

Section 030: Sign Definitions

Abandoned Sign: A sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, and/or for which no legal owner can be found.

Administrator: - The zoning administrator or designated representative.

Area: (See Sign, Area of)

Awning: A shelter projecting from and supported by the exterior wall of a building constructed of non-rigid materials on a supporting framework (compare Marquee).

Awning Sign: A sign painted on, printed on, or attached flat against the surface of an awning.

Banner Sign: A sign made of fabric or any non-rigid material with no enclosing framework.

Billboard: A sign erected and used for the purpose of advertising a product, event, place, person, or subject not related to the premises on which the sign is located.

Blade Sign: (See Ground Sign)

Building: As defined in Section 10-040 of this Ordinance.

Building Face: The exposed face of a building, including windows and doors, from ground level to the roof line. Where a building has a facade, mansard, or awning, the zoning administrator shall work with the applicant to determine what constitutes the aggregate building face for purposes of signage.

Canopy: A rigid, multi-sided structure covered with fabric, metal or other material and supported by a building at one or more points or extremities and by columns or posts embedded in the ground at other points or extremities. Maybe illuminated by means of internal or external sources (compare Marquee).

Canopy Sign: A sign affixed or applied to the exterior facing surface or surfaces of a building or freestanding canopy.

Clearance (of a sign): The smallest vertical distance between the grade of the adjacent street, highway, or street curb and the lowest point of any sign, including framework and embellishments, extending over that grade.

Clearview Zone: The area of a corner lot closest to the intersection which is kept free of visual impairment to allow full view of both pedestrian and vehicular traffic. Typically, such an area is established by marking a point at which the two curb lines intersect, measuring back twenty (20) feet on each street front, and drawing a line across the two back points to form a triangulated area. No sign in excess of three (3) feet above curb-grade or support pole larger than twelve (12) inches in diameter may be installed in this area. Freestanding signs must have at least ten (10) feet clearance to grade.

Construction Sign: A temporary sign identifying an architect, contractor, subcontractor, and/or material supplier participating in construction on the property on which the sign is located.

Copy: The graphic content of a sign surface in either permanent or removable letters, pictographic, symbolic, or alphabetic form.

Directional Sign, Off Premise: An off-premise sign which provides a directional assistance to access an establishment conveniently and safely. Such signs shall be limited by the Administrator in size, height, and placement as justified.

Directional Sign, On Premise: An on-premise sign giving directions, instructions, or facility information and which may contain the name or logo of an establishment but not advertising copy, e.g., parking or exit and entrance signs. May contain logo provided that the logo may not comprise more than 20% of the total sign area.

Double-faced Sign: A sign with two faces, essentially back-to-back or v-construction.

Electrical Sign: A sign or sign structure in which electrical wiring, connections, or fixtures are used.

Facade: The entire building front including the parapet.

Face of Sign: The area of a sign on which the copy is placed.

Freestanding Sign: A single-pole sign supported permanently upon the ground by poles or braces and not attached to any building; or a double-pole sign with multiple signs between the two supports.

Frontage: The length of the property line of any one premise along a public right-of-way on which it borders.

Government Sign: Any temporary or permanent sign erected and maintained by the city, county, state, or federal government for traffic direction or for designation of or direction to any school, hospital, historical site, public service, property, or facility.

Ground Sign (also Blade Sign): A sign which is anchored to the ground similar to a pylon or freestanding sign, but which has a monolithic or columnar line and which maintains essentially the same contour from grade to top. Height and setbacks are to be the same as for freestanding signs.

Height (of a sign): The vertical distance measured from the highest point of the sign, excluding decorative embellishments, to the grade of the adjacent street or the surface grade beneath the sign, whichever is less (compare Clearance).

Identification Sign: A sign whose copy is limited to the name and address of a building, institution, or person and/or to the activity or occupation being identified.

Illegal Sign: A sign which does not meet the requirements of this code and which has not received legal nonconforming status.

Incidental Sign: A small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises, e.g., a credit card sign or a sign indicating hours of business. Maximum size is four square feet.

Low Profile Sign (also Monument Sign): A sign mounted directly to the ground with maximum height not to exceed six (6) feet.

Maintenance: For the purposes of this ordinance, the cleaning, painting, repair or replacement of defective parts of a sign in a manner that does not alter the basic copy, design or structure of the sign.

Mansard: A roof having two slopes on all sides with the lower slope steeper than the upper one.

Marquee: A permanent roof-like structure or canopy of rigid materials supported by and extending from the facade of a building.

Marquee Sign: Any sign attached to or supported by a marquee structure.

Monument Sign: *(See Low Profile Sign).*

Multiple-faced Sign: A sign containing three (3) or more faces, not necessarily in back-to-back configuration.

Nameplate: A nonelectric on-premise identification sign giving only the name, address, and/or occupation of an occupant or group of occupants.

Nonconforming Sign:

1. A sign which was erected legally, but which does not comply with subsequently enacted sign restrictions and regulations.
2. A sign which does not conform to the sign code requirements, but for which a special permit has been issued.

Off-Premise Sign: A sign structure advertising an establishment, merchandise, service or entertainment, which is not sold, produced, manufactured, or furnished at the property on which said sign is located, e.g., billboards or outdoor advertising.

On-Premise Sign: A sign which pertains to the use of the premises and/or property on which it is located.

Owner: A person recorded as such on official records. For the purposes of this Ordinance, the owner of property on which a sign is located is presumed to be the owner of the sign unless facts to the contrary are officially recorded or otherwise brought to the attention of the Administrator, e.g., a sign leased from a sign company.

Painted Wall Sign: Any sign which is applied with paint or similar substance on the surface of a wall.

Person: Any individual, corporation, association, firm, partnership, or similarly identified interest.

Point of Purchase Display: Advertising of a retail item accompanying its display, e.g., an advertisement on a product dispenser, tire display, etc.

Political Sign: A temporary sign used in connection with a local, state, or national election or referendum.

Portable Sign: Any sign designed to be moved easily and not permanently affixed to the ground or to a structure or building.

Premise: A parcel of land with its appurtenances and buildings which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.

Projecting Sign: A sign other than a flat wall sign, which is attached to or projects from a building wall or other structure not specially designed to support the sign.

Real Estate Sign: A temporary sign advertising the real estate upon which the sign is located being for rent, lease or sale.

Roof Sign: Any sign erected over or on the roof of a building (compare Mansard, Wall Sign)

Sign: Any device, structure, fixture, or placard using graphic symbols, and/or written copy for the primary purpose of identifying, providing directions, or advertising any establishment, product, goods, or services.

Sign, Area of: Includes the space inside a continuous line drawn around and enclosing all letters, designs, and background materials exclusive of border, trim and structural supports. For the purpose of calculating the sign area of multiple-faced or back-to-back signs, the stipulated maximum sign area shall refer to a single face.

Snipe Sign: A temporary sign or poster affixed to a tree, fence, etc.

Subdivision Identification Sign: A freestanding or wall sign identifying a recognized subdivision, condominium complex, or residential development.

Temporary Sign: A sign not constructed or intended for long-term use. Such sign is intended for special events, prior to a permanent sign, etc. e.g., a business that is opening soon, grand openings, etc.

Under-Canopy Sign: A sign suspended beneath a canopy, ceiling, roof, or marquee.

Wall Sign: A sign attached essentially parallel to and extending not more than twenty-four (24) inches from the wall of a building with no copy on the sides or edges. This definition includes painted, individual letter, and cabinet signs, and signs on a mansard.

Window Sign: Lettering placed directly on a window surface.