



# GROUND SIGN PERMIT APPLICATION

City of Belleville Building Department  
6 Main Street  
Belleville, MI 48111

734-697-9323  
Fax: 734-697-6837

This is an application for a sign permit to erect a permanent ground sign. The application must be approved by the City Planning Commission before a sign permit can be issued. **The permanent ground sign may not be erected until the Planning Commission has approved the application and a building permit has been issued.**

**The applicant is strongly encouraged to attend the Planning Commission meeting** at which this application is scheduled to be discussed. If questions arise that cannot be answered because the applicant is not present, the application may be deferred to the next scheduled Planning Commission meeting.

## **INSTRUCTIONS:**

**TWO (2) copies of a drawing of the proposed sign in color and the sign location site sketch are required** with this application for Building Department and Planning Commission review. If Planning Commission review is required, additional drawings will be necessary. You will be notified if this is required.

Drawings shall contain all of the dimensional information as required on page 3

Complete all sections of the application  
Return pages 2-4 to the Building Department  
Keep pages 5-8 and a copy of pages 1-4 for your reference

A temporary ground sign permit is available to allow a temporary ground sign to be erected until the permanent sign is approved and erected. If you are requesting a temporary ground sign permit, please complete the information on page 4.

A Permit Fee of One Hundred Dollars (\$108) is required with the application. This includes a **non-refundable** application fee of Fifty Dollars (\$54).

# GROUND SIGN PERMIT APPLICATION

1. **DATE:** \_\_\_\_\_ **ZONING DISTRICT:** \_\_\_\_\_

2. **BUSINESS WHERE SIGN WILL BE ERECTED:**

Business Name \_\_\_\_\_

Business Owner's Name: \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax: \_\_\_\_\_

3. **IF BUSINESS OWNER IS A PARTNERSHIP OR CORPORATION:**

Owner's Representative: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax: \_\_\_\_\_

4. **SIGN INSTALLER:**

Business Name: \_\_\_\_\_

Sign Company's Agent: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax: \_\_\_\_\_

***NOTE: Sign installer must be registered with the City  
in accordance with Sign Regulation Sec. 66—5.1***

City of Belleville - GROUND SIGN PERMIT APPLICATION

**PERMANENT GROUND SIGN:**

Complete all of the information below and also include it on the drawing of the sign:

- 1. **Show the scale** of the drawing and the **date** the drawing was made, with sign lettering, graphics and background shown in the actual design and colors to be used.
- 2. **Attach a site sketch showing the position of the sign** in relation to nearby buildings, structures and property lines
- 3. **Front yard set back** \_\_\_\_\_ ft.
- 4. **Height from ground to top of sign** \_\_\_\_\_ ft.
- 5. **Height from ground to bottom of sign** \_\_\_\_\_ ft.
- 6. **Width of sign** (exclude support structure) \_\_\_\_\_ ft.
- 7. **Height of sign** (exclude support structure) \_\_\_\_\_ ft.

*(see attached City Code Sec.66-3.2 for front yard setback requirements, height and maximum area limits, and for how to measure area & height)*

8. Sign is related to business/products on premises **YES NO** (Sec. 66-3.1)

9. Illumination meets limitation requirement **YES NO** (Sec. 66-3.2A-E)

**NOTE: a darker background and lighter graphics are strongly recommended**

9. Electrical required? **YES NO** If YES, an electrical permit is also required.

I hereby certify that I have read this complete application form, and that I understand that the permanent sign proposed in this application cannot be erected until the approval of the Planning Commission has been obtained and a building permit has been issued.

Signature of registered sign installer: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR BLDG. DEPT. USE:** This permit for the above temporary building sign is hereby approved and issued.

DATE:

SIGNED:



## **EXCERPTS FROM THE CITY SIGN REGULATIONS**

(Belleville City Code Chapter 66)

### **Sec. 66-2.1 DEFINITIONS:**

10. **Commercial Message:** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.
12. **Ground Sign:** Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure.
31. **Three-dimensional Sign:** A sign which is designed to look like a three-dimensional object, or which has a part which is designed to look like a three-dimensional object or create a three-dimensional impression.

### **Sec. 66-3.1 GENERAL CONDITIONS:**

1. **Location:** No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
2. **Illumination:**
  - A. No sign shall be illuminated by other than electrical means.
  - B. The light from illuminated signs shall be directed in a manner that will not interfere with vehicular traffic or with the enjoyment or use of adjacent properties, nor directly shine onto adjacent or abutting properties. Illuminated signs adjacent to residentially zoned or used property shall be designed and maintained such that illumination levels do not exceed one-tenth (0.1) foot-candle along the adjacent property lines.  
It is strongly recommended that all signs with interior illumination provide a darker colored background with lighter colored letters and graphics, or a sufficiently opaque colored background to reduce glare. An interior illuminated sign with a dominant white background will generally exceed the maximum allowable brightness and create a glare for traffic at night.
  - C. No sign shall have blinking, flashing, or fluttering lights or other illuminating devices which have a changing light intensity, brightness or color, or which are so constructed and operated as to create an appearance or illusion of writing or printing; provided, that such movement showing the date, the time and/or the temperature exclusively may be permitted.
  - D. No exposed reflective type bulbs and no strobe lights or incandescent lamps shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property.

## City of Belleville - GROUND SIGN PERMIT APPLICATION

- E. The illumination provisions above shall not apply to sign lighting systems owned or controlled by any public agency for the purpose of directing traffic.

### **Sec. 66-3.3. Ground Signs:**

1. General Requirements:
  - A. Within all non-residential zoning districts except for the B-2 District, only one (1) ground sign shall be permitted per zone lot; provided, that if a zone lot has more than seven hundred fifty (750) feet of frontage on a single street, then one (1) additional ground sign shall be permitted which shall be positioned as determined during site plan review or as a part of a sign application review.
  - B. Within the B-2 District
    - i. A ground sign shall not be permitted if the existing building is located at the front lot line, or the building proposed to be constructed will be located at the front lot line.
    - ii. A ground sign may be approved by the Planning Commission if the existing building is set back from the front lot line a sufficient distance to provide space for the ground sign to be installed; provided, that such ground sign shall be set back at least two (2) feet from the front lot line.
  - C. Residential zoning districts
    - i. Only one (1) ground sign shall be permitted at the primary entrance of a subdivision, site condominium, multiple family development or mobile home park. One (1) additional ground sign may be permitted at a secondary entrance if it is not located on the same street as the primary entrance. Size and location shall be determined during site plan review or as part of a sign application review. Maximum sign area is provided in TABLE 3.3.2 Ground Signs-Standard Area
    - ii. Within all residential zoning districts, only one (1) ground sign shall be permitted per zone lot. One (1) additional ground sign may be permitted at a secondary entrance if it is not located on the same street as the primary entrance, or if the zone lot has more than fifteen hundred (1,500) feet of frontage on a single street. Size and location shall be determined during site plan review or as part of a sign application review. Maximum area is provided in TABLE 3.3.2 Ground Signs-Standard Area.
  - D. One ground sign may be erected for a shopping center, office park, industrial park or other integrated group of stores, commercial buildings or industrial buildings. The sign area shall not exceed one (1) square foot per three (3) front feet of building or buildings for which it is erected; however, such signs shall not exceed one hundred fifty (150) square feet in area. Such signs may be up to fifteen (15) feet in height. If the lot fronts on two (2) or more collector or arterial streets, then one such sign may be permitted for each frontage.

## City of Belleville - GROUND SIGN PERMIT APPLICATION

- E. Within all PUD Districts, the number and size and location of ground signs shall be determined by the intended use of the premises, subject to the review and approval of the City Planning Commission during PUD plan review.
- F. The supporting structure for a ground sign shall not be included in the calculation of the sign area, subject to the following provisions:
  - i. If an area of the supporting structure includes a message, logo or symbol which is other than decorative, that area shall be included in the calculation of the total sign area.
  - ii. The supporting structure of a sign shall not extend more than one (1) foot beyond each side of the sign, nor more than one (1) foot above the top of the sign; and the top of the supporting structure shall be within the height limit specified for the sign in TABLE 3.3.2; provided, that the Planning Commission may approve a sign which exceeds these limits if in its opinion, the unique shape, size and design of the proposed sign meets the intent of this Chapter as described in Section 1.1.
  - iii. The supporting structure of a sign shall conform to one of the following design standards:
    - a. A solid supporting base constructed of natural or man-made materials including but not limited to wood, stone, brick, or concrete.
    - b. One or more supporting posts positioned under the sign, which shall be covered by a shroud made of metal or other suitable material designed to complement the sign's material and design, and which shroud shall be at least sixty percent (60%) of the width of the sign and solid from the ground to the bottom of the sign; provided, that the Planning Commission may approve a reduced shroud if this requirement would limit vision and create a safety hazard.
    - c. Two decorative supporting posts, one on each side of the sign, made of a material designed to complement the sign's material and design. The space below the sign and between the posts shall contain an opaque decorative filler which complements the materials and design of the sign, or a raised planting bed with planting materials which provide a year-around visual barrier.
    - d. Individual letters or other appropriate sign material placed on a decorative wall made of natural or man-made materials including but not limited to wood, stone, brick, or concrete, which wall could be constructed by itself under the Zoning Regulations in Chapter 106. The area of the sign material on the wall shall be considered a ground sign for purposes of this Chapter.

**City of Belleville - GROUND SIGN PERMIT APPLICATION**

2. Maximum height and area requirements for ground signs shall be applied within each zoning district according to the schedule in TABLE 3.3.2 Ground Signs-Standard Area, provided, that if a specific size limitation is provided elsewhere in this Chapter, it shall supersede this table. The maximum height and area for ground signs within business centers are pursuant to paragraph (d) above.

<b>3.3.2 GROUND SIGNS – STANDARD AREA</b>				
District	Minimum Front Yard Set-back (a)	Maximum Height – in feet	Maximum Area per side in Square Feet (b)	Maximum Total Area in Square Feet
R-1, R-2, R-3, R-M, B-1, B-3, O-1, P-1, I-1, I-2, I-P	10	7	32	64
B-2	2	5	32	64
Bus Center (c)	10	15	150	300

- (a) If a site is in two overlapping districts, the smaller setback shall apply
- (b) For zone lots with street frontage in excess of two hundred (200) feet, the maximum area shall be in accordance with TABLE 3.3.2 GROUND SIGNS – MAXIMUM AREA
- (c) Business Center Sign: see Section 66-3.3.1D

<b>3.3.2 GROUND SIGNS – MAXIMUM AREA FOR ZONE LOTS WITH FRONTAGE OF 200 FT. OR MORE</b>							
Zone Lot Street Frontage	Maximum Area per side in Square Feet			Maximum Total Area in Square Feet			
	Sign Height	0-5 ft.	5.1-6 ft.	6.1-7 ft.	0-5 ft.	5.1-6 ft.	6.1-7 ft.
200-499 feet		60	50	40	120	100	80
500-999 feet		70	60	50	140	120	100
1,000 feet or more		80	70	60	160	140	120

**Sec. 66-3.2. Computations:**

The following principles shall control the computation of sign area and sign height:

1. **Computation of Area:** The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, rectangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign



## City of Belleville - GROUND SIGN PERMIT APPLICATION

from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning regulations and is clearly incidental to the display itself. Where a sign has two or more faces, the area of all faces shall be included in determining the total area of the sign. The outer edges of all neon tubing on a sign shall be included in the calculation of the area of the sign face, even if it is outside of the supporting frame of the sign.

2. **Computation of Height:** The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is lower.
3. **Computation of Setback:** The distance that a sign is set back from the front lot line, street right-of-way or other location as specified in this Chapter, shall be determined based on the following:
  - A. the specified line shall be considered as a plane extending vertically and perpendicularly from the ground to a point above the highest part of the sign; and
  - B. the distance shall be measured as a horizontal straight line running from the point on the sign closest to the plane to the point where the line intersects the plane.

### **Sec. 66-5.1. Authorized Sign Contractors:**

Every person, before engaging or continuing in the business of erecting or repairing signs in the City of Belleville, shall obtain an annual sign contractor permit. To obtain said permit, the contractor shall first furnish the city a public liability insurance policy in the amount of Fifty Thousand Dollars (\$50,000) for injury to one person and One Million Dollars (\$1,000,000) for injury to more than one person and property damage insurance in the amount of Twenty-Five Thousand Dollars (\$25,000) for damage to property. Said permit shall terminate upon the expiration of the insurance policy unless evidence of renewal is filed with the city clerk.