

17.101 **SIGNS AND BILLBOARDS – DEFINITIONS.** The following definitions are used in this Article:

- (a) Awning. A temporary hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (b) Billboard. A sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.

(c)Blanketing. The unreasonable obstruction of view of a sign caused by the placement of another sign.

(d) Sign. A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.

(e) Directly Illuminated Sign. Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.

(f) Directory Sign. Shall mean any sign on which the names and locations of occupants or the use of a building is given. This shall include offices and church directories.

(g) Electronic Message Unit Sign. Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling or segmented message displays.

(h)Flashing Sign. Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.

(i) Ground and/or Pole Sign. Any sign which is supported by structures or supports in or upon the ground and independent of support from any building. (Also referred to as "Free Standing Sign.")

(j) Identification Sign. Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.

(k) Indirectly Illuminated Sign. Shall mean a sign that is illuminated from a source outside of the actual sign.

(l) Marquee Sign. Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.

(m) Nonconforming Sign. Any sign which does not conform to the regulations of this Article.

(n) Portable Sign. Any sign not permanently attached to the ground which is designed to be easily moved from one location to another.

(o) Projecting Sign. Any sign extending more than eighteen (18) inches, but less than five (5) feet from the face of a wall or building.

(p) Real Estate Sign. Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.

(q) Roof Sign. Any sign erected upon or over the roof or parapet of any building. Any sign intended to be displayed for a short period of time, including real estate, political or construction site signs, and banners, decorative-type displays or anything similar to the aforementioned.

(r) Wan-Sign. Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than eighteen (18) inches from such wall.

(s) Window Sign. Any sign located completely within an enclosed building and visible from a public way.