**PART 102 SIGN DEFINITIONS**

*Accessory sign* means a sign relating only to the uses of or products sold on the premises on which the sign is located, indicating the name or address of a building, or the occupants or management of a building.

*Animated sign* means a sign utilizing any form of movement, including, but not limited to animation, revolution, vertical or horizontal motion, whether electrical, mechanical, windblown. This definition shall not include devices defined in this section as "streamers/festoons."

*Area, sign* means the entire display area of a sign. A sign structure, as defined herein, shall not be included in the calculation of sign area.

*Awning* means a roof-like structure set up over a window or door as a shelter from the weather.

*Awning sign* means a sign painted or printed on, attached flat or sewn onto a valance or body of any awning.

*Banner* means a piece of cloth, plastic or other flexible material on which words, letters, figures, colors, designs, or symbols are inscribed or affixed for the purposes of advertisement, identification, display, or direction and which is suspended for display, typically from buildings or poles. Governmental flags or symbolic flags of religious, charitable, public or nonprofit organizations shall not be considered banners.

*Billboard sign* means a large outdoor advertising sign used to advertise a product or business and located off-premises.

*Brand name/products* sign means a sign that advertises a particular brand or product without specific reference to the premises on which it is located.

*Bulletin board* means a sign that identifies an institution or organization on the premises of which it is located and that contains the name of the institution or organization, the names of individuals connected with it, and general announcements of events or activities occurring at the institution or similar message.

*Canopy* means any permanent covering or roof-like structure of rigid materials that would be erected over an elongated entrance into a building or a covering over the sidewalk entrance to a building to protect from weather or from viewing.

*Canopy sign* means a sign attached to or displayed on a canopy.

*Changeable copy* sign means a sign or part of a sign that is designed or illuminated so that characters, letters, or illustrations can be changed or rearranged, manually or electronically, without altering the face or surface of the sign.

*Construction sign* means a temporary sign which identifies the character of the facilities being actively constructed or altered, the anticipated sale, lease or rental of those facilities, or the identity of the persons or firms engaged in the promotion, financing, design, construction, or alteration of such facilities.

*Directional sign* means an on-premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "entrance," "exit," "parking," "one-way," or similar directional instruction, but not including any advertising message.

*Directory sign* means a sign on which the names and locations of occupants or the use of a building or group of buildings is given.

*Double-faced sign* means a sign with two parallel, or nearly parallel, faces, back-to-back, and located no more than 24 inches from each other.

*Drive-in sign* means any signage allocated along a drive-through lane or installed on accessory structures associated with a drive-in facility, such as, but not limited to, order confirmation units and height bars, which is oriented toward the customer or user of a drive-in facility.

*Electronic message board* means signs whose alphabetic, pictographic, or symbolic informational content can be changed or altered electronically.

*External illumination* means lighting from externally provided sources and not from within the sign itself. External sources shall be shielded to prevent glare.

*Feather sign* means a lightweight, portable sign mounted along one edge on a single, vertical, flexible pole which may resemble a sail, bow, or teardrop.

*Flashing sign* means a sign used for identification, direction, advertising, or promotion that includes lights which flash, blink, or turn on and off intermittently.

*Freestanding sign* means a sign, supported by one or more columns, uprights or braces, in or upon the ground, but not attached to any building. A sign attached to a flat surface not a part of the building, such as a fence or wall, shall be considered a freestanding sign. A monument sign, as defined hereinbelow, shall also be considered a freestanding sign. For the purpose of this chapter, a freestanding sign listing two or more businesses located on a property or in a shopping center, and which is designed as one sign, shall be considered one freestanding sign.

*General advertising sign* means any sign that is not an accessory sign, or which is not specifically limited to a special purpose by these regulations.

*Ground mounted sign*. See Freestanding sign.

*Historical marker sign* means any historical marker, monument, sign or notice, on public or private property or any public street, road or highway, bearing any inscription or notice which purports to record an historical event directed in the town, conforming to the requirements of Code of Virginia, tit. 10, ch. 11.

*Inflatable sign* means any display capable of being expanded by air or other gas and used for advertising a product, service or event.

*Illuminated sign* means a sign illuminated in any manner by an artificial light source, whether internally or externally lit.

*Internal illumination* means lighting source comes from within the sign itself.

*Institutional bulletin board* sign means a sign containing a surface upon which is displayed the name of a religious institution, school, library, community center, or similar institutional or community service use, and the announcement of its services or activities.

*Marquee* means a permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather.

*Marquee sign* means a sign attached to and made part of a marquee or any other similar projection from a building.

*Monument sign* means a sign that is mounted on a contiguous base having a minimum width of at least 90 percent of the sign width and its supporting structure and not attached to any building. For the purpose of this article, a monument sign listing two or more businesses located on a property or in a shopping center and which is designed as one sign shall be considered one monument sign.

*Multi-tenant sign* means any freestanding sign that contains three or more independent businesses or uses.

*Mural* means a large image, such as a painting, produced by hand and applied to the side of a building wall, generally for the purpose of decoration or artistic expression, which shall not advertise or suggest the advertisement of products or services related to a business, which would otherwise be subject to sign regulations.

*Off-premises sign* means a sign which directs attention to a business, service or establishment conducted, sold or offered at a location other than the premises on which the sign is erected or which directs attention to an organization, event, person, place, or thing not located on the premises where the sign is erected.

*Off-premises directional open house/temporary sign* means a temporary sign which is intended to provide information on the location of a real estate open house, auction, or temporary off-site sale, and which is not located on the same premises as the dwelling unit, property, or merchandise to which it refers.

*Permanent off-premises directional sign* means a sign, which is not located on the same premises as the use to which it refers and which is intended to provide information as to the identity and location of the use, but which does not otherwise qualify as an advertising sign. A way-finding sign is considered an off-premises directional sign.

*Pole sign* means a sign that is mounted on one or more freestanding poles or similar supports.

*Political campaign sign* means a temporary sign, which pertains to a political issue or candidate in an election.

*Portable a-frame and portable t-frame sign* means a sign which is ordinarily in the shape of an "A" or an inverted "T" or some variation thereof, located on the ground, easily moveable, not permanently attached and usually two-sided.

*Portable sign* means any sign, other than an A-frame or T-frame sign, designed or constructed to be easily moved from one location to another, including signs mounted upon or designed to be mounted on a trailer, wheeled carriage, or other non-motorized mobile structure. A portable sign which has its wheels removed shall still be considered a portable sign.

*Primary wall frontage* means the facade of a building, which faces the primary public street bounding the structure, as defined by the plat of record for the subject lot. In circumstances where it is unclear which street serves as the primary street (and thus, which is the primary wall frontage), the zoning administrator will be responsible for determining the primary wall frontage.

*Projecting sign* means any sign, other than a wall sign, awning or marquee sign, which is affixed to a building and is supported only by the wall on which it is mounted, and projects more than 12 inches.

*Real estate sign* means a temporary sign which advertises the sale, lease, rental, or display of the lot or building upon which such sign is displayed.

*Roof sign* means a sign erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.

*Sandwich board*. See Portable A-frame sign and portable T-frame sign.

*Shopping center sign* means any freestanding sign used pursuant to section 86-652(d).

*Sign* means any writing, letter work or numeral, pictorial presentation, illustration or decoration, emblem, device, symbol or trademark, flag, banner, pennant, or any other device, figure or character which is employed to announce, direct attention to, identify, or make known, and which is visible from a public street or sidewalk or public area.

*Special event sign* means any temporary sign used to promote fundraisers or other similar events that benefit religious, charitable, military, fraternal or community service organizations or that promotes employee safety or similar corporate or organizational promotional activities.

*Streamers/festoons* means any device attached to a premises, either in a series or by multiple placements, whether lettered or not, intended to attract the attention of the public by means of movement, color, or pattern of arrangement, including but not limited to flags, pennants, propellers, discs or strings of pennants or flags.

*Temporary sign* means a sign or advertising display designed or intended to be displayed for a specified limited period of time, as provided in section 86-558. For the purpose of this definition, a "limited period of time" is defined as a period not more than 30 days during a period of 365 consecutive days, which will be a calendar year.

*Vehicle sign* means any sign mounted or painted on or otherwise affixed to any parked vehicle, parked trailer, or other parked device capable of being towed, which is obviously and conspicuously parked so as to advertise the business to the passing motorist or pedestrian, and for which the primary purpose is to provide additional on-site signage or is to serve the function of an outdoor advertising sign. Excluded from this sign type are vehicles and equipment in operating condition which are currently registered and licensed to operate on public streets with a valid inspection sticker and which are actively used in the daily function of the business to which such signs relate.

*Wall sign* means a sign attached to a wall or painted on or against a flat vertical surface of a structure, which displays only one advertising surface, and projects less than 12 inches.

*Wayfinding sign* means a permanent off-premises sign used for directional purposes only to the business district or places of interest.

*Window sign* means all signs attached to or applied directly onto the interior surface or set back less than one foot from the interior surface of any window in view of the general public from outside the structure.

*Yard sale sign* means a temporary sign used to display advertising for yard or garage sales.