

18.08.485 - Sign.

"Sign" means any identification, description, illustration or device which is affixed directly or indirectly upon a building, structure or land which directs attention to a product, place, activity, person, institution or business and which is visible from any public street, waterway, alley or public place, and shall include banners and similar services. A vehicle-mounted sign on a vehicle that is habitually parked or stationed at the site of a business and serves to advertise or identify the business shall be construed as a sign for the purpose of this title. National flags and flags of political subdivisions shall not be construed as signs.

- A. "A" frame freestanding signs mean a self-supporting, portable sign with one or two faces that are adjoined at the top and displayed at an angle, which is not permanently anchored or secured.
- B. "Area of sign" means that area in square feet of the smallest rectangle, square, circle or triangle that encompasses the sign. The area of any two-faced sign with parallel faces, shall be the area of the single face. All other multiple faced or other paneled signs shall be the total area of all faces or panels. "Sign area" includes the mounting surface on which the lettering is placed. For signs which are painted on a wall surface, and for multiple-units signs, the area includes the lettering and the vertical and horizontal spacing between letters which comprise the work or words that convey the message.
- C. "Canopy sign" means a type of building-mounted sign mounted under and supported by a permanent canopy, arcade, or portal, and the faces of which are perpendicular to the nearest facade.
- D. "Development sign" means any temporary sign erected on the premises of a construction project and designating the architect, contractor, designer or builder, or developer or the name and nature of the project.
- E. "Directional sign" means any sign which is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property to which or on which the public is directed, and which contains no advertising copy.
- F. "Freestanding sign" means a sign attached to or supported from the ground and not attached to a building; signs on walls or fences which are not an integral part of a building are freestanding signs.
- G. "Height of sign" means the vertical distance between the top of the curb or crown of the roadway and the top of the sign including ornamentation.
- H. "Pole sign" means a sign attached to or supported by poles. The bottom of the sign must be four feet or less, or if the bottom of the sign is greater than four feet, it must have a minimum height of seven feet.
- I. "Political sign" means any temporary sign that supports the candidacy of any candidate for public office or urges action on any other matter on the public ballot of primary, general or special elections.
- J. "Projecting sign" means any type of building-mounted sign, other than a wall sign or canopy sign, which projects from and is supported by a wall of a building.
- K. "Property sale, rental or lease sign" means any sign advertising the availability for sale, rental of land or buildings.
- L. "Residential development sign" means any temporary sign erected on the premises of a construction project and offering lots for sale designating the architect, contractor, designer, builder or developer, or the name and nature of the project.
- M. "Roof sign" means a type of building-mounted sign which projects from and is supported by the roof of a building.

- N. "Wall sign" means a sign flush to the exterior surface of a building, applied directly on the building, in a window, or a signboard attached flush to the building, projecting no more than six inches from the building surface and not projecting above the roof surface; however, light sources aimed at the wall sign may project further.

(Ord. No. 2013-04, Exh. A, 5-7-2013)