

### 1.3 DEFINITIONS OF SIGNS

Notwithstanding definitions in this Code referring to Lot Frontage, for the purpose of regulating the number of Signs, the term “fronting on a street,” “street frontage,” or “frontage” shall be construed as adjacent to a street, whether at the front, rear, or side of a Lot.

Except as otherwise provided, any Sign bearing advertising matter shall be considered an Advertising Sign for the purposes of this Code.

For purposes of this Code, and notwithstanding the definition of Structure generally applicable in this Code, any trailer or other vehicle, and any other device which is readily movable and designed or used primarily for the display of Signs shall be construed to be a Sign Structure, and any Signs thereon shall be limited in area, number, location, and other characteristics in accordance with general regulations and regulations applying in the Transect in which displayed.

**Address Sign:** Signs limited in subject matter to the street number or postal address of the property, the names of occupants or the name of the property.

**Aggregate Area:** The total area allowed for all Sign types to be placed along a Building Frontage.

**Awning or Canopy Sign:** A Sign painted, stamped, perforated, stitched or otherwise applied on the valance of an awning or other fabric protrusion above or around a window, door or other opening on a Facade.

**Animated Sign:** A Sign which has any visible moving parts, flashing or oscillating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means that moves, changes, flashes, oscillates or visibly alters in appearance.

**Banner Sign:** A Sign made from flexible material suspended from a pole or poles, or with one (1) or both ends attached to a Structure or Structures. Where Signs are composed of strings of banners, they shall be construed to be Pennant or Streamer Signs.

**Billboard:** See City Code Chapter 62

**Building Identification Sign:** Any Sign containing the name of the Building, institution, person, or the activity carried on in the Building.

**Business Identification Sign:** Any Sign used to identify an establishment within a Structure or its premises limited to the name, activity or hours of operation.

**Changeable Copy Sign:** A Sign or portion thereof on which the copy or symbols change or rearrange, electronically or otherwise, without altering the face or surface of the sign, or manually through placement of letters or symbols on a panel mounted in or on a track system.

**Class A (temporary Signs):** Any Sign(s) erected on a temporary basis, such as Signs advertising the sale or rental of the premises on which located; Signs advertising a subdivision of property; Signs advertising construction actually being done on the premises on which the Sign is located; Signs advertising future construction to be done on the premises on which located; and Signs advertising special events, such as carnivals, concerts, public meetings, sporting events, political campaigns or events of a similar nature.

**Class B (point of sale Signs):** Any sign advertising, identifying or designating the use, occupant of the premises, merchandise, or entertainment event and products sold on the premises, shall be deemed to be a point of sale sign (Class B) and shall be located on the same premises whereon such is situated or the products sold.

**Class C (commercial advertising Signs):** Any Sign which is used for any purpose other than that of advertising to the public the legal or exact firm name of business or other activity carried on at the premises, or for advertising any service or product or products actually and actively being offered for sale on the premises, or which is designed and displayed solely to offer for sale or rent the premises, or to advertise construction being done, or proposed to be done, on the premises, or to advertise special events, shall constitute a class C sign.

**Directional, Notice, or Warning Sign:** A Sign which guides or directs the public and contains no advertising. Signs limited to providing notice concerning posting of property against trespassing, directing deliveries or indicating location of entrances, exits or parking on public or private property; indicating location of buried utilities, warning against hazardous conditions; prohibiting salesman, peddlers, or agents, and the like.

**Display Surface:** The surface upon, against or through which a Sign copy is displayed or illustrated, not including structural supports, architectural features of a Building or Sign Structure, nonstructural thematic or decorative trim, or any areas that are separated from the background surface upon which the Sign copy is displayed by a distinct delineation, such as reveal or border.

**Freestanding Sign:** Any Sign not attached to or painted on a Building, but which is mounted on one (1) or more columns, poles, or braces permanently attached to the ground. Permanently attached as used herein shall mean that the supporting Structure of the Sign is attached to the ground by a concrete foundation.

**Hanging Sign:** A projecting Sign suspended vertically from and supported by the underside of a canopy, marquee, awning or from a bracket or other device extending from a Structure.

**Historic Sign:** See Chapter 23, Section 23.6.4 of City Code.

**Home Office Sign:** A Sign containing only the name and occupation of a permitted Home Office.

**Illuminated Sign:** A Sign illuminated in any manner by an artificial light source. Where artificial lighting that makes the Sign visible is incidental to general illumination of the premises, the Sign shall not be construed to be an Illuminated Sign.

**Indirectly Illuminated Sign:** A Sign illuminated primarily by light directed toward or across it or by back-lighting from a source not within it. Sources of illumination for such Signs may be in the form of gooseneck lamps, spotlights, or luminous tubing. Reflectorized signs depending on automobile headlights for an image in periods of darkness shall be construed to be Indirectly Illuminated Signs.

**Internally (or Directly) Illuminated Sign:** A Sign containing its own source of artificial light internally, and dependent primarily upon such source for visibility during periods of darkness.

**Kiosk:** A small stand-alone structure used to provide information and services.

**Media Tower:** A Structure that may serve as a viewing tower and a kinetic illuminated media display system, utilizing signage, video and all other forms of animated illuminated visual message media as per Article 6, Section 6.5 of this Code or as per Chapter 62 of the City Code.

**Menu Board Sign:** A Changeable Copy Sign for the purpose of displaying a menu selection or pricing board for food service drive-up windows.

**Monument Sign:** Any Sign not attached to or painted on a Building, but which is mounted on a wall or Structure and permanently attached to the ground. Permanently attached as used herein shall mean that the supporting Structure of the Sign is attached to the ground by a concrete foundation. Monument Sign Structure shall bear no visible freestanding poles.

**Mural:** See City Code Chapter 62.

**Number Of Signs:** Signs shall be comprised of individual letters, figures or elements on a wall or similar surface of the Building or Structure. The area and dimensions of the Sign shall encompass a regular geometric shape, or a combination of regular geometric shapes, which form, or approximate, the perimeter of all elements in the Display Surface, the frame, and any applied background that is not part of the architecture of the building. When separate elements are organized to form a single Sign, and are separated by open space, the Sign Area and dimensions shall be calculated by determining the geometric form, or combination of forms, which comprises all of the Sign Area, including the space between different elements.

**Pennant or Streamer Sign:** Signs made up of strings of pennants, or composed of ribbons or streamers, and suspended over open premises or attached to Buildings.

**Portable Sign:** Signs not permanently affixed to a Building, Structure or the ground (A-frame, inverted T-frame, wheeled, and the like) and can be removed without tools.

**Projecting Sign:** Any Sign which has an independent Structure, which is attached to the Building wall, and has a Sign display surface in a plane parallel or perpendicular to or approximately parallel or perpendicular to the Building wall.

**Revolving or Rotating Sign:** See Animated Sign.

**Roof Sign:** A Sign affixed in any manner to the roof of a Building, or a Sign mounted in whole or in part on the wall of the Building and extending above the eave line of a pitched roof or the roof line (or parapet line, if a parapet exists) of a flat roof.

**Sign:** Any identification, description, illustration, or device, illuminated or non-illuminated, that is visible from a public right-of-way or is located on private property and visible to the public and which directs attention to a product, place, activity, person, institution, business, message or solicitation, including any permanently installed or situated merchandise, with the exception of window displays, and any letter, numeral, character, figure, emblem, painting, banner, pennant, placard, or temporary Sign designed to advertise, identify or convey information. Signs located within the interior of a Building that are visible from the public right-of-way shall be subject to Sign regulations.

The following are specifically excluded from this definition of "Sign:"

- Governmental Signs and legal notices.
- Signs not visible beyond the boundaries of the Lot or parcel upon which they are located, or from any public right-of-way.
- Signs displayed within the interior of a Building which are not visible from the exterior of the Building.
- National flags and flags of political subdivisions.
- Weather flags.
- Address numbers, provided they do not exceed two square feet in area.
- Signs located in the public right-of-way which shall be governed by Chapter 54 of the City Code.

**Sign Area:** Signs shall be comprised of individual letters, figures or elements on a wall or similar surface of the Building or Structure. The area and dimensions of the Sign shall encompass a regular geometric shape, or a combination of regular geometric shapes, which form, or approximate, the perimeter of all elements in the Display Surface, the frame, and any applied background that is not part of the architecture of the building. When separate elements are organized to form a single Sign, and are separated by open space, the Sign Area and dimensions shall be calculated by determining the geometric form, or combination of forms, which comprises all of the Sign Area, including the space between different elements.

**Sign Structure:** A Structure for the display or support of Signs.

**Special Sign Package:** See Article 10, Section 10.3.6

**Vehicle Sign:** A trailer, automobile, truck, or other vehicle used primarily for the display of Signs (rather than a Sign display incidental to use of the vehicle for transportation).

**Wall Sign:** Any Sign attached, painted or projected on the wall of a Building or Structure, and erected parallel to the face of a Building, and supported throughout its length by such Building and which displays

only one (1) advertising surface.

**Window Sign:** A Sign painted, attached or affixed in any manner to the interior or exterior of a window which is visible, wholly or in part, from the public right-of-way.