

153.002 (DEFINITIONS); FLAGS AND SIGNS: (adopted 07/12/16)

Flag:

A. Description: a piece of durable fabric of distinctive design attached to a permanent pole that is used as a symbol or decorative feature of standard government size.

B. Standards: Flag pole shall be less than the height of the building or 50 feet, whichever is less. The length of the flag shall be less than 1/3 of the height of the flag pole.

Sign: Any object, display, or structure, or part thereof, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, activity, service, event or location, by any means, including but not limited to words, letters, figures, designs, logos, symbols, fixtures, colors, illumination or projected images.

Sign area: The area that is measured by the smallest square, rectangle, triangle, circle, or combination thereof, which will encompass the entire advertising copy area, excluding architectural trim and structural embellishments. When computing the square footage of a double-faced sign, only one side of a double-faced sign structure shall be considered.

Sign face: The portion of the sign used for display of sign copy, including all background area, pictures, and any other advertising devices shown in or on the sign. Sign frame and supports are excluded from this definition.

Sign, air blown; a balloon or other air-borne flotation device, (“wind dancers”), which is tethered to the ground or to a building or other structure and directs attention to a business, commodity, service, entertainment sold or offered or special event or sale. Windblown or inflated signs fluttering, spinning, windblown or inflated devices including pennants, propeller discs



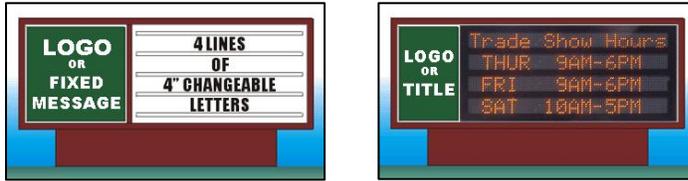
Sign, awning: A sign located on an awning

Sign, building marker: Any sign indicating the name of a building and date and incidental information about its construction. Such sign is typically cut into a masonry surface or made of bronze or other permanent material.

Sign, canopy: A sign located on a canopy



Sign, changeable copy: Any sign designed so that letters or numbers attached to the sign can be periodically changed to indicate a different message.



Sign, directory: A ground or building sign that lists tenants or occupants of a building or project, with unit numbers, arrows or other directional information.



Sign, feather (also known as “teardrop”): A form of temporary sign composed of durable lightweight fabric with a sturdy frame enclosing only a portion of the material’s edge so that it can remain upright and still be flexible in the breeze, generally shaped to be tall and narrow when affixed into the ground or other bottom support, affixed to a pole which is located outdoors and contains language for advertisement, greeting or similar messaging purposes, which is activated by the wind and is used by businesses or organizations to promote events, products or services.



Sign, government: A sign usually erected and maintained by a public agency that provides the public with information and in no way relates to a business, commercial activity or specific use. Examples include, but are not limited to: speed limit signs, city limit signs, stop signs, yield, speed limit, parking, handicapped parking, and street name signs.

Sign, ground (also known as a monument sign): Any sign which extends from the ground or which has supports which places the bottom thereof less than two (2) feet from the ground directly beneath the sign.



Sign, identification: A sign used to identify only the name of the individual, family, organization or enterprise occupying the premises, the profession of the occupant or the name of the building on which the sign is displayed.

Sign, menu board: An accessory sign providing items and prices associated with a drive-through window.

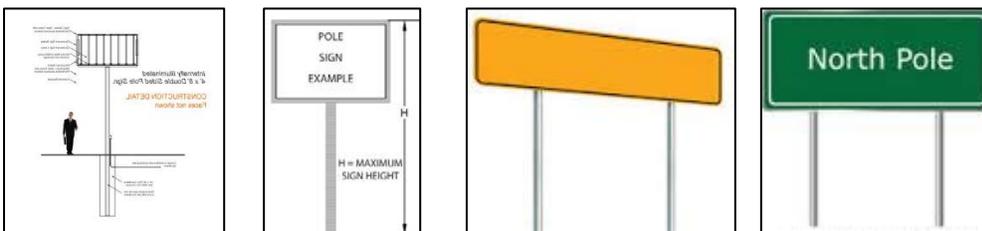
Sign, non-commercial: A sign, other than a “political sign” that contains a message through pictures, illustrations, symbols and/or words, or any combination thereof, which does not contain any reference to a business or product but displays a substantive message, statement or expression that is protected by the First Amendment to the Constitution of the United States.

Sign, non-conforming: A sign that, on the effective date of this Ordinance or the date of any subsequent amendment thereto, does not conform to one (1) or more of the regulations set forth in this Ordinance.

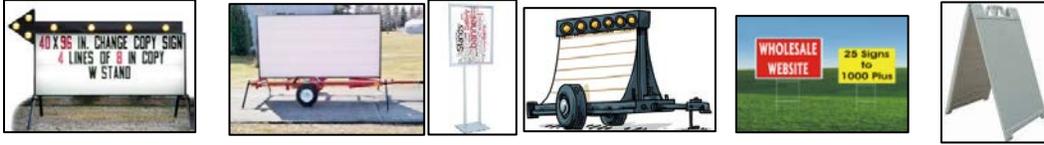
Sign, off-premise advertising (also referred to as a “billboard”): a sign other than a directional, real estate, political, non-commercial copy sign or other sign specifically allowed by this Ordinance to be placed off-premises, that draws attention to, or communicates information about a business, service, or commodity that exists or is conducted, sold, offered, maintained, or provided at a location other than the premises where the sign is located.



Sign, pole: A detached sign erected and maintained on a freestanding frame or pole and not attached to any building. The bottom of such signs shall be equal to or greater than two (2) feet from the ground directly beneath the sign.



Sign, portable: Any sign that rests upon the ground, a structure, frame, building or other surface, not permanently attached to the ground, as structure or a building. It can easily be moved from one location to another. These include but are not limited to the following: trailer signs, sandwich board signs (a-frame signs), and yard signs.



Sign, promotional event: A sign identifying a grand opening, parade, festival, fund drive, holidays, fairs, carnivals, special sales, or similar events. Special event signs are temporary signs permitted on a case-by-case basis by the Town authority.

Sign, roof: A sign erected or maintained in whole or in part upon or over the roof or parapet of a building.

Sign, sandwich board: (also known as an “a-frame” sign) A moveable ground sign, not secured or attached to the surface of the ground upon which it is located, that is constructed in such a manner as to form an “A” or tent-like shape.



Sign, temporary: A sign that can be used only for a designated period of time. Examples of temporary signs include any free-standing flag or banner not attached to a permanent flagpole (including smaller flags, vertical banners, feather flags, blade flags, teardrop flags, windsocks, wind activated and similar products), often used during grand opening, special or promotional events.

Sign, vehicular: A sign on a parked vehicle visible from the public right-of-way where the primary purpose of the vehicle as parked is to advertise a product or to direct people to a business or activity located on the same or nearby property.



Sign, wall: Any sign directly attached to, or painted on and exterior wall of a building, dependent upon a building for its support with its exposed face parallel to the plane of the building on which the sign is affixed.



Sign, window: a sign placed on the interior surface of a glass window or door, intended to be seen by pedestrians, motorists or customers from the outside of the building, from the outside. This includes lighted and/or neon signs.

Sign, yard: A portable, lightweight sign, also known as lawn signs, bandit signs, placards, and road signs, among other names, used for local advertising. They are temporary in nature, and easily moved from one location to another.

