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-261. - Construction and maintenance requirements for signs.

- (a) Signs shall be designed to be compatible with the building materials and landscaping used on the property to promote an overall unified and aesthetic effect in accordance with the standards set forth herein.
- (b) Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
- (c) All monument signs shall have a combination of low shrubbery and annual plantings at the base.

- (d) The maximum distance between parallel sign faces on a double-faced sign shall be twenty (20) inches, excluding billboards.
- (e) Every sign shall be constructed and maintained in a manner consistent with Michigan Building Code provisions and maintained in good structural condition at all times. All signs shall be kept neatly painted, stained, sealed or preserved including all metal parts and supports. All lighting shall be functional.

(Ord. No. 2016.07, § 2, 3-29-16)

Sec. 28-262. - Visibility at intersections.

In no case shall the sign violate the provisions of section 28-126, visibility at intersections.

(Ord. No. 2016.07, § 2, 3-29-16)