

ARTICLE XII SIGN REGULATIONS

SEC. 1 DEFINITIONS

Signs. Any surface, fabric or device bearing lettered, pictorial or sculptured matter designed to convey information visually and exposed to public view, or any structure (including billboard or poster panel) designed to carry the above visual information.

Advertising sign (billboard). A sign directing attention to a business, commodity, service, or entertainment which is conducted, sold or offered on premises other than the premises upon which the sign is located.

Business Sign. A sign directing attention to a business, commodity, service, or entertainment which is conducted, sold or offered on premises other than the premises upon which the sign is located.

Identification Sign. A sign identifying only the name of the individual, family, organization or enterprise occupying the premises, or the profession of the occupant, or the name of the building on which the sign is displayed.

Attached sign. A sign permanently attached to the building located on the premises.

Detached Sign. A freestanding sign, including those mounted on towers or station, not affixed to the building.

Illumination. A lighted sign shall be one which is illuminated only by light cast upon the sign from a concealed source; a luminous sign is one illuminated by any type light of source.

SEC. 2. SIGNS PERMITTED WITHOUT LIMITATION

In all districts the following signs shall be permitted without limitation:

- signs to regulate traffic
- signs required to be posted by law
- warning signs and no-trespassing sign
- signs established by governmental agencies
- signs indicating bus stops, taxi stands, and similar transportation facilities
- temporary signs involved in campaigns of religious, charitable, civic, fraternal, political and similar organizations. Such signs shall be removed within seven (7) days after termination of the advertised event.

In addition to the permitted identification sign per dwelling unit, one additional sign per customary home occupation is permitted. Said sign shall be no greater than two (2) square feet in size and shall be unlighted.

Permitted location: Behind street right-of-way lines

SEC. 6. SIGNS ON PREMISES OF MULTI-FAMILY AND GROUP HOUSING PROJECTS.

Type of sign permitted: Identification

Permitted number of signs: One (1) per street front with a maximum of Two (2) signs

Maximum area of sign: Twenty (20) square feet

Permitted illumination: Lighted

Permitted location: Behind street right-of-way lines

SEC. 7. SIGNS ON PREMISES OF CHURCHES, SCHOOLS, COLLEGES, HOSPITALS, COMMUNITY RECREATION CENTERS, PARKS, LIBRARIES, MUSEUMS, ART GALLERIES, GOLF COURSES, COUNTRY CLUBS, NURSING HOMES AND DAY CARE CENTERS.

Type of sign permitted: Identification

Permitted number of signs: One (1) per facility; colleges, hospitals and other. Uses comprised of a complex of buildings may have One (1) additional sign per principal building.

Maximum area of signs: Twenty (20) square feet for all uses; ten (10) square feet for each principal building within a building complex. One sign permitted within the building to be (64) square feet provided the sign fronts and is adjacent to a major thoroughfare-making sure sight distance is adequate. (this was amended 4/1/02 as shown here).

Permitted illumination: Lighted

Permitted location: Behind street right-of-way lines

Maximum height: Ten (10) feet

fifty (50) Square feet each is two signs are allowed.

Permitted illumination:

Lighted or luminous

Maximum height:

Wall. Signs shall not be allowed to Extend above the parapet of the building.

Free-standing. Twenty (20) feet.

SEC. 9. SHOPPING CENTER AND OTHER MULTI-TENANT FREE-STANDING IDENTIFICATION SIGNS.

Type of sign permitted

Identification:

Permitted number of signs:

a. A shopping center or planned mixed use development either of which contains two (2) or more non-residential uses located in a unified building or group of building or group of buildings may have one (1) free-standing identification sign giving the name of the development and/or the name of businesses and other uses occupying the development.

A second sign on another street frontage shall be permitted if the Development has direct access from two (2) or more public roads. No other on-premise free-standing signs identifying either the shopping center or multi-tenant development nor any of the uses located therein shall be permitted.

b. Notwithstanding Section 9(2)(a) if the development consists of (i) two or more multi-tenant principal buildings, and (ii) access to each tenant in a building is made by a common entrance and (iii) no wall signs identifying any of building's

200 – 249 feet	100 percent
250 – 299 feet	125 percent
300 – 349 feet	150 percent
350 – 399 feet	175 percent
400 feet or more	200 percent

2. No wall sign shall project more than 18 inches from the building wall. Further, no wall sign or its supporting structure shall cover any window or part of a window.
3. Canopy and awning signs may be substituted for part or all of the allowable wall signage per premises. Signs may be painted or printed onto a canopy or awning. In no instance shall a canopy or awning sign extend into a street right-of-way.
4. A projecting sign may be substituted for part or all of the allowable wall signage per premises. A projecting sign shall not project more than four feet from a building. In no instance shall not project more than four feet from a building. In no instance shall a projecting sign extend into a street right-of-way.

Free-Standing Signs

1. All free-standing signs shall be located behind the street right-of-way. Any such sign greater than three (3) feet in height as measured from the grade of the road upon which it fronts shall be located outside the required sight distance triangle as indicated in Section 74 of this Ordinance.

SEC. 11. SPECIAL SIGN REGULATIONS

- a. For the purpose of these sign regulations, a shopping center consisting of three (3) or more businesses located in a unified building or group of buildings may have business and/or identification signs as permitted in the zone except that the center as a whole may have one (1) detached sign per street front, over and above the detached signs permitted for the business establishments in the center. Said sign shall be no greater than thirty-two (32) square feet in size and thirty (30) feet in height as measured from the bottom of the sign.
- b. One (1) temporary sign shall be permitted on the site of any construction work bearing the name of the building, the owner, and those furnishing services or materials used on such construction work.
- c. No advertising sign shall be permitted in any area or any property designated as being on the National Historic Register.
- d. No sign shall be located so as to obstruct the view of traffic.

Section 11. (h) Temporary Signs.

A. Definitions. For the purpose of this section, the following definitions shall apply. For all other definitions see Article III.

Entity. An individual person, business or organization.

Balloon. A balloon or balloon-like device or devices anchored for the purposes of attracting attention to a location of an activity is defined as a temporary sign.

B. Purpose. To permit the use of temporary signs for residential, non-profit, commercial, and industrial uses; to ensure that temporary signage of the Town of Stanley does not constitute a visual blight on the landscape and character of the town; and to preserve the health, safety, and welfare of the general public.

C. General prohibition. No entity shall develop, install, or locate any temporary sign within town limits or extra territorial jurisdiction of the Town of Stanley, except as expressly authorized by and in conformance with the regulations of this ordinance.

D. On-premise temporary signs.

1. **Applicability.** On-premise temporary signs in compliance with the provisions of this ordinance are allowed in all zoning districts.

2. **Number.** In all Zoning Districts on-premise temporary signs may be displayed.

3. **Duration.** There is no time limit for temporary on-premise signs except as provided in Sec. 11. (f) and (g).

4. **Standards.**

a. No signs shall be placed in a public right-of-way or in a location or manner which would endanger public safety (e.g., signs must be safely anchored or installed using appropriate materials and in a manner that does not obstruct the view or safe operation of motor vehicles or pedestrian traffic).

b. Freestanding signs shall not exceed a height of 5 feet above the ground.

c. There shall be no lighting of temporary signs.

d. Temporary signs shall not exceed 32 square feet in area, measured by exterior dimensions.

E. Off-premise temporary signs.

1. **Applicability.** Off-premise temporary signs in compliance with the provisions of this ordinance are allowed in all zoning districts.

2. **Number.** In all Zoning off-premise temporary signs may be displayed.

3. **Duration.** There is no time limit for temporary off-premise signs except as provided in Sec. 11. (f) and (g).

4. Standards.

- a. Signs shall not exceed 8 square feet in area, measured by exterior dimensions.
- b. Freestanding signs shall not exceed a height of 5 feet above the ground.
- c. There shall be no lighting of off-premise temporary signs.
- d. No signs shall be placed in a public right-of-way or in a location or manner which would endanger public safety (e.g., signs must be safely anchored or installed using appropriate materials and in a manner that does not obstruct the view or safe operation of motor vehicles or pedestrian traffic).
- e. Persons placing off-premise temporary signs shall be responsible for obtaining permission from the property owner to post the signs. Property owners may remove any off-premise temporary sign from their property at their discretion.

F. Special categories of temporary signs. The following types of signs are subject to the dimensional, location, and other requirements of this section unless otherwise specified.

1. Residential construction and development signs.

- a. Temporary signs that identify construction and marketing information for residential subdivisions and planned residential developments are permitted during construction as follows:
 - i. Maximum number - 1;
 - ii. Maximum copy area - 32 square feet;
 - iii. Maximum height - 8 feet; and
 - iv. Maximum duration - No sign shall exist beyond issuance of the development's last certificate of occupancy or when construction ceases for 12 months, whichever occurs first.

2. Commercial construction and development signs. Temporary signs that identify construction and marketing information for commercial properties are permitted, provided they meet the following requirements.

- a. Signs at construction sites for new development:
 - i. Maximum number - 1;
 - ii. Maximum copy area - 32 square feet;
 - iii. Maximum height - 8 feet; and
 - iii. Removal - upon issuance of a certificate of occupancy.

3. Signs for Town of Stanley activities. Temporary signs used to advertise civic activities initiated or sponsored by the Town of Stanley are exempt from the provisions of this ordinance.

G. Other requirements.

1. Prohibited temporary signs.

- a. Mobile, flashing, and roof signs
- b. Signs other structures attached to or placed on a motor vehicle which is self-propelled or not self-propelled which is not used in the day to day operations of the entity, the effect of which is to construct an on-premise or off-premise temporary sign.

(e) For the purpose of these sign regulations, directional signs (for commercial and public and semi-public uses) are allowed without a permit provided that:

1. No more than three (3) directional signs per principal use may be erected.
2. All such signs shall be located off the road right-of-way.
3. All such signs greater than three (3) feet in height as measured from the grade of the road upon which it fronts shall be located outside the required sight triangle as directed in Section 63 of this Ordinance.
5. All such sign shall not be illuminated.
5. All directional signs shall be free-standing signs. Portable signs shall be prohibited.
6. There shall be no greater than four (4) directional signs on separate supports at the intersection of any two (2) roads.
7. More than one sign may be placed on the same supports.
8. No two (2) directional signs hung from separate supports shall be located within five (5) feet of each other.
9. The maximum area of any directional sign shall be six (6) square feet.

f. One (1) on-premise and three (3) off-premise yard sale signs are permitted per yard sale. All such signs shall be removed within twenty-four hours after the yard sale has been terminated. No such sign shall be located in the street right-of-way, nor placed on a post, pole, fire hydrant, bridge, tree, or other surface located on, over, or across any public right-of-way.

(g) Campaign and election signs provided that:

1. Each sign shall not exceed 24 square feet in total area.
2. All such signs shall be erected no sooner than 30 days prior to the election and removed within 7 days after the election for which they were made.
3. The party responsible for erecting the sign shall be held responsible for violations.

(h) The following temporary signs are permitted: unlighted on premise portable signs, banners, balloons, and windblown signs such as pennants, spinners, flags and streamers. No such sign (with the exception of balloons) shall be greater than 24 square feet in total area and will be limited to one sign per address. Signs must be located outside of the street right-of-way. No temporary signs shall be placed on or hung from a roof or a gutter.

2. Attachment to public facilities. Temporary signs shall not be attached to any utility pole or public facility, street sign, or traffic-control device (e.g., sign, signal).

3. Temporary wall signs. Temporary signs attached to walls or structures may not extend beyond any outside edge of the wall on which they are mounted.

4. Banners. Banners may be placed on any side of a building and must be constructed of a material which does not constitute a fire hazard.

H. Administration.

1. Removal of temporary signs.

a. Removal of temporary signs shall first be the responsibility of the entity that placed the sign and secondarily the responsibility of the property owner on whose property the temporary sign is placed.

b. Temporary signs in violation of this section may be ordered to be removed or removed by the Town Manager, but nothing in this section shall create a legal obligation on the part of the town to remove any temporary signs.

c. Temporary signs not removed within 24 hours of notice of violation may be removed by the Town Manager or his designee, and the cost of removal shall be billed to the applicant, payable within 30 days of receipt.

Amending the Zoning Ordinance Article VII Section 11. Special Sign Regulations.

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(ADD)

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