

**CHAPTER 7**  
**BILLBOARDS**

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BILLBOARDS

DIVISION 1

BILLBOARDS AND HANDBILLS

7-1-1 DEFINITION

The term "Billboard" is hereby defined to mean and shall be construed to mean any signboard or similar structure, the sole or primary purpose of which is to be used for the display of advertisements or notices.

7-1-2 PERMIT REQUIRED, FEE

It shall be unlawful to construct a billboard within the City of St. Elmo without having first secured a permit therefore from the Mayor and City Council provided that this section shall not be construed to require a permit for the construction of a billboard or signboard, other than roof sign, the total display area of which does not exceed 15 square feet; and provided that no license issued hereunder shall be construed to authorize the construction of or maintenance of a billboard which extends over any public street, alley or sidewalk or other public place. The fee for a permit to construct any such billboard shall be \$30.00. No permit shall be applied for without having first obtained the necessary State approval.

7-1-3 APPLICATIONS

Applications for such permits shall be made in writing to the City Clerk. Each application shall state thereon the name of the owner of the premises, the name of the person or corporation constructing the billboard, and specifications showing the size, material and the manner of construction of the billboard.

7-1-4 WIND PRESSURE

Every billboard shall be firmly and solidly constructed so as to be able to bear a wind pressure of at least 30 pounds per square foot of area; provided that billboards which are placed upon roofs must be so constructed as to withstand a lateral wind pressure of 40 pounds per square inch.

7-1-5 HEIGHT ABOVE GROUND

Every billboard must be so constructed as to leave an open space of at least 2 1/2 feet between the bottom of the display area and the ground. This open area may be filled with latticework or other ornamental design which does not close off more than 2/3rd of any square foot of such open area. Billboards constructed on property on which there is a properly established building line, must be built entirely in back of this building line,

and no permit shall be issued for the construction of any billboard on any lot which is subject to a proper building line restriction, if the billboard is to be constructed in violation of the building line restriction.

7-1-6

FIRE PROOF CONSTRUCTION

It shall be unlawful to construct any billboard of over 15 square feet in area anywhere in the City of St. Elmo unless the face of such billboard is constructed of non-combustible material.

7-1-7

ROOF SIGNS

It shall be unlawful to construct any billboard on the roof of any building or structure of anything but incombustible materials. All such roof signs or billboards must be so constructed that there is at least 4 feet of space between the billboard or signboard and the edge of the roof at all sides and ends. It shall be unlawful to construct any roof sign or billboard on the roof of any building which is unable to withstand the additional weight and wind pressure imposed by such construction. All roof signs and billboards which are constructed entirely of fireproof materials shall be so constructed and braced that the supports of such signs or billboards shall bear directly on the masonry walls. The metal supports and parts of every roof sign shall be thoroughly and properly painted at least once each two years, unless they are galvanized or otherwise adequately protected against rust and corrosion.

7-1-8

BILLBOARDS AGAINST BUILDINGS

It shall be unlawful to construct any billboard, any part of the display area of which is within 4 feet of any building, unless such billboard is constructed of noncombustible material.

7-1-9

ILLUMINATED BILLBOARDS

The wiring of illuminated billboards and signboards must comply with the provisions of any ordinance relating to electrical wiring.

7-1-10

NUISANCES

Any billboard or signboard which is dangerous because of insecure construction or fastening with resultant danger of falling, or because it is an extreme fire hazard and in fact a nuisance is hereby declared to be a nuisance and may be abated as such.

7-1-11

PENALTY

Any person violating any of the provisions of this division shall, upon conviction thereof, be fined not less than One Hundred Seventy-five Dollars (\$175.00) nor more than Five Hundred Dollars (\$500.00); and a separate offense shall be deemed committed on each day during or on which a violation occurs or continues. Revised 8-1-05 Amended April 5, 2010; Amended October 5, 2011

## DIVISION 2

### BILL POSTING AND HANDBILLS

#### 7-2-1 PERMIT REQUIRED

No person or persons shall engage in the business of bill posting in the City of St. Elmo, nor shall distribute in the streets, alleys or lanes of the said City, and bill, picture or any advertisement announcing the business or place of meeting of any skating rink, opera, theater, park, menagerie or other exhibitions for pay unless for a charitable or religious purpose or any other advertising matter, in any matter except herein after specified unless the said person or persons shall have first obtained a permit for such purpose.

#### 7-2-2 FEES

A permit may be granted to any person of good character to engage in business of bill posting and districting at the rate of five dollars per year, and a proportionate sum for any shorter period; provided, however, that no such permit shall be issued for a less sum than one dollar.

#### 7-2-3 APPLICATIONS

Applications for such permits shall be made in writing to the City Clerk. Each application shall state, thereon, the name of the person or persons who are to distribute such advertisements or notices the subject of such advertisements or notices and the length of time for which such permit is desired.

#### 7-2-4 EXEMPTIONS

Nothing here contained shall be so construed as to prevent any firm, person or corporation residing and doing business in the City of St. Elmo, from distributing circulars or hand bills advertising any article or compound manufactured within the corporate limits of said municipality, or merchants from advertising their own business.

#### 7-2-5 RESTRICTIONS

No person shall post, paint or place in the ground or upon any private wall, door, fence, gate, other property or ground within the City any handbill, show bill or advertisement of any kind without having first obtained the consent of the owner, occupant or agent of the property. Similarly, no person shall post, paint or place in the ground or upon any building, wall, fence or right of way belonging to the City any signs as noted above without having first obtained the permission of a majority of the Board of Aldermen. Furthermore, in no case shall a sign, bill or advertisement of any

kind be permitted to be placed upon any utility pole, traffic sign, street sign or tree which is situated upon any public right of way.

No person shall distribute, scatter, throw upon the street, sidewalks or alleys of the City of St. Elmo, hand bills or posters, advertisements or papers, and nothing herein shall be construed to authorize any person or persons to obstruct the streets or sidewalks and alleys of the City or create any nuisance therein, or prevent the posting of notices required by law to be posted.

7-2-6

BILLS OR POSTERS NOT TO BE TORN DOWN

No person or persons shall destroy, tear, mutilate, cover over or otherwise deface or injure any advertisement, bill poster or notice of any kind posted in such place or places as may be permitted, without the consent of the person or persons on whose behalf the same have been posted.

7-2-7

PENALTY

Any person or persons who shall violate any of the provisions of this division shall be subject to a fine of not less than One Hundred Seventy-Five Dollars (\$175.00) nor more than Five Hundred Dollars (\$500.00) for each offense.

Amended April 5, 2010; Amended October 5, 2011

