

## DIVISION III. DEFINITIONS AND MEASUREMENT STANDARDS

### Sec. 9.070. Sign definitions.

- A. This article contains numerous graphics, pictures, illustrations, and drawings in order to assist the reader in understanding and applying the sign requirements. However, to the extent that there is any inconsistency between the text of this article and any graphic, picture, illustration, or drawing, the text controls unless otherwise provided in the specific section.
- B. The following words and terms as used in this article have the meanings stated in this section:
1. Abandoned sign. Any sign remaining in place or not maintained for a period 90 days after it no longer advertises or identifies an ongoing business, product or service available on the establishment premises where the display is located.
  2. Abandoned sign structure. A sign structure which:
    - a. By reason of neglect, damage or deterioration, requires repair, and
    - b. The owner, or other party responsible for maintaining the sign, fails to undertake and complete the repairs within 30 days after written notice to do so from the City.
  3. Address. A sign that displays the official address of the property or building.
  4. Animated or moving sign. A sign depicting motion, the act of motion, action, light or color changes through environmental, mechanical, or electrical means or through patterned illusionary movement. This definition includes a person or figure, whether costumed or not, located outside a building or use, for the purpose of attracting attention to said business or use. This definition does not include electronic message boards, as defined herein and further regulated in Division VI of this article.
  5. Architectural features. Decorative materials, embellishments, attachments, or other elements of buildings that do not contain letters, trademarks, moving parts or lights. Examples include columns, cornices, arches, dormers, public and private art, and sculptures attached to the building.
  6. Architectural support structure. A structure that serves as the base of a sign, or the structural members supporting sign, containing architectural features or designs to provide a decorative finish or covering over the supporting members.
  7. Attention attracting device. Any flasher, blinker, animation, banner, clock or other object designed or intended to attract the attention of the public to an establishment or to a sign.
  8. Attached sign. An "attached sign" is a sign that is attached to a building. The term "attached sign" includes any awning sign, canopy sign, marquee sign, over canopy sign, painted wall sign, projecting sign, under canopy sign, or wall sign, defined as follows:
    - a. Appliqué sign. A commercial sign made of flexible film material similar to a decal that is applied to a wall surface in a manner that can also be easily removed without damaging the wall surface. Such signs are usually applied by heat and adhere to wall surfaces without the use of any other means.



**Awning Sign**

- b. Awning sign. A sign that is painted, stenciled or attached to the surface of an awning. An "awning" means an overhead covering that projects from and is supported by the wall of a building to shield a doorway, walkway, or window from inclement weather or the sun. Awnings are slanted, sloped, or rounded; are often made of non-rigid material such as fabric or flexible plastic, supported by a rigid frame; or can be constructed with rigid materials, such as metal. An awning may be retractable into the face of the building.



**Awning Sign**

- c. Canopy sign. A sign attached to the surface of a canopy. A "canopy" means an overhead structure made of rigid material, parallel to the ground, which is either: 1) attached perpendicular to a building wall and extends at least 12 inches from the face of the building, or 2) a freestanding overhead structure supported by posts. A canopy may also be referred to as a "marquee."



**Canopy or Marquee Sign**

- d. Marquee sign. See "Canopy sign."
- e. Over canopy sign. A sign on the top of a canopy over a covered porch or walkway, to identify the tenant of the adjoining space.



**Over Canopy Sign**

- f. Painted wall sign. Any sign painted, drawn or sculpted on the exterior surface of a building or other structure depicting any business, service or product.



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**Painted Wall Sign**

- g. Projecting sign. A sign which is supported by a building wall or column, and which has its copy area oriented perpendicular to the building wall or column supporting it; or secondly, a sign, any part of which extends more than 12 inches from the building wall. (Note: A sign extending less than 12 inches from the building wall is considered a wall sign.)



**Projecting Sign**

- h. Under canopy sign. A sign suspended from the underside of a canopy, a covered porch or a walkway.



**Under Canopy Sign**

- i. Wall sign. A sign that is fastened directly to the exterior wall of a building and extends from the surface of the wall no more than 12 inches. (Note: A sign extending more than 12 inches from the building wall is considered a projecting sign.)



**Wall Sign**

9. Awning sign. See "Attached sign."
10. Banner. See "~~Temporary sign.~~" A sign made of fabric, plastic, or vinyl or similar non-rigid material, and is either: 1) attached to a building or structure or 2) attached to posts, stakes or other temporary framing mechanism. A banner may be rectangular, or in the shape of a quill, sail, feather, blade or teardrop, mounted on a solid or flexible pole or cord. This definition does not include flags, pennants or streamers.



Banner attached to a wall



Banner, ground mounted

11. **Beacon.** Any stationary or revolving light which flashes, projects or directs one or more beams of single or multiple colored light, in any manner which, intended or not, attracts or diverts attention.
12. **Billboard.** Large outdoor advertising sign (usually 12 feet by 25 feet or greater) erected alongside a highway. A billboard is a specific type of off-premise sign.
13. **Canopy sign.** See "Attached sign."
14. **Changeable copy.** Characters, letters, numbers, or illustrations that can be manually replaced or altered through the placement of letters or symbols on a panel mounted in or on a track system.



15. **Construction sign.** See "Temporary sign."
16. **Directional sign.** Sign designed to provide direction to pedestrian and vehicular traffic within a facility.
17. **Directory sign.** See "Multi-tenant sign" under "Freestanding sign."
18. **Digital display.** A sign which uses electronic means to display changeable or intermittent images, such as by turning on or off various lighting elements. This includes any illuminated sign on which the illumination is not kept stationary or constant in intensity and color at all times when the sign is in use. The term includes display technology such as LED (light emitting diode) or digital displays which can vary in color or intensity, or any functionally equivalent system. This sign type is also known as a "changeable electronic variable message" sign. A digital sign is a form of electronic message board (EMB).
19. **Electronic message board (EMB).** A sign or portion of a sign with a fixed or changing display/message which can be electronically changed or rearranged without altering the face or the surface of the sign.
20. **Elevation.** A two-dimensional drawing, drawn to scale, showing horizontal and vertical elements of a building or structure, including but not limited to walls, roof lines and other architectural features.
21. **Event sign.** See "Temporary sign."

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22. External indirect lighting. See "Illumination, external indirect."
  23. Façade. That portion of any exterior elevation of a building extending vertically from grade to the top of the parapet wall or eaves and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.
  24. Façade, multi-tenant. Same as Façade except applies only to individual tenant leased space.
  25. Flag, commercial. A piece of fabric or other flexible material, usually rectangular in shape, with distinctive colors and patterns that displays the symbol(s) of a company, or that advertises a product or service.
  26. Flag, government. A piece of fabric or other flexible material, usually rectangular in shape, with distinctive colors and patterns that displays the symbol(s) of a nation, state, or local government.
  27. Foot candle. A measure of illuminance. Illuminance is the amount of light coming from a lit object and striking an unlit object at a given distance away. One foot candle is the equivalent light coming from a wax candle and striking an unlit object at a distance of one foot away.
  28. Freestanding sign. A "freestanding sign" means a sign that is permanently attached to the ground and that is wholly independent of any building or other structure. The term "freestanding sign" includes, but is not limited to, any ground sign, hanging sign, landscape wall sign, menu board, monument sign, multi-tenant monument sign, pillar sign, pole sign, sandwich board, or subdivision monument sign, defined as follows:
    - a. Ground sign. A freestanding sign, other than a pole sign, which is: (1) supported by at least two architectural support structures, (2) pedestrian scale or low to the ground, and (3) not directly in contact with the ground.



**Ground Sign**

- b. Hanging sign. A sign which is suspended from the underside or attached to the side of a wooden or iron post.



**Hanging Sign**

- c. Landscape wall sign. A sign consisting of individual letters mounted on a screen (as defined in Section 8.710), perimeter wall or retaining wall.



**Landscape Wall Sign**

- d. Drive-through facility sign. An outdoor sign which is part of drive-through or drive-in facilities. This type of sign may include, but is not limited to, a changeable point of purchase advertising display that allows the retailer to list products and prices, for example, the bill of fare for a fast food restaurant.





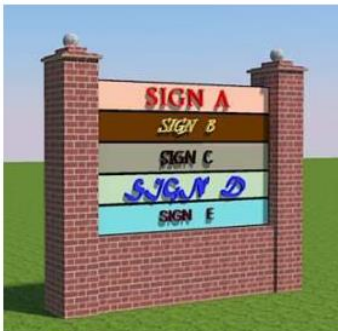
**Drive-through Facility Sign**

- e. Monument sign. A freestanding sign in which the entire bottom of the sign is in contact with the ground, or which is mounted on a solid base at least two-thirds of the width of the sign face, providing a solid and continuous background for the sign face from the ground to the top of the sign.



**Monument Sign**

- f. Multi-tenant Sign. A sign structure designed with two or more removable panels to identify the tenants in a building with more than one tenant, or in a development with more than building.



**Multi-tenant Sign**

- g. Pillar sign. A slender, three-dimensional freestanding vertical sign.



**Pillar Sign**

- h. Sandwich board. A portable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and forms the cross-sectional shape of the letter "A" when viewed from the side.



**Sandwich Board**

- i. Subdivision monument sign. A monument sign that is located at an entrance of a residential subdivision and is associated with identification of the subdivision.



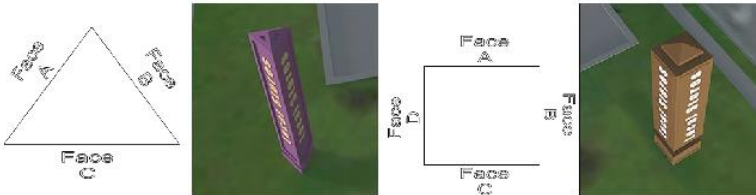
### Subdivision Monument Sign

29. Glare. Glare results from areas of high brightness in the visual field and can cause discomfort, irritation and obscuration of the message.
30. Governmental sign. Any sign placed by any city, county, state or federal governmental agency.
31. Ground sign. See "Freestanding sign."
32. Halo-lighting. See "Illumination, internal indirect."
33. Hanging sign. See "Freestanding sign."
34. Historical marker. A plaque or sign to commemorate a person, place or event of historic interest. These markers are generally placed by the city, county, state or national historical organization.
35. Home occupation sign. A sign which identifies, advertises, or attracts attention to any home occupation as defined in this chapter.
36. Human sign. See "Animated or moving sign."
37. Illuminated sign. A sign lighted by or exposed to artificial lighting either by lights on or in the sign or directed toward the sign.
38. Illumination, external indirect. A source of external illumination located away from the sign, which lights the sign, but the direct light source is not obviously visible to persons viewing the sign from any street, sidewalk or adjacent property.
39. Illumination, internal. A source of illumination contained entirely within the sign which makes the contents of the sign visible at night by means of light being transmitted through a translucent material, but wherein the source of the light is not visible.
40. Illumination, internal indirect. A source of illumination entirely within an individual letter, cabinet or structure which makes the sign visible at night by means of lighting the background upon which the individual letters are mounted. The letters are typically opaque, and thus are silhouetted against the background. The source of illumination is not visible. Also called "halo" or "reverse channel" lighting.
41. Incidental sign. An announcement or other display providing information about the occupancy or conduct of business permitted on a premises, such as logos of credit cards accepted on the premises, hours of operation, a "closed" or "open" sign, emergency contact person name and telephone number, street address, "help wanted," "no loitering or solicitations," security system notices, notices required by law, and similar information.
42. Inflatable display. A display, object or sign that is intended to be filled with air or other gas that depicts any container, figure, product, object or message.



**Inflatable Displays**

- 43. Interior sign. Any sign placed within a building, including interior window signs and interior window displays.
- 44. Internal lighting. See "Illumination, internal."
- 45. Landscape wall sign. See "Freestanding sign."
- 46. Legal notice. A sign furnished by the City for the purpose of informing the general public of the time and place of the public hearing on a development application associated with the property or properties.
- 47. Manufacturer's marks. Brand names, logos, or instructions on products, product containers, structures, or dispensers that are an integral part of the product or the product's packaging that customarily remain attached to the product or product's packaging.
- 48. Marquee sign. See "Attached sign."
- 49. Menu board. See Drive-through facility sign under "Freestanding sign."
- 50. Model home sign. See "Temporary sign."
- 51. Monument sign. See "Freestanding sign."
- 52. Multi-faced sign. A sign structure that contains two or more sign face surfaces that are located on different sides of the structure and are connected or separated from each other at their nearest point by no more than three feet.



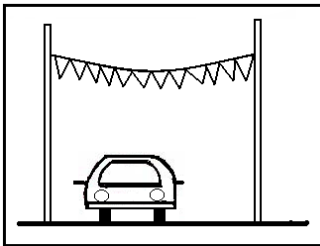
**Multi-faced Sign**

- 53. Multi-tenant sign. See "Freestanding sign."
- 54. Multi-tenant nonresidential development. A single office, commercial or industrial property that is designed or intended for occupancy by two or more businesses.
- 55. Neon sign. An internally illuminated sign containing glass tube lighting in which a gas and phosphors are used in combination to create a colored light. A neon sign is either:

- a. An illuminated sign where a neon glass tube provides the illumination but the lighting tube is not visible, or
- b. Exposed neon, where the glass tube lighting is meant to be visibly seen and creates the signage.



- 56. Obscene sign. A sign which contains material that when taken as a whole (i) applying contemporary community standards, its predominant appeal is to prurient interest in sex; and (ii) the average person, applying contemporary community standards, would find the material depicts or describes sexual conduct in a patently offensive way; and (iii) a reasonable person would find the material lacks serious literary, artistic, political or scientific value.
- 57. Off-premise sign. A sign directing attention to a specific business, product, service, entertainment event or activity, or other commercial activity that is not sold, produced, manufactured, furnished or conducted at the property upon which the sign is located. A billboard is a specific type of off-premise sign; see "billboard" definition.
- 58. On-premise sign. Any sign that identifies, advertises or attracts attention to a business, product, service, event or activity sold, existing or offered upon the same property or land use where the sign is displayed.
- 59. Over canopy sign. See "Attached sign."
- 60. Painted wall sign. See "Attached sign."
- 61. Pennant/streamer. Any small strips of lightweight plastic, fabric, or similar material shaped triangularly or rectangularly, suspended from a rope, wire, or string, usually in a series. The term "pennant" shall not include a "banner" or an "official or personal flag" as regulated herein.



**Pennant/Streamer**

- 62. Pillar sign. See "Freestanding sign."
- 63. Pole sign. A freestanding sign that is mounted on a pole, tube, or other fabricated member without any architectural covering of the support structure.



#### Pole Sign

64. Political sign. See "Temporary sign."
65. Portable sign. A sign that is not permanently affixed to one location and has the capability of being moved from one site to the next site, including any vehicle or trailer containing any advertising matter, words, symbols, or pictures, that is parked on public or private property, for the primary purpose of advertising or directing attention to a business. This definition does not include sandwich sign or permitted temporary sign.



#### Portable Sign

66. Private sign on public property. Any sign for a specific business, product, service, entertainment event or activity, or other commercial activity that is located on property owned by any city, county, state or federal governmental agencies.
67. Projection sign. A sign which is projected onto a building or structure.
68. Projecting sign. See "Attached sign."
69. Public right-of-way. A strip of land acquired by reservation, dedication, forced dedication, prescription, or condemnation, and used or intended to be used, wholly or in part, as a public street, alley, walkway, drain or public utility line.
- ~~70. Quill banner. See "Temporary sign."~~
- ~~74-70. Raceway. A metal conduit or channel containing the electrical power lines for illuminated signs.~~



#### Raceway

[7271. Real estate sign.](#) See "Temporary sign."

[7272. Roofline.](#) The fascia, soffits, guttering, bargeboards and cladding that form the frontage immediately below the roof and the eaves of a building. Essentially it's where the roof meets the wall material of the building.

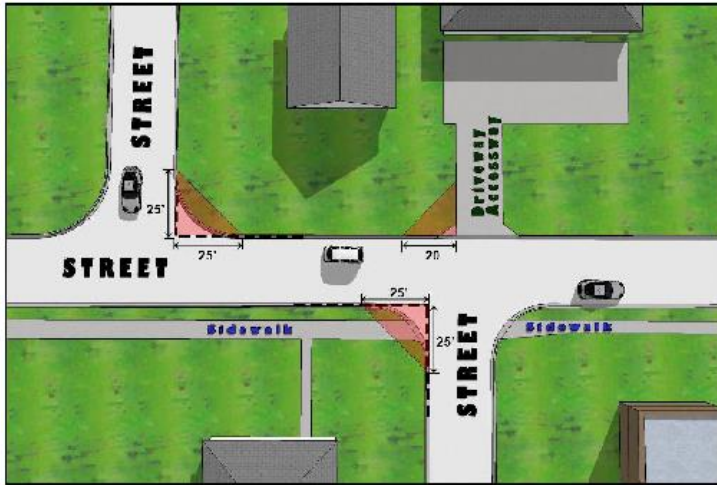
[7473. Roof sign.](#) A sign that is mounted on the roof of a building; is located above the roofline; or is attached to a structure located on a roof. This definition does not include a sign attached to a wall located below the uppermost roofline of a building, or to an over canopy sign which is located below the roofline; or to a sign mounted on a vertical, or nearly vertical, parapet or mansard.



#### Roof Sign

[7574. Sandwich board.](#) See "Freestanding sign."

[7675. Sight triangle.](#) The triangular area for sight distance preservation defined by the American Association of State Highway and Transportation Officials (AASHTO) "Green Book." This sight triangle is normally formed by lines at least 25 feet in length along the edges of the pavement of intersecting streets or a driveway intersecting a street, from their point of intersection.



Sight Triangle

7776. **Sign.** Any object, device, display, or structure, or part thereof, that is used to advertise, identify, display, or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images.

7877. **Sign face.** The area or display surface used for the message.

7978. **Sign height.** The vertical distance to the highest point of a sign structure, as measured from the average grade at the base of the structure or the lowest vertical point of a projecting structure.

8079. **Sign structure.** All elements of a freestanding sign, including the sign face, background or decorative elements related to the presentation of the sign's message, and the structural supports.

8480. **Snipe sign.** Any sign of a material such as cardboard, paper, pressed wood, plastic or metal that is attached to a fence, tree, utility pole or temporary structure or located within a public right-of-way.

8281. **Sound or smoke emitting sign.** A sign that emits or utilizes in any manner any sound capable of being detected by a person with normal hearing; or a sign that emits smoke, vapor, particles, or odors.

8382. **Special event sign.** See "Temporary sign."

83. **Stake sign.** A non-illuminated temporary sign that is mounted to either a wooden or wire stake that is secured in place by pushing it into the ground.

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Stake Sign

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- 84. Streamer. See "Pennant/streamer."
- 85. Subdivision monument sign. See "Freestanding sign."
- 86. Temporary sign. A sign displayed for an activity having a specific duration, or the end of which is related to a specific action, usually lasting for less than 12 months at a time. A sign that is posted for a limited period of time or not permanently attached to the ground, a building, or a load-bearing structure.
  - a. Commercial temporary signs are banners used to promote products, services, or businesses, or to announce open houses and grand openings for businesses. Banner is defined as follows:
    - (1) Banner. A sign made of fabric, plastic, or vinyl or similar non-rigid material, and is either: 1) attached to a building or structure or 2) attached to posts, stakes or other temporary framing mechanism. A banner may be rectangular, or in the shape of a quill, sail, feather, blade or teardrop, mounted on a solid or flexible pole or cord. This definition does not include flags, pennants or streamers.



**Banner Attached to Structure**



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**Banner Attached to Framing**

- b. ~~Non-commercial temporary signs are used to make special announcements, communicate events, or express opinions, or are associated with the sale, lease or development of property. They may be either banners or small rigid signs made of plastic, wood or metal, attached to posts, stakes or other temporary framing mechanism. Non-commercial temporary signs may include, but are not limited to, the following:~~
- ~~(1) Construction sign. Sign placed on a site during construction of a building or development project, or the rehabilitation, remodeling or renovation of a building.~~
  - ~~(2) Garage sale sign. Sign advertising personal or household goods for sale, typically on a residential property, generally referred to as garage sales or yard sales.~~
  - ~~(3) Home parade signs. Including directional arrows to homes on a homes tour, including "Parade of Homes" event occurring in the spring and fall of the year.~~
  - ~~(4) Political sign. Sign displayed prior to an election, political campaign, referendum or ballot proposition put to the voters as part of city, state or federal governance.~~
  - ~~(5) Real estate sign. Sign displayed on a property or premises which is for sale, for lease, or for rent.~~
  - ~~(6) Special event sign. Sign displayed to advertise either: a) a special event as defined and regulated under Article 6, Division 5, or b) a non-commercial event exempt from special event permit, such as on-premise church and school activities.~~

87. Tenant. One who possesses or occupies land or buildings by title, under a lease, or through payment of rent; an occupant, inhabitant, or dweller of a place.
88. Under canopy sign. See "Attached sign."
89. Uniform sign plan. Coordinated drawings and specifications that establish a unified design concept with regard to the location, materials, size, letter style, and color of all signs to be placed on a property or series of adjacent properties.
90. Wall sign. See "Attached sign."
91. Warning sign. A non-advertising sign that conveys a message of caution, warning, or danger. Examples of warning signs include, but not limited to, "Danger High Voltage," "No Dumping," and "No Trespassing."
92. Window sign, exterior. Any sign posted, painted, placed, affixed to or over the exterior of any window.
93. Window sign, interior. Any sign posted, painted, placed, affixed to or over the interior of any window.
94. Window display, interior. The display of merchandise or objects associated with a business or institution that is located interior to a building, and that is not posted, painted, placed, or affixed to a window.
- C. New signs not listed. Any new sign not identified above shall be interpreted by the Director with appeal to Planning Commission.

**Sec. 9.080. Measurement of sign area.**

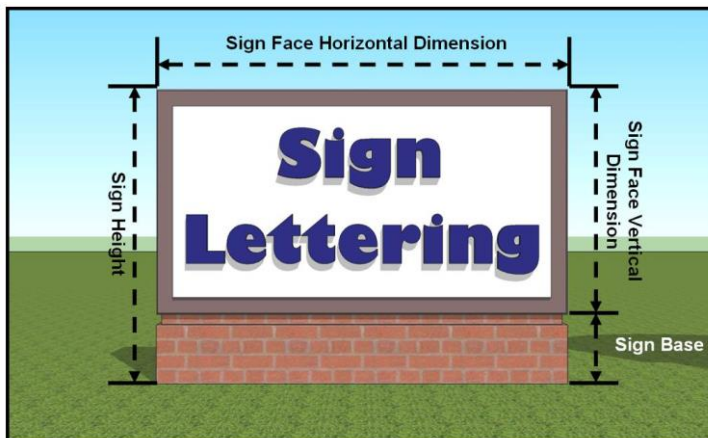
- A. Sign area. To determine compliance with the maximum allowable sign areas permitted under this article, the area of a sign shall be considered the area of the sign face unless otherwise stated.

1. Sign face area.

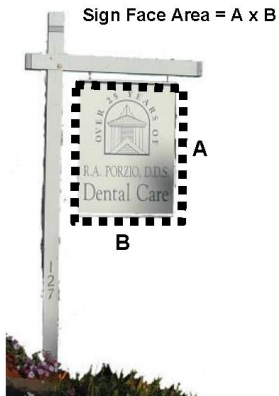
- a. The area of a sign face is computed as the area within the smallest rectangle enclosing the limits of a sign face, or the combination of the areas of all such rectangles delimiting each sign face, together with any frame or material, texture, or color forming an integral part of the sign face or used to differentiate the sign face from the structure upon which it is placed.



- b. The sign face area does not include any of the following elements outside of the rectangle that delimits the sign face:
- (1) The structure, supports or uprights on which the sign face is placed, and
  - (2) Any part of the sign structure that does not contain any message or idea and is purely structural or decorative in nature. This includes any base or frame of a monument sign.

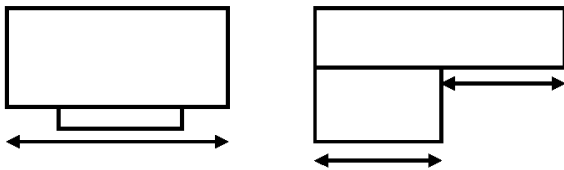


Measuring Sign Face Area and Sign Height



**Measuring Sign Face Area**

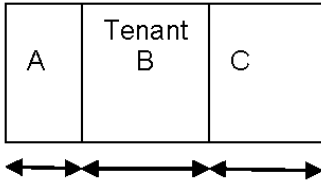
- c. If the sign includes words, letters, figures, symbols, logos, fixtures, colors, or other design elements that routinely change from time to time, the sign face area includes the entire area within which:
    - (1) The changeable copy is placed, and
    - (2) Any frame or material, texture, or color forming an integral part of the sign face or used to differentiate the sign face from the structure upon which it is placed.
  - d. Any open space contained within the limits of the rectangle delimiting the sign face is included in computing the area of the sign face, sign face module, or sign structure.
  - e. For multi-faced signs, when the sign face surfaces are parallel (back-to-back), or where the interior angle formed by the faces is 45 degrees or less, the area of the sign is the area of the largest side. For all other multi-faced signs, the area of the sign is the total area on all sides that can be viewed at one time from any angle.
- B. For purposes of calculating permitted sign area as a percentage of building façade, the following measurements apply:
1. The area of a building façade shall be computed as width times height of the building, not including the roof.
  2. If the building façade has one or more offsets of less than five feet, the entire façade, without regard for the offsets, may be counted as a single plane of the building. If the building façade has an offset of five feet or greater, each plane of the building shall be counted as a separate façade.



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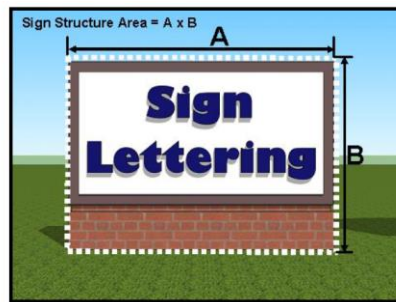
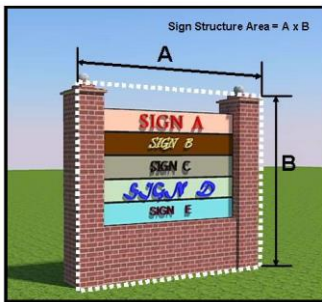
### Measuring Façade Area

- For multi-tenant buildings, the building façade area shall be the width times height of the tenant space occupied by the business.



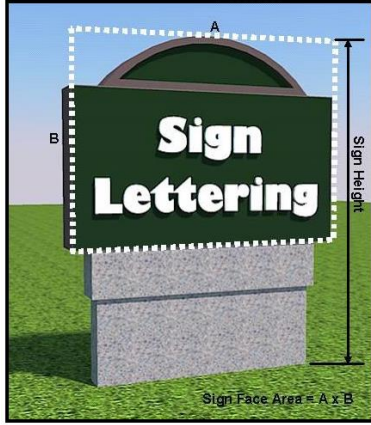
### Measuring Façade Area

- For attached awning and canopy signs, the building façade area shall be the width of the awning or canopy times height of the building.
- C. **Sign Structure Area.** For freestanding signs, the sign structure area includes every part of the sign, including the sign area, as defined above, plus all other elements of the sign, including supports, uprights, base, frame, decorative and design elements, and any open space contained within the limits of the rectangle delimiting the sign structure.



### Sec. 9.090. Measurement of sign height.

- Attached sign.** For attached signs, sign height is the vertical distance from the furthest points along the top and the bottom of the sign area.
- Freestanding sign.** For freestanding signs, sign height is the vertical distance from grade adjacent to the sign footing, to the top of the sign, including the support structure and any design elements.



Measuring Sign Face and Sign Height