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Article 11: Signs

Section 11.1. General Provisions

A. Purpose

Throughout this article, the regulation of sign size, location, illumination, and similar standards are intended to encourage the communication of information and orientation for both visitors and citizens, provide for the effective identification of business establishments, minimize distractions to motorists and pedestrians while promoting visual harmony, safety and a respect for the environmental character of the community; and specifically:

1. To enhance the economy and efforts of the Dolores business community by promoting the reasonable, orderly, and effective display of signs and encouraging better communication with the public,
2. To support existing and future business ventures within the Town of Dolores;
3. For the protection and encouragement of local tourist-related businesses for the general economic well being of Dolores;
4. To preserve the value of private property by assuring compatibility of signage with surrounding land uses;
5. To provide a sign code compatible with the Vision Statement of the Dolores Comprehensive Plan;
6. To establish procedures and regulations which control the location, size, type, and number of signs permitted; and
7. To provide an equitable mechanism whereby signs which are illegal or abandoned can be removed.

B. Savings and Severability

If any clause, section, or other part of the application of these sign regulations shall be held by a court of competent jurisdiction to be unconstitutional or invalid, it is the intent of the City that such clause, section, or specific regulation be considered eliminated and not affecting the validity of the remaining clauses, sections, or specific regulations that shall remain in full force and effect.

C. Noncommercial Message Substitution

Noncommercial copy may be substituted for commercial copy or other noncommercial copy on any legal sign, notwithstanding any other provision of this article.

Section 11.2. Applicability and Permit Requirements

A. Applicability

1. The following regulations shall govern the placement and construction of all outdoor advertising display within the Town of Dolores.
2. No sign shall be located, erected, modified, or maintained except in compliance with the regulations contained in this article.

B. Sign Permit Required

1. It shall be unlawful to erect, construct, or reconstruct any sign without first obtaining a sign permit pursuant to Article 13.
2. A sign permit shall be required to erect, place, modify the size or shape, allow the continued placement, or convert any portion of a sign, including a conversion from temporary to permanent or from non-EMC to EMC unless otherwise provided in this article.
3. The following activities shall not require a sign permit, provided that these exemptions shall not be construed as relieving the owner from the responsibility to comply with other applicable Dolores Municipal Code provisions or any other applicable law or ordinance, including the Town's adopted building code(s):
 - a. Changing of the advertising copy or message on an existing approved painted or printed sign, marquee, EMC, changeable copy, or a similar approved sign that is specifically designed for the use of replaceable or automatically changeable copy;
 - b. Painting, repainting, cleaning, repairing, or other normal maintenance and repair of a sign not involving structural or electrical changes. Replacement of or a change of a plastic face is also an exempt operation;
 - c. Changes to window signs and temporary signs.

C. Exempt Signs

The following signs, items, and activities do not require a permit, but shall comply with specific requirements as identified in this article:

1. Temporary Signs

1. See Section 11.x

2. Internal and Integral Signs

- a. Signs not intended for view or readily legible from the public right-of-way or adjacent residential, public, or civic districts or uses.
- b. Signs that are less than one square foot in area that are affixed to machines, equipment, fences, gates, walls, gasoline pumps, or utility cabinets.
- c. Signs or banners on fences and structures within an arena, town park, recreational complex, or athletic field, provided such signs or banners face inward to the arena, town park, recreational complex, or athletic field.
- d. The placement of any video or digital display with a screen area of less than one square foot on a permitted primary structure, accessory structure, or piece of equipment, and designed to be viewed only by an individual obtaining services or goods at that location. This includes digital or video screens on fuel pumps, car washes, and air filling stations.
- e. Integral signs that are carved into stone or similar material that are integral to the building. Integral signs shall not exceed 6 square feet in area.
- f. Signs less than two square feet in sign area that are displayed by local nonprofit organizations and community service clubs.



Figure 1: Sample internal and interpretive signs

3. Flags

- a. Mixed-use or non-residential district: any flag provided it is affixed to a permanent ground or wall mounted flagpole.
- b. Residential district: a maximum of three flags, not to exceed a combined area of 120 square feet.

4. Public Signs

- a. Official public signs approved by a governmental body with jurisdiction over issues such as traffic safety, pedestrian safety, schools, railroads, or public notice, as well as signs required by the Manual of Uniform Traffic Controls.
- b. Signs and notices required to be displayed, maintained, or posted by law or by any court or governmental order, rule, or regulation.

5. Seasonal displays

Shall be located on private property and associated with customary holidays, including: New Years Day, Valentines Day, Presidents Day, St Patrick, Easter, First Day of Spring, Mothers Day, Memorial Day, Fathers Day, Fourth of July, Labor Day, Columbus Day, Halloween, Thanksgiving, Veterans Day, Christmas, and Hanukkah; or events such as birthdays or birth announcements.

Section 11.3. Prohibited Signs and Sign Locations

A. Improper Location

Signs and sign structures are prohibited in the following locations:

1. In the right-of-way or on other public property without approval of the Town. For the purposes of this article, when the right-of-way is not clearly identified, signs shall be placed at least five feet from any edge of street or curb, or beyond any visible utility or sidewalk. Temporary signs are never permitted in a public right-of-way.
2. Placed on private property without the consent of the owner or authorized agent of the owner of such property.
3. Located in or overhanging a utility easement.

4. Within a clear sight triangle.
5. Attached to utility poles, other utility or public infrastructure structures or equipment, or wireless communication facilities.
6. Attached to trees, rocks, or natural features.

B. Creation of a Hazardous Condition

Signs shall not be installed or placed so that they:

1. Create conflict with traffic control signs, signals, or various private signs resulting in vehicular or pedestrian safety hazards, including any sign placed at any location where it may, by reason of its size, shape, design, location, content, coloring, or manner of illumination, constitute a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, by obscuring or otherwise physically interfering with any official traffic control device, or that may be confused with an official traffic control device.
2. Create a danger to the public during periods of inclement weather or high winds due to their location or the manner in which they are placed.
3. Create a hazard due to collapse, fire, collision, decay, abandonment, or other safety considerations.
4. Obstruct firefighting or fixed police surveillance via photographic or video technology.
5. Are improperly mounted or installed, such as signs attached to a standpipe, gutter drain, unbraced parapet wall, or fire escape, unless the safety of such sign and such mounting have been verified in writing by a structural engineer licensed to practice in the state.

C. Prohibited Signs

The following signs are prohibited in Dolores:

1. Electronic message centers



2. Signs employing mercury vapor, low pressure and high pressure sodium, and metal halide lighting;
3. No sign shall have blinking, flashing or fluttering lights or other illuminating devices that have a changing light intensity, brightness, or color. Beacon lights are not permitted.
4. Signs that include flashing, high intensity lights, such as strobe lights, or that are of a size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or emergency vehicle, or which obscures any traffic or street sign or signal;
5. Signs with a lighting or control mechanism that causes radio, radar, television, or other electronic signal interference;.
6. Signs that move in any mechanical manner, have structural moving part(s) powered by a motor, or swing because of their design or by the manner of their suspension or attachment as a result of wind pressure, mechanically-driven apparatus, electrically-driven apparatus, or any combination thereof;
7. Sign walkers;
8. Signs that cause odor or sound emission;
9. Signs that are light projecting or operate or employ any motion picture projection or video projection in conjunction with any advertisements;
10. Moving billboard signs;
11. Wind signs (pennants, streamers, balloons, whirligigs or similar devices) or flutter flags, unless otherwise allowed by this article; and
12. Off-premises signs except as expressly permitted in this article.

D. Prohibited Content

No sign shall be approved or disapproved based on the content or message it displays, except that the following content, without reference to the viewpoint of the speaker, shall not be displayed on signs:

1. Text or graphics that is harmful to minors as defined by state or federal law;
2. Text or graphics that are obscene, fighting words, defamation, incitement to imminent lawless action, or true threats, as such words and phrases are defined by controlling law;
3. Text or graphics that present a clear and present danger due to their potential confusion with traffic control signs; or Signs that provide false information related to public safety (e.g., signs that use the words "stop" or "caution" or comparable words, phrases, symbols, or characters) that are presented in a manner as to confuse or imply a safety hazard that doesn't exist.

Section 11.4. Permitted Permanent Signs

A. Residential Districts and Residential Uses in Mixed-Use Districts

The following permanent signage is allowed in residential districts and for residential uses in mixed-use districts:

1. One wall sign with a maximum area of 6 square feet per dwelling unit.
2. One neighborhood or subdivision entrance sign with a maximum area of 64 square feet and a maximum height of 10 feet per vehicle entrance; total sign area for each entrance may be divided between two signs.

B. Non-Residential Uses in Residential Districts

The following permanent signage is allowed for non-residential structures and uses in residential districts:

1. Up to three wall sign per building frontage with a combined maximum sign area of 10% of the area of the wall on which the sign(s) are placed.
2. Public, civic, and institutional uses may also have one monument sign with a maximum sign area of 64 square feet and a maximum height of 10 feet.

C. Mixed-Use, Commercial, and Industrial Districts

1. Wall Mounted Signs

Wall signs shall comply with the following standards

- a. Wall signs may be mounted or painted directly on a building.
- b. The sign shall be affixed to the facade of the building, and shall project outward from the wall to which it is attached no more than 12 inches;
- c. The bottom of the sign shall be at least eight feet above the sidewalk elevation and the top of the sign shall not extend more than 25 feet above the sidewalk elevation.
- d. There shall be no size limit for signs or letters printed directly on, or mounted on, the exterior facade of a building.

2. Gas Stations

Two gas canopy signs not exceeding 16 square feet each, shall be permitted on a gas canopy over gasoline pumps.

3. Projecting Signs

Projecting signs shall be mounted perpendicular to the building wall and shall comply with the following standards:

- a. The copy area shall not exceed 24 sq. ft.;
- b. The minimum clearance shall be eight ft.;
- c. The distance from the building wall to the nearest edge of the sign running parallel to the wall shall not exceed six inches;
- d. The width of the sign shall not exceed four feet; and
- e. Projecting signs shall be limited to one sign per business per street frontage.



Figure x: Gas Station Signs

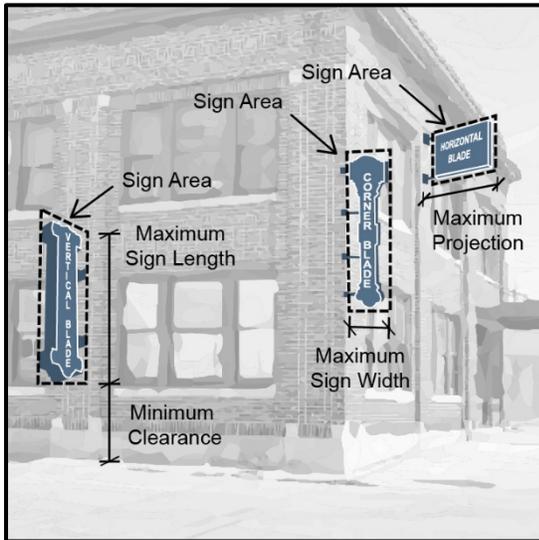


Figure 2: Projecting Signs

4. Freestanding Signs

Freestanding signs may be permitted only in the CMU, Corridor Mixed-Use District along an arterial or higher classification street, in accordance with the following standards:

- a. Maximum Number: One free-standing sign is permitted per primary structure per public street frontage.
- b. Maximum Sign Area: The maximum sign area shall be measured as one square foot of sign area per linear foot of street frontage, up to 75 sq. ft. maximum area.
 - (1) Freestanding signs may have two faces, provided the two faces are the same size and join back-to-back without any overlap.
 - (2) Multiple signs. Whenever more than one sign is placed on a freestanding structure the combination of signs shall be considered as one sign for the purpose of computing sign area and determining the number of signs on a parcel. Total sign area shall be computed by adding the areas of the individual signs and shall not exceed 75 sq. ft. per parcel.
- c. Pole Signs: Each sign shall be limited to a maximum 20 feet in height or height of building, whichever is greater.
 - (1) The clearance under the sign shall be a minimum of eight feet above grade when located adjacent to or projecting over a pedestrian way and larger than two square feet in area.
 - (2) Gas station signs shall not exceed the height of the gas canopy.

- d. Monument Signs: Ground signs (monument-style) may be up to eight feet in height and shall be landscaped. The sign shall be placed so that it does not impair the vision of vehicular or pedestrian traffic.

5. Roof-Mounted Signs

Roof mounted signs shall not have their highest point more than 25 ft. above grade and not to exceed 32 sq. ft.

Section 11.5. Historic Replica Signs Permitted by Conditional Use Permit

Historic replica signs may be permitted in the DMU, Downtown Mixed-Use District through the conditional use process where each of the following criteria are met:

- A. A historic replica sign shall be located on a structure or in a district that has been historically designated;
- B. Applications for a historic replica sign and or a reproduction will be supported by documentation evidencing the historic style, format and location of the sign to be replicated;
- C. A historic replica sign shall replicate the style, format, and location of a historic sign, but need not employ the same words, phrases, or symbols; and
- D. The Planning Commission or Town Board must find that the proposed historic replica sign contributes positively to the historic redevelopment of the Town.

Section 11.6. Illumination

Illumination of all signs shall be in accordance with Article 10, Outdoor Lighting, and the standards in this section.

- A. The light from any illuminated sign shall be so shaded, shielded or directed that the light intensity or brightness does not exceed the measurement specified in Article 10.
- B. Neither the direct nor the reflected light from primary light sources shall create a traffic hazard to passing motorists.
- C. No colored lights shall be used at any location or in any manner so as to be confused with or construed as traffic control devices.
- D. Internally illuminated signs over 40 sq. ft. are required to have a dark background and light lettering.

Section 11.7. Temporary Signs

A. Permits and Standards

- 1. Required. A temporary sign permit is required unless otherwise specified within this article.
- 2. Display duration.
 - a. Unless otherwise defined within this article, the display of temporary signs shall be limited to a maximum of 30 days per address, cumulative total per calendar year.
 - b. The 30-day per address cumulative total per calendar year requirement shall be restarted when a business at a specific address changes ownership within any given year.

3. Number of signs. Unless otherwise specified in this section, a maximum of one temporary sign shall be allowed per address at any time.
4. Printing and placement. Signs may be printed on both sides or two-single sided banners may be placed back-to-back. V-type configurations are not allowed.
5. Permit sticker. A permit sticker will be provided and shall be placed on the sign where visible.
6. Temporary signs shall not be used as a method to circumvent the regulations that apply to permanent signs, or to add a permanent sign to a parcel in addition to the permanent signage permitted on that parcel.
7. Temporary signs shall not be illuminated.
8. Temporary signs shall not contain any digital components, or a changeable message component or mechanism.

B. Location

1. Except in the Downtown Mixed-Use District, all temporary signs shall be located on private property. When property lines are not easily identifiable, signs shall be set back from the edge of the street pavement or curb, or beyond any visible utility or sidewalk, a minimum of five feet.
2. A-frame signs shall be located within ten feet of a pedestrian entrance, and shall be removed when the business is closed and during severe weather events.

C. Allowed on Private Property Restrictions

Temporary signs, including, but not limited to, those specified within this article are allowed on private property provided they meet the following requirements:

1. The sign conforms to all requirements of this article;
2. The sign does not interfere with automobile traffic or pedestrians;
3. The sign is not placed in the public right-of-way or on public property;
4. When a sign placed on private property, is done with the express permission of the property owner; and
5. The sign is not a public danger or nuisance during high winds or inclement weather.

D. Removal

Temporary signs shall be subject to removal following the passage of the date on the permit sticker.

Section 11.8. Abandonment and Removal

A. Abandonment

1. Abandonment of a sign shall immediately terminate the permit for such a sign. Abandonment of a sign shall be evidenced by:
 - a. The expiration of a Town of Dolores Business License for the tenant space associated with the sign by more than 30 days, or

- b. The cessation of business, other than the customary cessation for a seasonal business, for more than 30 days other than sale or transfer of ownership.
2. When a sign has been abandoned as defined above, the Town shall send a letter requesting removal of the abandoned sign. If said sign is not removed within (60) sixty days, the town may remove the sign at the property owner's expense.

B. Illegal Signs

An illegal sign is any sign erected or altered after the effective date of this Ordinance and not complying with the provisions thereof.

Section 11.9. Definitions and Measurements

[will be moved to Article 2 when sign code drafting is complete]

A. Interpretations

For the purpose of this article, certain abbreviations, terms, phrases, words, and their derivatives shall be construed as specified in this chapter and are to be used only for the implementation of this title. Words used in the singular include the plural, and the plural the singular. Words used in any gender include all other genders.

B. Applicability

This section applies to all sign types and classifications.

C. Building Frontage

1. Building frontage (or façade) is the wall of the primary building that faces the street abutting the property. Façade area is measured as width x height, as shown in Figure 1. If the primary building is located on a corner lot, the frontage may be any or all wall(s) of the primary building that face a street.
2. Accessory structures shall not be included in the calculation of maximum signage. Wall signs may be affixed to accessory structures.
3. The surface area of a wall shall be determined by measuring the building height and multiplying it by the length of the wall, without deduction for doors and windows. "False fronts" and mansard roofs shall not be included when calculating the total area of a wall.

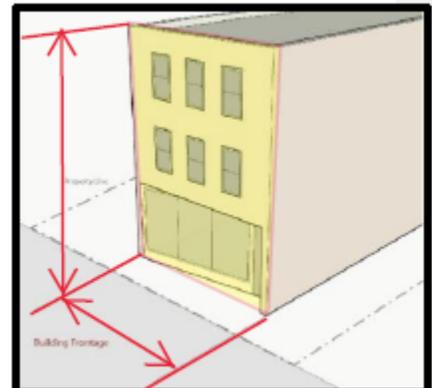


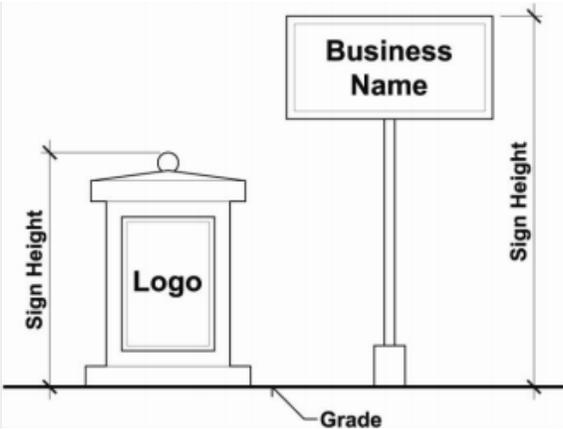
Figure 3: Building façade area

D. Clearance

Clearance is the area under the sign that shall be free of obstructions to allow passage of pedestrians and vehicles. Clearance for pole and projecting signs shall be measured as the smallest vertical distance between the sign and the finished grade directly underneath the sign at the lowest point of the sign structure, including any framework or other structural elements.

E. Height

- 1. Sign height is measured from the average finished grade at the sign foundation to the top of the highest attached component of the sign.
- 2. When the existing finished grade at the point of measurement is lower than the average elevation of the adjacent street finished grade parallel to the location where the sign will be installed, that portion of the sign below the street shall not be included in determining the sign's overall height. If a sign is located on a mound, berm, or other raised area for the sole purpose of increasing the height of the sign, the height of the mound, berm, or other raised area shall be included in the height of the sign.

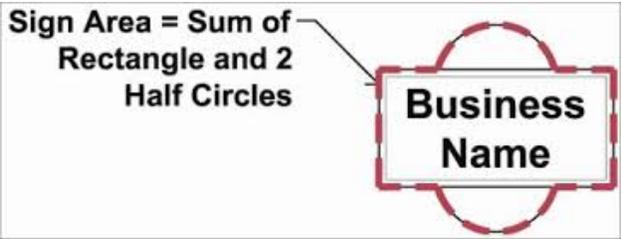


F. Setback

Setback is measured at that portion of any sign or sign structure that is closest to the property line.

G. Sign Area

- 1. The area of a sign shall be measured excluding the outside dimension of the frame, structure or bracing of the sign. Where a sign has two or more display faces, the area of one face shall be used in determining the area of the sign.



Sample measurement using two geometric figures

- 2. The area of a signs with or without backing shall be computed by enclosing, with the smallest single continuous perimeter, all backing, background, materials, letters, numbers or emblems, which are part of the overall display.
 - a. Individual letter signs using a wall as the background without added decoration or change in wall color shall be calculated by measuring the perimeter enclosing each letter. The combined total area of each individual letter shall be considered the total area of the sign.
 - b. Sign copy mounted, affixed, or painted on a background panel or area distinctively painted, textured, or constructed as a background for the sign copy, is measured as that area contained within the sum of the smallest geometric figure that will enclose both the sign copy and the background
 - c. Module signs consisting of more than one sign cabinet shall be computed by adding together the total area of each module.
 - d. Window signs printed on a transparent film and affixed to a window pane shall be measured as freestanding letters or logos, provided that the portion of the transparent

film around the perimeter of the sign message maintains the transparent character of the window and does not contain any items in the sign message.

- e. If elements of a sign are movable or flexible, such as a flag or banner, or if the sign includes any permitted copy extensions, the measurement is taken when the elements or extensions are fully extended and parallel to the plane of view.
3. Sign area includes only one side of a freestanding double-faced sign, so the area of a two-sided sign equals the area of one side.
 - a. The second face may not exceed the area of the first face.
 - b. If an angle of 30° for a “V” sign is exceeded, the area of both sign faces shall be included in the measurement of total sign area, except that the sign area for an A-frame sign is measured on one face of the sign regardless of the distance between the sign faces.
 4. Window sign area percentage is measured for each architecturally distinct window by dividing the sign area by the window area.
 5. Inflatables shall be measured by square feet of surface volume.
 6. The area of a spherical, cubical, or polyhedral sign equals 1/2 the total surface area.

H. Spacing and Separation

Spacing is a required linear distance between signs that is measured in feet. Sign separation shall be measured along the property lines from the center of the sign.

I. Definitions

A-frame sign: a temporary, portable sign consisting of two sign faces placed together at an angle of 90 degrees or less to form an "A" shaped structure that tapers from a wide base to a narrow top that is readily movable and has no permanent attachment to a building, structure, or the ground.

Access point sign: a sign located at a vehicular access point to a property.

Alley: a public street not designed for general travel and used primarily as a means of access to the rear of residences and business establishments.

Attached sign: a sign that is mounted on or attached to a structure, including a wall sign, window sign, roof sign, or projecting sign.

Awning: A roof-like cover that projects from the wall of a building for the purpose of shielding a doorway or window from the elements. An awning is either permanently attached to a building or can be raised or retracted to a position against the building when not in use.

Awning sign: a type of sign with one face affixed to an awning.

Banner sign: a type of temporary sign that is painted or printed on cloth, vinyl, or other flexible material, which is designed to be stretched between poles, fence posts or wire, mounted in a free-standing frame, or hung on walls with ties, clips, rails, brackets, hooks, or frames.

Billboard: a sign with at least one sign face that is greater than 70 square feet and is supported by one or more uprights and braces in the ground.

Canopy: An attached or detached structure, open on at least one side, that is designed to provide overhead shelter from the sun or weather. Canopies include, but are not limited to, service station canopies, carports, porte-cochères, arcades, and pergolas. A canopy is different from an awning in that a canopy is not covered with fabric or flexible material. Permanent, freestanding canopies such as service station canopies are referred to as structural canopies for the purposes of sign regulation.

Canopy sign: a type of sign with one face affixed to a canopy.

Changeable copy sign: a sign for which the informational content can be changed or altered by manual means. A changeable copy sign with copy that is changed electronically is referred to as an Electronic Message Center (EMC).

Commercial speech: expression by a speaker for the purposes of commerce, where the intended audience is actual or potential consumers, and where the content of the message is commercial in character. Commercial speech typically advertises a business or business activity or proposes a commercial transaction.

Copy: the wording on a sign surface either in permanent or removable form.

Copy area: the geometric area in square feet that encloses the copy of the sign.

Copy extension: that part of the sign area which extends beyond the edge or border of the sign.

Curb line: the line at the face of the curb nearest to the street or roadway. In the absence of a curb, the Town Engineer shall establish the curb line.

Double-faced sign: a sign with two faces that are parallel or within 30° of parallel.

Durable: a nonbiodegradable material with a proven serviceable lifespan of 25 years or more that withstands degradation from the elements.

Electronic message center (EMC): an electronic sign that utilizes lighted content, whether static or motion, to advertise products, services and businesses, and is digitally programmed and controlled, either directly or indirectly, by the use of a computer or software. The term electronic message center sign includes, but is not limited to, light-emitting diodes, liquid crystal displays and plasma screen displays.

Erects: to build, construct, attach, place, suspend, or affix, including the painting of a wall sign.

Event sign: an off-premises sign associated with a community event or facility. Facade. The exterior face of a building, including but not limited to the wall, windows, windowsills, doorways, and design elements. The front facade is any building face adjacent to the front lot line.

Flag: A flexible piece of fabric, that is attached along one edge to a straight, rigid flagpole (directly or with rope), and which is designed to move when the wind blows. Flags are typically (but not necessarily) rectangular in shape, and often (but not always) include printed or embroidered insignia that symbolizes a nation, state, or organization, or that display a graphic or message.

Flashing: a change of light intensity in a sudden transitory burst or that switches on and off in a constant pattern with more than one-third of the light source that is not constant being off at any one time.

Freestanding sign: a ground-mounted sign erected on a permanently set pole or poles, mast, or framework that is not mounted on or attached to a structure; includes an access point sign, monument sign, or pole sign.

Frontage

(a) Building means the wall of the primary building that faces the street abutting the property. If the building is located on a corner lot, the frontage may be any of the walls of the primary building that face a street.

(b) Lot means the length of the property line of any one property along a public right-of-way on which it borders.

(c) Street means the length of the property line of any one property along a public right-of-way on which it borders, measured along the property line.

Front wall is a building wall fronting the primary street or housing the primary entrance to the business.

Garage or yard sale sign: a temporary sign associated with a garage/yard sale event.

Grade: The lowest point of elevation of the finished surface of the ground, or the lowest point of elevation of the finished surface of the ground between the exterior wall of the building and the property line, if there is less than five feet distance from the wall. In cases where walls are parallel to and within 20 feet of a public sidewalk, alley or other public way, the grade shall be the elevation of the sidewalk, alley, or public way.

Inflatable sign: a large balloon or balloon-like object greater than 18 inches in any dimension that uses blown air or a gas to remain inflated.

Interior sign: any sign that is “interior” to a property or development that is not intended for view or readily legible from the public right-of-way.

Interpretive sign: a sign associated with historic buildings or sites where important events occurred or which serve educational, cultural, historical, or scientific purposes.

Light Projection Sign: any image, text, or other content that is projected onto an outdoor surface (e.g., a building wall, window, or sidewalk) by a laser projector, video projector, video mapping, or other comparable technology, in a location such that the image, text, or content is obviously visible from outside of the property

Mansard roof: a sloped roof or roof-like facade architecturally able to be treated as a building wall.

Marquee: a permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a façade of a building.

Maximum Allowable Sign Area: the total area permitted for nonexempt signs on a site.

Monument sign: a sign supported by the ground upon a pedestal base or monument foundation.

Mobile billboard: a sign attached in any way to a vehicle operating in the public right-of-way, that is used for the primary purpose of advertising, and where the vehicle is either: (1) not used

primarily for the transportation of passengers for hire or goods, or (2) is not designed for the transportation of passengers for hire or goods.

Multiple-tenant building: a single commercial structure that houses more than one retail business, office or commercial venture, and that may include residential apartment buildings on upper floors, sharing the same lot, access and/or parking facilities.

Mural: a mural or artwork painted on or otherwise affixed to the exterior wall of a building wall that does not contain a commercial message and that does not otherwise meet the definition of a sign. Exterior surface color alone is not considered a mural or artwork.

Nonconforming sign: any sign lawfully constructed prior to the enactment of the ordinance codified in this title, which fails to conform to the provisions of this title.

Nonstructural trim: the molding, batons, caps, nailing strips, latticing, cutouts or letters and walkways that are attached to the sign structure.

Off-premises sign: a sign that carries a message of any kind or directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where such sign is located, or to which it is affixed.

On-premises sign: a sign advertising any product, service, use, or enterprise sold or offered at the location where the sign is physically located.

Open house sign: a sign associated with an open house event.

Parapet: a false front or wall extension above the roof line.

Parcel: the real property on which a business is located or the portion of real property designated for use of a business. Parcel shall include all adjacent property used by a business including yards, parking lots, and storage yards. Where more than one business is located within a building, the property on which that building is located is considered one parcel.

Pedestrian-oriented sign: a sign designed at a scale that is appropriate to provide information for pedestrians and bicyclists.

Pennant: a piece of fabric, plastic or other flexible medium that may be in the shape of a triangle, rectangle or other shape, is typically mounted to a flexible cord or rope that is stretched across two points, is mounted in quantity and spaced along the cord or rope.



Figure 4: Pennants

Perimeter: a square or rectangle required to enclose the sign area.

Person: persons, firms, partnerships, associations, corporations, and other business entities.

Pole sign: a self-supported sign permanently attached directly to the ground supported by upright poles or posts or braces placed on or in the ground. Pole signs may be mounted on more than one pole and pylon signs are included in the term pole sign.

Political sign: a temporary sign associated with an election event.

Portable readerboard: a sign supported by feet or wheels that is not permanently affixed to the ground, structure, or building but is mounted on an easel, trailer, or other movable equipment and that typically displays a changing message using manual changeable copy or EMC.



Figure 5: Portable readerboard

Premises: any one or more parcels directly abutting each other and all under the same ownership, upon which any building is located.

Primary building: the building in a multi-unit multifamily development located at the main access to the complex or where the office functions are provided for the complex.

Projection: the distance by which a sign extends over public property or beyond the property line.

Public event: an event on private property that is open to the public.

Real estate sign: a temporary sign associated with an active real estate listing.

Repair, renewal, refurbishment and restoration are synonymous and may be used interchangeably to mean "to restore to a former, better state, and resembling the original design and construction as closely as possible" when describing a damaged sign or a sign in disrepair.

Revolving sign: any sign that rotates or turns in a circular motion by electrical or mechanical means and does not exceed eight revolutions per minute.

Roof sign: a business sign erected upon or above a roof or parapet of a building or structure. Mansard roof signs shall be considered wall signs.

Roofline: the top edge of a roof or parapet or the top line of a building silhouette.

Seasonal decorations: decorations and temporary signs that are clearly incidental, customary, and commonly associated with a holiday, birthday, anniversary, graduation or similar occasion.

Sign: Any letter, figure, character, mark, plane, point marquee sign, design poster, pictorial, picture, stroke, stripe, line, trademark, or reading matter of illuminated or non illuminated surface that shall be so constructed, placed, attached, painted, erected, fastened, or manufactured in any manner whatsoever, so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever, that is displayed in any manner whatsoever out of doors.

Sign: means any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors, illumination, symbols, numbers, or letters for the purpose of communicating a message. Sign includes the sign faces as well as any sign supporting structure. The term sign shall not include the following:

- a. Art that does not include commercial speech;

- b. Window displays of merchandise or products; or
- c. Products, merchandise, or other materials which are offered for sale or used in conducting a business, when such products, merchandise, or materials are kept or stored in a location which is designed and commonly used for the storage of such products, merchandise, or materials

Sign area: the total area of a sign visible from any one viewpoint or direction, excluding the sign support structure, architectural embellishments, or framework that contains no written copy.

Sign face: the area made available by the sign structure for the purpose of displaying the sign copy.

Sign height: the vertical distance measured from the adjacent grade at the base of the sign support to the highest point of the sign or sign structure, whichever is higher.

Sign structure: any structure supporting or capable of supporting any sign defined in this chapter. A sign structure may be a single pole or may or may not be an integral part of the building or structure.

Special event sign: a sign associated with a permitted special event.

Temporary sign: A sign that is: (1) constructed of cloth, canvas, vinyl, paper, plywood, fabric, or other lightweight material not well suited to provide a durable substrate; or (2) if made of some other material, is neither permanently installed in the ground, nor permanently affixed to a building or structure that is permanently installed.

Vehicle sign: any magnetic sign(s), signs painted or wrapped on, adhesive vinyl film affixed to a window, or attached by other temporary or permanent means to a vehicle, where the vehicle is owned by the business, is operable and properly licensed, and the vehicle is regularly and consistently used in the normal daily conduct of the business, such as delivering or transporting goods or providing services related to the business. Vehicle signs do not include mobile billboards.

Wall sign: a sign attached or erected parallel to and extending from the facade or wall of any building to which it is attached. A wall sign is supported through its entire length with the exposed face of the sign parallel to the plane of said wall or facade. A sign painted on the wall of a building shall be considered a wall sign.

Wind sign: a display of pennants, streamers, balloons, whirligigs, wind blades, or similar devices, activated by wind.

Window sign: any sign which is painted or mounted onto an exterior window pane, or which is hung directly inside the window.

Yard sign: a type of temporary sign that is constructed of paper, vinyl, plastic, wood, metal, or other comparable material, which is mounted on a stake or a frame structure (often made from wire) that includes one or more stakes.

Tenant: a single incorporated use of a premise for which a certificate of occupancy has been issued, which is separated from another business by demising walls and has a separate entrance.