

## 411.2 Definitions

A. Sign: Any device, facade, fixture, material or structure that uses any particular form, graphic, picture, symbol, lighting or writing to specifically advertise, announce, declare or identify a purpose or entity or to communicate information of any kind to the public. This shall not include accent stripes or outline lighting not part of the message area, although such features shall be subject to review in the case of conditional uses.

B. Surface area - The size of any sign, computed by multiplying its greatest length by its greatest height. Sign poles and supports or ground sign foundations not exceeding three (3) feet in height which do not bear advertising material or are not in the form of a symbol shall not be included in the computation of surface area. In the case of signs with no definable edges (e.g., raised letters attached to a facade), the surface area shall be that area within the perimeter of a single line enclosing the extreme limits of the advertising material, excepting that messages or words separated by six (6) feet or more shall be considered individual sign surfaces. Each sign surface area shall be considered a separate sign for purposes of regulation so that double-sided signs count as two signs, for example.

### C. Types of Signs

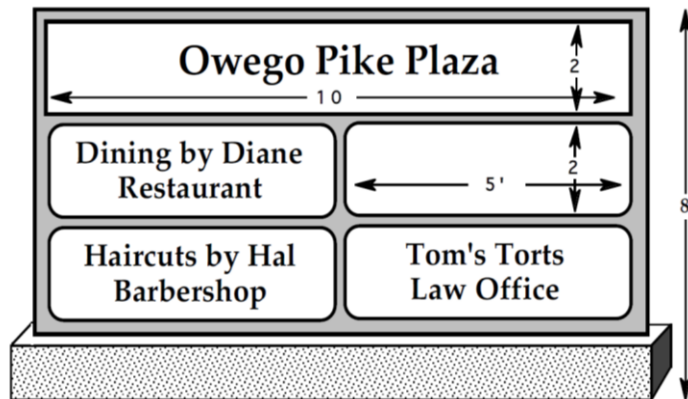
1. Billboard - A free-standing off-premises sign of more than (50) square feet in surface area.

2. [RESERVED]

3. Business or Institutional Identification Sign - A sign advertising an institution or identifying the business or profession of the owner or occupant of the property on which it is placed.

4. Canopy and Awning Sign - A sign integrated into a canopy or awning and not extending above the structural wall of the building to which it is attached.

5. Commercial Directory Sign - A combination, on a single structure not exceeding eight (8) feet in height, of a ground sign identifying a business complex with other smaller uniform signs listing services or businesses on the property. Such signs shall replace any free-standing signs which the advertisers would otherwise have rights to place on the property and not use more than twenty (20) square feet in surface area on each side to identify a business complex or more than ten (10) square feet on each side to identify a specific business or service. (See example below)



6. Contractor Sign - A sign of a builder, contractor, mechanic, painter or other artisan which is erected and maintained during the period such persons are working on a property and immediately removed when the work is complete.

7. Farm Products Sign - A temporary sign advertising the availability of fresh farm products largely produced on premises and displayed only when such products are on sale.

8. Freestanding Sign - A pole sign or ground sign.

9. Ground Sign - A separate sign rising up from a ground foundation and not over eight (8) feet in height from average ground level to the top of the sign.

10. Home Occupation Sign - A sign located in a residential area which only serves to direct persons to goods or service legally offered on the premises.

11. Incidental Commercial Sign - An advertising sign of no more than two (2) square feet in sign area on which is located a simple message directed only to persons on the lot, such as a gas pump sign, credit card sign or pricing sign placed in a window or on a door.

12. Marquee Sign - A permanently placed free-standing or wall sign with manually or electronically changeable copy used to advertise movies or other regular changing entertainment.

13. Neon Sign - A sign that is illuminated using colored gases or liquids circulating through glass or plastic tubing. Other neon features such as building accent stripes or outline lighting independent of the sign message area shall not be counted as signage but shall be subject to review in the case of conditional uses.

14 Off-premises Advertising Sign - A sign advertising a business, product, service, commodity or activity located off the premises on which the sign is located, not including business and institutional identification signs otherwise permitted.

15. Pole Sign - A sign supported by a poles(s) as a separate structure.

16. Portable Sign - A sign not permanently attached to the ground or a structure or designed to be transported, including signs on wheels or any other movable device or vehicle.

17. Real Estate Sign - A sign which advertises the availability of land, buildings or spaces within buildings as being for sale or rent and which is immediately removed upon the completion of a sale or lease.

18. Roof Sign - A sign painted on or attached to a roof or extending by any means, including the use of canopies, porches or artificially heightened walls, above the structural wall of a building.

19. Sandwich Board Sign - An A-frame shaped portable sign with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign and which is placed so as to sit on the ground.

20. Temporary Signs or Event Advertising Banners - Signs of twenty-four (24) square feet or less in surface area which advertise a particular event and which are constructed of plastic, vinyl, cloth, cardboard or other material which is not designed to withstand the elements for any extended period of time. Two temporary or event advertising signs of twenty-four (24) sq. ft. maximum (both sides combined) restricted to forty-five (45) days per event with a maximum of four (4) events per year shall be permitted.

21. Traffic Directional Sign - An informational sign on which is located a simple directive incidental to the main use of a lot and directed only to persons on the lot such as a "no parking" sign.

22. Trespassing Sign - A sign fastened to tree and poles with nails or staples and typically made of paper, plastic or a malleable metal to indicate lands are private and no trespassing is allowed.

23. Wall Sign - A sign painted on or attached flush with a structural wall of a building, including window signs occupying more than 25% of the window or door surface.

24. Window Sign - A sign which is attached to a window or door or positioned in such a manner that its sole purpose is to communicate with persons on the outside of a door or window.