

Chapter 66 - SIGNS

ARTICLE I. - IN GENERAL

Sec. 66-1. - Statement of purpose.

Signs perform an important function in identifying and promoting properties, businesses, services, residences, events, and other matters of interest to the public. However, signs also obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The intent of this Chapter is to regulate all signs within the City of Salem to ensure the creation of a convenient, attractive and harmonious community, protect against destruction of or encroachment upon historic areas, to safeguard that signs are appropriate for their respective uses, in keeping with the appearance of the affected property and surrounding environment, and to protect the public health, safety, and general welfare by:

- (1) Promoting the safety of the traveling public and pedestrians by assuring quality construction and maintenance of signs, providing for appropriate sign location relative to rights-of-way and other structures in order to maintain safe sight distances and access; minimizing distractions for motorists; preventing traffic signs and signals from becoming obscure; improving motorists' ability to quickly identify roadside destinations; and maintaining appropriate sign standards that support police surveillance activities.
- (2) Prohibiting the construction of signs in such numbers, sizes, designs, illumination, and locations as may create a hazard to pedestrians and motorists.
- (3) Enhancing the visual appearance of the city, with particular emphasis on protecting views of its significant surrounding natural features, including the Blue Ridge and Allegheny mountains, and with emphasis on improving the visual quality of the built environment and creating a convenient, attractive and harmonious community, protection against destruction of or encroachment upon historic areas.
- (4) Ensuring sign design in the downtown, building on the traditional image and visual environment the City of Salem seeks to promote.
- (5) Protecting property values by improving the quality of the built environment and eliminating nuisances to the use of other properties due to sign brightness, size, height or movement.
- (6) Promoting orderly development in all zones within the City.

Sec. 66-3. - Inspections.

The City Manager or his designee shall inspect annually, or at such other times as he deems necessary, each sign regulated by this chapter for the purpose of ascertaining whether such sign is secure or insecure, and whether it is in need of repair or removal, and if it conforms to all the requirements herein.

Sec. 66-5. - Unsafe signs and signs, maintained in violation of chapter.

Unsafe signs and signs in violation of this chapter. If the City Manager or his designee shall find that any sign regulated under this chapter is unsafe or insecure, or is a hazard to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter, he shall give written notice to the permittee, lessee, operator or owner thereof. If the permittee, lessee, operator or owner fails to remove or alter the sign so as to comply with the standards set forth in this chapter within fifteen days after such notice, such sign may be removed or altered by the City Manager or his designee at the expense of the permittee, lessee, operator or owner of the property upon which it is located, so as to comply with such standards. The City Manager or his designee shall refuse to issue any other or further permit to any permittee, lessee, operator or owner who refuses to pay costs so assessed. The City Manager or his designee may cause any sign which is an immediate peril to persons or property to be removed

summarily and without notice. Portable and temporary signs maintained in violation of the provisions of this chapter shall be governed by section 66-105. Any sign which constitutes a nuisance may be abated by the City under the requirements of Sections 15.2-900, 15.2-906, and/or 15.2-1115 of the Code of Virginia.

Sec. 66-7 Nonconforming Signs

- A. Signs legally in existence at the time of the adoption of this Ordinance, which do not conform to the requirements of this Ordinance, shall be considered nonconforming signs.
 - 1. Electronic sign settings not meeting the regulations herein shall not be considered nonconforming since the settings may be easily altered.
 - 2. The burden of establishing nonconforming status of signs and of the physical characteristics/location of such signs shall be that of the owner of the property. Upon notice from the City Manager, or his designee, a property owner shall submit verification that sign(s) were lawfully existing at time of construction. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.
 - 3. To determine the legal status of existing signs in each of the cases listed in section 66-7B, the applicant shall submit the following information to the City Manager or his designee:
 - a. Type(s) of existing sign(s) located on the property.
 - b. The area and height of all signs.
 - c. For freestanding signs, the distance between the curblineline or shoulder and the nearest portion of the sign. A certified plat may be required.
 - d. Type of sign illumination.
 - e. The electronic capabilities of the sign.
 - f. The material of which the sign is constructed.
 - g. The building frontage.
 - h. The control method for glare and brightness.
- B. All permanent signs and sign structures shall be brought into conformance with the sign regulations when and if the following occurs:
 - 1. The sign is removed, relocated, or significantly altered. Significant alterations include changes in the height, size or dimension of the sign. Changes to the sign copy or the replacement of a sign face on a nonconforming sign shall not be considered a significant alteration.
 - 2. If less than 50% of the sign area is destroyed or damaged, it may be restored within two (2) years after such destruction or damage but shall not be enlarged in any manner.
 - 3. If more than 50% of the sign area is destroyed or damaged, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this chapter.
 - 4. An alteration in the structure of a sign support.
 - 5. A change in the mechanical facilities or type of illumination
 - 6. A change in the material of the sign face.
 - 7. The property on which the nonconforming sign is located submits a subdivision or land development application or site plan requiring City review and approval.
 - 8. The property on which the nonconforming sign is located submits an application for an amendment to the Zoning Ordinance requiring the review and approval of City Council.
 - 9. *Discontinued use.* If any nonconforming sign or any use to which such a sign applies is discontinued for a period exceeding two years, it shall then be made to conform with the requirements of this chapter or removed. In addition, a nonconforming sign structure shall be removed by the owner or lessee of the property. If the owner or lessee fails to remove the sign structure, the City Manager, or his designee, shall give the owner fifteen (15) days' written notice to remove it. Upon failure to comply with this notice, the City Manager, or his designee, may enter the property upon which the sign is located and remove any such sign or may initiate such action as may be necessary to gain compliance with this provision. The cost

of such removal shall be chargeable to the property owner and may be collected as taxes and levies.

10. Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign. Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner, except a sign face may be changed so long as the new face is equal to or reduced in height and/or sign area. The material of the sign face shall not be changed.
- C. Prior to the events listed in section 66-7B, nonconforming signs may be repainted or repaired up to 50% of the replacement cost of the sign, the sign copy may be changed, and sign faces may be replaced provided that these actions do not increase the dimensions of the existing sign, and do not in any way increase the extent of the sign's non-conformity.
- D. Nonconforming signs shall be exempt from the provisions of section 66-7, if the nonconforming sign possesses documented historic value, and has met the requirements and has been approved in accordance with Sec. 66-13.
- E. All electronic signs must be programmed so as to conform to the regulations of this chapter.

Sec. 66-9. - Removal of sign no longer advertising existing bona fide business.

Whenever any sign no longer advertises an existing bona fide business, service or product manufactured on a premises, and such business, service or product has not been located or been available on the premises for more than two years, such sign shall be taken down and removed within 30 days, after written notification from the City Manager or his designee, by the permittee, lessee or operator or owner of the building or structure upon which such sign may be found. Upon failure of the recipient of such notice to comply therewith within the time specified therein, the City Manager or his designee may cause removal of such sign, and any expense incident thereto shall be paid by the owner of the building or structure to which such sign is attached. Nothing in this section shall be construed as requiring the removal of any sign owned by a person licensed to engage in the business of outdoor advertising in the state; provided the sign in question is kept and maintained in a proper condition.

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 of Salem including regulatory signs.
- C. Public signs - Signs required by the City of Salem 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 2 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.
 1. Signs inside a building, or other enclosed facility, which are not meant to be viewed from the

- outside, and are located greater than three (3) feet from the window.
 - 2. Holiday and other temporary seasonal decorations.
 - 3. Personal expression and ideological signs.
 - 4. Address signs - Stating address, number and/or name of occupants of the premises.
 - 5. Security and warning signs - These limitations shall not apply to the posting of conventional "no trespassing" signs in accordance with state law.
 - 6. Private drive signs.
 - 7. 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 ordinance.
 - 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' of the right-of-way.

Sec. 66-13. - Landmark Signs

Signs that do not advertise an existing bona fide business, service or product manufactured on a premises but which may be of significant civic, historic, architectural, or cultural interest may be declared a Landmark Sign and deemed to be conformance with the requirements of this Chapter and subject to the following:

- A. An application shall be made to the Planning Commission.
- B. Applicants shall provide at the time of application, a written history of the existing sign, noting any and all physical changes or modifications, and/or a written account of the nature of the significance to the community.
- C. Applicants shall provide photographs of the sign, preferably at various times throughout its history, and from as many different views as possible, or plans or drawings of the proposed sign from different views, along with a certified plat determining location, and photos of the existing property on which the sign will reside.
- D. Applicants shall provide a maintenance plan as to how the sign will be maintained in its current form or a restoration plan to include maintenance to restore the sign to its original form.
- E. The Commission shall hold a public hearing and review the application before making a determination as to the declaration.
- F. Any alterations to any Landmark Sign must be approved through this process.
- G. The Commission may remove such landmark designation and require the sign to be removed if it is altered, in disrepair, misused, or any other reason deemed appropriate.

Sec. 66-15. - Severability

If any clause, sentence, paragraph, or part of this Chapter should for any reason be adjudged by a Court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remainder of this Chapter, but shall be confined in its operation to the clause, sentence, paragraph or part directly involved in its controversy in which the judgment shall have been rendered.

Secs. 66-16–66-35. - Reserved.

ARTICLE II. - PERMITS GENERALLY

Sec. 66-37. - Required.

It shall be unlawful for any person, firm, or corporation to erect, alter, repair, or relocate any sign within the City of Salem without first obtaining a sign permit, unless the sign is specifically exempt from the permit requirements as outlined in 6-11 Application of Chapter to Certain Types.

Sec. 66-39. - Filing and contents of application.

- A. In order to apply for a sign permit, the applicant must provide the following information, in writing, to the City Manager or his designee, City of Salem:
1. Business name and address of sign location.
 2. Name, address, and telephone number of the applicant.
 3. Name, address, and telephone number of the property owner, and the signature of the property owner or duly authorized agent for the owner.
 4. The current business License number or machinery and tools tax number of the applicant from the Commissioner of the Revenue.
 5. Description of the activities occurring on the site where the sign will be installed.
 6. Description of any existing signage that will remain on the site.
 7. Identification of the type of sign(s) to be erected by the applicant.
 8. Concept plan depicting the locations of proposed signage and existing remaining signage.
 9. Two copies of a plan drawn to scale depicting:
 - a. Lot dimensions, building frontage, and existing rights-of-way and driveways.
 - b. The design of each sign face and sign structure, including dimensions, total area, sign height, depth, color scheme, structural details, materials, lighting scheme with brightness and glare control details, dimming technology, and proposed location.
 - c. Building elevations, existing and proposed facades, parapet walls, eaveline and the location and size of all proposed and existing permanent signage.
 - d. Current photographs showing existing signs on the premises and certifying the date on which photographs were taken.
 - e. Copy of stress sheets and calculations, when deemed necessary by the City Manager or his designee, showing the structure is designed for dead load and wind pressure in any direction in the amount required.
 10. A permit fee, to be established by City Council as shown in the Book of Rates, shall be paid. It shall be unlawful for any person to erect, alter, change, relocate or remove within the city any sign without first making payment of the requisite permit fee.
 11. Any such other information as the City Manager or his designee shall require to show full compliance with the chapter and all other laws and ordinances of the City.
- B. In the instance that substantial repair or replacement becomes necessary (*i.e.*, repairs that costs more than 50% of the replacement cost of the damaged sign); the organization must apply for a new sign permit, and pay an additional permit fee.

- C. The City reserves the right to assess the brightness of any sign at any time.
- D. It shall be the duty of the City Manager or his designee, upon the filing of an application as provided in this section, to review and inspect the plans and specifications and other data in question and the premises upon which it is proposed to erect the sign. If it shall appear that the proposed structure is in compliance with all the requirements of this chapter and all other laws and ordinances of the city, he shall then issue the permit applied for within 20 business days after receipt; provided, however, that in those cases where, in the opinion of the City Manager or his designee, the issuance of a permit for a sign, or the lighting or placing thereof, would materially damage adjacent property, or create a resulting nuisance, then such application shall be, by the City Manager or his designee, referred to City Council for a determination as to whether such permit should or should not under the existing circumstances be issued.
- E. The City Manager or his designee may revoke any permit issued under this article upon failure of the holder thereof to comply with any provision of this chapter.
- F. All rights and privileges acquired under any permit issued under this article are mere licenses revocable at any time by the City Manager or his designee, for just cause, and all such permits shall contain this provision.
- G. If the work authorized under a permit issued under this article has not been completed within six months after date of issue, such permit shall become null and void.
- H. Any person holding a permit revoked under section 66-37 may appeal such revocation to City Council for final disposition thereof, if, in such person's opinion, such revocation is unjustly imposed.

Sec. 66-41. - Duty of electrical inspector with reference to application, for sign with electrical wiring, etc.

- A. An application for a permit for the construction of a sign in which electrical wiring and connections are to be used shall be submitted to the electrical inspector or, in lieu thereof, such sign shall bear the Underwriters' Laboratories, Inc., seal of approval or any other standard related to electrical equipment referenced in the Virginia Uniform Statewide Building Code.
- B. All work shall be completed in full compliance with the Virginia Uniform Statewide Building Code.
- C. The electrical supply to all exterior signs, whether to the sign itself or to lighting fixtures positioned to illuminate the sign, shall be provided by means of concealed electrical cables. Electrical supply to freestanding signs shall be provided by means of underground cables.
- D. If the work authorized under a permit issued under this article has not been completed within six months after date of issue, such permit shall become null and void.
- E. Any person holding a permit revoked under section 66-39 may appeal such revocation to City Council for final disposition thereof, if, in such person's opinion, such revocation is unjustly imposed.

Secs. 66-42—66-70. - Reserved.

ARTICLE III. - CONSTRUCTION; LOCATION

DIVISION 1. - GENERALLY

Sec. 66-71. - Sign Location.

1. No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
2. To promote visibility for pedestrians and the operators of motor vehicles, a clear sight triangle shall be established at the intersecting right-of-ways of any two public streets. No sign may occupy a sight triangle. The legs of this sight triangle shall be 25 feet in length. They shall

begin at the point of intersection of the two street right-of-ways, and shall extend 25 feet along each right-of-way line. The triangle shall be formed by connecting the endpoints of these two lines.

3. No sign shall be located closer to the street right-of-way than ten feet. However, no permanently affixed sign shall be required to be set back from the street right-of-way a distance which is greater than the setback line observed by any building on an immediately adjoining lot along the same street frontage, provided such building does not exceed the setback building line established by law, and further provided that such setback would not place the sign within any visibility triangle. This regulation may not apply to signs that meet the requirements of the Handbook to Downtown Salem.
4. Signs and their supporting structures shall maintain clearance and noninterference with all surface and underground utility and communications lines or equipment.
5. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

Sec. 66-73. - Sign Materials & Construction.

Every sign shall be constructed of durable materials, using non-corrosive fastenings; shall be structurally safe and erected or installed in strict accordance with the Virginia Uniform Statewide Building Code; and shall be maintained in safe condition and good repair at all times so that all sign information is clearly legible.

Sec. 66-75. - Sign Area.

- A. The area of a sign shall mean the area of all lettering, wording, and accompanying designs, logos, symbols, and color schemes. The area of a sign shall not include any supporting framework, bracing or trim which is incidental to the display, provided such frames or structural elements are clearly structural and are not principally meant to draw attention to the sign.
 1. *Freestanding signs.* For freestanding signs, sign area shall include the sum total of the sign's largest silhouette, including those areas where the silhouette is open but also enclosed by a portion of the sign surface or enclosed by any imaginary regular geometric shape that would encompass all the letters, symbols, shapes, designs, decorations, or color schemes.
 2. *Skeleton signs.* For skeleton signs consisting of individual letters and shapes attached to a building, canopy, awning, mansard roof or other structure, sign area shall be defined and computed as including the entire area within any imaginary regular geometric figure which would enclose all of the lettering, wording and accompanying shapes, designs or symbols.
 3. *Wall, other signs.* For wall signs, mansard signs, attached signs, projecting signs, roof signs and other similar signs, sign area shall include the total area of the hung, attached, mounted or affixed surface.
- B. Signs may be double-sided.
- C. Sign Face:
 1. Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than 18 inches apart.
 2. Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than 18 inches apart, the larger sign face shall be used as the basis for calculating sign area.
 3. When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than 18 inches apart, all sides of such sign shall be considered in calculating the sign area.
- D. Signs that consist of, or have attached to them, one or more three-dimensional or irregularly-

shaped objects, shall be determined by computing the entire area within a single, continuous 3 or 4 sided geometric form that encloses the limits of the objects;

- E. If elements of a sign are movable or flexible, such as a flag or banner, the measurement is taken when the elements are fully extended and parallel to the plane of view.
- F. The permitted maximum area for all signs is determined by the sign type and the zoning district in which the sign is located (see Sec. 66-103).
- G. *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.

Sec. 66-77. - Sign Height.

- A. Sign height shall be measured as the distance from the highest portion of the sign to the mean finished grade at the base of the sign.
- B. Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other structural elements.
- C. The permitted maximum height for all signs is determined by the sign type and the zoning district in which the sign is located (see Sec. 66-105).

Sec. 66-79 - Sign Spacing:

The spacing between sign structures shall be measured as a straight-line distance between the closest edges of each sign.

Sec. 66-81 - Electronic Conversion.

- A. Conversion of a permitted non-electronic sign to an electronic sign requires the issuance of a permit pursuant to Sec. 66-39. See Sec. 66-105, Permitted Signs for Electronic Signs.
- B. The addition of any electronic display to a nonconforming sign is prohibited.
- C. No existing grandfathered off-premise sign shall be converted to an electronic sign, billboard, or multi-vision board.

Sec. 66-83. - Glare Control

Glare control shall be achieved primarily through the use of such means as dimming technology, cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, wattage, aiming angle, and fixture placement. Vegetation screens shall not be employed to serve as the primary means for controlling glare.

Sec. 66-85. - Brightness.

- A. The light from any illuminated, including electronic, sign shall be so shaded, shielded or directed that the light intensity or brightness will not be objectionable to surrounding areas or to operators of motor vehicles on public thoroughfares.
- B. During daylight hours between sunrise and sunset, luminance shall be no greater than four thousand (4,000) nits.
- C. At all other times, luminance shall be no greater than two hundred fifty (250) nits.
- D. Each electronic sign shall have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change to comply with the limits set here within.

Secs. 66-86–66-100. - Reserved.

ARTICLE IV. - PERMITTED SIGNS BY USE AND DISTRICT

Sec. 66-101. – General requirements.

Signs shall be permitted which are in accordance with (i) the provisions of this chapter; (ii) the sign regulations of this article which pertain to the district in which such sign is located; and (iii) all other applicable provisions, including the building code and all amendments thereto. In the event of any conflict among these regulations, the more restrictive regulations shall apply.

Sec. 66-103. - Total Allowable Signage for All Signs

A. Districts:

The following table depicts the total allowable area of signs per district. The districts are as follows:

Abbreviation	Description	Abbreviation	Description
AG	Agriculture District	CUD	College and University District
RSF	Residential Single Family District	DBD	Downtown Business District
COL	Cluster Overlay District	CBD	Community Business District
RMF	Residential Multi-Family District	HBD	Highway Business District
RB	Residential Business District	BCD	Business Commerce District
PUD	Planned Unit District	LM	Light Manufacturing District
MHP	Manufactured Home Park District	HM	Heavy Manufacturing District
TBD	Transitional Business District		

B. For purposes of this section, “**principal street frontage**” shall be based upon the street toward which the building faces. Where a building faces more than one street or does not clearly face any street, principal street frontage shall be that frontage along the street which provides major access to the business or the frontage to which the main entrance faces.

AG	RSF & COL	RMF, RB, & PUD	MHP
Total Area Maximum of 24 square feet	Total Area Maximum of 48 square feet	Total Area Maximum of 78 square feet. Limit of one sign per business.	Total Area Maximum of 17 square feet
TBD, DBD*, CUD, CBD, HBD, BCD, LM & HM			
For lots or parcels with a combined width of 33 feet or less along their principal street frontage.	For lots or parcels with a combined width of more than 33 feet along their principal street frontage.	For lots or parcels that front on more than one street.	
Total Area Maximum of 50 square feet	Total Area Maximum shall not exceed 1.5 square feet for each linear foot of street frontage or building frontage, whichever is greater. <i>*See Sec. 106-105 (C) Additional Standards</i>	Total Additional Area Maximum shall not exceed 1 square foot per 1 linear foot of secondary frontage. Total Area Maximums cannot be combined. The total sign area facing or oriented toward any one frontage shall not exceed the total area maximum allowed for that frontage.	

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. 106-105 (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. 106-105 (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 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.		
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.

Freestanding Sign, Pole Sign:

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.

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 2nd sign on secondary street frontage if 100 feet from 1st 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' sign shall not exceed 24 sq. ft. Frontage 75 to less than 150 feet sign shall not exceed 100 sq. ft. Frontage 150 feet or greater sign shall not exceed 150 sq. ft. 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 15 feet in height. *See Sec. 106-105 (C) Additional Standards

Location Sign:

AG, RSF, RMF, MHP, COL, RB, PUD	TBD, DBD*, CUD, CBD, HBD, BCD, LM, HM
Not Allowed	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. *See Sec. 106-105 (C) Additional Standards

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 (2) feet on each side there-of. 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 (8) feet above the finished grade.

AG, RSF, RMF, MHP, RB, CUD, COL, PUD, CBD, LM, HM	HBD, BCD	TBD, DBD*
Not Allowed	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.	Maximum Area of 24 square feet per sign face. *See Sec. 106-105 (C) Additional Standards

Mechanical Movement & Revolving Sign:

Mechanical Movement & 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	Barber Pole style only, maximum 6 Square Feet *See Sec. 106-105 (C) Additional Standards

Menu Sign:		
AG, RSF, RMF, MHP, RB	CBD, HBD	TBD, DBD, CUD, BCD, LM, HM, COL, PUD
Not Allowed	2 up to 36 Square Feet each and 75' from a residential district	Not Allowed

Monument Sign:				
<p>Shall be supported and permanently placed by embedding, anchoring, or connecting the sign in such a manner as to incorporate it into the landscape or architectural design scheme. So long as the supporting structure does not contain any messaging or is a continuation of the color scheme of the sign it will not be counted as part of the sign area. All letters, figures, characters or representations in cutout or irregular form maintained in conjunction with, attached to or superimposed upon any monument sign shall be safely and securely built or attached to the sign structure and shall comply with all requirements in section 66-73. No monument sign shall be nearer than two feet to any other sign, building or structure, except those signs parallel to and adjacent to a wall or structure. The maximum height shall be eight feet (8') from the ground, the maximum length shall be fifteen feet (15'), and the maximum thickness shall be three feet (3'). The maximum sign face area shall cover no more than 75% of the sign.</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 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 2nd sign on secondary street frontage if 100 feet from 1st 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 2nd sign on secondary street frontage if 100 feet from 1st sign and both signs are not visible from same point along same street. <i>*See Sec. 106-105 (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.	Allowed as Wall Signs only. Maximum of 12 square feet. Sign may contain more than one sign not to exceed the maximum allowable size. <i>*See Sec. 106-105 (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. 106-105 (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. 106-105 (C) Additional Standards</i>

Projecting Sign:

Shall project no more than 4 feet from the face of the building and no closer than 4 feet from the curblin of a public street. Lowest edge shall be at least 8 feet about the finished grade.

AG, RSF, RMF, MHP, RB, CUD, CBD, HBD, BCD, LM, HM, COL, PUD	TBD, DBD*
Not Allowed	<i>*See Sec. 106-105 (C) Additional Standards</i>

Roof Sign:

Not Allowed in any district

Snipe Sign:

Not Allowed in any district

Streetclock:

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 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.

AG, RSF, RMF, MHP, RB, CBD, HBD, BCD, LM, HM, COL, PUD	TBD, DBD* & CUD
Not Allowed	See corresponding sign types for regulations. <i>*See Sec. 106-105 (C) Additional Standards</i>

Temporary Signs, Balloons, Balloon Sign, Banner, Flag, Inflatable Sign, Pennants, Streamers:

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 (2) weeks prior to the event and shall be removed within two (2) weeks after the event.

AG, RSF, RMF, MHP, COL, PUD	TBD, DBD*	RB, CUD, CBD, HBD, BCD, LM, HM
Not Allowed	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. <i>*See Sec. 106-105 (C) Additional Standards</i>	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.

Wall Sign, Gas Station Canopy 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.

AG	RSF, COL	RMF, RB, PUD	MHP	TBD, DBD*	CUD, CBD, HBD, BCD, LM, HM
Maximum 24 Square Feet	Religious, Charitable, Institutional, recreational, and other public/semipublic uses up to 24 Square Feet	One per business. Maximum of 6 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' 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. <i>*See Sec. 106-105 (C) Additional Standards</i>	For commercial or industrial uses one sign allowed. Additional frontage may have additional signage. If frontage is less than 75' 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.

Window Sign:

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.

Vehicular Sign:

Not Allowed in any district except as prescribed in subsection 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 2 square feet.

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 subsection 66-105 (Portable Signs).
 5. Vehicular signs except as provided in subsection 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 of Salem.
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 of Salem Zoning Ordinance.
21. Signs that exhibit statements, words, or pictures of obscene or pornographic subjects.
22. Any sign that promotes illegal activity.

Secs. 66-108–66-149. - Reserved.

ARTICLE V. - Definitions

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 180 days, in the case of off-premises signs, or at least 360 days in the case of on-premises signs.

Address Sign: A sign that designates the street number and/or street name for identification purposes, as designated by the City of Salem. (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 free-standing sign, generally having a low profile where the base of the sign structure is on the ground or a maximum of twelve inches (12") 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 ordinance, gas station canopy signs shall be considered wall signs.

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*)

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.

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 ordinance.

Halo Illumination: A sign using a 3-dimensional message, logo, etc., which is lit in such away as to produce a halo effect. (Also known as *back-lit illumination*)

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

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.

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 twenty-four (24) square foot 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.

Nit: A photometric unit of measurement referring to brightness. One nit is equal to one cd/m^2 .

Nonconforming Sign: A sign that was legally erected and maintained at the effective date of this Ordinance, 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, ~~directional 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-Premise 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 subsection 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. 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 Sec. 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 Sec. 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.

Structural trim: means 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 twenty (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*)

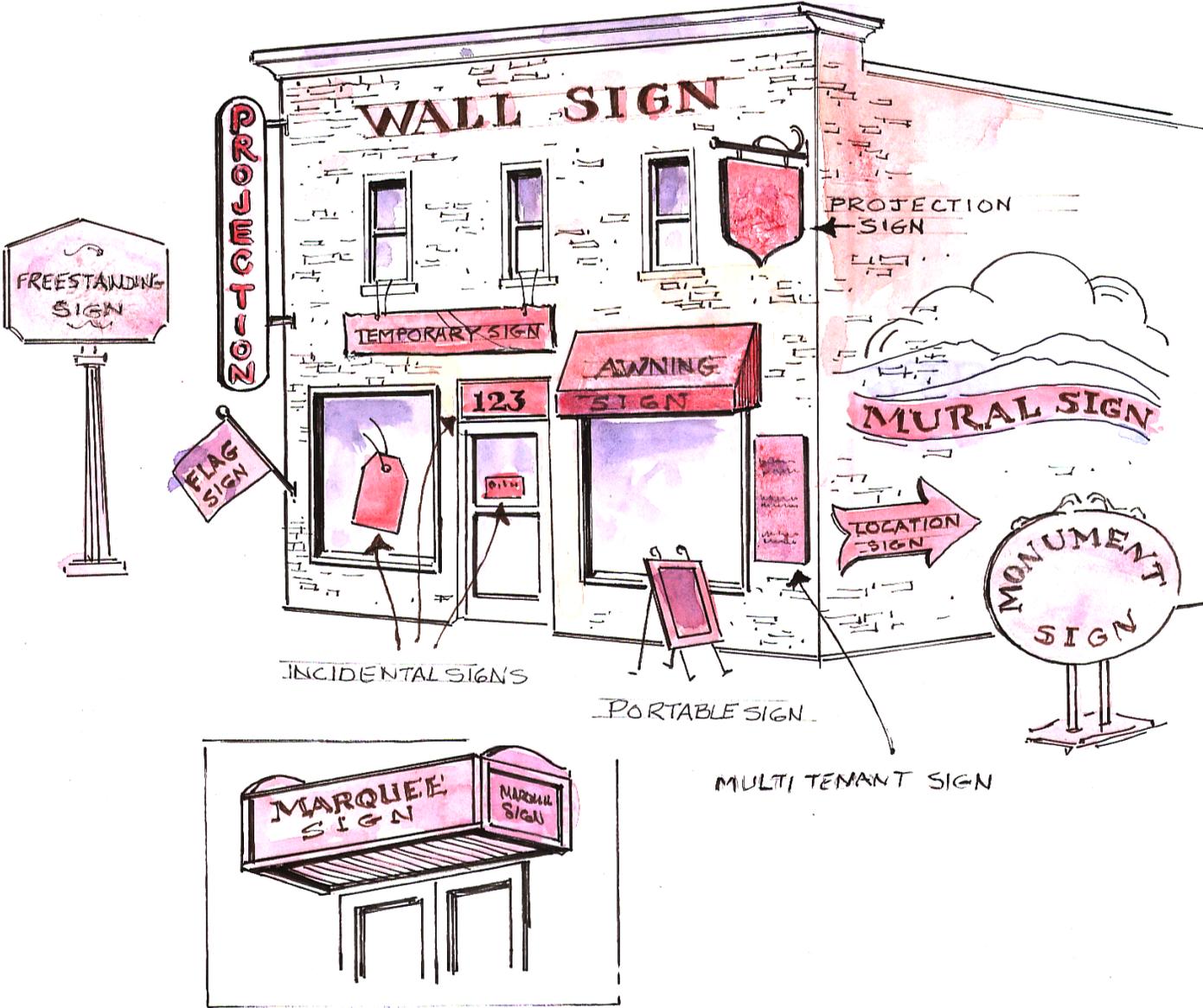
Channel Letter Sign: A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall, which may accommodate a light source.

Skeleton sign: means 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 (3) 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.

B. Sign Type Examples:

1. Downtown Scenario



2. General Commercial Scenario

