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**Article XIV Signs****Section 14.1 Purpose & Intent**

This article provides content-neutral sign standards that allow legitimate signage for agricultural, residential, professional office, business, and industrial activities while promoting signs that:

- (a) Reduce intrusions and protect property values;
- (b) Minimize undue distractions to the motoring public;
- (c) Protect the tourist industry by promoting a pleasing community image;
- and,
- (d) Enhance and strengthen economic stability.

**Section 14.2 Scope**

These provisions apply to the display, construction, erection, alteration, location, and maintenance of all new and existing signs within Stanley.

**Section 14.3 Exempt Signs**

The following signs are exempt from the provisions of this Article and are, therefore, exempt from the requirement to obtain a sign permit:

- A. Signs not visible beyond the boundaries of the property upon which they are located.
- B. Government signs that are placed by government officers in the performance of their professional/elected duties.
- C. Temporary or permanent signs erected by public utility companies or construction companies in the performance of their professional duties.
- D. Vehicle signage when painted directly on a vehicle or attached magnetically.
- E. One temporary sign of four (4) square feet or smaller may be located on any property within Stanley at any point in time. Multiple temporary signs of four (4) square feet or smaller may be located on any property within Stanley on or after April 15th and removed by the last day of May or placed on or after October 1st and removed by November 15th.
- F. Temporary signs for a new business for up to 30 consecutive days from the first day of business. Exempt signage shall only be displayed on the property where the new business is located.
- G. Signage placed by realtors in the performance of their professional duties.

- H. Window signage.
- I. A-Frame signage.

#### **Section 14.4 Permit Requirements**

- A. No sign regulated by this ordinance (except those specifically exempted in Section 14.4.1 below) shall be displayed, erected, relocated, or altered unless all necessary permits have been issued by the Town of Stanley. Applicants shall submit an application form to the Planning department before any permit may be issued.
- B. Signs shall only be erected or constructed in compliance with the approved permit.
- C. Applicants shall obtain a building permit for the footer of freestanding and monument signs. Applicants shall also obtain an electrical permit for signs that require electrical service.
- D. Signs permitted as an accessory to a legal, nonconforming use shall be subject to the regulations of the zone in which the nonconforming use is located.

#### **Section 14.4.1 Signs Exempt from Permit Requirements**

The following signs shall not require a permit:

- A. Incidental signs
- B. Historic markers
- C. Change of copy on any sign where the framework or other structural elements are not altered

#### **Section 14.5 Nonconforming Signs**

A legal, nonconforming sign may continue in existence as long as it is properly maintained in good condition.

These provisions shall not prevent the repair or restoration to a safe condition of any sign, but a nonconforming sign shall not be:

- A. Changed to another nonconforming sign except where only the face or copy is changed;
- B. Structurally altered so as to increase the degree of nonconformity of the sign;
- C. Expanded or enlarged;
- D. Reestablished after its removal; or
- E. Moved to a new location on the building or lot.

### Section 14.6 Illegal Signs

All illegal signs shall be subject to immediate enforcement action as outlined in Article VII of the Stanley Zoning Ordinance.

### Section 14.7 General Requirements

All signs in all zones shall meet the following requirements:

- A. Illuminated signs shall be located in a fashion which prevents all direct rays of light from shining beyond the property lines of the lot on which the sign is located.
- B. No light, sign, or other advertising device shall be designed or erected to imitate or resemble any official traffic sign, signal, or device or use any words, phrases, symbols, or characters implying the existence of danger, or the need to stop or maneuver the vehicle.
- C. No sign shall be attached to or painted on the surface of any tree, utility pole, or street light.
- D. Projecting signs shall have at least 7' of clearance above a road or sidewalk.
- E. Neon or other lighted tubing signs shall not be permitted except where such lighting is used behind solid lettering to produce a "halo" effect, or where it is used indirectly. Neon lighting shall not be used to outline buildings, structures, or ornamental features.
- F. No sign, except for government signs, shall be located within the sight triangle of any intersection. Refer to Section 9.23 of the Zoning Ordinance.
- G. No sign shall be placed in or project into the public or private street right-of-way, except as specifically permitted herein.
- H. Freestanding, monument, and projecting face sign area shall be computed as follows:
  - a. Double-faced signs shall have only one face counted in calculating the area.
  - b. Sign with more than two faces shall have the area calculated by summing the area of all sign faces and dividing by two (2).
  - c. The area enclosing the perimeter of each cabinet shall be calculated to determine the area.
  - d. The perimeter of the measurable area shall not include embellishments (e.g., pole covers, framing, or decorative roofing) provided there is no written copy on such embellishments.
  - e. Maximum height shall be measured from the finished grade at the center of the sign and shall include the sign's base.

- I. Every sign, including those for which a permit is not required, shall be maintained in good condition at all times.

### **Section 14.8 Prohibited Signs in All Zones**

The following signs and/or sign features shall be prohibited in all zones:

- A. Mobile signs;
- B. Off-premise advertising signs;
- C. Obscenity signs;
- D. Home occupation signs;
- E. Inflatable signs and balloons;
- F. Pole signs;
- G. Roof signs that extend higher than the top of the roof;
- H. Rotating or moving signs;
- I. Abandoned signs;
- J. Streamers, pennants, and tag signs or similar signs or devices except when attached to a permitted temporary sign;
- K. Any sign which emits any noise or odor;
- L. Freestanding signs which overhang any part of a building;
- M. Flashing or blinking signs or simulated traffic or public safety signs;
- N. Billboards with an electronic message display system;
- O. Signs in a public right-of-way;
- P. Handbills/Flyers; and
- Q. Flying, teardrop or sail banners.

### **Section 14.9 Signs Permitted by Specific Zone**

Any sign not specifically permitted shall be prohibited. All signs must be located a minimum of five (5) feet from any road right-of-way.

#### **Section 14.9.1 Residential Districts (R-20, R-12, R-8, R-8SF, R-8MF)**



Residential districts contain developments that require signage. Such developments include, but are not limited to: Single Family Subdivisions, Multi-Family Developments, Nursing Homes, Mobile Home Parks, Churches, Day Care Centers, Schools, and Recreational Facilities.

- A. Allowable wall sign area shall not exceed one square foot per linear foot of the front of the building face.
- B. One (1) monument sign may be utilized providing it does not exceed thirty-two (32) square feet.
- C. Neighborhoods may be allowed two monument signs provided that each does not exceed thirty-two (32) square feet in area or six (6) feet in height.

#### **Section 14.9.2 Mixed-Use Districts (MU)**

- A. Allowable sign area shall not exceed one (1) square foot per linear foot of the front of the building for signage on front of building up to forty-eight (48) square feet.
- B. One (1) monument sign may be utilized providing it does not exceed thirty-two (32) square feet and shall not exceed six (6) feet in height.
- C. In the event the building has walls facing a side street or rear street, then those areas are allowed one-half (1/2) square foot per each linear foot of building abutting said side or rear street.

#### **Section 14.9.3 Commercial and Industrial Districts (CB, GB, M-1, M-1L, M-1H)**

- A. CB (see Design Guidelines for additional information):
  - 1. Allowable wall sign area on the front of a business shall not exceed two square feet per linear foot of the building facing a public street.
  - 2. If a monument sign is utilized, then said monument sign shall not exceed thirty-two (32) square feet and shall not exceed six (6) feet in height.
  - 3. Projecting Signs may be utilized provided that there is no room for a monument sign. Projecting signs cannot be combined with a wall sign.
  - 4. Sign shall complement the style, shape, materials, colors and architectural details of building.
  - 5. Sign location shall not obscure architectural details.
  - 6. Signs may be placed:
    - horizontally above the storefront windows
    - if placed within window glass, no more than 25 percent of the window is obscure

- projecting from the building
- as part of the awning
- in areas where signs are historically attached.

7. Awnings shall have a minimum of 7' clearance from a sidewalk.
8. Awnings material shall be canvas or standing-seam enameled metal, depending on the architecture of the building.
9. Internally illuminated awnings are prohibited.
10. Awnings shall be placed appropriately to frame window, door or other distinctive architectural features.
11. Awnings shall complement the architectural style of the buildings.

B. GB:

1. Allowable sign area on the front of building shall not exceed two (2) square feet per linear foot of building facing a public street.
  - a. If a monument sign is utilized, then said monument sign shall not exceed forty-eight (48) square feet or eight (8) feet in height.
  - b. In the event the building has walls facing a side or rear street, then those areas are permitted to have one (1) square foot per linear foot of said building with public street facing.
2. In the event of a shopping center, the monument sign shall not exceed sixty-four (64) square feet and eight (8) feet in height.
3. In the event of a shopping center, in which the building is over 25,000 square feet, the monument sign shall not exceed 100 square feet and 12 feet in height.

C. M-1, M-1L, M-1H:

1. Allowable sign area on the front of building shall not exceed two (2) square feet per linear foot of building facing a public street.
2. If a monument sign is utilized, then said monument sign shall not exceed forty-eight (48) square feet or eight (8) feet in height.
3. In the event the building has walls facing a side or rear street, then those areas are permitted to have one (1) square foot per linear foot of said building with public street facing. In addition, required on premises directional signage is permitted, (i.e.; freight delivery entrance, etc.).

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**Section 14.9.4 Planned Development (PD) Zone**

A permitted sign's height, size, location, and design features shall be determined by the sign requirements set forth in the zone in which the proposed or existing use is currently permitted.

**Section 14.10 Maintenance Standards**

Every sign, including those signs for which a permit is not required, shall be maintained in good condition at all times.

**Section 14.11 Penalties for Violation**

Violation of the provisions of these sign regulations shall be enforced as set forth in Article VII for violation of this Zoning Ordinance.

**Section 14.12 Substitution Clause**

The owner of any sign which is otherwise allowed by this chapter may substitute noncommercial speech in lieu of any other commercial speech or noncommercial speech. This substitution of copy may be made without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial speech over any other noncommercial speech. This provision prevails over any more specific provision to the contrary.