

This definition of Sign includes, but is not limited to, the types of Sign defined in the following terms.

- **A-FRAME OR SANDWICH BOARD SIGN** — Signs typically having triangular open ends with the sides of the sign resting on the ground as the main support. These signs are considered non-permanent, which may or may not be portable.
- **ADVERTISING BANNER or WALLSCAPE.** A temporary sign made of flexible material, mounted on poles, wire, or on the facade of a building, the purpose of which is advertising. (See also “Banner,” “Building Illumination Advertising Sign,” and “Building Wrap Sign.”)
- **AGRICULTURAL SALES SIGN** — A temporary sign permitted in connection with any operating farm used only to announce the sale of seasonal products raised on the premises.
- **ARCADE SIGN.** A sign suspended beneath a ceiling of an arcade, a roof or marquee containing only the name of a business for the purpose of assisting pedestrian traffic traveling under the arcade, roof or marquee to identify the location of establishments within a shopping center or similar building.
- **ATTENTION-GETTING DEVICE.** A pennant, flag, valance, banner, propeller, spinner, streamer, searchlight, balloon or other inflatable device, or similar object or representation of a product, vehicle, equipment or other advertising image or any ornamentation which is designed or used for the purpose of promoting, advertising or attracting attention
- **AWNING.** Any structure made of a movable or stationary frame covered with material, projecting from a building when in use and where such structure may be retracted to a position flat against the building when not in use.
- **AWNING SIGN.** A sign affixed to the cover of a movable frame, of the hinged, roll, or folding type of awning. **OR** An architectural projection protruding 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 fixed or retractable, including such structures which may be internally illuminated by fluorescent or other light sources.
- **BANNER.** A temporary sign made of flexible material, mounted on poles, wire, or on the facade of a building. (See also “Advertising Banner or Wallscape,” “Building Illumination Advertising Sign,” “Building Wrap Sign,” and “Permanent Banner Sign.”)
- **BENCH or STREET FURNITURE ADVERTISING.** A sign affixed to or embedded upon outdoor furniture which is publicly available and is on or abutting the public thoroughfare.

- **BILLBOARD.** See “Off-Premises Advertising Sign.”
- **BLADE SIGN.** A sign oriented perpendicular to the face of the building usually located on the ground floor façade, except for businesses located above the ground level with direct exterior pedestrian access.
- **BUILDING ILLUMINATION ADVERTISING SIGN.** Large format projection of advertising name, image, or copy onto a building. May be static, have motion, or display video.
- **BUILDING SIGN.** Any sign attached to and deriving its major support from a Building, including Arcade Sign, Awning Sign, Blade Sign, Canopy Sign, Cornice Sign, Marquee Sign, Parapet Sign, Plaque Sign, Projecting Sign, roof sign, Snip Sign, Wall Sign, and Window Sign.
- **BUILDING WRAP SIGN.** A temporary sign made of flexible material, attached to the side of a building. (See also “Advertising Banner or Wallscape,” “Banner,” “Building Illumination Advertising Sign,” and “Permanent Banner Sign.”)
- **BULLETIN BOARD SIGN.** A type of changeable copy sign constructed to allow letters or symbols to be changed periodically such as those used by churches and schools or other public or semi-public buildings to announce events.
- **BUSINESS DISTRICT IDENTIFICATION SIGN.** Any Free Standing Sign designed to announce the entrance to the Business District.
- **BUSINESS IDENTIFICATION SIGN.** A sign which contains the name, address and goods, services, facilities or events available on the premises.
- **CABINET SIGN (CAN SIGN).** A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be illuminated.
- **CANOPY SIGN.** A sign that is painted on or otherwise permanently affixed to an awning, canopy or marquee and which does not project beyond the surface area of the awning, canopy or marquee.
 - ↳ **CANOPY SIGN, ATTACHED.** A sign attached to a multisided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light.
 - ↳ **CANOPY SIGN, FREESTANDING.** A sign attached to a multi-sided overhead structure supported by columns, but not enclosed by walls. The surface(s) and/or

soffit of a freestanding canopy may be illuminated by means of internal or external sources of light.

- **CHANGEABLE SIGN** (manually and electronically operated). A sign that is designed so that characters, letters or illustrations can be changed or rearranged by computer, electronically or mechanically without altering the face or surface of the sign. This includes electronic signage, neon signs that change, moveable type signage, and *periaktoi* signage.
- **CHANNEL LETTER SIGN**. A sign composed of three-dimensional illuminated letters or other emblems, logos, symbols, or images, containing a source of illumination and a translucent or transparent face. (See also “Halo Sign.”)
- **COMMUNITY MESSAGE SIGN**. An extraordinarily large installation (as defined by each municipality) which may give messages, time, date, and weather, and may have advertising and/or corporate name and logo displayed.
- **COMMUNITY SPECIAL EVENT SIGN**. A Temporary Sign, either portable or non-portable, displayed for a limited time, which carries information about a special event or activity such as an auction, flea market, festival, carnival, meal, charitable or educational activities, or fund raising event of interest to the general public.
- **CONSTRUCTION SIGN**. A sign that advertises the development or improvement of a property or builder, contractor or similar person.
- **CORNERSTONE**. A stone set into the foundation or wall of a building or structure, normally at a building corner, identifying on its face the date of construction of the building or structure and/or the name of the organization which erected or which owns the building or structure, and other matters pertinent to the nature of the organization.
- **CORNICE SIGN**. A Building Sign attached or inscribed on a horizontal molded projection, which crowns or finishes the wall of a building.
- **CONVENIENCE SIGN**. A sign that conveys information (e.g., restrooms, no parking, entrance) or minor business identification for directional purposes, and is designed to be viewed by pedestrians and/or motorists.
- **CONVENIENCE INFORMATION SIGN**. Signs such as date, time and weather.
- **DATE STONE OR DATE SIGN**. A stone set into the wall of a building or structure or any plaque, board or numerals, painted or attached to the wall of a building or structure to identify the date of its construction. A cornerstone bearing only a date is also a date stone.

- **DECORATIVE FLAG.** A sign made of flexible material, mounted on poles, wires, or on the facade of a building, which is not the official symbol of national, state, and local government and agencies, past and present, or private corporations.
- **DEVELOPMENT SIGN** — A temporary sign erected during the period of construction and/or development of a property by the contractor and developer or his or her agent.
- **DIRECTIONAL SIGN**

↳ **ON-PREMISES DIRECTIONAL SIGN** — A sign which directs and/or instructs vehicular or pedestrian traffic relative to parking areas, proper exits, loading areas, entrance points and similar information on the premises on which it is located.

↳ **OFF-PREMISES DIRECTIONAL SIGN** — A sign erected by a governmental agency which directs and/or instructs vehicular or pedestrian traffic relative to the location of a public building or use or a semipublic building or use, such as a church, school, park, municipal building, or similar use and which is located in a public street right-of-way with the permission of the owner of the right-of-way or on premises other than the premises where said building or use is located with the permission of the owner. Off-premises directional signs shall not include billboards, as defined herein, or any other off-premises sign which contains information regarding any commercial or business use.

- **DIRECTORY SIGN.** A sign listing the tenants of a multiple-tenant structure or center.
- **DOUBLE-FACED SIGN.** Any Free-Standing Sign carrying the same message on two faces, only one of which is visible from any ground position, the faces of which are not separated by more than eighteen (18) inches.
- **ELECTRONIC MESSAGE SIGN.** A on-premises sign with changing text or graphics generated by electronic components, with a black background/face, advertising an on-site product, service, or activity, public service message, time, and/or temperature.
- **ELECTRONIC SIGN.** Any sign, video display, projected image, or similar device or portions thereof with text, images, or graphics generated by solid state electronic components. Electronic signs include, but are not limited to, signs that use light emitting diodes (LED), plasma displays, fiber optics, or other technology that results in bright, high-resolution text, images, and graphics.
- **EVENT MARKER.** A permanent sign that serves as a cornerstone, memorial plaque, historical marker or other similar feature to identify a notable event or structure.

- **FESTOON LIGHTING.** A group of two or more light bulbs of more than 20 watts each hung or strung overhead, not on a building or structure, which are exposed to view by persons on a public right-of-way, or which are not shaded or hooded to prevent the direct rays of light from being visible from the property line, but not including the temporary erection of lights as part of a holiday celebration, or small lights of less than 20 watts each.
- **FLAG.** A sign made of flexible material, mounted on poles, wires, or on the facade of a building, which is currently the official symbol of national, state or local government or an agency, or private corporation.
- **FLASHING SIGN.** A sign with action or motion, or whose illumination is not kept at constant intensity at all times when in use, and which exhibits changes in light, color, direction or animation.
- **FREESTANDING SIGN** — A sign supported on a foundation or by one or more uprights, poles or braces permanently affixed to the ground and not attached to any building or other structure, including:
 - ↳ **GROUND SIGN.** A freestanding sign which is affixed to the ground by means of a permanent foundation and which provides a maximum clearance of **[12] [18]** inches between the bottom edge of the sign and the adjacent ground level.
 - ↳ **MONUMENT SIGN.** A freestanding sign in which the area containing the support pole(s) is covered by structure. (See also “Ground Sign.”)
 - ↳ **POLE SIGN.** A freestanding sign which is supported by one or more poles, uprights or braces and which has a minimum clearance between the bottom edge of the sign and the adjacent ground level as specified by this chapter.
 - ↳ **PYLON SIGN.** Any Free Standing Sign with visible support structure or with a pole cover enclosing the pole, often with a sign face having a vertical dimension in excess of its horizontal dimension.
- **GOVERNMENTAL SIGN.** A Sign authorized by this municipality, a governmental agency, the Commonwealth of Pennsylvania, or the federal government, for street direction, destination, hazardous condition, or traffic control purposes.
- **GROUND SIGN.** A freestanding sign, the bottom of which is less than 1 foot above the ground and not attached to any building.
- **HALO SIGN.** A sign constructed similarly to a Channel Letter Sign, but without the transparent or translucent front; the illumination appears behind the sign, on the face

of the surface on which the Halo Sign is mounted, creating a halo of light around the sign. Also sometimes referred to as a “reverse channel letter sign.”

- **HANGING SIGN.** A sign hanging down from a marquee, awning, or porch that would exist without a sign.
- **HIGH-RISE SIGN.** A Freestanding Sign over [40] feet high.
- **HIGH-WALL SIGN.** A sign on the wall of a building – [40] feet high or higher – that serves as a business or building identification sign.
- **HISTORICAL MARKER.** A sign that serves to identify a previous event(s) or time period(s).
- **HISTORICAL SITE SIGNS.** A Sign erected by a government agency which exclusively denotes a government-recognized historical site is permitted.
- **HOLIDAY DECORATIONS.** Decorations displayed for recognized federal or state holidays, provided they do not interfere with traffic safety or do not, in any other way, become a public safety hazard.
- **HOME OCCUPATION OR HOME OFFICE IDENTIFICATION SIGN** — A sign containing only the name and address of the occupant of the premises and his or her occupation. No logos or other advertising shall be permitted.
- **INCIDENTAL SIGN.** Any sign, Pennant, valance, or advertising display intended to be displayed for a limited period of time, including Flag, Pennant, Temporary Sign, Temporary Exterior Sign, Temporary Interior Sign, Portable Sign, Sandwich Sign, and Vehicle Mounted Sign.
- **INFLATABLE AND AIR-PROPELLED SIGN OR FIGURE.** A sign or figure whose dimensions are expanded or supported by gas or air, this definition indicates signs or figures with or without a message and placed or tethered on the ground. **[The mounting of such signs or figures on structures or a roof is not permitted.]**
- **INFLATABLE BILLBOARD.** An inflatable framework with an attached banner ad, freestanding, often tied down, secured with counterweights and tensioning ropes.
- **KIOSK.** A free-standing entity that may or may not provide a service (such as an ATM), and which provides signage and information which may or may not contain advertising.
- **LARGE VIDEO DISPLAY.** An electronic sign that features real-time, full-motion, or pictorial imagery of television quality or better.

- **LOADING DOCK IDENTIFICATION SIGN.** A wall sign that contains the establishment name that would be located within the loading dock area to help identify the loading dock with the correct establishment.
- **MAJOR DEVELOPMENT SIGN.** A large temporary sign erected during the period of construction and/or development of a property by the contractor/developer or their agent
- **MARQUEE.** A permanent structure extending out from the front of a building, typically over the entrance, for advertising events or programs that change frequently.
- **MEMORIAL/HISTORICAL PLAQUE.** A sign attached to the wall of a building or structure and which provides information commemorating a person or event pertinent to the history of the building or structure or events occurring on the site.
- **MOVIE POSTER.** A poster used outside a movie theater to advertise current or future presentations.
- **NOTIFICATION SIGN** — Signs bearing legal and/or property notices, such as "no trespassing," "private property," "no turnaround," "safety zone," "no hunting" and similar messages, and signs posted by a governmental agency for traffic control or the safety of the general public.
- **OFF-PREMISES DIRECTIONAL SIGN.** See “Directional Sign.”
- **OFF-PREMISES TEMPORARY DIRECTIONAL SIGN.** A temporary Sign which directs the public to a new development or a real estate open house located within the Municipality erected on property other than on the property on which the new development or real estate open house is located.
- **OFF-PREMISES ADVERTISING SIGN.** A Sign directing attention to a business, commodity, service, product, organization, building, or commercial or non-commercial product, service, location, event, activity, person, institution, object, or project, which is not conducted, sold, offered, or located upon the premises where the sign is located. For the purpose of this chapter, "Off-Premises Advertising Signs" shall include but not be limited to all boards, walls, fences, screens, signs and other devices or structures in the nature thereof, used or employed for the posting, painting or affixing thereon all advertising matter.
- **ON-PREMISES BUSINESS DIRECTIONAL SIGN.** A sign that includes a directory of major business names and directional arrows. See “Directional Sign.”
- **ON-PREMISES DIRECTIONAL SIGN.** See “Directional Sign.”

- **ON-PREMISES SIGN.** A sign that advertises or contains notice of a business, organization, event, person, place, service or product principally located or sold on the premises upon which the sign is located.
- **OVERHANGING SIGN.** A sign, other than a wall sign or arcade sign, affixed to a building or wall whose leading edge extends beyond such building or wall more than twelve (12) inches, including awnings, marquees or similar structures used for business identification.
- **OVERHEAD BANNER SIGN** — A sign which is temporary, erected overhead, spanning the length of a roadway or open space, providing a minimum of 15 feet of clearance above the ground.
- **PARAPET SIGN.** A Building Sign attached to a wall above the roofline or above any balcony line.
- **PARKING AREA IDENTIFICATION SIGN.** A sign that is freestanding or mounted to a parking lot light pole that contains a number, letter or icon that would be located throughout parking areas to help people locate their cars.
- **PENNANT.** A flag or banner that measures greater in length than in height, and which often tapers to a point.
- **PERMANENT BANNER SIGN.** As a primary sign only, permanent banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building. Banner signs shall be mounted perpendicular to the face of the facade at both the top and bottom.
- **PERSONAL SANDWICH BOARD.** An advertising Sign mounted on a person, advertising either on-premises or off-premises business, commodity, service, or product.
- **PLAQUE SIGN.** A Building Sign consisting of flat plate or tablet intended only for orientation use for building or occupant notification, and containing only the name of the resident, title of person practicing or profession, name of building or name of agent.
- **POLE SIGN.** Any Free Standing Sign greater than eight (8) feet in height. Pole Signs may be supported by a single pole Structure, or by two or more uprights or braces placed in the ground.
- **POLITICAL SIGN** — A temporary sign which indicates the name, cause or affiliation of anyone seeking public office or which refers to an issue concerning which a public election is scheduled to be held.

- **PORTABLE OR WHEELED SIGN** — A sign which is temporary and capable of being carried or moved about without a permanent base attached to the ground. This shall also include all symbols, logos, balloons or other portable signs.
- **PORTABLE ON-SITE SIGN.** Any portable sign standing in front of or on the premises of an occupant for the purpose of advertising daily specials or other current matters related to the occupant and which is removed at the close of each day of business or activity.
- **POST AND PANEL SIGN.** Any Free Standing Sign other than a Pole Sign which is supported by two posts placed in the ground, not exceeding eight (8) feet in total height from the most adjacent ground surface, and not attached to any building, including any object placed on the ground in any manner advertising a particular enterprise or parcel.
- **PROJECT WELCOME SIGN.** A freestanding sign that contains the development name, logo and could also contain the phrase "Welcome to."
- **PROJECTING SIGN.** A sign that is attached to a building or other structure and extends beyond the line of said building or structure.
- **PROJECTION SIGN.**
 - ↳ A sign created by projecting an image on a wall using lighting that is stationary and constant in intensity and color at all times and which may use stencils, gobos, patterns, photographic images or other visual media or technology to project the image.
 - and/or
 - ↳ A sign created by projecting an image on a wall using lighting that may or may not be stationary, stencils, gobos, patterns, photographic images or other visual media or technology to project the image.
- **PROMOTIONAL SIGN.** A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.
- **PUBLIC SERVICE SIGN.** A sign providing information or instructions for public convenience.
- **PUBLIC SIGN.** A sign of a noncommercial nature and in the public interest erected by or on the order of a public officer in the performance of any public duty, such as official signs and notices of any public or governmental agency, or erected by or on the order of a court or public officer, including official traffic signs and signs warning of hazardous or dangerous conditions, public notices, government flags,

communications in the public interest, signs on bus shelters or any other sign erected in the public right-of-way with the approval of a government agency and/or the owner of the right-of-way

- **REAL ESTATE SIGN.** A temporary sign advertising the sale or rental of premises. The signs may also bear the words “sold,” “sale pending” or “rented” across their face.
- **RESIDENTIAL IDENTIFICATION SIGN.** A sign containing only the name and address of the occupant of the premises in the case of a single-family and two family dwellings or the name of the building and the address in the case of a multi-family residential building.
- **RESIDENTIAL NEIGHBORHOOD IDENTIFICATION SIGN.** A Sign at the entrance of a residential neighborhood identifying the neighborhood.
- **RESIDENTIAL PLAN IDENTIFICATION SIGN.** A permanent wall or freestanding ground sign containing only the name and address of a plan or subdivision or a multifamily building or development.
- **RESTAURANT MENU SIGN.** A sign that incorporates a menu containing a list of products and prices offered by the business.
- **ROOF SIGN.** A sign erected and maintained upon or above the roof of any building or which is wholly dependent upon a building for support and which projects above the highest point of a building with a flat roof, the eave line of a building with gambrel, gable, or hip roof, or the deck line of a building with a mansard roof.
- **SANDWICH BOARD or SIDEWALK SIGN.** A movable sign not permanently attached to the ground or surface upon which it is located, advertising business conducted on the premises.
- **SHOPPING CENTER SIGN.** A sign that serves to identify a shopping center.
- **SIDEWALK ADVERTISING.** Advertising signage placed, embedded, or projected on the sidewalk or patio of a property, possibly in separate parts such that when viewed as a whole it creates one sign. Similar to Staircase Advertising.
- **SPECIAL EVENT SIGN.** A Sign for events such as grand openings, vehicle shows, displays, craft shows, benefits, fundraisers, festivals, and other limited term events or occasions.
- **SNIP SIGN.** Any Sign nailed or otherwise attached to any object, tree, building or structure advertising any business commodity, service, facility, or entertainment sold or offered elsewhere than upon the same lot where the sign is located.

- **STAIRCASE ADVERTISING.** Advertising signage placed on the fronts or surfaces of steps, such that when viewed as a whole it creates one sign. Also includes signage placed on escalators or escalator rails. Similar to Sidewalk Advertising.
- **TEMPORARY SIGN.** Any Sign not permanently attached to a structure or the ground that can be easily transported to any location, intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area, or neighboring property.
- **TEMPORARY EXTERIOR SIGN.** A sign which offers premises for sale, rent or development, or advertises the services of professionals or building trades during construction or alteration of the premises upon which the sign is located.
- **TEMPORARY INTERIOR SIGN.** A Sign whose intended use is to promote products or services of special Interest, reduced prices or notification to the public and which is being erected or affixed primarily to attract the public outside the building.
- **TEMPORARY SPECIAL EVENT DISPLAY SIGN.** A banner, flag, pennant, or similar display constructed of durable material and affixed to the wall of a building or the supporting structure of an approved freestanding-pole Business Identification Sign, or portable or wheeled signs erected for a period of less than 30 days, whose sole purpose is to advertise a grand opening, a special promotion, or other special event.
- **THREE-DIMENSIONAL SIGNS.** Signs that have a depth or relief on their surface greater than six inches.
- **TIME AND/OR TEMPERATURE SIGN.** A sign that accurately displays the current local time and/or temperature, usually through arrays of small electric lights. No commercial advertising or other message is generally allowed.
- **TRAFFIC CONTROL SIGN.** Traffic control signs, including for example, “One-Way,” “Right Turn Only,” “Stop,” “No Entry” and “Exit Only” that may be permitted in all zoning districts within the boundaries of a lot or parcel upon which traffic problems may exist.
- **TRANSIT SHELTER ADVERTISING SIGNS.**
- **VEHICLE MOUNTED SIGN.** Any Temporary Sign painted on or attached to a Vehicle, which sign is related to the business activity, use, service or product of the owner of the Vehicle or to the sale of the Vehicle, and which sign is incidental to the primary use of the Vehicle.

↳ **VEHICLE.** Any device in, upon or by which any person or property is or may be transported or drawn upon a street, sidewalk, or other public

thoroughfare. [excepting tractors, agricultural machinery, devices moved by human power or used upon stationary rails or tracks.] This includes bicycles, Segways, and other such personal transportation vehicles.

- Motor Vehicle: Any Vehicle licensed as a passenger Vehicle and under five thousand (5,000) pounds delivered weight.
 - Other Vehicle: Including, but not limited to, recreational Vehicle, motor home with a maximum length of thirty (30) feet and a maximum height of eleven (11) feet, trailer with a maximum length of twenty-five (25) feet from front of hitch to rear of trailer and a maximum height of eleven (11) feet, boat on a trailer with a maximum length of twenty (20) feet from front of hitch to rear of boat.
- VEHICLE SIGN. A sign attached to or painted on any vehicle that relates to the purpose or use of the vehicle, such as taxi signs and delivery vehicle signs. Such vehicles may not be parked on or adjacent to any property, the principal purpose for which is to attract attention to a product sold or business located on the property, or elsewhere.
 - WALL SIGN. A flat sign which extends outward less than 6 inches and is affixed to the wall of a building or structure and which does not extend above the parapet, eaves, or facade of the building or structure.
 - WARNING SIGN. A Sign exclusively devoted to warning the public of dangerous conditions and unusual hazards such as drop offs, high voltage, fire danger, and explosives, are permitted.
 - WIND-ACTIVATED SIGN. A Sign activated by wind, including signs with wind-driven moving parts, such as whirley-gigs.
 - WINDOW SIGN. Any Sign posted, painted, placed, affixed, or attached to a display window or visible through a display window exposed to public view. Any Sign regardless of its location or intent, which can be read from the street or adjoining property on or through the window of an establishment, shall be deemed to be a Window Sign. An interior sign that faces a window exposed to public view is considered a Window Sign for the purpose of calculating the total area of all window signs.

Other Definitions

- AREA OF SIGN. The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem or any figure or similar character together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed (excluding the necessary supports or uprights on which such sign is placed or apron designed to cover such uprights or work board installed to provide a safe area

for servicing such sign). Where a sign has two or more faces on the same side, the area of all faces shall be included in determining the area of the sign, except that when two such faces are placed back-to-back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

- **BACK-TO-BACK SIGNS.** A structure with two parallel and directly opposite signs with their faces oriented in opposite directions and spaced no more than two (2) feet apart.
- **BUSINESS SIGN.** A sign that directs attention to a business, organization, profession or industry located upon the premises where the sign is displayed; to the type of products sold, manufactured or assembled; and/or to the service or entertainment or other activity offered on such premises; except a sign pertaining to the preceding if such activity is only minor and incidental to the principal use of the premises.
- **DECKED SIGN.** A structure consisting of two (2) signs, one above the other, both facing the same direction.
- **DEPARTMENT.** The _____ Department of the Municipality of _____.
- **FACE OF SIGN.** The side or sides of a sign on which the lettered, pictorial or sculptured matter designed to convey information is to be placed.
- **IDENTIFICATION SIGN.** A sign used to identify the name of the principal entity occupying the premises; the profession of the principal occupant; the name of the building on which the sign is displayed; the name of a public destination facility, or portion thereof, including any sponsor or memorialized names assigned thereto; or the name of the major enterprise or principal product or service on the premises.
- **NONCONFORMING SIGN.** A sign, lawfully existing on the effective date hereof, that does not completely conform to the sign regulations applicable in the district in which it is located.
- **PARCEL.** Contiguous real estate taxed as a single parcel on one side of a public road.
- **PERMIT.** The authorization for a Sign issued by the Department.
- **PERSON.** Any individual or entity, including a firm, partnership, association, corporation, limited liability company, trustee, and their legal successors.

- **V-TYPE SIGN.** A structure of two (2) signs arranged in the shape of the letter "V" when viewed from above and with their faces oriented in opposite directions, with the faces separated by an angle not to exceed 45 degrees.
- **WINDOW AREA.** Window area shall be computed by calculating each window pane or panel. The area shall be separate for each building face, and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.