
Sec. 66-11. Application of chapter to certain types of signs.

Subject to the provisions of section 66-5, the following signs may be allowed without a sign permit and may not be included in the determination of the type, number, or area of permanent signs allowed within a zoning district, provided such signs comply with the regulations in this section, if any.

- A. Official traffic signs.
- B. Signs erected by the city including regulatory signs.
- C. Public signs: Signs required by the city for utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities.
- D. Legal notices.
- E. Real estate signs which advertise the sale, rental, or lease of the premises upon which such signs are located only, not exceeding six square feet in area in residential districts and not exceeding 32 square feet in area in any other district.
- F. Temporary signs, as approved as a grand opening event by the city manager, or his designee, in accordance with section 66-105, permitted signs (temporary signs).
- G. Non-illuminated incidental signs, including incidental window signs, not exceeding two square feet. "Open" signs may be illuminated.
- H. Minor signs: Minor signs shall not be electronic nor illuminated. No minor sign may include commercial messaging. No minor sign shall be located on public property or in the right-of-way. Minor signs shall not exceed 24 square feet. Minor signs shall include:
 - 1. Political campaign signs.
 - 2. Temporary directional signs.
 - 3. Signs inside a building, or other enclosed facility, which are not meant to be viewed from the outside, and are located greater than three feet from the window.
 - 4. Holiday and other temporary seasonal decorations **from November 15 through January 15**.
 - 5. Personal expression and ideological signs.
 - 6. Address signs: Stating address, number and/or name of occupants of the premises.
 - 7. Security and warning signs: These limitations shall not apply to the posting of conventional "no trespassing" signs in accordance with state law.
 - 8. Private drive signs.
 - 9. Signs denoting the architect, engineer or contractor, when placed upon work under construction.
- I. Flags: Non-commercial flags, flags of any nation, state, local, or other geopolitical entity, or flags not related to or used to draw attention to a commercial business, product, or service.
 - 1. Flags and flagpoles shall not be located within any right-of-way, unless meets the requirements of allowed encroachments as prescribed by the Handbook to Downtown Salem.
 - 2. Flags, containing commercial messaging, shall be considered temporary signs. See section 66-105(A).
- J. Memorial signs or tablets, names of buildings and date of construction when cut into any masonry surface or when constructed of bronze or other incombustible materials.

- K. Signs which are a permanent architectural feature of a building or structure, existing at the time of adoption of this chapter.
- L. Art and murals, provided such signs do not contain any commercial messaging.
- M. Vehicular signs that meet the following conditions:
 - 1. The primary purpose of such a vehicle or trailer is not the display of signs.
 - 2. The signs are magnetic, decals or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
 - 3. The vehicle is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used in the daily function of the business to which such signs relate.
 - 4. The vehicle is not parked within 20 feet of the right-of-way.

(Ord. of 2-13-2017(2); Ord. of 10-7-2024(1))

Sec. 66-105. Permitted signs.

A. *Permitted signs by type.*

Awning Sign:

All awning frames and supports shall be of metal. All awnings shall be constructed and erected so that the lowest portion thereof shall be not less than eight feet above the level of the sidewalk or established street grade.

AG, RSF, RMF, MHP, COL	RB, CUD, TBD, DBD*, CBD, HBD, BCD, LM, HM, PUD
Not allowed	12 square feet <i>*See Sec. 66-105(C) Additional Standards</i>

Canopy Sign:

All canopy frames and supports shall be of metal. All canopies shall be constructed and erected so that the lowest portion thereof shall be not less than eight feet above the level of the sidewalk or established street grade.

AG, RSF, RMF, MHP, COL	RB, CUD, TBD, DBD*, CBD, HBD, BCD, LM, HM, PUD
Not allowed	12 square feet <i>*See Sec. 66-105(C) Additional Standards</i>

Drone Sign:

Not allowed in any district

Electronic Sign:

No more than one electronic sign shall be allowed per business. All electronic signs shall be freestanding. All electronic signs must utilize a header cabinet. All electronic signs shall be required to hold a static image for a

<p>minimum duration of eight seconds. Faster rates are prohibited. Transition times shall be no more than one second facing the same travelled way. All electronic signs shall have an automatic light adjustment feature to regulate brightness. Any electronic sign shall be oriented away from residential properties so as to avoid light trespass. Video, flashing, strobe effects, "storybook" advertising, consecutive messages, or similar effects are prohibited. Electronic signs may not be used as off-premises, temporary, or portable signs. Electronic signs displaying the current time or date shall be kept accurate. If this requirement is not complied with, the sign in question shall be promptly repaired or removed.</p>		
AG, RSF, RMF, MHP, RB, DBD, TBD, COL, PUD, CBD	CUD	HBD, BCD, LM, HM
Not allowed	Freestanding only. Maximum height of 8 feet. Maximum total area of 24 square feet. Must be placed a minimum of 150 feet from any residential district.	Freestanding only. For lots or parcels with less than 75 feet along their principal street frontage maximum of 24 square feet. For all others maximum of 60 square feet.

<p>Freestanding Sign, Pole Sign:</p> <p>All letters, figures, characters or representations in cutout or irregular form maintained in conjunction with, attached to or superimposed upon any freestanding sign shall be safely and securely built or attached to the sign structure and shall comply with all requirements in section 66-71. No freestanding sign shall be nearer than two feet to any other sign, building or structure, except those freestanding signs parallel to and adjacent to a wall or structure. For monument or ground signs see monument section below.</p>					
AG	RSF & COL	RMF, RB, PUD	MHP	CUD, CBD, HBD, BCD, LM, HM	TBD, DBD*
Maximum total area of 24 square feet not to exceed 8 feet in height.	One sign allowed for religious, charitable, institutional, recreational and other public and semipublic uses: Maximum total area of 24 square feet not to exceed 8 feet in height. May have second sign on secondary street frontage if 100 feet from first sign and both signs are not visible from same point along same street.	One sign allowed. Maximum area 24 square feet not to exceed 10 feet in height.	One allowed, maximum of 15 square feet and shall not exceed 15 feet in height.	For commercial or industrial uses one freestanding sign placed 100 feet apart and not visible from the same point along the same street. Additional frontage may have additional signage. If frontage is less than 75 feet sign shall not exceed 24 square feet. Frontage 75 to less than 150 feet sign shall not exceed 100 square feet. Frontage 150 feet or greater sign shall not exceed 150 square feet. May contain more than one sign not to exceed the max. allowable size. No sign shall exceed 25 feet in height.	Maximum area of 24 square feet and shall not exceed 5 feet in height. <i>*See Sec. 66-105(C) Additional Standards</i>

Location Sign:	
AG, RSF, RMF, MHP, COL, RB, PUD	TBD, DBD*, CUD, CBD, HBD, BCD, LM, HM
Not allowed	<p>Location signs up to 24 square feet in total sign area, provided such sign may be erected only for a business which does not have frontage on an urban primary arterial, urban minor arterial or urban collector as designated by the state department of transportation, provided such sign shall not exceed 25 feet in height, and provided such sign is at least 400 feet from any other sign which refers to the same establishment or premises and 100 feet from any other freestanding sign on the same property.</p> <p><i>*See Sec. 66-105(C) Additional Standards</i></p>

Manual Changeable Copy Sign:
Permitted only when integrated into a freestanding, marquee, wall, or portable sign. All manual changeable copy signs must utilize header space except portable signs.

Marquee Sign:		
Such signs shall be located only above the principal public entrance of a building facing a public street or parking lot. No marquee shall be wider than the entrance it serves, plus two feet on each side thereof. Sign height: No portion of a marquee sign shall extend vertically above the eaveline. The lowest edge of the marquee sign shall be at least eight feet above the finished grade.		
AG, RSF, RMF, MHP, RB, CUD, COL, PUD, CBD, LM, HM	HBD, BCD	TBD, DBD*
Not allowed	<p>Per sign face: Frontage less than 75 feet sign shall not exceed 24 square feet. Frontage 75 feet to less than 150 feet sign shall not exceed 100 square feet. Frontage 150 feet or greater sign shall not exceed 150 square feet. Sign may contain more than one sign not to exceed the maximum allowable size. No sign shall exceed 25 feet in height.</p>	<p>Maximum area of 24 square feet per sign face.</p> <p><i>*See Sec. 66-105(C) Additional Standards</i></p>

Mechanical Movement & Revolving Sign:	
Mechanical movement and revolving signs may not be used as off-premises, temporary, or portable signs.	
AG, RSF, RMF, MHP, CUD, LM, HM, COL, PUD	RB, TBD, DBD*, CBD, HBD, BCD
Not allowed	<p>Barber pole style only, maximum six square feet.</p> <p><i>*See Sec. 66-105(C) Additional Standards</i></p>

Menu Sign:		
AG, RSF, RMF, MHP, RB	CBD, HBD	TBD, DBD, CUD, BCD, LM, HM, COL, PUD
Not allowed	Two up to 36 square feet each and 75 feet from a residential district.	Not allowed

Monument Sign:				
AG	RSF & COL	RMF, RB, PUD, MHP	CUD, CBD, HBD, BCD, LM, HM	TBD, DBD*
Maximum total area of 24 square feet not to exceed 4 feet in height.	One allowed for religious, charitable, institutional, recreational and other public and semipublic uses: Maximum total area of 24 square feet not to exceed 4 feet in height. May have second sign on secondary street frontage if 100 feet from first sign and both signs are not visible from same point along same street.	Maximum total area of 24 square feet not to exceed 6 feet in height.	One monument sign placed 100 feet apart and not visible from the same point along the same street. Sign may contain more than one sign not to exceed the maximum allowable size. Maximum total area of 120 square feet. No sign shall exceed 8 feet in height.	Maximum total area of 24 square feet not to exceed 4 feet in height. May have second sign on secondary street frontage if 100 feet from first sign and both signs are not visible from same point along same street. <i>*See Sec. 66-105(C) Additional Standards</i>

Multi-Tenant Sign:		
AG, RSF & COL, RMF, MHP, PUD	CUD, CBD, HBD, BCD, LM, HM	RB, TBD, DBD*
Not allowed	Maximum of 150 square feet based on building frontage. For commercial or industrial uses one freestanding sign placed 100 feet apart and not visible from the same point along the same street. Sign may contain more than one sign not to exceed the maximum allowable size. No sign shall exceed 25 feet in height.	Maximum area of 24 square feet. Sign may contain more than one sign not to exceed the maximum allowable size. <i>*See Sec. 66-105(C) Additional Standards</i>

Mural Sign:	
AG, RSF, RMF, MHP, RB, CUD, CBD, HBD, BCD, COL, PUD	TBD, DBD*, LM, HM
Not allowed	Any mural sign shall comply with the regulations of wall signs. <i>*See Sec. 66-105(C) Additional Standards</i>

Off-Premise Signs:	
Not allowed in any district	

Portable Sign, A-Frame or Sandwich Board Sign, Pedestal Sign:	
Cannot be electronic nor have mechanical movement.	
AG, RSF, RMF, MHP, RB, COL, PUD	CUD, TBD, DBD*, CBD, HBD, BCD, LM, HM
Not allowed	Maximum area of 12 square feet. Shall comply with the regulations of temporary signs. <i>*See Sec. 66-105(C) Additional Standards</i>

Projecting Sign:	
Shall project no more than four feet from the face of the building and no closer than four feet from the curbline of a public street. Lowest edge shall be at least eight feet above the finished grade.	
AG, RSF, RMF, MHP, RB, CUD, CBD, HBD, BCD, LM, HM, COL, PUD	TBD, DBD*
Not allowed	<i>*See Sec. 66-105(C) Additional Standards</i>

Roof Sign:	
Not allowed in any district	

Snipe Sign:	
Not allowed in any district	

Street Clock:	
This section shall not apply to signs which display lighted messages and animation, such as those which display time, temperature and other information. No person shall erect more than one street clock for any place of business at any one location. Street clocks, including the frames, braces and supports thereof, shall be constructed of incombustible material. The dial of a street clock shall be not less than 30 inches	

<p>nor more than 40 inches in diameter. Any glass forming a part of a street clock or the sign thereon shall be safety glass or plate glass at least one-quarter-inch thick, and in case any single piece or pane of glass has an area exceeding three square feet, it shall be constructed of wired glass, securely held in place. Any movable part of a street clock, such as the cover or service opening, shall be securely fastened by metal hinges. Street clocks supported on the corner of any building or structure at the intersection of two streets, or within six feet of the corner, shall not be less than 12 feet nor more than 20 feet above the sidewalk and shall not project from the face or wall of the building or structure in any direction more than six feet. All clocks erected on the exterior of any building or structure shall comply with the requirements set forth in this article, regulating the sign type, in all respects, whichever applies. Each street clock shall keep accurate time and, if this requirement is not complied with, the street clock in question shall be promptly repaired or removed.</p>	
AG, RSF, RMF, MHP, RB, CBD, HBD, BCD, LM, HM, COL, PUD	TBD, DBD* & CUD
Not allowed	<p>See corresponding sign types for regulations.</p> <p><i>*See Sec. 66-105(C) Additional Standards</i></p>

<p>Strip Lighting, Strand Lighting, String Lighting, Accent Lighting, Bistro Lighting, Fairy Lighting, Party Lighting: Must be clear or white in color and static. Includes accent lighting along architectural elements incorporated into the style or function of a building. Lighting in or around windows is considered a window sign.</p>	
AG, RSF, RMF, MHP, RB, DBD, TBD, CBD, LM, HM	HBD, BCD
Not allowed	<p>Allowed, one linear foot of strip lighting shall equal one-half square foot of signage.</p>

<p>Temporary Sign, Balloons, Balloon Sign, Banner, Flag, Inflatable Sign, Pennants, Streamers:</p> <p>No temporary sign shall exceed 24 square feet in area. Every temporary sign shall be attached with adequate supports in accordance with good engineering practice. The advertisement contained on any temporary sign shall pertain only to the business, industry or pursuit conducted on or within the premises on which such sign is erected or maintained. A string of pennants or row of streamers shall be considered one sign. Up to four temporary signs may be displayed for a grand opening event with the prior approval of the city manager or his designee, and may not require a permit. Temporary signs for a grand opening event may be displayed two weeks prior to the event and shall be removed within two weeks after the event.</p>		
AG, RSF, RMF, MHP, COL, PUD	TBD, DBD*	RB, CUD, CBD, HBD, BCD, LM, HM
Not allowed	<p>One sign per parcel no more than 30 consecutive days during a 3-month period. 30 days begins the day the permit is issued. Must be removed within 5 days of permit expiration.</p> <p><i>*See Sec. 66-105(C) Additional Standards</i></p>	<p>One sign per parcel no more than 30 consecutive days during a 3-month period. 30 days begins the day the permit is issued. Must be removed within 5 days of permit expiration.</p>

Wall Sign, Gas Station Canopy Sign, Gas Pump Sign, Mansard Sign, Skeleton Sign, Channel Letter Sign:

No wall sign, skeleton sign or mansard sign shall cover wholly or partially any opening nor project beyond the ends of the structure to which it is attached. No wall sign or skeleton sign shall project above the wall to which it is attached. No mansard sign or skeleton sign shall project above the ridge line of the immediate mansard roof plane to which it is attached. No wall sign, skeleton sign or mansard sign shall extend more than 18 inches beyond the building line and shall not be attached to a structure at a height of less than nine feet above the sidewalk or ground. **Each Gas Pump shall be permitted a total of 2 square feet of sign area.**

AG	RSF, COL	RMF, RB, PUD	MHP	TBD, DBD*	CUD, CBD, BCD, LM, HM	HBD
Maximum 24 square feet	Religious, charitable, institutional, recreational, and other public/ semipublic uses up to 24 square feet	One per business. Maximum of six square feet per frontage. Religious, charitable, institutional, recreational, and other public/ semipublic uses up to 24 square feet	Maximum 15 square feet	For commercial or industrial uses one sign allowed. Additional frontage may have additional signage. If frontage is less than 75 feet, sign shall not exceed 24 square feet. Frontage 75 to less than 150 feet, sign shall not exceed 100 square feet. Frontage 150 feet or greater, sign shall not exceed 150 square feet. Sign may contain more than one sign not to exceed the maximum allowable size. *See § 106-	For commercial or industrial uses one sign allowed. Additional frontage may have additional signage. If frontage is less than 75 feet, sign shall not exceed 24 square feet. Frontage 75 to less than 150 feet, sign shall not exceed 100 square feet. Frontage 150 feet or greater, sign shall not exceed 150 square feet. Sign may contain more than one sign not to exceed the maximum allowable size. For multi-unit	For the purposes of this section, primary building side is a building's side associated with its public entrance. If there are multiple public entrances, the primary building side shall be determined by the Administrator. Allowable square footage shall be configured by 1.5 square feet of sign area per 1 linear foot of primary building side. Maximum allowable square footage per individual sign area shall be the lesser of

				105 C. Additional Standards	buildings: wall signs shall be based on unit frontage at a one square foot per one linear foot ratio	0.5 square foot of sign area per 1 linear foot of primary side length, or 150 square feet. No more than 4 wall signs shall be allowed.
					For buildings containing 3 or more units: wall signs shall be based on 1 square foot of sign area per 1 linear foot of primary side. Any additional side(s) oriented to the right of way and/or public parking lot may have an additional sign not to exceed the size of the sign associated with the primary building side.	

Window Sign including strip lighting in and around windows:	
AG, RSF, RMF, MHP, COL, PUD	RB, CUD, TBD, DBD, CBD, HBD, BCD, LM, HM
Not allowed	Area: A maximum of 25% of each window area of any single building frontage may be used for signs. These signs shall be non-illuminated nor electronic. Each linear foot of strip lighting will count as one-half square foot of signage.

Vehicular Sign
Not allowed in any district except as prescribed in section 66-11.

B. *Permitted illumination.*

Illumination Types: There shall be no light trespass into any residential district.			
AG, RSF, RMF, MHP, COL	PUD, RB, CUD	TBD & DBD	CBD, HBD, BCD, LM, HM
No illumination	External illumination only	External, halo, or neon illumination only	Internal, external, or halo illumination only

C. *Additional standards.* Signs located in the downtown business districts may have additional standards and/or differing regulations as set forth in the Handbook to Downtown Salem.

D. *Signs located along the Roanoke Valley Greenway system.*

1. Signs shall observe an appropriate clear zone from the trail.
2. Signs shall not be illuminated.
3. Signs shall have a maximum area of two square feet.

(Ord. of 2-13-2017(2); Ord. of 4-9-2018(2); Ord. of 2-11-2019(2); Ord. of 2-24-2025(1))

Sec. 66-107. Prohibited signs.

- A. No sign shall have flashing, intermittent or animated illumination or lights of changing degrees of intensity, unless each interval in the cycle is a minimum of eight seconds and the sign does not constitute a traffic hazard. This section shall not be construed to prohibit signs which display time, temperature and other information, provided all other requirements of this chapter are met.
- B. The following devices and locations shall be specifically prohibited:
 1. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device, or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.
 2. Except as provided for elsewhere in this Code, signs encroaching upon or overhanging public right-of-way. No sign shall be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
 3. Signs which blink, flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
 4. Portable signs except as provided in section 66-105 (portable signs).
 5. Vehicular signs except as provided in section 66-11.

6. Balloons, streamers, inflatables, pennant strings, flags (except as allowed in section 66-11), pinwheels, and like displays, except as provided in section 66-105 (temporary signs).
7. No off-premise sign shall be located within the corporate limits of the city.
8. No existing off-premise sign shall be converted to an electronic sign, billboard or multi-vision board.
9. Abandoned signs.
10. Snipe signs. Signs shall only be attached to utility poles in conformance with state and utility regulations and the requirements of this chapter.
11. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a standpipe or fire escape.
12. Signs which emit smoke, visible vapors, particulate matter, sound, odor or contain open flames.
13. Reflective signs or signs containing mirrors.
14. Vehicular interactive signs.
15. Signs incorporating beacon lighting.
16. Any banner or sign of any type suspended across a public street, without the permission of the owner of the property and the city.
17. Roof signs.
18. Signs for any home occupation.
19. Signs erected without the permission of the property owner, with the exception of those authorized or required by local, state, or federal government.
20. Any sign containing information which states or implies that a property may be used for any purpose not permitted under the provisions of the city zoning ordinance.
21. Signs that exhibit statements, words, or pictures of obscene or pornographic subjects.
22. Any sign that promotes illegal activity.
23. Neglected signs.
- 24. Strip lights or strip lighting except as allowed in Section 66-105 or as holiday décor in Section 66-11.**

Sec. 66-151. Definitions.

- A. The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign: A sign which has not identified or advertised a current business, service, owner, product, or activity for a period of at least 60 days.

Address sign: A sign that designates the street number and/or street name for identification purposes, as designated by the city. (Also known as: *nameplate sign*.)

Awning: A cloth, plastic, or other nonstructural covering that projects from a wall for the purpose of shielding a doorway or window. 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: Any sign painted on, or applied to, an awning.

Balloon sign: A lighter-than-air, gas-filled balloon, tethered in a fixed location, which contains an advertisement message on its surface or attached to the balloon in any manner.

Banner: Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners. Banners are temporary in nature and do not include flags.

Building frontage: The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting public street or parking lot.

Canopy: A structure other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.

Canopy sign: Any sign that is part of, or attached to a canopy.

Clearance: The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects.

Drone: An unmanned aircraft or ship, weighing less than 55 pounds, that can navigate autonomously, with or without human control or beyond line of sight.

Drone sign: Any sign that is part of, or attached to a drone.

Electronic sign: An electrically activated changeable sign whose variable content capability can be electronically programmed or controlled.

Flag: Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.

Freestanding sign: A sign supported by structures or supports that are placed on, or anchored in, the ground; and that is independent and detached from any building or other structure. The following are subtypes of freestanding signs:

Monument sign: A freestanding sign, generally having a low profile where the base of the sign structure is on the ground or a maximum of 12 inches above the lowest point of the ground adjacent to the sign such that the sign has the appearance of a solid base. (Also known as *ground sign*.)

Pole sign: A freestanding sign that is permanently supported in a fixed location by a structure of one or more poles, posts, uprights, or braces from the ground and not supported by a building or a base structure.

Gas station canopy: A freestanding, open-air structure constructed for the purpose of shielding service station islands from the elements.

Gas station canopy sign: Any sign that is part of, or attached to, the vertical sides of the gas station canopy roof structure. For the purposes of this chapter, gas station canopy signs shall be considered wall signs.

Gas pump sign: A sign affixed to a functional gasoline pump.

Ghost sign: An old hand-painted advertising sign that has been preserved on a building for an extended period of time. The sign may be kept for its nostalgic appeal, or simply indifference by the owner. May be approved by planning commission as a landmark sign.

Government/regulatory sign: Any sign for the control of traffic or for identification purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger or construction, which are erected by or at the order of a public officer, employee or agent thereof, in the discharge of official duties.

Historic district: A district or zone designated by a local, state, or federal government, within which buildings, structures, and/or appurtenances are deemed important because of their association with history, or because of their unique architectural style and scale.

Holiday decorations: Signs or displays including lighting which are a non-permanent installation celebrating national, state, and local holidays, religious or cultural holidays, or other holiday seasons. (Also known as *seasonal decorations*.) **Strip lighting that is not clear or white in color is considered holiday décor.**

Illuminated sign: A sign with electrical equipment installed for illumination, either internally illuminated through its sign face by a light source contained inside the sign, externally illuminated by a light source aimed at its surface, or contains luminous tubes as part of the sign proper.

Illumination: A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source.

External illumination: Artificial light, located away from the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.

Halo illumination: A sign using a three-dimensional message, logo, etc., which is lit in such a way as to produce a halo effect. (Also known as *back-lit illumination*.)

Internal illumination: A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. Message center signs, digital displays, and signs incorporating neon lighting shall not be considered internal illumination for the purposes of this chapter.

Neon illumination: A sign using a neon tube, or other visible light-emanating gas tube, that can bend to form letters, symbols, or other graphics.

Incidental sign: A sign that displays general site information, instructions, directives, or restrictions that are primarily oriented to pedestrians and motor vehicle operators who have entered a property from a public street. These signs shall not contain any commercial advertising.

Incidental window sign: Signs displayed in the window displaying information such as the business' hours of operation, credit institutions accepted, commercial and civic affiliations, and similar information. These signs shall be informational only and shall not contain a commercial message.

Inflatable sign: A sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a flow of air into the device.

Interactive sign: An electronic or animated sign that reacts to a person's behavior or electronic signals of motor vehicle drivers.

Light trespass: Light emitted by a lighting installation, which extends beyond the boundaries of the property on which the installation is sited.

Location sign: A sign which directs attention to the approximate location of an establishment from which the advertised product or service may be obtained.

Luminance: An objective measurement of the brightness of illumination, including illumination emitted by an electronic sign.

Mansard sign: Any sign attached to a mansard roof.

Manual changeable copy sign: A sign or portion thereof on which the copy or symbols are changed manually through placement or drawing of letters or symbols on a sign face.

Marquee: A permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a building and providing protection from the elements.

Marquee sign: Any sign attached to a marquee for the purpose of identifying a use or product. If attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or productions.

Mechanical movement sign: A sign having parts that physically move rather than merely appear to move as might be found in a digital display. The physical movement may be activated electronically or by another means, but shall not include wind-activated movement such as used for banners or flags. Mechanical movement signs do not include digital signs that have changeable, programmable displays.

Memorial sign: A memorial plaque or tablet, including grave markers or other remembrances of persons or events, which is not used for a commercial message.

Menu sign: A permanent sign for displaying the bill of fare available at a restaurant, or other use serving food, or beverages. Portable A-frame style signs shall be considered portable signs and not menu signs.

Minor sign: A non-illuminated, non-electronic, non-commercial sign not exceeding 24 square feet in area.

Multi-tenant sign: A freestanding or wall sign used to advertise businesses that occupy a shopping center or complex with multiple tenants.

Multi-vision board: An outdoor unit with a slatted face that allows many different copy messages to revolve at intermittent intervals.

Mural: A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.

Mural sign: Any sign painted on, or applied to, a mural.

Neglected sign: Any sign and sign structure that is allowed to deteriorate by failure to maintain the sign in its original condition.

Nit: A photometric unit of measurement referring to brightness. One nit is equal to one cd/m².

Nonconforming sign: A sign that was legally erected and maintained at the effective date of this chapter, or amendment thereto, that does not currently comply with sign regulations of the district in which it is located.

Official traffic sign: Official highway route number signs, street name signs, and other traffic signs erected and maintained on public highways and roads in the interest of public safety or for the regulation of traffic.

Off-premises sign: An outdoor sign whose message directs attention to a specific business, product, service, or other commercial activity not contained on the premises upon which the sign is located or is attached to a mode of transportation, including pedestrians. (Also known as a *third-party sign, billboard, outdoor advertising, general advertising sign, promobikes, trailer sign, and mobile billboard*. For regulations for decal space and wrap advertising on vehicles see section 66-11.)

On-premises sign: A sign whose message and design relate to an individual business, profession, product, service, event, point of view, or other commercial or non-commercial activity sold, offered, or conducted on the same property where the sign is located.

Pennant: A triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.

Permanent sign: A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

Personal expression sign: An on-premises sign that expresses an opinion, interest, position, or other non-commercial message.

Portable sign: A sign designed to be transported or moved and not permanently attached to the ground, a building, or other structure, not to include temporary signs.

Sandwich board sign: A type of freestanding, portable, temporary sign consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as *A-frame sign*.)

Private drive sign: A sign indicating a street or drive which is not publicly owned and maintained and used only for access by the occupants of the development and their guests.

Projecting sign: A building-mounted, double-sided sign with the two faces generally perpendicular to the building wall, not to include signs located on a canopy, awning, or marquee. (Also known as *blade sign*.)

Public art: Items expressing creative skill or imagination in a visual form, such as painting or sculpture, which are intended to beautify or provide aesthetic influences to public areas or areas which are visible from the public realm.

Public sign: A sign erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities.

Reflective sign: A sign containing any material or device which has the effect of intensifying reflected light.

Revolving sign: A sign which revolves in a circular motion; rather than remaining stationary on its supporting structure.

Roof sign: A building-mounted sign erected upon, against, or over the roof of a building, other than a mansard sign.

Scoreboard: A sign contained within an athletic venue and intended solely to provide information to the attendees of an athletic event.

Security sign: An on-premises sign regulating the use of the premises, such as a "no trespassing," "no hunting," or "no soliciting" sign. (Also known as *warning sign*.)

Sign: Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location, and shall include any announcement, declaration, demonstration display, illustration or insignia used to advertise or promote the interests of any person when the sign is placed out-of-doors in view of the general public, by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. **Strip lighting attached to the architectural elements of a building is considered a sign.** The term does not include public art, architectural elements incorporated into the style or function of a building, or flags of any nation, state, or other geopolitical entity not related to a commercial business, product or service. The term "sign" also does not include the display of merchandise for sale on the site of the display. Sign includes the sign faces as well as any sign supporting structure.

Sign area: The total dimensions of a sign surface used to display information, messages, advertising, logos, or symbols. See section 66-75 for standards for measuring sign area.

Exclusions: Sign area shall not include frames or structural elements, provided such frames or structural elements are clearly structural and are not principally meant to draw attention to the

sign. Further, sign area shall not include the opposite face of any double-faced sign, provided such faces are parallel or are at no more than a 45-degree angle with the obverse face.

Sign face: The part of the sign that is or can be used for the sign area. The sign area could be smaller than the sign face.

Sign height: The vertical dimension of a sign as measured using the standards in section 66-77.

Sign supporting structure: Poles, posts, walls, frames, brackets, or other supports holding a sign in place.

Snipe sign: A sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. (Also known as *bandit sign*.)

Streamers: A display made of lightweight, flexible materials, consisting of long, narrow, wavy strips hung individually or in a series, with or without a logo or advertising message printed or painted on them and typically designed to move in the wind.

Street clock: Any timepiece erected on the exterior of any building or structure and extending more than 18 inches over the street right-of-way and primarily for the convenience of the public, and shall be substantially a clock and not for advertising matter.

Street frontage: The side or sides of a lot abutting on a public street or right-of-way.

Strip Lighting: Lights in a strip used to outline any portion of a structure. Such lights include, but are not limited to, tubes of neon, LED lights, or fluorescent lights left exposed or enclosed in a translucent structural case that is typically displayed as a continuous band around the exterior perimeter or a portion of the exterior perimeter of a structure. Strip lighting used in or around a window is considered a window sign. Also known as accent lighting, strand lighting, string lighting, bistro lighting, fairy lighting and party lighting.

Structural trim: The molding, battens, capping, nailing strips, latticing, aprons and platforms which are attached to the sign structure.

Temporary sign: A sign constructed of cloth, canvas, vinyl, plywood, fabric, or other lightweight material not well suited to provide a durable substrate or, if made of some other material, is neither permanently installed in the ground nor permanently affixed to a building or structure which is permanently installed in the ground. A temporary sign can be displayed for no more than 30 consecutive days at one time. However, "temporary sign" shall not include any sign displaying price information for gasoline, diesel fuel or other products sold on the premises, nor shall it include portable signs.

Vehicular sign: Any sign attached to or displayed on a vehicle. Any such vehicle shall, without limitation, be considered to be used for the primary purpose of advertising if it fails to display current license plates, up to date inspection sticker, if the vehicle is inoperable, if evidence of paid-to-date personal property taxes cannot be made available, if the sign alters the standard design of such vehicle, or if the vehicle is parked within 20 feet of the right-of-way.

(Also known as: *wrap advertising*.) For *promobikes*, *mobile billboards*, *trailer signs* and *vehicle decal space*, see *off-premise signs*.

Wall sign: A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as: *fascia sign*, *parallel wall sign*, or *band sign*.)

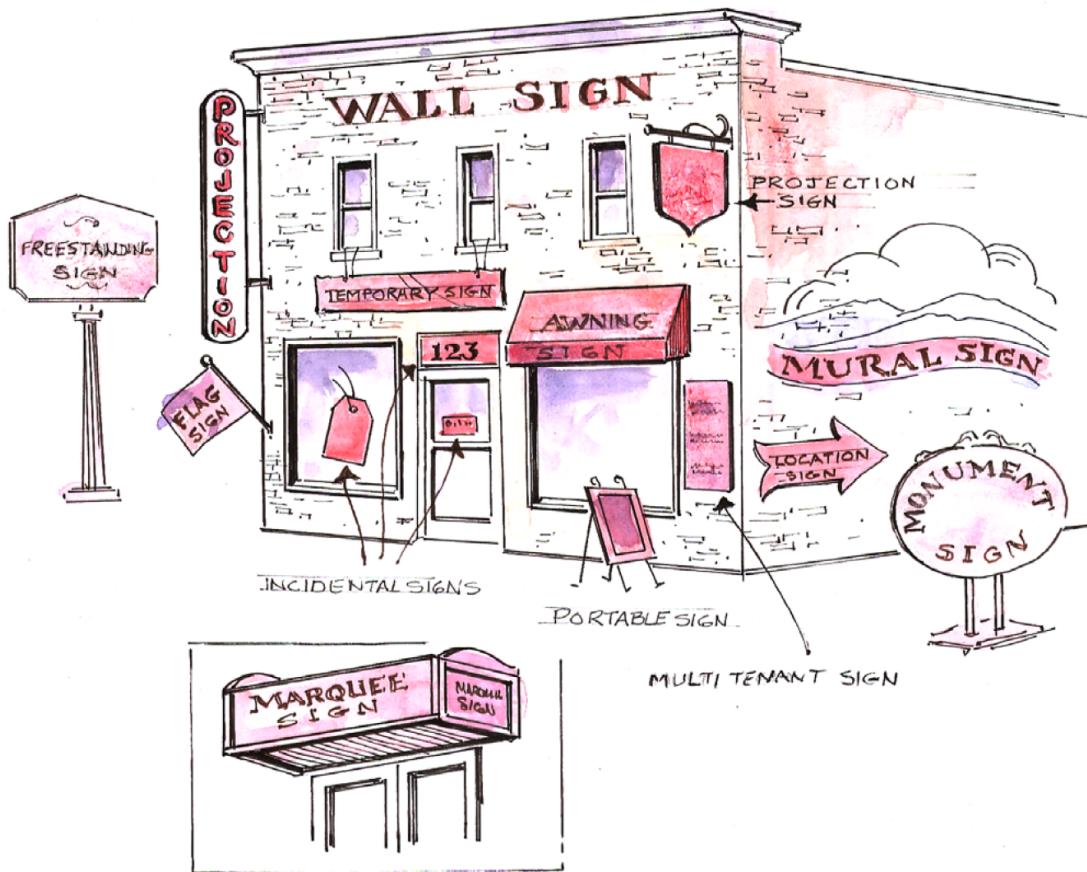
Channel letter sign: A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall, which may accommodate a light source.

Skeleton sign: Individual letters, symbols, logos and other designs mounted on a parapet wall, building or other structure.

Window sign: Any sign that is applied, painted, or affixed to a window, or placed inside a window, within three feet of the glass, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material without lettering behind a store window are not considered signs. *Incidental window signs* shall not be considered a window sign. **Strip lighting used in or around a window shall be considered a window sign.**

B. Sign type examples:

1. Downtown scenario.



2. General commercial scenario.



(Ord. of 2-13-2017(2); Ord. of 6-14-2021(2))