

ORDINANCE 61-1988
(As Amended 12-20-88)

Offered by Mayor Waszak and Mr. Stoerkel

AN ORDINANCE REPEALING CHAPTERS 1131, 1151 AND 1167 OF THE PLANNING AND ZONING CODE AND ENACTING A NEW CHAPTER 1170 OF THE PLANNING AND ZONING CODE REGULATING THE LOCATION, USE, TYPE, DESIGN, SIZE AND MAINTENANCE OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL SIGNS IN THE VILLAGE OF RICHFIELD

Section 1: Sign Regulations

Section 1170

1170.1 Purpose

Sign regulations, including provisions to control the type, design, size, location and maintenance thereof, are hereby established in order to achieve, among other things, the following purposes: To promote attractive and maintain high value residential districts and attractive public facilities and educational districts, by permitting only nameplates, bulletin boards and signs related to the development, rental or sale of properties; to provide for reasonable, and yet appropriate, conditions for advertising goods sold or services rendered in business districts by relating the size, type and design of signs to the type and size of establishment; to provide for growth of research, service and industrial developments; and to promote the most desirable developments and economic activity in accordance with the objectives of the Village of Richfield.

1170.02 Establishing Regulations

Signs shall be designed, erected, altered, reconstructed, moved and maintained in whole or in part, in accordance with the type, design, size, location, illumination and other provisions set forth in this chapter. The construction, erection, safety and maintenance of all signs shall be in accordance with the Village Building Code.

1170.03 Definition of Signs

(a) Sign. "Sign" means any display, fixture, painting, drawing, placard, poster or other device

visible from a public way, which is designed, intended or used to convey a message, advertise, inform or direct attention to a person, institution, organization, activity, place, object or product. It may be a structure in part thereof painted on or attached directly or indirectly to a structure.

(b) Definition by Use Type.

(1) "Nameplate" means a sign indicating the name, address or the profession of the persons occupying the lot, building, or a part of a building.

(2) "Bulletin board" means an announcement sign which directs attention to and is located on the lot of a public or semipublic institution.

(3) "Real estate and development sign" means a sign which directs attention to the promotion, development, construction, rental, sale or lease of property on which it is located.

(4) "Sold sign" means a sign announcing that a property has been sold or is no longer available.

(5) "Business sign" means a sign which directs attention to the name of the business or establishment, the goods or commodities rented, leased or sold, or services rendered, on the lot on which the sign is located.

(6) "Industrial or service sign" means a sign which directs attention to the name of the service or industrial establishment, goods produced or sold, or service rendered, on the lot on which the sign is located.

(7) "Directional sign" means a sign indicating the direction to which attention is called either on the lot on which the sign is located or which directs attention to another location.

(8) "Informational sign" means a sign which is designed to give general information to the public concerning the location of places for lodging or eating, vehicle service, natural phenomena, weather, time, historical sites, no hunting, no trespassing, areas of natural scenic beauty or

outdoor recreation facilities and similar information.

(9) "Political sign" means a sign advocating action on a public issue or indicating a candidate for public office.

(10) "Temporary sign" means a sign of any type to announce special events or sales, to announce the sale, lease or rental of property and designed for use for a limited period of time.

(11) "Poster or panel or billboard" means a sign directing attention to a specific business, product, service, entertainment or any other activity sold, offered or conducted elsewhere than upon the same lot on which the sign is located.

(12) "Banners" means pennants, ribbons, streamers, spot lights and spinners, as unattractive devices intended to advertise the opening of a new business and such events, and are prohibited.

(13) "Multi-tenant" means more than one business or tenant in either one building or on one land parcel under one ownership.

(14) "Multi-tenant sign" means a sign identifying more than one tenant or use.

(c) Classification by Structural Type.

(1) "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 fifteen inches therefrom and not perpendicular.

(2) "Window sign" means a sign painted, attached or affixed to the interior or exterior surface of windows or doors of a building.

(3) "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.

(4) "Free standing sign" means a permanent sign which is supported by one or more poles, or foundation permanently affixed to the ground.

(5) "Roof signs" mean any sign erected upon the roof of a building or having some part extended above the roof line of the building. The roof line shall be defined as the uppermost line of the roof of the building, or in the case of any extended building facade, the uppermost height of the facade. Such signs are prohibited.

(6) "Projecting sign" means any sign erected on the face or outside wall of a building which project out at an angle. Such signs are prohibited unless approved by the Planning and Zoning Commission.

(7) "Portable mobile changing copy signs" means mobile temporary signs with or without changeable copy. Any sign not permanently attached to the ground. Such signs are prohibited.

1170.04 Measurement Standards

The size of sign is regulated in this Zoning Code by relating the gross area of signs to the building or use of a lot, or of the size of the building unit to which the sign is accessory.

(a) The gross area of signs for a building or use shall include all the surfaces visible from a public way and shall be measured as follows:

(1) The area of the surface, or surfaces, of an opaque or translucent panel used or intended for displaying an advertising message; plus

(2) The area within an outline enclosing the lettering, modeling or insignia of signs integral with a wall or other surfaces not designed as a panel; plus

(3) The area of permanent window and door signs.

(b) The surface area of a double-sided free standing sign conveying the same message on each side shall be determined by length x width of one side only.

(c) Whenever the gross area of the signs is related to the size of the building or lot:

(1) The frontage of a building shall be the width of the facade of the building, store, service or office unit which faces the principal street, or the facade containing the main entrance of a store, office, service or manufacturing building.

(2) The frontage of a lot not occupied by a building shall be the number of lineal feet the lot abuts on the principal street.

1170.05 Locational Standards

Signs, as permitted in the various districts shall be located in accordance with the general standards set forth in this section, and the specific sign regulations of the district in which the sign is permitted as set forth in the subsequent sections of this chapter.

(a) Wall signs. Wall signs shall not project more than fifteen inches in front of the building wall to which it is attached and shall not project beyond any of the corners of the building.

(b) Free standing sign. Free standing signs shall be located no closer than 25' from front, side, rear lot lines, or street right-of-way, on the premises, unless approved by the Planning and Zoning Commission. Off premise signs are not permitted. Temporary development free standing signs may be located in front of the setback line and temporary directional free standing signs may be located within the required yards and within a tree lawn if approved by the Planning and Zoning Commission; any free standing sign shall not extend higher than eight feet above the top of the grade.

(c) Projections and obstructions. In relation to openings, 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 or interfere with other safety provisions as may be further regulated in the Building Code of the Village.

(d) Traffic devices. In relation to traffic devices, unless regulated otherwise in the Village, signs shall not be erected so as to obstruct sight lines along any public way, traffic control

lights, street name signs at intersections, or street sight lines. Signs visible from the sight lines along a street shall not contain symbols or words such as "stop" "go" "slow" etc. that resemble highway traffic signs.

1170.06 Illumination of Signs

Light sources to illuminate signs where lighting is permitted by subsequent regulations, shall be shielded from all adjacent residential buildings and streets and shall not be of such brightness or intensity so as to cause glare hazardous to pedestrians or auto drivers, or so as to cause reasonable objection from adjacent residential districts. Flashing, moving or intermittent illumination shall not be permitted.

In residential districts only nameplates and bulletin boards may be illuminated. All signs in commercial and industrial districts may be illuminated. If illuminated, illumination must be external.

1170.07 Signs: Residential Districts

Accessory signs in residential districts shall be designed, erected, altered, moved and maintained, in whole or in part, in accordance with the regulations as follows:

(a) Types. The types of signs permitted as to use, structure, size and number for each dwelling or lot shall be regulated as follows:

(1) Nameplate. One nameplate indicating an occupant's name and house number, not exceeding 2 square feet in area may be located on any building or lot but not less than 10 feet from any lot line.

(2) Permanent development signs. One permanent development sign indicating the name of the development shall be permitted.

(3) Directional sign. One directional sign not exceeding one square foot in area shall be permitted on any building or lot or the adjoining tree lawn.

(4) Real estate sign. One real estate sign, not illuminated, pertaining to the prospective rental or sale of the property, not exceeding six square feet in area or four feet in height, shall be permitted for each dwelling, or lot, provided such sign shall be located not less than twenty feet from any lot line or side of pavement. Top of the sign shall not be more than four feet.

(5) Subdivision development sign. Subdivision development signs not exceeding forty square feet in total area may be permitted while a subdivision or development area is under construction if located not less than 200 feet from any occupied residence and not less than twenty five feet from a public street. Permits for such signs shall be for a period not exceeding one year; however, such permits may be renewed while construction is pursued diligently.

(6) Bulletin board or announcement; temporary sign. One bulletin board or announcement sign not exceeding twenty square feet in area or five feet in height may be located on the premises of a public, charitable or religious institution but not less than twenty-five feet from a public street. External illumination is permitted. In addition, one temporary sign may be permitted in accordance with the above regulation.

(7) Political signs. Political signs shall require permits in all districts.

(b) Location. All signs, permitted as accessory to a residence or institution, shall be located not less than ten feet from any side lot line, twenty feet from the edge of pavement, or as specified in other regulations, whichever provides the greater setback.

(c) Zoning permit required. A zoning permit shall be obtained for any sign which exceeds four square feet in area before erecting, altering or moving a permanent sign in a residential district.

1170.08 Signs: Commercial Districts

Accessory signs in the commercial districts shall be designed, erected, altered, moved, and maintained in whole or part, in accordance with the regulations as follows:

(d) Use type permitted

(1) The types of signs permitted and as regulated in residential districts.

(2) Business and project signs.

(3) Development and real estate signs of a temporary nature.

(e) Structural types permitted. Wall, panel, canopy, free standing, and window signs.

(f) Maximum area and number permitted.

(1) Maximum gross area of all permanent signs permitted for each separate use occupying a building, or unit of a building, shall be related to the width of the building, or unit thereof.

(g) Sign area. Total combined area of all signs of all businesses or services on the premises shall not exceed one square foot of building frontage for each individual use, and in no case shall the total sign area exceed fifty square feet for each individual use. Area of free standing signs shall not exceed fifty square feet per side. The maximum number of free standing signs per parcel or building is one. The number of other signs shall be limited as approved by the Planning and Zoning Commission.

1170.09 Supplemental regulations: Business signs.

Accessory signs in any commercial district shall also be controlled by supplementary regulations as follows:

(a) Window signs. Permanent window signs shall not exceed two square feet in total area. Exterior facing window signs above the ground floor are prohibited.

(b) Indoor theaters, service stations, drive-ins. The Planning and Zoning Commission shall determine the size, area and design of signs for indoor theaters, service stations and drive-ins for each use in accordance with conditional use permit procedures.

(c) Directional signs. Permanent directional signs indicating traffic routes and similar functions shall be permitted in addition to the above limitations provided each sign does not exceed four square feet in area. The number to be determined by the Planning and Zoning Commission.

(d) Real estate signs. A real estate sign and a sign on a lot on which there is no building shall not exceed twelve feet in area per side or twenty-four square feet in total. Real estate signs shall be approved by the Zoning Inspector.

(e) Temporary development signs. Temporary development signs not exceeding 40 square feet per side shall be permitted (upon issuance of a temporary 6 month renewable zoning certificate as determined by the Planning and Zoning Commission), if located on the lot which is occupied by the building or use advertised, or if announcing a proposed building or a project under construction, or if advertising the sale, rental or lease of a building or part thereof.

(f) Other temporary signs. Other temporary signs announcing sales, new products, or special events may be permitted provided the gross area of all signs not exceed fifty square feet and cover not more than 1/3 of the glass area. Temporary signs shall not be displayed for more than 30 days.

(g) Projecting signs. Projecting signs may be permitted by the approval of the Planning and Zoning Commission if deemed architecturally appropriate for the building and location.

(h) Multi-tenant building signs. Multi-tenant building signs shall be uniform regarding design, illumination, color, style and location. Plans must be submitted to the Planning and Zoning Commission as part of the initial development plan.

1170.10 Location of signs: Commercial Districts

Signs in commercial districts may be located on the surface of, or on the first floor doors or windows of the building which faces a street, a pedestrian way or a parking area, or they may be erected on poles or other ground supports within yards as herein regulated. The maximum dimensions

and areas established herein for certain signs shall include the structural members unless otherwise indicated.

(a) Wall signs. Wall signs shall not extend above the wall of the building to which it is attached and shall set back from the end of the building and party wall lines for a distance at least three feet and a height no greater than 15 feet above the ground level unless otherwise approved by the Planning and Zoning Commission.

(b) Free standing signs. Free standing signs shall be located within required yards and shall not be less than 25' from front, side and rear lot lines or street right-of-way unless approved by the Planning and Zoning Commission. The maximum site of any face of free standing sign shall not exceed 50 square feet in area.

(c) Canopy or covered walk signs. Canopy or covered walk signs require prior approval of the Planning and Zoning Commission on an individual basis.

1170.11 Industrial Districts.

Accessory signs in industrial districts shall be designed, erected, altered, moved, and maintained in whole or part, in accordance with the schedule and regulations as follows:

(a) Use types permitted:

(1) Temporary signs of the type permitted and as regulated in residential districts.

(2) Industrial signs of the type permitted and as regulated in residential districts.

(3) Real estate and development signs of a temporary nature.

(b) Structural types permitted: Wall, panel, canopy and free standing.

(c) Maximum area and number permitted.

(1) The maximum gross area of all permanent signs permitted for total uses occupying a building or a unit of a building shall be directly

related to the width of the building or unit. The total gross area shall be one square foot for each lineal foot of building frontage, not to exceed 70 square feet.

(2) Free standing signs shall not exceed 50 square feet in total area. Maximum number of free standing signs per parcel or building is one. Maximum number of other signs shall be limited as approved by the Planning and Zoning Commission.

(3) Multi-tenant building signs shall be uniform regarding design, illumination, color, style, location. Plans must be submitted to the Planning and Zoning Commission as part of the initial development plan.

1170.12 Location of Signs: Industrial Districts

Signs in industrial districts shall be located as follows:

(a) Free standing signs shall be located not less than 25' from the front, side, rear lot lines, or street right-of-way, unless approved by the Planning and Zoning Commission.

(b) Wall signs shall not extend above or beyond the wall of the building to which it is attached. In no case shall it exceed 18' above ground level unless otherwise approved by the Planning and Zoning Commission.

1170.13 Application for Permits

Application for permits to erect, place, paint, move or alter a sign shall be made by the owner or lessee of the property for which a sign is proposed. The application shall be submitted on forms furnished by the Village and shall be made either separately or with the application for a permit for a sign and otherwise in accordance with the Planning and Zoning Commission. The fee shall be established by separate ordinance.

(a) A permit shall be required for all permanent signs as follows:

(1) Residential districts, if the sign exceeds 2 square feet in area or if it is a

permanent directional sign to be located on public tree lawns.

(2) Business districts, if the total area of the sign exceeds 4 square feet in area. A permit shall not be required for placing permanent signs on the surface of windows and doors, however, such signs may be ordered to be removed if the maximum gross area permitted is exceeded.

(3) Industrial districts, if the total area of the sign exceeds 4 square feet.

(b) Political signs shall require permits in all districts.

(1) Refundable bond or cash deposit shall be posted to guarantee the cost of removal of all political signs. Signs are to be installed no sooner than 30 days prior to the election and are to be removed within 5 days after an election. Each location is to be listed on the permit. Failure to remove signs within 5 days shall require forfeiture of bond or deposit.

(2) Area of any one political sign shall not exceed 16 square feet.

(c) Each application shall be accompanied by drawings to scale, showing:

(1) The design and layout proposed including the total area and background of the sign, the size, shape and character, and color of letters, background lines and symbols.

(2) The method of illumination, if any.

(3) The exact location of the sign in relation to the building and property.

(4) Details and specifications for construction, erection and attachment as may be required by the Planning and Zoning Commission.

Application for every permit for signs shall include a drawing at a scale which will clearly show the design, materials, color, structural members, relation to buildings to which it is accessory, or the exact location on the site. The sign shall be designed so as to be similar in

character with regard to materials, color and size to the signs designed or located on the same buildings and on adjoining buildings in order to equalize the attention they are meant to attract and to produce a unified effect. In the development of a group of stores or services, the above mentioned features of signs should be controlled by additional restrictions to assure an underlying harmonious and unified effect in the design of the individual sign.

1170.14 Maintenance of signs.

All signs and sign structures shall be maintained in a safe and attractive condition as originally approved. Signs which no longer serve the purpose for which they were intended or which have been abandoned or are not maintained in accordance with the Zoning Code and other applicable regulations of the Village shall be removed by the last permit holder or by the Village at the expense of the permit holder.

1170.15 Nonconforming signs.

A sign nonconforming as to the regulations prevailing on the effective date of this Zoning Code may be construed as a legal nonconforming sign unless this Code or a subsequent amendment thereto makes such sign conforming. A sign conforming as to the regulations prevailing on the effective date of this Code but which does not conform with the regulations of a subsequent amendment shall be construed as a legal nonconforming sign.

Nonconforming signs may be maintained and structural parts repaired and restored to a safe condition if required; provided, however, any sign or part thereof which has been blown down, destroyed or otherwise taken down for any purpose shall not be rebuilt, re-erected or relocated unless it shall be made to comply with the provisions of this Zoning Code.

1170.16 Removal of signs.

Whenever the removal or maintenance of any permanent sign has been ordered by the Zoning Inspector and the person, firm or corporation who erected such sign or on whose premises such sign or display structure has been erected, affixed or

attached fails to remove or maintain the sign within forty-eight hours after receiving such notice, the Zoning Inspector may remove or cause to be removed or maintained such sign at the expense of the person, firm or corporation who erected such sign, or on whose premises it was erected, affixed or attached and each such person, firm or corporation shall be individually and separately liable for the expenses incurred in the removal of such sign. Temporary signs in residential districts shall be removed within twenty-four hours after a removal order is received from the Zoning Inspector.

1170.17 Supplemental Regulations - Special Signs

Signs advertising events sponsored by Village community organizations, the proceeds of which are to be used exclusively for the benefit of such organizations, will be allowed up to a total of six signs advertising any single event. The signs shall be on separate locations and shall not be in excess of sixteen square feet in area, and in no case shall be placed closer to the road right-of-way than six feet nor closer to any side lot line than ten feet. In addition, one over-the-road banner sign not to exceed 36 square feet will be permitted, to be erected at Broadview and West Streetsboro Roads.

No signs shall be so placed as to create a hazard to traffic at curves or intersections. No signs may be displayed for a period longer than twenty days prior to the day of the event and must be removed no later than five days following the event. No fee will be charged for erection of the signs, but failure to comply with the foregoing regulations will constitute a termination of such privilege to the organization.

"No Hunting" and "No Trespassing" signs will be allowed in all districts and shall not exceed two square feet in area, shall be no closer to the road right-of-way than six feet, nor closer to any similar sign than 250 feet.

Danger signs and other warning signs of a temporary nature shall be allowed in all districts wherever necessary.

Service stations may have a permanent sign for the purpose of advertising the price of motor vehicle fuel. The sign shall not contain more than 8 square feet of area and is subject to all applicable locational standards in the district in which it is located.

One unlighted sign not more than 16 square feet in area in conjunction with a roadside stand which shall be used to advertise agricultural products produced on the premises. Such signs shall be removed at the conclusion of the seasonal sales. Such sign shall not be located closer than 10' from any street right-of-way line.

1170.18 Disclosure

The Planning and Zoning Commission reserves the right to modify or amend any proposal as deemed appropriate as it relates to these sign regulations.

Passed:

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David W. Howard
President of Council

Raymond R. Wagner
Mayor

Dated: 1/3/89

ATTEST:

Mary L. Hagley
Clerk of Council