

Stanley Sign Ordinance

Section 1 - Intent

It is the intent of this ordinance to promote the health, safety and welfare of the residents and visitors of the city by regulating and controlling the size, location, type, quality of materials, height, maintenance and construction of all signs and sign structures and to prohibit signs of a commercial nature from districts in which commercial activities are not permitted in this ordinance; to limit signs in the more restricted commercial districts, except as otherwise permitted in this ordinance, to those of an on-site variety and to control the number and area of signs in certain other districts.

Section 2 – Residential, RV Parks and Manufactured Homes

The following listed signs will be permitted in Districts "R1", "R2", "R3", "R4", "R5", "R6", "MH", and "RV", except as otherwise provided in this ordinance.

1. Unilluminated "For Sale" and "For Rent" single or double-faced business signs subject to the following regulations:
 - a) Only one (1) sign shall be permitted per lot.
 - b) No sign shall exceed four (4) square feet in area.
 - c) Signs shall be located no closer than five (5) feet from any property line and shall not obstruct traffic.
 - d) When said sign is affixed to a building, it shall not project higher than ten (10) feet above ground level.
 - e) Ground signs shall not project higher than three (3) feet above ground grade.
2. Bulletin boards and signs for churches and other public institutions subject to the following regulations:
 - a) One (1) sign or bulletin board shall be permitted on each street side if located on the same site as the principal building.
 - b) If sign or bulletin board is illuminated, the lights shall be directed away from adjoining residential uses.
 - c) No sign or bulletin board shall exceed twenty-four (24) square feet in area.
 - d) No sign shall be located closer than eight (8) feet from any side or rear property line.
 - e) A sign or bulletin board located in the front yard shall be no closer to the street line than one-half (½) the front yard.
 - f) A sign or bulletin board, affixed to a building, shall not project higher than ten (10) feet above the ground level.

- g) Ground signs shall be permanently anchored to the ground and shall not exceed a height of six (6) feet above normal grade.
- h) Buildings constructed on the property line prior to the effective date of this ordinance, as defined in the definitions of this ordinance, shall be allowed one (1) identification sign providing said sign is a flat wall sign and permanently attached to the building.
- i) On corner lots, no sign shall be constructed or located that will obstruct the view of traffic approaching the street intersection.

Section 3 – Commercial, Agriculture, Industrial and Public

In Districts "C1", "C2", "C3", "C4", "AG", "I1", "I2", "I3", "I4" and "P", single or double-faced business signs shall be permitted subject to regulations set forth in the Building Code and in this ordinance.

1. Flashing signs shall be permitted after it is first determined by the Building Inspector that the location and colors will in no way create a traffic hazard or confusion with traffic lights and with lights on emergency vehicles and that the direct rays of the sign will not be directed into any residential district.
2. Nonflashing signs shall be permitted providing said sign is illuminated only during business hours or until 11:00 p.m., whichever is later, when said sign is located adjacent a residential district; providing that where the sign is illuminated by a light or lights reflected upon it, direct rays of light shall not beam upon any residential building, or into any residential district or into any street. Clocks and/or thermometers installed for public convenience and information are exempt from the time limitation.
3. Lighted signs in direct vision of a traffic signal shall not be in red, green or amber illumination.
4. The gross surface area, in square feet, on one (1) side of any business sign on a lot shall not exceed three (3) times the lineal feet of frontage of the building; each side of a lot which abuts upon a street shall be considered as a separate frontage, and the gross surface area of all signs located on each side of a structure shall not exceed three (3) times the lineal feet in the separate frontage. The total surface area shall not exceed four hundred (400) square feet for each face of the sign. Individual letters, with no background, shall be measured by the minimum rectangular area necessary to encompass such letters or by a combination of rectangles as are necessary to encompass letters of irregular dimensions.
5. No sign shall project over any alley right-of-way line.
6. Any sign located within three (3) feet of a driveway or parking area or within fifty (50) feet of the intersection of two (2) or more streets shall have its lowest elevation at least ten (10) feet above curb level.
- 7.

- a) In a unified shopping center, one (1) additional sign may be erected to identify the center. The sign may be free standing or attached to the building wall. Said sign shall display no more than the name of the shopping center and the business located on the lot. The sign shall not exceed thirty-five (35) feet in height and sixteen (16) feet in width and its bottom edge shall be at least eight (8) feet above ground level.
 - b) In a unified shopping/business center; directional signs shall be permitted for common parking lots. Signs shall be no more than six (6) square feet with maximum width of three (3) feet and maximum height of two (2) feet. Maximum height above grade shall be five (5) feet to top of sign. Sign shall display no more than the tenants that do business on said property. All signs shall be placed so as not to create a traffic hazard. Refer to line 6 for all other signs in regards to the height requirements.
8. Signs within fifty (50) feet of a residential district shall be affixed to or be part of the building.
 9. A maximum of two (2) signs (one (1) on a facade with road frontage) shall be allowed for a business or profession conducted on the premises.
 10. No sign shall be permitted in the road or highway right-of-way and no sign shall be located in a manner to constitute a traffic hazard, EXCEPT AS SPECIFIED IN PARAGRAPH 12 BELOW.
 11. Sandwich board signs may be allowed providing said sign is permanently affixed to the surface on which it sits.
12. Where buildings or structures are established or are hereafter established on the property line, advertising and business signs shall conform with the following requirements, providing they are constructed and maintained in accordance with the Building Code of the City.
 - a) In Districts "C1", "C2", "C3", "C4", "AG", "I1", "I2", "I3", "I4" and "P", the advertising or business sign shall be affixed flat against the face of the building or the front edge of a marquee. The front edge of the marquee shall be considered that portion of the marquee which is parallel to the street.

The sign can be mounted perpendicular to the building and overhang the sidewalk provided the following conditions are met:

 1. The area is zoned "C4".
 2. The gross surface area in square feet does not exceed the linear feet of frontage of the lot occupied by the building.
 3. The sign does not project any closer than three (3) feet from the front of the curb. The sign shall have a minimum setback of three (3) feet from the front face of the curb to the outside edge of the sign.

4. The sign provides a minimum height clearance of seven and one-half (7.5) feet above the walking surface.
 5. The sign complies with all other provisions of this ordinance.
 - b) Where a sign is illuminated by light directed upon it, the direct rays of light shall not beam upon any part of any existing residential district.
 - c) Lighted signs in the direct vision of traffic shall not be in red, green or amber illumination.
 - d) Flashing signs shall be allowed only upon approval of the Building Inspector, providing it is first determined that the sign will in no way create a traffic hazard or confusion with traffic lights or with lights on emergency vehicles.
 - e) The gross surface area, in square feet, on one (1) side of any sign of an advertising or business sign shall not exceed three (3) times the lineal feet of separate frontage of the lot occupied by the building; each side of the lot which abuts upon a street shall be considered as a separate frontage, and the gross surface area of all signs located on each side of a building shall not exceed three (3) times the lineal feet in the separate frontage. The total surface area shall not exceed four hundred (400) square feet for each face of the sign. Individual letters, with no background, shall be measured by the minimum rectangular area necessary to encompass such letters or by a combination of rectangles as are necessary to encompass letters of irregular dimension.
 - f) Any sign located within three (3) feet of a driveway or parking area or within fifty (50) feet of the intersection of two (2) or more streets shall have the lowest elevation at least ten (10) feet above the curb level.
 - g) Where signs are affixed to canopies and marquees, the canopy or marquee shall be constructed and maintained in accordance with the Building Code of the City.
13. Where buildings have observed a setback of twenty-five (25) feet or more from the property line, signs may be erected in a required front yard but no sign shall overhang the public sidewalk, street or street right-of-way line and said sign shall conform with the following requirements:
- a) All signs shall be permanently affixed to the ground, pole or building or other permanent structure.
 - b) Only one (1) sign shall be allowed for each street frontage.
14. Signs hereafter erected, constructed or reconstructed, which are supported by the ground, shall have all posts or supporting structure embedded in concrete.
15. Free standing signs shall be constructed to withstand a pressure of thirty (30) pounds per square foot of sign area.

Section 4 - Billboards

In the interest of preserving the aesthetics of the City, and with the understanding that the City is not great in size or population, and the general physical makeup of the City is that of residential and smaller buildings, billboards, as defined herein, are not allowed within the City limits or the ETA. Any existing billboards at the time of the entrance of this ordinance shall be allowed to remain in the City limits or the ETA for the remainder of the lease or agreement allowing the billboard. However, the time in which the billboard may remain within the City limits or the ETA shall not exceed ten (10) years. After the expiration of the lease or agreement or after the expiration of ten (10) years, whichever occurs first, the sign must be removed. If the City annexes any property, this ordinance shall apply. A billboard is defined, for purposes of this ordinance, as any sign referring to a product or carrying a message that is not related to the property where the sign is located and is not in compliance with the restrictions set forth in Sections 2 and 3 of this Article.

Section 5 – Application and Permit

An application for a sign shall be made on forms provided by the planning and zoning department. The application shall contain sufficient information and plans to permit review pursuant to this article, including, but not limited to, building elevations, photographs, proposed locations of signs on building elevation, sign design layout showing number, types and dimensions of all signs and a site plan showing proposed location of all signs.

The permit fee for this application shall be one hundred dollars (\$100.00) for all commercial purposes and shall be submitted with the application.

After an application is deemed to contain the required elements and information, it shall be reviewed for compliance by the planning and zoning department. Once approved by the reviewing authority a permit shall be issued by the Planning & Zoning Administrator/Building Inspector.