

9-12-7 Sign Terms

The following are definitions for unique terms used in this title relative to signs as regulated in article 9-5F (signs) and chapter 9-6 (downtown development standards).

A-Frame Sign. See portable sign.

Animated Sign. Animated sign shall mean any sign which uses mechanical or electrical movement or change of lighting, either natural or artificial, to depict action or to create visual motion or the appearance thereof.

Awning Sign. Awning sign shall mean a sign that is part of or attached to an awning, canopy, or other material, or structural protective cover over a door, entrance, window, or outdoor service area

Banner. Banner shall mean any sign of lightweight fabric or similar material that is mounted to a pole or a building at one or more edges. Flags shall not be considered banners (see flag definition).

Billboard. Billboard shall mean a permanent structure sign which is used for the display of off-site commercial messages. The permanent structure of the sign constitutes a principal, separate or secondary use, as opposed to an accessory use, of the parcel on which it is located. It is a sign used as advertising for hire (e.g., on which display space is made available to parties, other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is on the same parcel or is the same development as the sign), in exchange for a rent, fee or other consideration). Billboards are located off-site of the location of topic being advertised or identified.

Building Attached Sign. Building attached sign shall mean a sign placed on a wall, awning, canopy, parapet, or a blade bracket. Also see wall sign, canopy sign, window sign, or projecting sign under the master definition for sign.

Can Sign. Can sign shall mean a sign which contains all the text and/or logo symbols within a single enclosed box cabinet that is mounted to a wall or other surface. It specifically does not include the sign cabinet that is part of a freestanding sign.

**Figure 9-12-7-1:
CAN SIGN**



Channel Letter Sign. Channel letter sign shall mean a sign made up of individual letters that are independently mounted to a wall or other surface. The “air space” between the letters is not part of the sign structure but rather the building façade. A logo may also be considered a channel letter provided it is clearly distinguishable from other sign elements.

**Figure 9-12-7-2:
CHANNEL LETTER SIGN**



Flag. Flag shall mean any fabric or bunting containing distinctive colors, patterns, or design that displays the symbol(s) of a nation, state, local government, company, organization, belief system, idea, or other meaning.

Freestanding Sign. Freestanding sign shall mean a permanent sign that is self-supporting in a fixed location and not attached to a building. A Freestanding Sign can be connected or attached to a sign structure or wall that is not an integral part of a building. Freestanding signs include, but are not limited to, monument signs and pylon signs.

Gas Pricing Signs. Gas pricing sign shall mean any sign identifying the brand, types, octane rating, etc., of gasoline for sale, as required by state law.

Home Occupation Sign. Home occupation sign shall mean a sign located at a residence advertising a business or profession legally conducted in the residence.

Incidental Sign. Incidental sign shall mean a sign, emblem, or decal informing the public of goods, facilities, or services available on the premises, including but not limited to rest rooms, phones, credit cards, or hours of business.

Marquee or Changeable Copy Sign. Marquee or changeable copy sign shall mean a sign, or portion thereof, with characters, letters or illustrations that can be changed or rearranged manually without altering the face or surface of the sign. A sign on which the message or characters change more than twelve times per day shall be considered an animated sign and not a changeable copy sign for purposes of this title.

**Figure 9-12-7-3:
MARQUEE OR CHANGEABLE COPY SIGN**



Menu/Order Board Sign. Menu/order board sign shall mean a sign installed in a drive-through facility and oriented so as to be visible primarily by drive-through customers.

Monument Sign. Monument sign shall mean a sign constructed upon a solid-appearing base or pedestal (typically stone, brick, or concrete), the total width of which is at least 50 percent of the overall height of the sign.

**Figure 9-12-7-4:
MONUMENT SIGN**

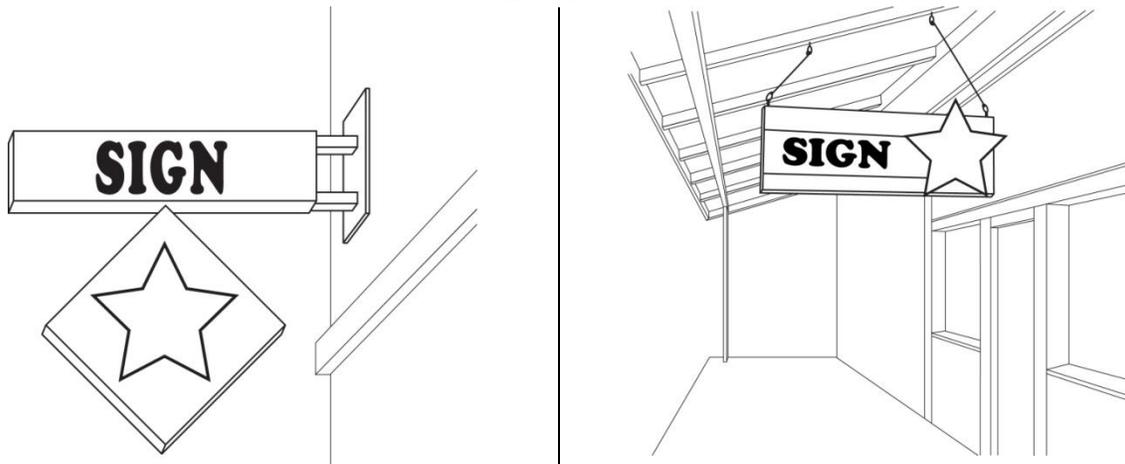


Pennant. Pennant shall mean any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a rope, wire, or string, usually in a series, designed to move in the wind and attract attention.

Permanent Sign. Permanent sign shall mean a sign that is entirely constructed out of durable materials, is fixed in place, and is intended to exist for more than thirty (30) days.

Projecting Sign. Projecting sign shall mean a sign that projects perpendicular from a structure (bracket sign) or is hung beneath a canopy (blade sign).

**Figure 9-12-7-5:
PROJECTING SIGNS**



Pole Sign. Pole sign shall mean an on-site freestanding sign, supported by a sign structure from the ground which identifies businesses located on the same parcel or in the same development on which

the sign is located. Pole signs are supported by one or more metal or wood posts, pipes, or other vertical supports. When the support structure is not integrated into the overall design of the sign these are prohibited in all districts.

Portable Sign. Portable sign shall mean any sign that is not permanently attached to a building or to the ground and may be easily moved. Portable signs are often configured with an A-frame or T-frame.

**Figure 9-12-7-6:
PORTABLE SIGN**



Primary Building Frontage. Primary building frontage means the building frontage that faces the street. In cases where a building has more than one (1) street frontage, or where a business has no building frontage facing a street, the building frontage with the primary business entrance shall be considered the primary building frontage.

Public Forum. Public parks, sidewalks which are connected to the city's main pedestrian circulation system, and the pedestrian area immediately surrounding city hall (not including the interior thereof). In consultation with the city attorney, the planning director shall interpret this phrase in light of relevant court decisions.

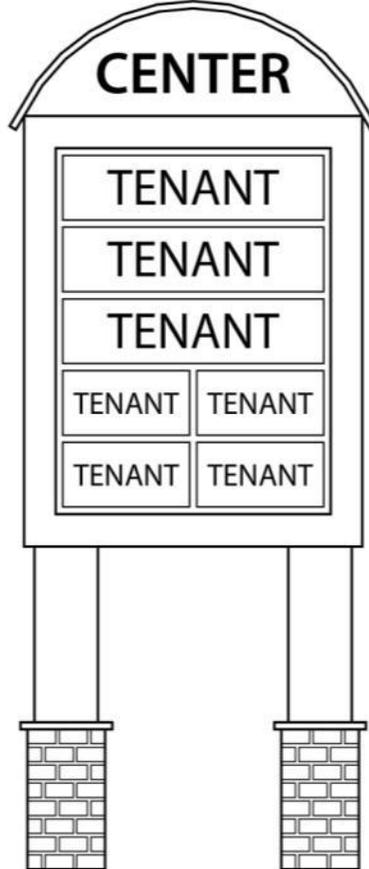
Push Pin Letter Sign. Push pin letter sign shall mean a sign comprised of individual letters that are independently mounted to a wall or other surface. Such sign may be illuminated by an external light source, such as pendant lighting. The "air space" between the letters is not part of the sign structure but rather the building facade.

**Figure 9-12-7-7:
PUSH PIN LETTER SIGN**



Pylon Sign. Pylon sign shall mean an on-site freestanding sign, supported by a sign structure from the ground which identifies businesses located on the same parcel or in the same development on which the sign is located. Pylon signs are designed such that the support structure and the sign face are designed as one architecturally unified and proportional element. Also see Monument Sign and Pole Sign.

Figure 9-12-7-8:
PYLON SIGN



Reverse Channel Letter Sign. Reverse channel letter sign shall mean a sign comprised of individual letters that are independently mounted to a wall or other surface, with lights mounted behind the letters that face the wall behind. Lights illuminate the space around the channel letters rather than the channel letters themselves, creating a “reverse” lighting effect (e.g., halo effect). The “air space” between the letters is not part of the sign structure but rather the building façade.

**Figure 9-12-7-9:
REVERSE CHANNEL LETTER SIGN**



Roofline. Roofline shall mean either the top of a parapet of a building or, in the case of a building with a shed roof, the bottom of the eave.

Sign. Sign shall mean any device, structure, fixture, or placard displaying graphics, symbols, and/or written copy for the primary purpose of communicating with the public. Notwithstanding the foregoing, the following do not fall within the definition of a “sign”:

1. Interior signs. Signs or other visual communicative devices that are located entirely within a building or other enclosed structure or site which is not visible from the exterior thereof, or located at least three feet from the window on the interior of the structure.
2. Architectural features. Decorative or architectural features of buildings (not including lettering, trademarks or moving parts);
3. Symbols embedded in architecture. Symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a building; the definition also includes foundation stones and cornerstones;
4. Personal appearance. Items or devices of personal apparel, decoration or appearance, including, but not limited to, tattoos, makeup, wigs, costumes, and masks (but not including commercial mascots);
5. Manufacturers' marks. Marks on tangible products that identify the maker, seller, provider or product, and which customarily remain attached to the product even after sale.
6. Fireworks, candles, and artificial lighting. The legal use of fireworks, candles and artificial lighting not otherwise regulated by this Title;
7. Mass transit graphics. Graphic images mounted on trains or duly licensed mass transit vehicles that legally pass through the City;
8. Vehicle and vessel insignia. As shown on street legal vehicles and properly licensed watercraft: license plates, license plate frames, registration insignia, non-commercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool (not including

general advertising) and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;

9. News racks and newsstands;
10. Shopping carts and golf carts;
11. Vending machines that do not display offsite commercial messages or general advertising messages;
12. Graphic images that are visible only from above, such as those visible only from airplanes or helicopters, but only if not visible from the street surface or public right-of-way;
13. Holiday and cultural observance decorations that are on display for not more than 45 calendar days per year (per parcel or use) and which do not include commercial advertising messages.

Sign Face. Sign face shall mean that area or portion of a sign on which copy is intended to be placed.

Subdivision Directional Sign. Subdivision directional sign shall mean a temporary or otherwise limited-term sign for the purpose of providing direction for vehicular and/or pedestrian traffic to the initial home sales of multiple lots with a single builder within a master planned community, including both single-family and multi-family for sale products. All other home sales are included within the definition of Real Estate Sign.

Subdivision Permanent Identification Sign. Subdivision permanent identification sign shall mean a sign located at the entrance to the subdivision for the purpose of a permanent identification of the subdivision. Such signs are of a permanent nature, usually constructed of long-lasting, weather-resistant materials such as stone or metal.

Subdivision Sign. A sign identifying the initial home sale and location of land and/or multiple lots with a single builder within an approved residential subdivision/master planned community, including both single-family and multi-family for sale products, or new/substantially renovated apartment complex of more than twenty five (25) units.

Temporary Sign. Temporary sign shall mean a sign not constructed or intended for long-term use. Typically, temporary signs are not physically suitable for display longer than 30 days. If a sign does not qualify as a “structure” under the building code, it is presumably a temporary sign, but subject to the interpretation of the planning director. Examples of temporary signs include banners, vertical banners, stick signs, and a-frame signs.

Vinyl Sign. Vinyl sign shall mean a sign constructed of vinyl or plastic that is affixed to a building with adhesive, bolts, screws, or other similar method.

Wall Sign. Wall sign shall mean a sign attached directly to an exterior wall of a building or dependent upon a building for support with the exposed face of the sign located in such a way as to be substantially parallel to such exterior building wall to which it is attached or supported by.

Window Sign. Window sign shall mean a sign attached to, suspended behind, placed, or painted upon the window or glass door of a building and is intended for viewing from the exterior of such building. This definition does not include merchandise offered for sale on-site, when on display in a window.

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