

Section 9.2 Definitions

A. Banner Sign: A temporary sign composed of cloth, canvas, plastic, fabric or similar lightweight, non-rigid material that is mounted on a wall.

B. Electronic Message Center (EMC) Signs: A sign that is capable of displaying words, symbols, figures or images that can be electronically, digitally or mechanically changed by remote or automatic means. An EMC sign may be a free-standing sign, monument sign, or wall sign, as defined herein.

C. Free-Standing Sign: A sign face supported by a center or multiple poles, posts or other support mechanisms, and which does not constitute a wall sign or temporary sign.

D. Monument Sign: A free-standing sign, the bottom of which sign face is twenty-four (24) inches or less above the ground below, and which may be supported by a center or multiple poles, posts or similar support mechanisms, or may extend down and into the ground, similar in character to a monument.

E. Illumination/Illuminate: The act of highlighting the visual presence and/or impact of a sign by the use of artificially created light, such as through electrical devices.

1. "Internal illumination" is the incorporation of the light source behind the sign face intended to be highlighted and enclosed within the framing of the sign. For the purpose of this Article, an EMC sign shall be construed to be an internally illuminated sign.
2. "External illumination" is the placement of a light source in front, above, below and/or to the side of the sign face that is to be highlighted. External illumination is not enclosed within the frame of the sign.

F. Permanent Sign: A sign designed or intended to last or remain unchanged indefinitely, including attachment the ground, wall or other structure in such manner that the sign cannot be easily removed and/or relocated. A permanent sign shall be construed to be the same permanent sign despite modifications to the message of such sign.

G. Projecting Sign: A sign mounted on a building façade, generally perpendicular to the building façade and which projects more than eighteen (18) inches from the wall over the ground surface below, and is designed or intended to be principally viewed from a position generally alongside the façade and not viewed from a position generally facing the façade. A sign on a marquee, canopy or awning-type structure, irrespective of the direction the sign faces, shall not be construed as a "projecting sign."

H. Sign: Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, banner, flag, pennant, trade names or marks, or other representation, or combination thereof, designed for the purpose of directing attention to, advertising, identifying, expressing or making known something including, but not limited to, an individual, a firm, an association, a profession, a business, a commodity or product, an activity, a belief, a philosophy, or an idea, which is located upon any land, building or structure on or in any building and intended to be viewed from the outdoors.

I. Temporary Sign: A sign designed to be moved periodically or displayed for a limited and comparatively short period of time only, without a foundation, footing or similar permanent underground, wall or structure anchoring system, such as in the case of a "grand opening" sign, a sign announcing an upcoming community event, and signs mounted on wheeled trailers. A temporary sign shall be construed to be the same temporary sign despite modifications to the location or message of such sign during the period the sign is displayed.

J. Wall Sign: A sign which is attached directly to a building wall with the sign area surface flat against or generally parallel to the building wall, within eight (8) inches from the face of the wall, including signs painted on a building wall and signs on a projecting rigid or non-rigid fabric marquee, canopy or awning-type structure.

K. Billboard: A sign that advertises, promotes or pertains to a business, produce, service, use or event not occurring, sold, or present on the lot where the sign/billboard is located.