

Proposed Definitions

SIGN: A name, identification, description, display, illustration, structure or device that is affixed to, painted on, or represented directly or indirectly upon a building or other surface and is legible off the premises. A sign shall also include sign supports and brackets.

ABANDONED SIGN: A sign that no longer correctly advertises a bona fide business, lessor, lessee, owner, activity, use product or service available on the premises where the sign is displayed for a continuous period of 3 months.

ADVERTISING SIGN: A sign that directs attention to a business, profession, commodity, service, or entertainment not sold or offered on the premises upon which the sign is located. Advertising signs shall include billboards, poster panels, and other off-site signs.

ATTENTION ATTRACTING DEVICE: any device with flashing, blinking, rotating or moving action, or any banner, searchlight, balloons, or pennants designed or intended to attract the attention of the public to an establishment or to a sign.

AWING SIGN: A sign that is painted or attached to an awing.

COMMERCIAL SPEECH: speech advertising a business, profession, commodity, service or entertainment.

CONSTRUCTION SIGN: Any sign that displays information regarding the construction or development under construction on the site in which it is displayed.

DIRECTIONAL SIGN: A sign that serves primarily to direct traffic to the location of a place, area, or activity.

ELECTRONIC GRAPHIC DISPLAY SIGN: A sign or portion thereof displaying electronic images, graphics, or pictures, with or without text information, defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices.. Electronic graphic display signs include computer programmable, microprocessor controlled electronic or digital displays. Electronic graphic display signs are prohibited from flashing or pulsing. This display shall be a static image and no motion shall be displayed. Electronic graphic display signs include projected images or messages within these characteristics onto buildings or other objects.

FLAG: A rectangular piece of fabric of distinctive design mounted on a pole used as a symbol (as a nation), signaling device (nautical), or attention getting device (advertising).

FREESTANDING SIGN: A sign that is self supporting and affixed to a frame structure, not attached to a building

GRADE OF SIGN: The lowest point of elevation of the finished surface of the ground, paving, or sidewalk within the area between the sign and a line 10 feet from the sign.

GARAGE SALE SIGN: a temporary, on-site sign advertising a garage, yard, or similar sale.

HANGING SIGN: A sign that is suspended from a ceiling or overhang.

HOME OCCUPATION SIGN: a sign located at a residence advertising a business conducted in the residence or by a person in the residence.

MONUMENT SIGN: Any freestanding sign with its sign face mounted on the ground and mounted on a base at least as wide as the sign. A monument sign shall be an on-site sign.

MENU/ORDER BOARD SIGN: a sign installed in a drive-through facility and intended for drive-through customers that advertises the products available at the facility.

NONCONFORMING SIGN: Any sign that does not conform to the regulations of this chapter.

NON-COMMERCIAL SPEECH: : messages not classified as Commercial Speech which include, but are not limited to, messages concerning political, religious, social, ideological, public service and informational topics.

ON-SITE SIGN: a sign which advertises any business, product, person, event or service conducted, sold, manufactured, or located on the premises where the sign is located.

OFF-SITE SIGN: a sign which advertises any business, product, person, event or service conducted, sold, manufactured, or located off the premises where the sign is located.

PERMANENT SIGN: Any sign other than a temporary sign.

POLITICAL SIGN: a sign pertaining to an election to any public office or any ballot measure

PROJECTING SIGN: Any sign affixed to an outside exterior wall or soffit of any building and is not parallel to the plane of the wall or soffit.

PUBLIC SIGN: Any sign display intended primarily to promote items of general interest to the community such as time, temperature, date, atmospheric conditions, news, and the like. This does not include any information that would be related to the products or services at the display site.

PYLON SIGN : A sign that is supported by one or more upright poles or braces

REAL ESTATE SIGN: Any sign about the sale, lease, or rental of land or buildings.

SHOPPING CENTER: Any grouping of two or more principle retail buildings, whether a single lot or abutting lots, under multiple or single ownership.

SPECIAL EVENT SIGN: Any temporary sign that advertises the sale of a product or service sold on the premises or otherwise directs attention to a specific site. Special event signs include banners, portable, pendants, whether or not its mounted to the building or freestanding.

TEMPORARY SIGN: Any sign used only temporarily and is not permanently mounted.

VIDEO DISPLAY SIGN: A sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or special effects to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which have the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes. Video display signs include projected images or messages with these characteristics onto buildings or other objects.

WALL SIGN: A sign affixed to the exterior wall, mansard roof, or soffit of a building that is parallel to the building wall. A wall sign does not project more than 12 inches from the surface to which it is attached, or extend beyond the top of the parapet wall.

WINDOW SIGN: any sign placed on the interior window, or painted on a window such that it can be read from the outside of the building.