

**Article 17: Sign Regulations
Comparison Table of Definitions**

Term	Current	Proposed	NOTES
A-Frame or Sandwich Board	a free-standing, movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one (1) or more panels which form both the structure and sign face, and which is intended to be placed in a sidewalk or pedestrian way. A-frame signs shall not include trailer signs with or without wheels affixed.	A free-standing, movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one or more panels which form both the structure and sign face, and which is intended to be placed in a sidewalk or pedestrian way. A-frame signs shall not include trailer signs with or without wheels affixed.	
Abandoned Sign	a sign and/or supporting structure which no longer identifies a business conducted or product sold on the premises; any advertising sign which no longer directs attention to a bona fide business conducted, product sold, or activity or campaign being conducted or for which no legal owner can be found. A sign shall be deemed as abandoned when the conditions described above have been in evidence for a period exceeding one hundred eighty (180) days. For the purposes of this definition, an advertising sign shall not be deemed abandoned solely because the sign has contained no copy for a period exceeding one hundred eighty (180) days.	Signage that has been neglected and fallen into disrepair.	
Above-Canopy Sign	a sign mounted to the top edge of the roof of a canopy, constructed of metal or similar rigid and solid materials, that projects vertically from the canopy to form the free-standing letters or graphics of the sign.	A sign mounted to the top edge of the roof of a canopy, constructed of metal or similar rigid and solid materials, that projects vertically from the canopy to form the free-standing letters or graphics of the sign.	
Area of a Sign	shall be defined and computed as follows:	Shall be defined and computed as follows:	
Free-Standing or Projecting Signs	<p>(1)Any double-faced sign shall have only one (1) face, the largest, counted in calculating the area.</p> <p>(2)Any sign with three (3) or more sign faces shall have the area calculated by summing the area of the sign faces and dividing by two (2).</p> <p>(3)Any sign that is considered three-dimensional in shape shall have the area calculated by projecting the sign onto a vertical plane and summing the area of the sign face for all sides of the sign designed to attract attention or to communicate information that can be seen at any one (1) time by a person from one (1) vantage point.</p> <p>(4)If the sign is composed of one (1) or two (2) individual cabinets, the area around and enclosing the perimeter of each cabinet or module shall be summed and totaled to determine the area. The perimeter of the measurable area shall not include embellishments such as pole covers; framing; decorative roofing, etc.; provided there is no written copy on such embellishments and such embellishments are clearly incidental to the sign itself.</p> <p>(5)If the sign is composed of more than two (2) sign cabinets, or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single contiguous geometric figure shall be the area of the sign. The measurable area shall not include embellishments such as pole covers; framing; decorative roofing; etc., provided there is no written copy on such embellishments and such embellishments are clearly incidental to the sign itself.</p>	<p>Free-Standing or Projecting Signs:</p> <p>(a) Any double-faced sign shall have only one face, the largest, counted in calculating the area.</p> <p>(b) Any sign with three or more sign faces shall have the area calculated by summing the area of the sign faces and dividing by two.</p> <p>(c) Any sign that is considered 3-dimensional in shape shall have the area calculated by projecting the sign onto a vertical plane and summing the area of the sign face for all sides of the sign designed to attract attention or to communicate information that can be seen at any one time by a person from one vantage point.</p> <p>(d) If the sign is composed of one or two individual cabinets, the area around and enclosing the perimeter of each cabinet or module shall be summed and totaled to determine the area. The perimeter of the measurable area shall not include embellishments such as pole covers; framing; decorative roofing, etc.; provided there is no written copy on such embellishments and such embellishments are clearly incidental to the sign itself.</p> <p>(e) If the sign is composed of more than two sign cabinets, or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single contiguous geometric figure shall be the area of the sign. The measurable area shall not include embellishments such as pole covers; framing; decorative roofing; etc., provided there is no written copy on such embellishments and such embellishments are clearly incidental to the sign itself.</p>	
Wall Signs	The area shall be within a single continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of the copy, including vertical and horizontal spacing between individual letters, logos, etc.	The area shall be within a single continuous perimeter composed of any straight line geometric figure which encloses the extreme limits of the copy, including vertical and horizontal spacing between individual letters, logos, etc.	
Attraction Board	means a sign which contains no permanent copy, either letters or emblems, on which copy is changed manually with changeable letters and which announces special activities on the property.	Copy is changed manually.	

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Awning Sign	means a sign painted on or printed on, or attached flat against, the surface of an awning, as used in this Article, awning shall be defined as a shelter supported entirely from an exterior wall of a building consisting of cloth or other similar non-rigid material supported by a frame.	Applied directly to the surface of an awning; defined as a shelter supported entirely on a wall and made of non-rigid material supported by a frame.	
Banner Sign	an identification sign, a temporary sign or a business sign made of durable fabric only, and not made of wood, metal or soft or hard plastic, having no enclosing framework. Such banner sign, pennant or streamer may be non-illuminated or indirectly illuminated only.	Made of non-rigid material with no enclosing framework.	Also included Pennant or Streamer
Billboard or Advertising Sign	a sign which directs attention to a business, product, service or activity generally conducted, sold or offered elsewhere than on the premises where such sign is located.	Signage intended for lease to a variety of businesses, organizations, and/or individuals. In such case, the sign itself shall be an income generator and a commercial use of the property.	Advertising Sign is the current term, which is proposed to be replaced with the more commonly used Billboard term
Building Frontage	the horizontal, linear dimension of that side of a building which abuts a street, parking area, or other unenclosed circulation area open to the general public. Where more than one (1) use occupies a building, the building frontage shall be the front width of the portion of the building occupied by that use.	The horizontal, linear dimension of that side of a building which abuts a street, parking area, or other unenclosed circulation area open to the general public. Where more than one use occupies a building, the building frontage shall be the front width of the portion of the building occupied by that use.	
Bulletin Board	a sign which allows the manual changing of the copy material and is used to notify the public of non-commercial events or occurrences such as religious services, political rallies, civic meetings or similar events.	Allows the manual change of copy and is used to notify the public of noncommercial events or occurrences such as religious services, political rallies, civic meetings, or similar events.	
Business Sign	a sign which directs attention to a business, profession, product, activity, or entertainment, sold or offered upon the premises where such sign is located, and may include information as for an identification sign.	REMOVED	
Canopy Sign	a sign painted, printed or attached flat against a surface of a canopy, as used in this Article, canopy shall be defined as a permanently roofed shelter covering a sidewalk, driveway or other similar area, which shelter may be wholly supported by a building or may be wholly or partially supported by columns, poles or braces extended from the ground.	Applied directly to the surface of a canopy; defined as a permanently roofed shelter covering a sidewalk, driveway, or similar area. Canopies may be supported by a building, columns, poles, braces, or a combination of both.	
Construction Sign	a temporary sign identifying the project name, the architect, engineer, contractor, financing company, material supplier, or others engaged in work on the construction site on which the sign is located. Leasing information, renderings and similar copy shall also be permitted.	A temporary sign located on an active construction site.	
Construction Screening Sign	a temporary sign of fabric or mesh material attached to fencing surrounding a construction site to serve as a wind break or privacy screen. Such signs may incorporate the information permitted for construction signs as defined in Subsection (a)(5) of this section. Construction screening signs may also include designs, artwork, logos, pictures, words and other graphic representations related to the project under construction. Such signs shall be located on the active construction site only during construction and shall be removed prior to a permit for any permanent signage being issued by the Division of Building Inspection pursuant to the provisions of Section 17-4(a).	REMOVED	

Term	Current	Proposed	NOTES
Directional Sign	a non-commercial sign of an instructional nature, such as "parking," "exit" or "entrance," displayed solely for the convenience of the public, no more than twenty-five percent (25%) of such sign being devoted to the name or logo of the property, business or profession on the site and containing no business advertising, or product trade name identification or listing of any product sold or offered on the premises.	REMOVED	
District Identification Sign	any type of sign or other graphic, located on public or private property, which establishes the identity of a unique and distinct community district by way of its size, configuration, height, location or message; and which has no direct advertising value for any specific business, product or service.	Any type of sign or other graphic, located on public or private property, which establishes the identity of a unique and distinct community by way of its size, configuration, height, or location; and which has no direct commercial advertising value.	
Double-faced Sign	a sign with two (2) faces either set parallel or up to a forty-five degree (45°) angle. Any two (2) sign faces set at an angle greater than forty-five degrees (45°) shall be considered two (2) separate signs.	Two (2) faces either set parallel or up to a 45 degree angle. Any two sign faces set at an angle greater than 45 degrees shall be considered two (2) separate signs.	
Electronic Message Display System	a sign with copy or images which includes, but is not limited to reflective disc, direct illumination, rotating veils, light emitting diodes (LEDs), or liquid crystal diodes (LCDs), and is controlled by means of a central computer or video control system and which has no audible sound.	A sign with copy or images which includes, but is not limited to reflective disc, direct illumination, rotating veils, light emitting diodes (L.E.D.s), or liquid crystal diodes (L.C.D.s), and is controlled by means of a central computer or video control system and which has no audible sound.	
Flashing or Blinking	a sign, the illumination of which is not kept constant and which contains an intermittent or sequential flashing light source for the purpose of either attracting attention to the sign or as a method of changing copy.	Intermittent or sequential illumination for the purpose of attracting attention to the sign.	
Free-standing Sign	a sign, not attached to any building, and attached to the ground by poles, braces, or other means.	Attached to the ground by columns, poles, braces, or other means and not attached to any building.	
Government Sign	a temporary or permanent sign erected by any government body for traffic direction, or for designation or direction to any school, hospital, park, historic site or other service, property or facility, provided that such signs not contain business advertising of any kind.	Temporary or permanent, erected by government employees or officers in the performance of their professional/elected duties.	
Height of a Sign	the vertical distance measured from the highest point of the sign, including the frame and any embellishments and the established grade at the adjacent street.	The vertical distance measured from the highest point of the sign, including the frame and any embellishments and the established grade at the nearest adjacent street.	
Historic Marker	a sign or emblem which commemorates or identifies an event, past ownership of property, or age of a building.	A sign or emblem which commemorates or identifies an event, past ownership of property, or age of a building.	
Identification Sign	a sign which establishes the identity of a building or building complex by name or symbol or combines name, street address, and/or management and has no direct advertising value.	REMOVED	
Illegal Sign	a sign which does not meet the requirements of this Zoning Ordinance and which is not non-conforming.	Does not meet the requirements of this zoning ordinance and has not been identified as a legal, nonconforming sign.	
Illuminated Sign	a sign which emits or reflects, either directly or indirectly, artificial light from any source:	Emits or reflects artificial light from any source.	
Directly illuminated	a sign which is lighted by means of an unshielded light source (including neon tubing) which is visible as a part of the sign and where light travels directly from the source to the viewer's eye.	Lighted by an unshielded light source (including neon tubing) which is visible as a part of the sign and where light travels directly from the source to the viewer's eye.	
Indirectly illuminated	a sign whose light source is so situated as to project light onto the exterior or front of the sign surface, or to project light onto the building facade where the sign is located.	Light source projects light onto the exterior of the sign surface or onto the building where the sign is located.	
Internally illuminated	a sign whose light source is within the sign, with the sign having a transparent or translucent background or cover which silhouettes opaque or translucent letters or designs.	Internally illuminated: Light source is within the sign, with a transparent or translucent background or cover which silhouettes letters or designs.	

Term	Current	Proposed	NOTES
Incidental Sign	means a small sign, not exceeding two (2) square feet each, limited to information and directions related to the permitted use on the lot or building on which the sign is located, and containing no direct illumination as defined in this Article. Examples of incidental signs would include "no smoking," "restroom," "no solicitors," "no trespassing," "self-service," "vacancy," credit card acceptance signs, signs indicating hours of business, and similar information.	Not exceeding two (2) square feet in area.	
Informational Sign	means a sign whose copy gives only the time, temperature and/or date through an electronic message display system or by mechanical means (including clocks and thermometers), and provides no advertising of any product or business activity.	REMOVED	
Landmark Sign	means any type of sign or other graphic that helps to create a unique location by way of its size, configuration, height, location or message and exhibits distinctive stylistic features.	Any type of sign or other graphic that helps create a unique location by way of its size, configuration, height, or location and exhibits distinctive stylistic features.	
Marquee Sign	a sign used in conjunction with a theater which is attached to, and supported by, the building and generally projects from the building; and, which in addition to permanent copy, may allow for changeable letters.	Used in conjunction with a theatre, is attached to the building, and projects from the building.	
Menu Board	a free-standing or wall-mounted sign primarily designed for the display of menu items and prices for the purpose of placing orders for such items in conjunction with a restaurant utilizing drive-through service.	Free-standing signs placed at properties where there is a drive-thru lane, walk-up window or drive-up curbside.	
Menu Box	a wall-mounted sign, primarily designed for the display of menu items and prices in conjunction with a restaurant.	A wall-mounted sign, primarily designed for the display of menu items and prices in conjunction with a restaurant.	
Mobile Sign	a mobile sign is a sign that is affixed to a frame having wheels or is capable of being carried, or otherwise portable; does not have a permanent foundation; cannot withstand the stress and wind loads of the Building Code; and is designed to stand free from a building or other structure. Signs designed to be affixed to the surface of real estate shall be deemed free-standing signs and not mobile signs, but the mere removal of wheels or temporary securing of a sign to the surface of real estate shall not prevent its being a mobile sign within this definition.	Affixed to a frame having wheels or capable of being moved. Mobile signs do not have a permanent foundation and cannot withstand the wind-load stress requirements of the adopted building code as they are designed to stand free from a building. The removal of wheels from such a sign or temporarily securing a sign of this type shall not prevent it from being classified as a mobile sign within this definition. This includes signage placed in a truck bed or on a trailer designed to be pulled behind a vehicle.	
Monument Sign	a free-standing sign where the length of the base of the sign is a minimum of seventy-five percent (75%) of the length of the longest part of the sign.	Attached to a permanent foundation or decorative base and not attached to or dependent for support from any building, pole, post, or similar upright.	
Nameplate	means a wall sign which gives only the name, address, and/or occupation of the occupant(s) of the building on which it is located.	REMOVED	
Nonconforming Sign	a sign which was legally erected, but which does not comply with the adopted sign regulations of this Zoning Ordinance for the zone in which it is located.	Legally erected but does not comply with the current regulations for the zone in which it is located.	
Non-illuminated Sign	a sign which does not emit or reflect artificial light from any source, either directly or indirectly.	Does not emit or reflect artificial light from any source.	
Painted Sign	any sign which is applied with paint or similar substance directly to a wall or other surface. Any painted sign shall be subject to the regulations of the zone in which it is located.	REMOVED	
Political Sign	a temporary sign supporting the candidacy for office or urging action on any other matter on the ballot of a state, local or national election or referendum.	REMOVED	
Projecting Sign	a sign which is attached directly to a canopy, marquee, or wall of a building and which extends horizontally outward from such canopy, marquee or wall more than twenty-four (24) inches.	Attached to a building, extends more than 24 inches.	

Term	Current	Proposed	NOTES
Real Estate Sign	a temporary sign indicating only sale, lease or rental of property or buildings on which the sign is erected.	A temporary sign for the sale, lease or rental of property or buildings on which the sign is erected.	
Roof Sign	a sign which projects above the cornice of a flat roof, or above the top edge of any roof, including the ridge line of a gabled or hipped roof. Such top edge shall not include any cupolas, pylons, chimneys or other minor projections above the roof line.	Projects above the cornice of a flat roof or the ridgeline of a gabled or hipped roof. In determining the top edge of the roof, calculation shall not include cupolas, pylons, chimneys, or other projections above the roofline.	
Rotating or Moving Sign	a sign, any portion of which moves by mechanical means, motion of the wind or other means. Such motion does not refer to methods of changing copy used on an electronic message display system.	Any portion of which moves by mechanical means or the wind; does not refer to changing copy with an electronic message display system.	
Sign	any writing, pictorial representation, form, emblem, trademark, flag, banner, decoration (including material used to differentiate the sign copy from the back-ground) or any figure which is written, printed, projected, painted, constructed, or otherwise displayed upon or designed into a building, board, plate, canopy, awning, window, vehicle, or upon any object or device which by reason of its form, color, wording, symbol, design, illumination, motion or other characteristic is designed to attract attention to the subject thereof or is used as a means of identification, advertisement, announcement, or of illustrating products.	Any copy, including material used to differentiate the copy from the background, which is applied to a surface as a means of identifying, advertising, announcing, or illustrating products, services, and/or events.	
Sign Clearance	the least vertical distance between the lowest point of any sign, including the framework, and the established grade at the sign.	The vertical distance between the lowest point of any sign and the grade at the base of the sign.	
Sign Copy	any word, letter, number, or emblem affixed to the sign surface, either permanently or in removable form.	Any word, figure, number, symbol, or emblem affixed to a sign.	
Sign Setback	the horizontal distance between any street right-of-way and a free-standing sign and/or its supporting structure. The measurement shall be taken at the closest point proximity between the right-of-way and any part of the sign or structure.	The horizontal distance between any street right-of-way and a sign. The measurement shall be taken at the closest point between the right-of-way and any part of the sign.	
Sign Surface	the vertical area of the sign on which the copy is placed.	That part of the sign on which the message is displayed.	Face of Sign changed to Sign Surface
Square Foot	NOT PREVIOUSLY DEFINED	A unit of area equal to one foot by one foot square.	
Street Frontage	the linear distance between the lot lines measured along the abutting public or private street.	Property line that lies adjacent to street right-of-way.	
Subdivision Entrance Identification Sign	NOT PREVIOUSLY DEFINED	A sign which establishes the identity of a building or building complex.	
Temporary Sign	means any sign or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plywood, or other light materials, with or without frames, and/or intended to be displayed for a limited period of time only.	Any sign or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plywood, or other light materials, with or without frames, and/or intended to be displayed for a limited period of time only.	
Tenant Panel	means a portion of a free-standing shopping center identification sign that lists or advertises an individual tenant that occupies the site. Tenant panels of the same size and shape may be removed and replaced without a sign permit.	REMOVED	
Tract Sign	means a temporary sign advertising the original sale of property in a subdivision.	REMOVED	
Traffic Directional Sign	NOT PREVIOUSLY DEFINED	A non-commercial sign of an instructional nature, such as "parking," "exit" or "entrance," displayed solely for the convenience of the public.	
Under-Awning or Under-Canopy Sign	means a small sign, limited to four (4) square feet, attached to and suspended from the underside of a canopy or awning and having a clearance of not less than eight (8) feet.	A small sign, limited to four (4) square feet, attached to and suspended from the underside of a canopy or awning and having a clearance of not less than eight (8) feet.	
Vehicle Signage	NOT PREVIOUSLY DEFINED	Signage painted directly on a vehicle or attached magnetically.	

Term	Current	Proposed	NOTES
Wall Sign	a sign attached parallel to and extending not more than twenty-four (24) inches from the wall of the building; and includes painted, individual letter and cabinet signs, signs on a mansard, or on a parapet not exceeding six (6) feet in height; and provided the parapet extends on at least three (3) sides of a building and signs erected on or against the side of a roof but not projecting above the roof line. No copy shall be permitted to be displayed on the sides of the sign which are perpendicular to the wall face.	Attached parallel to and extending not more than twenty-four (24) inches from the wall of the building; and includes painted, individual letter and cabinet signs, signs on a mansard, or on a parapet not exceeding six (6) feet in height; and provided the parapet extends on at least three sides of a building and signs erected on or against the side of a roof but not projecting above the roof line. No copy shall be permitted to be displayed on the sides of the sign which are perpendicular to the wall face.	
Window Sign	a sign which is painted on, or applied or attached to, the interior of a window or located within three (3) feet of the interior of a window, and which can be seen through the window from the exterior of the structure. Merchandise which is included in a window display shall not be included as a part of a window sign.	Attached to or located within three (3) feet of the interior of a window and which can be seen through the window from the exterior of the structure.	