



# CITY OF BATTLE CREEK

## COMMUNITY SERVICES DEPARTMENT - PLANNING AND ZONING

### ONE PAGER PLUS

#### Commercial Signs

##### How to apply for a Commercial Sign

1. Read through this document to identify the requirements and restrictions on signs relevant to the specific commercial project.
2. Contact the Planning and Zoning Division at 269-966-3320 with any questions regarding the sign project.
3. On the [Applications and Petitions](#) page of the City of Battle Creek's website, download and complete the Sign Permit Application Form.
4. Click the "[Online Application for a Sign Permit](#)" link to navigate to the online sign permit application.
5. Search for the address of the project by number and street name.
6. Click the correct line for the address of the project.
7. Follow the prompts, then submit when done. If more assistance is needed, please refer to the section at the end of this document titled "Ready to Apply?".
8. A link will be sent to the email entered during the application process when the web request is processed by City staff.
9. After the Administrative Assistant completes the intake for the application, payment for the permit will be available.

##### What is needed to apply for a Commercial Sign?

- Address of the property where the commercial sign will be located, including the suite number if the property is located in a strip mall or plaza with multiple tenants.
- A sample image of the intended appearance of the sign, including dimensions of the sign.
- For wall signs, the dimensions of the wall that the sign will be located on.

**Note:** You may contact the Planning and Zoning Division to obtain an aerial view of the subject lot to assist in showing the location of the proposed accessory structure.

##### General Requirements

###### Measuring Sign Area

The area of a sign is measured by the smallest rectangle that completely contains the entire design and text that make up the sign. The necessary supports or uprights on which the sign is placed are not included in measuring the sign area.

###### Requirements by Sign Type

Generally, one sign of each type is permitted on the subject aspect of the property. For example, there is only one freestanding sign allowed per property. For blade signs, one is permitted for each side of the building fronting a street or alley.

###### Freestanding Signs

- May not exceed 1.2 times the parcel frontage in square footage, up to 100 square feet.
- Maximum height of 25 feet.

### Wall Signs

- Shall not exceed 10% of the subject wall's total area.

### Window Signs

- Shall not exceed 30% of the subject window's total area.

### Blade Signs

- Shall not exceed 8 square feet when facing a street.
- Shall not exceed 6 square feet when facing an alley.
- Shall project no more than 4' from the building.
- Shall be a minimum of 8' above grade.
- Shall not be directly or indirectly illuminated.

### Canopy Signs

- Shall not exceed 1.2 times the canopy frontage, in square footage.

### Drive-up/Drive-thru Businesses

- Shall not exceed 32 square feet.
- Maximum height of 8' from grade.

### Sign Placement

Commercial signs cannot be placed facing a residential property or district, with the only exception being freestanding signs for multi-family apartment complexes. Signs, also, cannot be placed within 5' of any property lines and public rights-of-way. Signs under no circumstances will be placed within 10' of the edge of the road. No signs are permitted in the right-of-way.

### Required Permits

Commercial signs require a Sign Permit and a Building Permit, as well as any trade permits required for the function of the sign (e.g., Electrical).

If the property where the sign will be located is in a Historic District, a [Certificate of Appropriateness](#) will also be required. This application goes through the [Historic District Commission](#) and is needed to ensure that any work being done will be compatible with the existing neighborhood, that any existing historical feature is preserved to the best of the applicant's ability, and that any work being done during the project will not damage existing historic features on the property. A letter of approval from the Historic District Commission is required prior to the submission of a Sign Permit for projects located in a Historic District.

To check if the property is in one of the City's local historic districts, please enter the address of the property into the map at the following link: [Historic Districts Map](#). If there are further questions about the property, please contact the Planning and Zoning Division at 269-966-3320.

The property owner/contractor is responsible for making sure that the subject improvement is located within the property line and not the right-of-way or on an abutting property unless otherwise permitted by the ordinance. An approval of a permit application by a City employee and the installation of the subject improvement does not negate this obligation.

The only way to be completely certain of the location of property lines is to have a property survey done by a licensed surveyor. If the accessory structure is being built near to a property line, it is recommended

that the applicant hire a surveyor to verify the location of property lines and setbacks from those property lines.

## Signs Not Requiring Permits

The following signs do not require a sign permit from the City:

- Temporary signs.
- Building signs incorporated into the architecture, such as plaques, memorial tablets, historic markers, and engraving or embossing.
- Signs permanently painted or affixed to motor vehicles that are legally licensed for and primarily used for transportation.
- Sidewalk signs (See [1263.04\(d\)](#) for specific requirements).
- On-premises signs with non-commercial messages, such as the location of restrooms, telephones, restrictions on smoking, and door openings.
- On-premises signs relating to private traffic control and parking signs.

## Questions?

For the complete list of requirements and specifications for commercial sign construction and maintenance, please read [Ch. 1263](#) of the Zoning Ordinance. For other questions, please contact the Planning and Zoning Division directly at 269-966-3320.

## Ready to Apply?

Permits for commercial signs are submitted online through BS&A. Follow this link to begin the permitting process: [Sign Permit](#). See below for a step-by-step walkthrough of how to complete the application.

1. On the [Applications & Petitions](#) page of the City of Battle Creek's website, download and complete the Sign Permit Application Form.

### Signs

- [Commercial Sign One Pager Plus](#)
- [Sign Permit Application Form](#)
- [Online Application for a Sign Permit \(BS&A Online\)](#)

2. Type in the number and street address of the project into the "Search For:" field. Press the Search button.

#### Step 1: Select a Property

[Click here if you are a contractor/design professional](#)

☐ Property Search

Search By: Address

Search For:

[Next](#)

3. Select the correct address from the list that appears. Click "Next".

**Step 1: Select a Property**

[Click here if you are a contractor/design professional](#)

☐ **Property Search**

Search By:

Search For:

Owner Name	Address	Parcel Number
REEVES, LESTER R	14 FONDA AVE, BATTLE CREEK, MI 490144210	9030-00-017-0

Displaying items 1 - 1 of 1

4. Under “What type of permit are you applying for?”, select “Zoning” from the drop-down list.

**Step 2: Enter Permit Details**

Have an existing project? [Link to existing project requirement](#)

★ What type of permit are you applying for?

★ Is this Project Residential or Commercial?

5. As the fields appear, answer appropriately for the project. Fill out the box with a detailed description of the work that is being proposed.

**Step 2: Enter Permit Details**

Have an existing project? [Link to existing project requirement](#)

Sign Permit Type selected. [Click Here](#) to select a different Permit Type.

★ Please describe the work to be done in detail:

A wall sign with my company name "Book Company" and our logo next to it. The sign is mostly blue and runs along the wall above our front door.

6. On the same page, fill out the Construction Details. For the “Basic Usage” drop-down menu, select the use of the property as a whole. When finished, click “Next”.

☐ **Construction Details**

★ Basic Usage:

★ Construction Value:

7. Fill out the applicant’s contact information. Be sure to enter a working phone number and email that will be checked regularly. When finished, click “Next”.

**Step 3: Enter Applicant Information**

To apply for a permit as a homeowner, you must verify that you are the owner the building department has on record. If the name or address do not match, please contact the building department to correct the issue.

Homeowners Please provide Driver's License or State Identification and date of birth. This information is required prior to permit issuance.

SECTION 23A OF THE STATE CONSTRUCTION CODE ACT OF 1972, 1972 PA 230, MCL 125.1523A, PROHIBITS A PERSON FROM CONSPIRING TO CIRCUMVENT THE LICENSING REQUIREMENTS OF THIS STATE RELATING TO PERSONS WHO ARE TO PERFORM WORK ON A RESIDENTIAL BUILDING OR A RESIDENTIAL STRUCTURE. VIOLATORS OF SECTION 23A ARE SUBJECTED TO CIVIL FINES.

HOME OWNER AFFIDAVIT: I HEREBY CERTIFY THAT THE CONSTRUCTION WORK DESCRIBED ON THIS APPLICATION WILL BE CONDUCTED BY THE UNDERSIGNED IN MY SINGLE-FAMILY DWELLING IN WHICH I LIVE OR AM ABOUT TO OCCUPY. I UNDERSTAND PUBLIC ACT 230 OF 1972, AS AMENDED, THE MICHIGAN RESIDENTIAL CODE, AND I ASSUME ALL RESPONSIBILITY FOR OBTAINING ALL NECESSARY INSPECTIONS

☐ Owner Information on File

If the information below is incorrect, please contact the municipality to resolve the issue.

Name: REEVES, LESTER R

Address: No Data to Display

☒ I certify that I am the owner of the property listed above.

☐ Contact Information

Name: REEVES, LESTER R

Phone Number: (269) 966-3382

Email Address: adsulak@battlecreekmi.gov

Confirm Email: adsulak@battlecreekmi.gov

Homeowner Phone Number:

Homeowner Email:

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8. Add either the "Permanent Sign Inspection" or "Temporary Sign Inspection" fee (as appropriate for the project) to review the estimated fees for the project. Click "Next".

**Step 4: Estimate Permit Fees**

Estimate your permit fees by filling out the information below as accurately as possible. Note that the fees will be reviewed by department personnel, and appropriate adjustments may be made.

You MUST select fees based on the scope of work of your project or your application will be rejected.

**Available Fees**

Fee Description	Category	
Permanent Sign Inspection	SIGN FEES	Add
Temporary Sign Inspection	SIGN FEES	Add

**Selected Fees**

Fee Description	Fee	Quantity	
Permanent Sign Inspection	\$330.00	10000.00	Remove
No additional fees found.			
<b>Total Estimated Fees:</b>		<b>\$330.00</b>	

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9. Attach the required construction plan, as well as any imagery depicting the sign's appearance and location on the building. If the project is located in a Historic District, attach the approval letter from the Historic District Commission by clicking the "Add Additional Document" button.

**Step 5: Attach Documents**

When submitting a residential building permit, please also submit a sketch showing the measurement from your property lines to the proposed improvements.  
Your sketch does not have to be to scale.  
MUST BE IN PDF FORMAT.

☐ **Attach Documents**

Document Title	Status	Description	File Name		
Construction Documents	Uploaded		Commercial Paving.pdf	✓	<a href="#">View Attachment</a> <a href="#">Remove Attachment</a>

[Add Additional Document](#)
[Back](#)
[Next](#)

10. Review the entered information before confirming that the disclaimers have been read and submitting the application.
11. After the application intake has been completed by the Administrative Assistant, payment will be made available.

