

Article 18. Signs

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18.1 PURPOSE

The purpose of these sign regulations is to establish a set of standards to control the erection and use of on-premise and off-premise advertising devices, symbols, markings, or devices within the City of St. Cloud.

18.2 GENERAL PROVISIONS

- A. The following regulations shall apply to all signs hereinafter permitted in all districts.

 Illuminated signs giving off intermittent or rotating concentrated or directional beams or flashing shall not be permitted in any district. Electronically controlled changing time and temperature signs are not to be considered as an intermittent, rotating concentrated, directional beam, or flashing sign.

- B. Signs painted on a building shall be governed by the sign surface area limitations specified in the appropriate zoning district. These shall be kept in good condition or removed when not maintained.

- C. No signs shall project into a public way and/or area except in the C-3 and C-4 districts where a sign attached to a building may project twenty-four inches (24") into the right-of-way, if the bottom of the sign is at least eight feet (8') above the ground or sidewalk.

- D. The square footage of all signs shall be calculated on sign surface area.

- E. No signs shall be placed that resemble any official marker erected by a governmental agency or display such as "stop" or "danger."

- F. All height requirements for signs shall be measured from average grade at the building line to the top of the sign.

- G. No sign located outside a building shall be permitted to obstruct any window, door, fire escape, stairway, or opening intended to provide light, air, ingress, or egress for any building or structure.

- H. Political signs may be permitted subject to these requirements:

1. The signs refer to a candidate or issue to be locally voted upon.
2. The political sign shall be permitted for a period of not more than ninety (90) days before and ten (10) days after the election.

3. Political signs shall be set back from any public thoroughfare right-of-way a minimum distance of ten feet (10').
4. Political signs shall not exceed sixteen square feet (16 sq. ft.) in area nor ten feet (10') in height in all residential districts and thirty-two square feet (32 sq. ft.) in area nor ten feet (10') in height in all other districts.
- I. The owner, lessee, or manager of any ground sign, and the owner of the land on which the same is located, shall keep grass, weeds, and other growth cut and debris and rubbish cleaned up and removed from the lot on which the sign is located.
- J. Advertising signs, business signs, and nameplate signs which may be or may hereafter become rotted, unsafe, or unsightly shall be repaired or removed by the licensee, owner, or owner of the property upon which the sign stands upon notice by the Zoning Office.
- K. Where any sign is illuminated, the illumination therefrom shall not produce illumination upon any residence in a residential zone beyond the foot-candle limitations imposed by the pertinent ordinances or regulations of the City.
- L. No sign shall be located that obstructs traffic visibility.
- M. All signs may be illuminated unless otherwise noted.
- N. Rotating signs shall not be permitted, except in the I-1, Light Industrial District, and I-2, General Industrial District, as a conditional use where a determination is made that the sign will not be a visual distraction or detriment to the motoring public or surrounding area.
- O. Other temporary business signs not listed under Section 18.3.G shall be allowed as follows, except temporary business signs shall not be allowed in any residential district:
 1. Maximum Height - freestanding sign - six feet (6'): wall sign - not above the roofline.
 2. Maximum Area - thirty-two square feet (32 sq. ft.).
 3. Setback – ten feet (10') from all property lines or street/sidewalk easement lines, whichever is greater, for freestanding sign(s).
 4. Illumination shall not be allowed.
 5. Duration
 - a. On parcels measuring five (5) acres or less in size, one (1) banner, portable sign, balloon sign, temporary pole sign or temporary wall sign may be displayed for a total of sixty (60) days per calendar year with a maximum of two (2) display periods of no more than thirty (30) days in that same calendar year.
 - b. On parcels measuring greater than five (5) acres in size, one (1) banner, portable sign, balloon sign, temporary pole sign or temporary wall sign may be displayed for a total of ninety (90) days within a calendar year with a maximum of three (3) display periods of no more than thirty (30) days in that same calendar year.

6. Sign Permit - the owner of temporary sign structures, excluding banners and pennants, is required to secure a permit for each temporary sign structure and adhere the permit to the structure; the owner of said temporary sign structure must register each sign structure's proposed location and the time for display with the City of St. Cloud Building Safety Department with said registration received at least five (5) days prior to the starting date for display. All banners and pennants are required to have a permit; if the sign is moved or removed, another sign permit is required for placement of sign. For single tenant parcels: one (1) sign permit may be issued for up to three (3) different display times per twelve (12) month period. For multiple tenant parcels: one (1) sign permit may be issued for one display time per twelve (12) month period.
 7. All temporary/portable business sign structures shall meet eighty mile per hour (80 mph) wind load requirements from Sec. 469:50 of the 1977 St. Cloud Code of Ordinances (thirty (30) pounds per foot). Placing sand bags, bricks, chains, or other such materials to meet the load requirements described above or to secure the temporary/portable business sign shall not be allowed.
 8. All temporary/portable banners and pennants that are anchored to a building shall be anchored to the building in a manner that meets the building code by cords that have a minimum tensile strength of eighty (80) pounds.
- P. Advertising sign structures that are placed/constructed on property which is adjacent to a principal arterial, minor arterial, or collector street/road shall have a minimum setback of fifteen feet (15') from the property line or street/road/sidewalk easement lines (whichever is greater) adjacent to the principal arterial, minor arterial, or collector street/road. The setback shall apply to all portions of the sign face/sign structure, including sign supports, poles, etc.
- Q. Electronic Signs (Electronic Display Screens and Electronic Message Signs) the following requirements shall apply to all electronic signs, except advertising signs:
1. Electronic signs shall not be used for off-premise advertising purposes.
 2. Each message or image displayed on the electronic sign must be static or depicted for a minimum of eight (8) seconds. Each text message displayed on an electronic message sign or electronic display screen must remain static for a reasonable amount of time for the average reader to read the message, as determined by the Zoning Administrator; however, based on sign area, text messages displayed on an electronic display screen may scroll in order to accomplish the same result.
 3. No text message may blink, flash or mimic strobe-lighting effects.
 4. Electronic signs shall not glare into any residential properties or interfere with the safe movement of motor vehicles.
 5. In commercial and industrial zoning districts, electronic signs must not exceed a maximum illumination of five-thousand (5,000) nits during daylight hours, and a maximum illumination of five-hundred (500) nits between dusk to dawn, as measured from the sign's face at maximum brightness. In agricultural and residential zoning districts, electronic signs must not exceed a maximum illumination of four-thousand five-hundred (4,500) nits during daylight hours, and a maximum of illumination of three-hundred fifty (350) nits between dusk and dawn. Brightness shall be measured at the sign face during maximum brightness. Electronic message centers must be shut off from

10:00PM to 7:00AM. The electronic message center shall have ambient light monitors, which shall automatically adjust the brightness level of the electronic sign based on ambient light conditions.

6. Electronic signs are not permitted to have any audio speakers or audio components.

18.3 SIGNS IN AGRICULTURAL AND RESIDENTIAL DISTRICTS

- A. In Agricultural and Residential Districts, the following requirements shall apply to all signs:
 1. No sign shall project higher than ten feet (10') above average grade.
 2. No sign shall be placed closer than ten feet (10') to any property line, except directional signs which have a zero-foot (0') setback.
 3. No sign shall be placed in any interior side yard.
 4. No sign shall be mounted on the roof of a building.
 5. Advertising signs shall not be permitted.
- B. One (1) identification sign identifying the owner or occupant of a building or dwelling unit or one (1) sign pertaining to the lease or sale of a building or property, provided the surface area does not exceed five square feet (5 sq. ft.). Such signs shall not be illuminated.
- C. One (1) identification sign, not to exceed thirty square feet (30 sq. ft.) in surface area for the following uses: crop farms, vegetable farms, general farms, nurseries/tree farms, roadside stands, or similar uses. Such signs shall be solely for the purpose of displaying the name of the activities or services.
- D. Places-of-worship, schools, day care facilities (excluding in-home day care providers), community centers, elderly care facilities, public buildings, or similar uses are permitted to attach identification signs to the walls of the principal building that faces a public street right-of-way. The maximum area of identification signs attached to the wall shall not exceed five percent (5%) of the exposed wall area upon which the wall signs are attached. No more than one sign per wall.

Additional freestanding (pole or monument) identification signs are permitted on any side of the lot that has frontage on a public street right-of-way. Freestanding identification signs shall not exceed the sum of one half square foot (0.5 sq. ft.) per lineal foot of lot frontage or thirty-two square feet (32 sq. ft.), whichever is greater. No freestanding identification sign is permitted to exceed fifty square feet (50 sq. ft.) in sign area. All freestanding identification signs are required to meet the setback and height requirements listed above.

Institutional uses are permitted one wall identification sign and one freestanding (pylon or monument) sign per street frontage, which a maximum of two frontages, including corner and multi-frontage lots.

- E. One (1) nameplate sign for a multiple dwelling unit complex not to exceed thirty square feet (30 sq. ft.) in surface area. Such sign may indicate the names and addresses of the buildings or it may be a directory for occupants.

- F. One (1) identification sign not to exceed ten square feet (10 sq. ft.) in surface area for the following uses: fraternities, sororities, dormitories, lodging houses, in-home day care facilities, residential facilities, and bed and breakfast facilities.
- G. Directional signs in any parking area necessary for the orderly movement of traffic, provided that such sign shall not be used as advertising space. No sign shall exceed five square feet (5 sq. ft.) in area.
- H. Temporary signs shall be allowed as follows:
 - 1. A new subdivision or development shall be allowed one (1) sign not to exceed fifty square feet (50 sq. ft.) in surface area. Such sign shall be removed when seventy-five percent (75%) of the lots are developed. Such sign shall not be illuminated.
 - 2. A sign identifying an engineer, architect, contractor, bank, or product engaged in or used in the construction of a building or utility provided such sign shall not exceed ten square feet (10 sq. ft.) in surface area. Such signs shall be removed prior to occupancy of the building or completion of the project. Such sign shall not be illuminated.
- I. Temporary shelter facilities (TSFs) shall be allowed one (1) non-illuminated identification sign attached to the building entrance which is not more than ten square feet (10 sq. ft.) in area.
- J. One (1) & Two (2) Family Residential Identification Signs: For each single-family subdivision containing at least twenty-five (25) lots and each two (2) family subdivision containing a potential for at least fifty (50) dwellings, identification signs are permitted which comply with the following standards:
 - 1. One (1) freestanding sign on one (1) or both sides of an entrance per abutting collector or arterial street.
 - 2. Forty square foot (40 sq. ft.) maximum copy and graphic area per sign.
 - 3. One hundred ten square foot (110 sq. ft.) maximum total monument area per sign face with an aggregate of two-hundred twenty square feet (220 sq. ft.) if double faced.
 - 4. Ten foot (10') maximum height.
 - 5. Single or double faced. If double faced, the angle of the sign faces shall not exceed thirty degrees (30°).
 - 6. Only external illumination allowed.
 - 7. The sign shall be located on a parcel held in common ownership or located within a dedicated permanent sign easement and shall be perpetually maintained by a homeowners' association or responsible property owners.
 - 8. Sign content shall be solely for displaying the name of the subdivision or development.

18.4 SIGNS IN C-1 AND C-2 COMMERCIAL DISTRICTS AND MD MEDICAL DISTRICT

- A. In the C-1 and C-2 Commercial Districts, and the MD, Medical District, business signs and nameplate signs shall be permitted subject to the following regulations:

1. Signs as permitted and regulated in Residential Districts R-1 through R-7.
 2. C-1 District. One (1) pylon business sign for each building or building complex; such sign shall not exceed thirty square feet (30 sq. ft.) in sign surface area. Wall signs shall not exceed a total of fifteen percent (15%) of the exposed wall area upon which the wall signs are mounted or painted. No sign attached to the building shall project above the roof or parapet line. Such signs shall display only the name and address of the building, occupant, or management.
 3. C-2 District. The total surface area of all pylon business signs on a lot shall not exceed the sum of one-quarter square foot (1/4 sq. ft.) per lineal foot of lot frontage, or thirty square feet (30 sq. ft.), whichever is greater. In no case shall pylon signs exceed one hundred fifty square feet (150 sq. ft.). In addition, building walls may display wall signs provided that all wall signs do not exceed a total of fifteen percent (15%) of the exposed wall area upon which the sign(s) is located. No sign attached to the building shall project above the roof or parapet line.
 4. MD District. All signs shall be regulated by the approved general development plan and approved site plan for the MD property. Sections B through F of Article 18.4 shall not apply to the MD property.
- B.** Advertising signs shall not be permitted.
- C.** No sign shall be mounted on the roof of any building.
- D.** No sign shall exceed twenty feet (20') in height.
- E.** All signs shall maintain a minimum setback of twenty feet (20') from all property lines.
- F.** One (1) "For Sale" or "For Lease" sign which shall not exceed twenty square feet (20 sq. ft.).

18.5 SIGNS IN THE C-3 AND C-4 COMMERCIAL DISTRICTS

- A.** In the C-3 and C-4 Commercial Districts, business signs, nameplate signs, and advertising signs are permitted subject to the following regulations:
1. The total surface area of all pylon business signs on a lot shall not exceed the sum of one square foot (1 sq. ft.) per lineal foot of lot frontage, or seventy-five square feet (75 sq. ft.), whichever is greater. In addition, building wall areas may display wall signs provided that all wall signs do not exceed a total of fifteen percent (15%) of the exposed building wall area upon which the sign(s) is located.
 2. Advertising sign structures shall not be placed or erected any closer than seven hundred fifty feet (750') from any other advertising sign structure. No advertising sign structures shall project higher than forty feet (40') above average grade. Such structure may not contain more than two (2) signs per facing nor exceed fifty-five feet (55') in total length and four hundred square feet (400 sq. ft.) in sign surface area. No advertising sign may be erected within two hundred feet (200') of a residentially zoned property.
- B.** Wall signs shall not project above the roof or parapet wall. Said wall shall not exceed ten feet (10') in height from the point the building wall meets the roof, nor shall a sign be mounted on the roof of any building. Ground or pylon signs shall not exceed fifty feet (50') in height.

- C. One (1) "For Sale" or "For Lease" sign which shall not exceed thirty-two square feet (32 sq. ft.).
- D. There shall be no setback required for business signs unless the district boundary is adjacent to a residential district in which case the setback shall be the same as required on the residential lot line.

18.6 SIGNS IN THE C-5 COMMERCIAL DISTRICT, I-1, I-2, AND I-3 INDUSTRIAL DISTRICTS

- A. Within the C-5 Commercial District, the I-1, I-2, and I-3, business signs, nameplate signs, and advertising signs are permitted subject to the following regulations.
 - 1. The total surface area of all pylon business signs on a lot shall not exceed the sum of two square feet (2 sq. ft.) per lineal foot of lot frontage, or two hundred square feet (200 sq. ft.), whichever is greater. In addition, building wall areas may display wall signs provided that all wall signs do not exceed a total of fifteen percent (15%) of the exposed building wall area upon which the sign(s) is located.
 - 2. Advertising sign structures shall not be placed or erected any closer than seven hundred fifty feet (750') from any other advertising sign structure. No advertising sign structures shall project higher than forty feet (40') above average grade. Such structure may not contain more than two (2) signs per facing nor exceed fifty-five feet (55') in total length and four hundred square feet (400 sq. ft.) in sign surface area. No advertising sign may be erected within two hundred feet (200') of a residential zoned property.
- B. Wall signs shall not project above the roof or parapet wall. Said wall shall not exceed ten feet (10') in height from the point the building wall meets the roof, nor shall a sign be mounted on the roof of any building. Ground or pylon signs shall not exceed fifty feet (50') in height.
- C. Setbacks: All business signs and lighting fixtures in the C-5, I-1, and I-2 districts may be located in all setback areas. However, the bottom of the business signs must be at least eight feet (8') above the ground grade line or sidewalk, and the business sign shall not interfere with traffic visibility across any street or alley corner. All business signs must maintain a setback when the district boundary is adjacent to a residential district. The setback requirement shall be the same as required on the residential lot line, except if the C-5, I-1, or I-2 property is at least 100' from the residential property; then the normal non-residential setback shall apply. All business signs in the I-3 district shall maintain a minimum setback of twenty feet (20') from all property lines.
- D. One (1) "For Sale" or "For Lease" sign which shall not exceed fifty square feet (50 sq. ft.).

18.7 LICENSES AND PERMIT FEES

All signs shall be subject to permit procedures as set forth in Article 4 of this Ordinance and other inspection and fee procedures as set forth in City ordinances.