



SIGN ORDINANCE UPDATE

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Article 21. Signs

Section 21-1 Purpose and Intent

- (a) These sign regulations are intended to define, permit, and control the size, material, location, and condition of signs in a manner that as its first priority protects those who travel in and through the town. Town council has adopted these regulations in order to achieve the following community goals and objectives:
1. Protect the health, safety, and welfare of the public.
 2. Equitably distribute the privilege of using the public environs to communicate private information.
 3. Safeguard the public use and nature of the streets and sidewalks.
 4. Protect and enhance the visual environment of the town.
 5. Discourage the diminishing of property values in the town.
 6. Minimize visual distractions to motorists using the public streets.
 7. Promote the economic growth of the town by creating a community image that is conducive to attracting new business and industrial development.
 8. Permit reasonable effectiveness of signs and to prevent their over-concentration, improper placement and excessive height, bulk, density, and area.
 9. Promote the safety of persons and property by requiring that signs not create a hazard due to collapse, fire, decay, or abandonment.
 10. Ensure that signs do not obstruct fire-fighting efforts or create traffic hazards by confusing or distracting motorists or by impairing drivers' ability to see pedestrians, obstacles, other vehicles, or traffic signs.
 11. Promote commerce and trade, with recognition of the effects of signage on the character of the community.
- (b) The town council finds that the regulations in this article advance the significant government interests identified herein and are the minimum amount of regulation necessary to achieve those interests.

Section 21-2 Administration

21-2-1. Interpretation, conflict, and severability.

- (a) The regulations set forth in this article shall apply to all new signs, replacement signs, and their modification(s) established after the effective date of the ordinance.
- (b) Signs not expressly permitted are prohibited.
- (c) Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations of such signs.
- (d) This article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech.
- (e) Where this article differs in any manner from the provisions of the Virginia Uniform Statewide Building Code, the Town Code, or any other ordinance or regulation of the town, the ordinance, code, or regulation imposing the greatest restriction upon the use of any sign shall control.
- (f) Should any article, section, subsection, sentence, clause, or phrase of this ordinance, for any reason, be held unconstitutional or invalid, such decision or holding shall not affect the validity of the remaining portions hereof. It being the intent of the Town of Abingdon to enact each section and portion thereof, individually, and each such section shall stand alone, if necessary, and be in force regardless of the determined invalidity of any other section or provision.

21-2-2. Application and permit

(a) Sign Permit Required

1. No sign shall be erected, installed, altered, modified, refaced, re-hung, or replaced, without obtaining a permit pursuant to this article, except as otherwise provided in this article.
2. Signs within the town's Old and Historic district shall conform to the requirements of such district and require a certificate of appropriateness issued by the Board of Architectural Review.
3. For signs within the town's Entrance Corridor, such permit shall conform to the requirements of such district and require a permit issued by the zoning administrator and/or town manager.
4. No permit shall be issued by the zoning administrator except upon a determination that a proposed sign is in conformity with the requirements of this article and, where applicable, in conformity with the requirements of an approved site plan for the property upon which the sign is to be placed. Appeals from decisions of the administrator shall be taken to the town's board of zoning appeals.
5. More than one sign on one building or group of buildings located on the same parcel of land may be included on one application provided that all such signs are applied for at one time.
6. After the issuance of an approved sign permit, the applicant may install and display the approved sign(s). Once installed, the administrator may inspect the sign(s) for conformance with the approved sign permit and this ordinance.

(b) An application for such a permit shall:

1. Specify the type of sign to be constructed and the zoning district in which this sign is to be located.
2. Be accompanied with plans including a sketch of the property indicating the lot frontage.
3. Indicate the square footage and location of all existing signs on the property.
4. The area, size, structure, design, location, lighting, and materials for the sign.
5. Contain written consent of the owner or lessee of the land or building upon which the sign is to be erected.

(c) Fee Required

1. Applications for sign permits shall be submitted to the administrator, and shall be accompanied by the required fee, as set forth within the uncodified fee schedule adopted by town council.

(d) Duration and Revocation of Permit

1. Any sign permit shall be null and void if any sign for which the permit was issued is not installed in accordance with the permit within six months of the date of approval.
2. A sign permit shall become null and void if the use to which it pertains is not commenced within six months after the date the sign permit is issued. Upon written request and for good cause shown, the zoning administrator may grant one six-month extension.
3. Whenever the use of a building or land is discontinued by the specific business, the sign permit shall expire and all signs pertaining to that business shall be removed by the property owner within 30 calendar days of the discontinuance.

4. The zoning administrator shall revoke a sign permit if the sign does not comply with applicable regulations of this article, building code, or other applicable law, regulation, or ordinance.

21-2-3. Special Exceptions.

(a) Comprehensive Sign Plan

1. Special exceptions to this article may be granted in B, M, and PTD districts as a comprehensive sign plan approved by special use permit. Special exceptions to the maximum height requirements in this article shall not be permitted.
2. The Comprehensive Sign Plan is intended to promote consistency among signs within a development and enhance the compatibility of signs with the architectural and site design features within a development.

(b) Contents of Plan

1. A Comprehensive Sign Plan, which may be a written document or drawings adequate to depict the proposed signs, shall include:
 - i. The proposed general locations for freestanding signs on a lot as well as the proposed location(s) for building signs on a building façade.
 - ii. Types of signs proposed.
 - iii. A listing of materials proposed for all sign structures and sign surfaces.
 - iv. The maximum number and maximum size of proposed signs.
 - v. The type of illumination, if any, proposed for all signs, including whether internally illuminated or external illuminated and describing the type of light fixture proposed.
 - vi. A description of any ornamental structure upon which a sign face is proposed to be placed.

(c) Amendment of Plan

1. A Comprehensive Sign Plan may be amended by submitting a revised Comprehensive Sign Plan for consideration and determination through the special use permit process. Upon approval, the amended plan shall have the same force and effect as an approved Comprehensive Sign Plan.

Section 21-3 Exemptions

Section 21-3-1. Signs not requiring permit.

(a) The following signs are allowed and do not require a permit:

1. Signs erected by a governmental body or required by law, including official traffic signs or sign structures and provisional warning signs or sign structures, and temporary signs indicating danger.
2. The changing of message content, including message content on a changeable message sign if permitted in the district.
3. The following small signs:
 - i. Portable signs subject to the dimension requirements in this article and provided they in no way obstruct vehicular travel, public parking and/or pedestrian movement along sidewalks and are removed when the establishment is closed for business.
 - ii. Two minor signs per street frontage, each minor sign not to exceed three square feet in area.
 - iii. Temporary signs not exceeding three square feet in area and erected for not more than 30 consecutive days.
 - iv. Memorial plaques and building cornerstones not exceeding six (6) square feet in area and cut or carved into a masonry surface or other noncombustible material and made an integral part of the building or structure.
 - v. Pennants and streamers that are displayed no more than 14 consecutive days, not exceeding an aggregate 32 square feet of area, and constructed and secured to prevent fly away.
4. On a property under construction or renovation, for sale, or for rent, temporary signs not exceeding four square feet for single-family detached properties or 18 square feet for all other residential, nonresidential, or mixed-use properties.
5. Flag signs up to 16 square feet in size or up to 50 square feet in non-residential districts, and up to three (3) per parcel, provided that the minimum setback for a flag pole is the longest dimension of the pole, in order to prevent the flag or pole falling into the property of another or into a public street, trail, or sidewalk.
6. Window signs.
7. Signs displayed on an operable truck, bus, or other vehicle while in use in the normal conduct of business. This section shall not be interpreted to permit the parking for display purposes a vehicle to which a sign is attached or the use of such a vehicle as a portable sign.
8. Noncommercial signs on private property, subject to dimension requirements in this article.
9. Signs affixed to the interior of a permanent fence of a recreational or sports facility. Such signs shall be displayed only during the regular season of the individual sport.

Section 21-4 Prohibited

Section 21-4-1. Prohibited signs.

- (a) Any sign affixed to, hung, placed, or painted on any other sign, fence, cliff, rock, tree, natural feature, public utility pole or structure supporting wire, cable, or pipe, or radio, television, or similar tower provided that this prohibition shall not affect official traffic, parking, or informational signs placed on utility poles by the town government.
- (b) Any sign or banner within or across a public right-of-way, unless specifically approved by the town manager, or his designee.
- (c) Any sign that, due to its size, illumination, location, or height, obstructs the vision of motorists or pedestrians at any intersection, or similarly obstructs the vision of motorists entering a public right-of-way from private property.
- (d) Signs simulating, or which are likely to be confused with, a traffic control sign or any other sign displayed by a public authority. Any such sign is subject to immediate removal and disposal by an authorized Town official as a nuisance.
- (e) Signs which obstructs any window or door opening used as a means of egress, prevents free passage from one part of a roof to any other part thereof, or interferes with an opening required for ventilation.
- (f) Signs attached, painted, or mounted to unlicensed, inoperative, or generally stationary vehicles. Vehicles and trailers shall not be used primarily as static displays, advertising a business, product or service, nor utilized as storage, shelter, or distribution points for commercial products or services for the general public.
- (g) Signs on the roof surface or extending above the roofline of a structure, building, or parapet wall.
- (h) Off-site signs, unless specifically permitted by this chapter.
- (i) Any flashing sign, except those officially erected for safety purposes.
- (j) Signs that emit sound, smoke, flame, scent, mist, aerosol, liquid, or gas.
- (k) Signs that violate any provision of any federal or state law relative to outdoor advertising.
- (l) Any sign representing or depicting specified sexual activities or specified anatomical areas or sexually oriented goods. Any sign containing obscene text or pictures as defined by the Virginia Code.

Section 21-5 General

21-5-1. Standards.

(a) Any sign displayed in the Town of Abingdon, shall comply with:

1. All provisions of this article;
2. All applicable provisions of the Uniform Statewide Building Code and all amendments thereto; and,
3. All state and federal regulations pertaining to the display of signage.

21-5-2. Sign area calculations.

(a) The following method shall be utilized in the calculations of sign area:

1. The sign area permitted under this article is determined by measuring the entire face of the sign including any wall work incidental to its decoration but excluding support elements for the sole purpose of supporting the sign.
2. For signs that are regular polygons or circles, the area shall be calculated by the mathematical formula for that polygon or circle. For signs that are not regular polygons or circles, the sign area shall be calculated using the area within up to three rectangles that enclose the sign face.
3. The surface area of any sign made up only of individual letters or figures shall include the space between such letters or figures.
4. Whenever one sign contains information on both sides, sign area shall be calculated based on the largest sign face. Sides are not totaled.

21-5-3. Minimum setback.

The minimum setback from any right-of-way, unless otherwise specified, is half (1/2) the height of the sign.

21-5-4. Illumination

- (a) All permitted signs may be indirectly lighted. Non-residential signs within a residential district may be illuminated as outlined in section 21-6. Signs within a Business or Industrial district may be internally lighted, unless such lighting is specifically prohibited in this article.
- (b) No sign shall be illuminated in such a way that light may shine into on-coming traffic, affect highway safety, or shine directly into a residential dwelling unit zoned.
- (c) Any electrical sign shall display the required UL, ETL, CSA, or ULC label.
- (d) Illumination shall be no greater than 10,000 nits or foot candles from sunrise to sunset or 700 nits or foot candles from sunset to sunrise and be equipped with automatic brightness control which can dim the display brightness when ambient conditions exist.
- (e) Electronic service lines shall be underground.

21-5-5. Changeable signs

- (a) Within any B or M district, one freestanding or wall-mounted sign per lot may be replaced with a changeable message sign subject to the following requirements:
 - a. Location, area, height, and illumination requirements shall be the same as for freestanding or wall signs.
 - b. The message shall not be changed more than once every twelve seconds, move, flash, or display animation, as prohibited in this article.
 - c. Any changeable message sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner, thereby causing motion, movement, flashing or any other similar effects, shall be repaired, covered, or disconnected by the owner or operator of such sign within 24 hours of notice of violation.

21-5-7. Projecting signs.

- (a) Signs projecting over public walkways shall be a minimum height of eight feet from grade level to the bottom of the sign.
- (b) Projecting signs shall not extend more than six feet beyond the face of the building or beyond a vertical plane two feet inside the curblin.
- (c) Signs, architectural projections, or sign structures projecting over vehicular access areas must conform to the minimum height clearance limitations imposed by the town for such areas.

21-5-8. Temporary signs.

- (a) Each temporary sign shall be maintained in good, safe condition, securely affixed to a building or the ground.
- (b) Any temporary sign pertaining to an event must be removed within ten days after the event.
- (c) A temporary sign shall not be illuminated.

Section 21-6 Districts

21-6-1. District regulations

- (a) The following requirements shall apply in the designated district, as appropriate, to permitted uses by right and special uses as may be permitted, subject to all other requirements of this ordinance.
- (b) Sign area square footage requirements are provided per sign unless specified as a total. Total area is calculated as an aggregate of all signs of that type.

1. AFOS Agricultural, forested, and open space district:

Maximum Sign Dimensions: AFOS District						
Sign Type	Residential Uses			Non-Residential Uses and Neighborhood Signs		
	Number	Area	Height	Number	Area	Height
Freestanding	1 per street frontage	12 SF	6 ft	1 per street frontage	25 SF	15 ft
Wall	1 per street frontage	12 SF	N/a	1 per street frontage	25 SF	N/a
Minor	Not limited	3 SF	N/a	Not limited	3 SF	N/a
Portable	Not permitted	N/a	N/a	1 per street frontage	6 SF	4 ft
Temporary	Not limited	32 SF total	4 ft	Not limited	32 SF total	4 ft
Internally Illuminated	Not permitted	N/a	N/a	Not permitted	N/a	N/a

2. R-1, R-2, R-3, R-4 Residential districts:

Maximum Sign Dimensions: R-1, R-2, R-3, R-4 Residential Districts						
Sign Type	Residential Uses			Non-Residential Uses and Neighborhood Signs		
	Number	Area	Height	Number	Area	Height
Freestanding	1 per street	12 SF	6 ft	1 per street frontage, shall be monument only	16 SF	6 ft
Wall	1 per street frontage	12 SF	N/a	1 per street frontage	16 SF	N/a
Minor	Not limited	3 SF	N/a	Not limited	3 SF	N/a
Portable	Not permitted	N/a	N/a	1 per street frontage	6 SF	4 ft
Temporary	Not limited	32 SF total	4 ft	Not limited	32 SF total	4 ft

Maximum Sign Dimensions: R-1, R-2, R-3, R-4 Residential Districts						
Sign Type	Residential Uses			Non-Residential Uses and Neighborhood Signs		
	Number	Area	Height	Number	Area	Height
Internally Illuminated	Not permitted	N/a	N/a	Not permitted, except for Churches, Residential Care Facilities, Apartment Complexes, and Townhouses *	N/a	N/a

3. B-1, B-2, B-3, M-1, OI, and PTD district

Maximum Sign Dimensions: B-1, B-2, B-3, M-1, OI, and PTD Districts			
Sign Type	Number	Area	Height
Freestanding	1 per street frontage	60 SF, except 200 SF allowed within 660 ft of I-81	15 ft, except 50 ft allowed within 660 ft of I-81
Projecting	1 per business per street frontage	12 SF	See Section 21-5-7
Wall	1 per business per street frontage	Front: 2 SF for every 1 LF of building face on which the sign is located; Side and Rear: 1 SF for every 1 LF of building face on which the sign is located	N/a
Canopy	1 per street frontage	0.5 SF per LF of canopy fascia on which the sign is mounted	Sign shall not extend above or be suspended below the horizontal plane of the canopy fascia
Portable	1 per business	12 SF	4 ft
Temporary	Not limited	32 SF total	4 ft
Minor	Not limited	3 SF	4 ft

4. OH Old and historic district.

- i. Signs within the OH district shall be subject to the Town of Abingdon Design Review Guidelines for the Old and Historic District, as amended, and require a certificate of appropriateness by the Board of Architectural Review board.
- ii. The board may approve the attachment or suspension of a sign from an existing freestanding or projecting sign or, in the case of a building on a site with more than one street frontage or more than one principal entrance,

one additional freestanding or projecting sign per additional street frontage or principal entrance, if the board determines that such an arrangement is in keeping with the architectural character of the property.

Section 21-7 Nonconforming Signs

Section 21-7-1. Nonconforming signs.

- (a) Any sign legally existing at the time of the passage of this ordinance that does not conform in use, location, height, or size with the regulations of the zone in which such sign is located, shall be considered legally nonconforming and shall be permitted to continue in such status until such time as it is either abandoned or removed by its owner, subject to the following limitations:
1. A nonconforming sign shall not be enlarged nor shall any feature of a nonconforming sign including, but not limited to, illumination, be increased.
 2. A nonconforming sign shall not be moved for any distance on the same lot or to any other lot unless such change in location will make the sign meet all current requirements of this article.
 3. A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding 50 percent of its sign area may be restored within two years after such destruction or damage but shall not be enlarged in any manner. If such sign is destroyed or damaged to an extent exceeding 50 percent, it shall not be reconstructed but may be replaced with a sign that meets all current requirements of this article.

Section 21-7-2. Exemption for certain existing signs.

Notwithstanding any contrary provision in this chapter, no nonconforming sign is required to be removed solely by the passage of time if to do so require is otherwise prohibited by state or federal law.

Section 21-8 Enforcement

21-8-1 Maintenance, repair, and removal.

- (a) Every sign permitted by this ordinance shall be kept in good condition and repair. When any sign becomes insecure, in danger of falling or is otherwise deemed unsafe by the zoning administrator, or if any sign shall be unlawfully installed, erected, or maintained in violation of any of the provisions of this ordinance, the owner thereof or the person or firm using same shall, upon written notice by the zoning administrator forthwith in the case of immediate danger, and in any case within not more than ten days, make such sign conform to the provisions of this ordinance, or shall remove it. If within ten days the order is not complied with, the zoning administrator shall be permitted to remove or cause such sign to be removed at the expense of the owner and/or the user of the sign.
- (b) If a sign presents an imminent and immediate threat to life or property, then an authorized Town official may abate, raze, or remove it, and the Town may bring an action against the responsible party to recover the necessary costs incurred for abating, razing, or removing the sign.

21-8-2 Removal of abandoned signs.

- (a) A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business which it advertises is no longer conducted on the premises. If the owner or lessee fails to remove such sign, the Zoning Administrator shall give the owner 30

days' written notice to remove it. Upon failure to comply with this notice, the Zoning Administrator or his duly authorized representative may remove the sign at cost to the property owner.

Section 21-9 Definitions

The following words and terms shall, for the purpose of this chapter and as used elsewhere in this ordinance, have the meanings shown herein.

Abandoned Sign. A sign structure that has ceased to be used, and the owner intends no longer to have used, for the display of sign copy, or as otherwise defined by state law.

Animated Sign. A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this code, include the following types:

1. **Electrically Activated.** Animated signs producing the illusion of movement by means of electronic, electrical or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:
 - a. **Flashing.** Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds four seconds.
 - b. **Patterned Illusionary Movement.** Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.
2. **Environmentally Activated.** Animated signs or devices motivated by wind, thermal changes or other natural environmental input. Includes spinners, pinwheels, and/or other devices or displays that respond to naturally occurring external motivation but excludes pennants and streamers.
3. **Mechanically Activated.** Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

Architectural Projection. Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. See also "Awning", "Canopy (attached)", and "Canopy (freestanding)."

Awning. See "Canopy".

Awning Sign. See "Canopy Sign".

Banner. A flexible substrate on which copy or graphics may be displayed.

Banner Sign. A sign utilizing a banner as its display surface.

Billboard. An off-premises sign or sign structure with display space available for lease and designed so that the copy or poster on the sign can be changed frequently.

Building Elevation. The entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

Canopy (attached). An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Canopy (freestanding). A freestanding structure composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Canopy Sign. A sign displayed on or attached flat against the surface or surfaces of a canopy. Illuminated canopies, if translucent, are considered part of the total canopy sign area.



Changeable Sign. A sign that includes any changing of the message either electronically or manually in which the message is stationary and does not fluctuate in size or brightness

Combination Sign. A sign that is supported by a pole and partly by a building structure.

Copy. Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, excluding numerals identifying a street address only.

Neighborhood Sign. A sign located at the entrance to a residential development.

Double-Faced Sign. A sign with two faces, back to back.

Exterior Sign. Any sign placed outside a building.

Fascia Sign. See "Wall Sign."

Flashing Sign. See "Animated sign, electrically activated."

Freestanding Sign. A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground.

Frontage, Building. The length of an exterior building wall or structure of a single premise orientated to the public way or other properties that it faces.

Frontage, Street. The length of the property line(s) of any single premise along either a public way or other properties on which it borders.

Illuminated Sign. A sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

Interior Sign. Any sign placed within a building, but not including "window signs" as defined by this ordinance. Interior signs, with the exception of window signs as defined, are not regulated by this chapter.

Mansard. An inclined decorative roof-like projection that is attached to an exterior building facade.

Marquee Sign. See "Canopy Sign".

Minor Sign. A wall or freestanding sign not exceeding three (3) square foot in area, not exceeding four feet in height, and not illuminated. Examples include not trespassing signs, displays of building address, security warning signs, parking signs, entrance/exit signs, and on-site directional signs.

Monument Sign. A "Freestanding Sign" having the appearance of a solid, rectangular or cylindrical base.

Multiple-Faced Sign. A sign containing three or more faces.

Nonconforming Sign. Any sign that was permitted under a previous regulation that presently does not conform to the requirements of this ordinance.

Off-Premise Sign. A sign which directs attention to a business, commodity, service, activity, or entertainment conducted, sold or offered on a parcel of land other than the one on which the sign is located.

On-Premise Sign. A sign erected, maintained or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

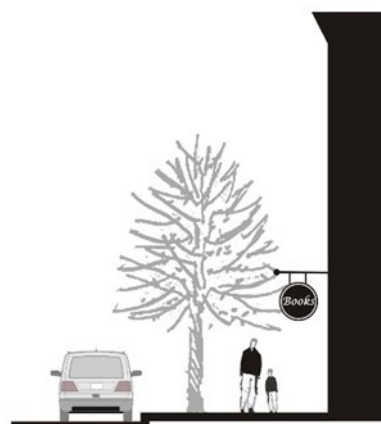
Parapet. The extension of a building façade above the line of the structural roof.

Pennant. A sign made with flexible material, with or without lettering for design, usually suspended from one or two corners, and manufactured and placed for the purpose of attracting attention. Also referred to as a streamer.

Pole Sign. See "Freestanding sign."

Portable Sign. Any sign not permanently attached to the ground or to a building or building surface. For example an A-frame sign.

Projecting Sign. A sign other than a wall sign that is attached to or projects more than 15 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.



Projecting/Hanging Sign

Revolving Sign. A sign that revolves 360 degrees about an axis. See also "Animated sign, mechanically activated."

Roof Line. The top edge of a peaked roof, or in the case of an extended façade or parapet, the uppermost point of said façade or parapet.

Roof Sign. A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs.



Roof 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, or any navigable body of water which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images.

Sign Area. The entire area enclosing the extreme limits of writing, representation, pictorial elements, emblems, or a figure of similar character, together with all material, color, or lighting forming an integral part of the display or used to differentiate the Sign from the background against which it is placed.

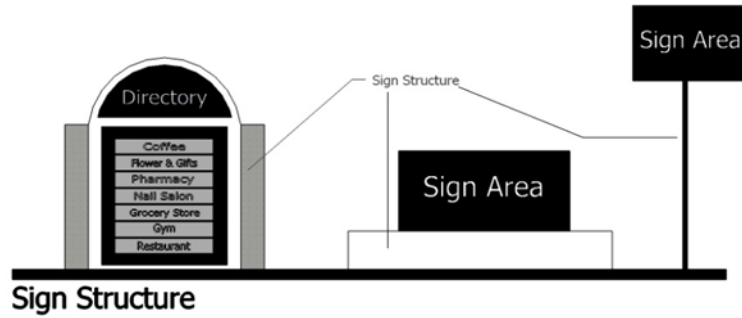
Sign Copy. Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

Sign Face. The particular area of the sign structure upon which a message, copy, or advertisement is displayed for viewing.

Sign Maintenance. To prevent through preservation, repair, or restoration, the development of any rust, corrosion, rot, chipping, peeling, or other deterioration in either the physical appearance or the safety of every sign.

Sign Plan. A written document or drawing depicting proposed sign(s) placement, design, and quantity for the purpose of determining consistency and compatibility with the town.

Sign Structure. Any structure supporting a sign.



Temporary Sign. A sign designed or intended, based on materials and structural components, to be displayed for a specified or limited period of time, regardless of type or style of sign. Examples include real estate signs, yard sale signs, contractor’s signs, and special or one-time event signs per year.

Wall Sign. A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 15 inches from the building or structure wall, including signs affixed to architectural projections from a building provided the copy area of such signs remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed.



Window Sign. A sign affixed to the surface of a window with its message intended to be visible to and readable from the public way or from adjacent property.