
Chapter 7: Definitions

7-2 DEFINITIONS

Sign-Related Definitions

Flag Banner/Feather Flag

Any sign, banner, valance or advertising display constructed of cloth, canvas, fabric, or other light material, with or without frames.



Mural⁷³

A painting on the side of a building, wall, or structure, that does not meet the definition of a sign.

Sign

Any object or device containing letters, figures and/or other means of communication or part thereof, situated outdoors or indoors, of which the effect produced is to advertise, announce, communicate, identify, declare, demonstrate, direct, display, and/or instruct potential users of a use, product and/or service.

Sign, Animated

Any sign, or any part thereof which changes physical position by means of movement or rotation.

Sign, Banner

A temporary advertising sign which is not attached to a permanently mounted backing and/or which is allowed to wave, flap or rotate with the wind.



Sign, Billboard

Any permanent freestanding sign that is of a dimension exceeding forty-eight (48) square feet per sign face or exceeding six (6) feet in height above ground level and that is not otherwise specifically authorized by Section 4-1.5.F.2 (Freestanding Signs).⁷⁴ Billboard signs are often oriented towards a public street or highway.

Sign, Display Surface

The display surface is the area made available by the sign structure for the purpose of displaying the advertising message and graphics.

Sign, Electronic Message Board

An Electronic Message Board (EMB), when allowed, is a component or feature of an otherwise permitted sign that is capable of displaying words, symbols, figures or images that can be electronically changed by remote or automatic means.

Sign, Flashing

Any directly or indirectly illuminated sign, either stationary or animated, which exhibits changing natural or artificial light or color effects by any means whatsoever.

⁷³ New in Spring 2023.

⁷⁴ Revised for consistency with new Freestanding Sign standards in Fall 2023.

Sign, Ground

A sign structure supported by poles, uprights, or braces extending from or anchored into the ground but not attached to any part of the building.

Sign Height

The vertical distance from the average finished grade below the sign (excluding any berming beneath the sign that is not required by this Code) to the highest point on the sign structure. Average finished grade is measured at the midpoint of a line extending between two points directly below the lowest point on each side of the sign face.

Sign, Illuminated

A sign lighted by or exposed to artificial lighting either by lights on or within the sign or directed towards the sign.

Sign, Logo⁷⁵

A sign exhibiting a distinctive symbol.

Sign, Menu Board

A sign placed adjacent to a “drive-through” lane which advertises products and prices of products intended to be purchased and/or picked up by purchasers while remaining in their vehicle, and which is located adjacent to the use or business selling said products.

Sign Message

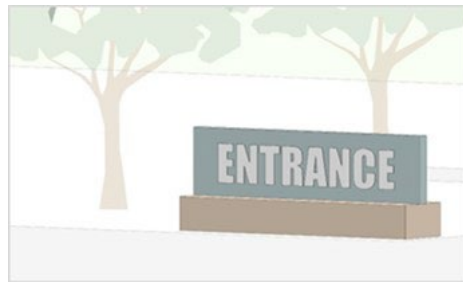
The thought or idea conveyed or expressed by the words, letters, insignia, figures, designs, fixtures, colors, motion, illumination, sound or projecting images or any combination thereof.

Sign, Permanent

A sign constructed of durable material and affixed, lettered, attached to or placed upon a fixed, nonmovable, nonportable supporting structure.

Sign, Permanent Freestanding

Any permanent sign that is erected as an individual or stand-alone structure, not attached to a building, wall, or fence.



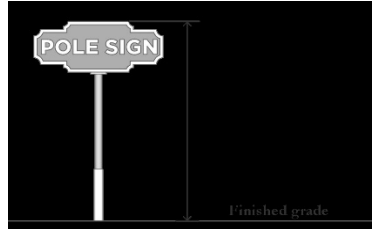
Sign Permit

A permit issued for the erection, construction, enlargement, alteration, moving, improvement, removal, conversion, or demolition of any sign, issued pursuant to this Code.

⁷⁵ Modified to remove content-based regulation in Spring 2023.

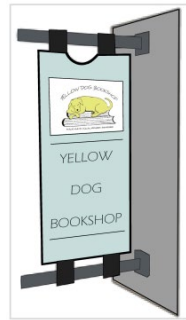
Sign, Pole⁷⁶

A sign that is mounted on a freestanding pole or other support so that the bottom edge of the sign face is at least three feet or more above grade. A “pole sign” does not include a flag mounted on a flagpole.



Sign, Projecting⁷⁷

A sign affixed to the face of a building or other structure, typically oriented at a right angle from the face to which it is attached



Sign, Roof

A sign upon or above the roofline or parapet of the building or structure.



Sign Structure

A sign structure shall include, but not be limited to, the supports, uprights, braces, backing, sign board, and framework designed to contain a sign message. Sign structure does not include the message conveyed by the sign.

⁷⁶ New in Spring 2023.

⁷⁷ New in Spring 2023. Revised from Blade Sign Fall 2023 for internal consistency.

Sign, Temporary

Temporary signs shall include, but not be limited to, any exterior sign, banner, pennant, valance or advertising display:

- A. Which is constructed of cardboard, paper, cloth, canvas, fabric, plywood, light weight plastic or other light weight material, with or without frame; or
 - B. Which is designed for short-term use, or to be moved about from place to place, or not permanently affixed to a nonmovable, non-portable supporting structure.
- C. "Temporary signs" shall not include signs placed in the open bed of a vehicle or printed, affixed, lettered, placed upon or attached to a vehicle.

Sign, Top of Facade

A sign located above the top row of windows and below the parapet edge or leading edge of the building roofline on a building three or more stories in height.

Sign, Vehicle⁷⁸

A car, truck, trailer or other similar motorized or non-motorized vehicle, whether or not operable, with a sign or other advertising device painted on or otherwise affixed to such car, truck, trailer, or other similar motorized or non-motorized vehicle that is parked and visible from the public right-of-way and used primarily as a sign and not as a vehicle.

Sign, Wall

A sign attached to, painted on, or erected against a wall or parapet wall of a building, structure or fence whose display surface is parallel to the face of the building, structure or fence and whose height does not exceed the height of the wall, structure or fence to which said sign is attached, painted upon, or against which said sign is erected.



Sign, Window

A sign which is applied or attached to, or located within one foot of the interior of a window, which sign can be seen through the window from the exterior of the structure.

⁷⁸ New in Spring 2023.



Sign Without Backing

Any word, letter, emblem, insignia, figure, or similar character or group thereof that is neither backed by, incorporated in, or otherwise made a part of any larger display area.