

**City of Graham  
Commercial Sign Permit Application**

**Section 1: Applicant Information  
(Please type or print)**

Applicant \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

**Section 2: Proposed Sign Description  
(Please type or print)**

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Location of Sign \_\_\_\_\_

Type of Sign (Select One)

\_\_\_ Attached: Awning/Canopy    Hanging    Projecting    Signboard/Wall    Window

\_\_\_ A-Frame Sign                      \_\_\_ Ground Sign                      \_\_\_ Portable Sign (Temporary 45 days)

\_\_\_ Low Profile Sign                      \_\_\_ High Profile Sign                      \_\_\_ Temporary Sign (45 days)

Dimensions: \_\_\_\_\_ Color(s) \_\_\_\_\_

Construction/Design Material \_\_\_\_\_

**IMPORTANT:** Please attach a colored drawing of the proposed sign to this application. Either a \$100 commercial sign permit fee or a \$45 temporary/portable sign permit fee **MUST** be attached.

\_\_\_ Approved                      \_\_\_ Denied

Recommended Change(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Graham Code of Ordinances Section 6-38  
Permit Fee Schedule**

| Total Valuation                | Fee  |
|--------------------------------|--|
| \$1.00 to \$500.00             | \$25.00  |
| \$501.00 to \$2,000.00         | \$25.00 for the first \$500.00 plus \$3.05 for each additional \$100.00            |
| \$2,001.00 to \$25,000.00      | \$69.25 for the first \$2,000.00 plus \$14.00 for each additional \$1,000.00       |
| \$25,001.00 to \$50,000.00     | \$391.25 for the first \$25,000.00 plus \$10.10 for each additional \$1,000.00     |
| \$50,001.00 to \$100,000.00    | \$643.75 for the first \$50,000.00 plus \$7.00 for each additional \$1,000.00      |
| \$100,001.00 to \$500,000.00   | \$993.75 for the first \$100,000.00 plus \$5.60 for each additional \$1,000.00     |
| \$500,001.00 to \$1,000,000.00 | \$3,233.75 for the first \$500,000.00 plus \$4.75 for each additional \$1,000.00   |
| \$1,000,001.00 and up          | \$5,608.75 for the first \$1,000,000.00 plus \$3.65 for each additional \$1,000.00 |

A PLAN REVIEW FEE OF 65% OF BUILDING PERMITS WILL BE ASSESSED TO ALL COMMERCIAL PERMIT APPLICATIONS

***Demolition***

Residential..... \$100.00  
Commercial..... \$200.00

***Fences***

Residential..... \$ 50.00  
Commercial..... \$ 75.00

***Moving***

Any Building or Structure..... \$200.00

***Roofing***

Base Fee..... \$ 75.00  
Plus \$5.00 per \$1,000 of valuation

***Signs***

Portable/Temporary..... \$45.00  
Permanent..... \$100.00

***Accessory Building***

Less Than 500 Sq Ft..... \$50.00  
Greater Than 500 Sq Ft..... \$100.00

*Swimming Pools*

|                 |            |
|-----------------|------------|
| Base Fee.....   | \$130.00   |
| Electrical..... | \$ 45.00   |
| Plumbing.....   | ..\$ 45.00 |

Graham Fee Schedule

*Electrical*

|                  |  |
|------------------|--|
| Residential..... | \$45.00                                      |
| Commercial ..... | \$45.00 Plus \$5.00 per \$1,000 of valuation |

*Plumbing*

|                  |  |
|------------------|--|
| Residential..... | \$45.00                                      |
| Commercial ..... | \$45.00 Plus \$5.00 per \$1,000 of valuation |

*Mechanical*

|                  |  |
|------------------|--|
| Residential..... | \$45.00                                      |
| Commercial ..... | \$45.00 Plus \$5.00 per \$1,000 of valuation |

*Irrigation*

|                  |  |
|------------------|--|
| Residential..... | \$45.00                                      |
| Commercial ..... | \$45.00 Plus \$5.00 per \$1,000 of valuation |

*Certificate of Occupancy*

|                 |          |
|-----------------|----------|
| Commercial..... | \$100.00 |
|-----------------|----------|

*Drive Approach*

|                  |          |
|------------------|----------|
| Residential..... | \$50.00  |
| Commercial ..... | \$100.00 |

**ORDINANCE NO. 938**

**AN ORDINANCE AMENDING CHAPTER 16, ARTICLE V. SIGN REGULATIONS OF THE CODE OF ORDINANCES, PROVIDING A SAVINGS CLAUSE AND DECLARING AN EMERGENCY.**

**WHEREAS**, Texas Local Government Code, Chapter 216, provides that municipalities may regulate the location, construction and removal of signs;

**WHEREAS**, a commercial sign ordinance will protect the community's financial investment in historic downtown Graham, can be used as a business recruitment tool, will help protect Graham's greatest resource: its quality of life, will stimulate economic growth by helping to attract visitors and new residents to Graham, and will reduce hazards to motorists and pedestrians traveling on the public roadways thereby promoting public health, safety and welfare.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAHAM, TEXAS:**

**SECTION 1.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; Sec. 16-82. Meritorious exceptions/variances; (1), is hereby amended and shall read as follows:

**Sec. 16-82. Meritorious Exceptions/Variances**

1. In the development of the criteria herein, primary objectives are to ensure professionalism, aesthetic uniformity and public safety while guarding against over-control of property rights.

It is not the intent of this ordinance to discourage innovation; instead it is the intent of this ordinance to assist business owners with their professional image. It is entirely conceivable that signage proposals could be made that, while clearly nonconforming and thus not allowable under the criteria herein, have obvious merit in not only being appropriate to the particular site or location, but also in making a positive contribution to the visual environment. Such proposals will be seriously and fairly considered by City Council.

2. The City Council may hear appeals of the denial of a permit. Criteria for granting such a variance is as stated in the state statute, V.T.C.A., Local Government Code 211.008 et seq. as it may be amended.

**SECTION 2.** Chapter 16, Article V Sign Regulations; Division 2. Commercial Signs; Sec. 16-83 Definitions is hereby amended to include the following definition:

*Temporary Window Sign:* A sign painted, drawn, or otherwise affixed to an exterior window or glass door of a commercial or office building for a special purpose and for a specifically stated short term of duration not to exceed forty-five (45) days.

**SECTION 3.** Chapter 16, Article V Sign Regulations; Division 2. Commercial Signs; Sec. 16-84. Design review and permit required (1) is hereby amended to read as follows:

1. No person shall erect, construct, alter, relocate, or otherwise display a sign without first obtaining a permit from the City Building Inspector unless specifically exempted herein. All applications shall be reviewed and approved by the City Manager or the City Manager's designee before the permit can be granted by the City Building Inspector.
2. Each application for a sign permit shall be accompanied by such drawings, descriptions and specifications as are determined necessary by the City Manager or the City Manager's designee.
3. Whenever the City Building Inspector finds a sign erected after the effective date of this Ordinance and which was erected, constructed, altered, repaired, or relocated in violation hereof, the City Building Inspector shall require the party responsible for such sign to remove same. If the party responsible fails to remove said sign within three (3) working days after being so notified, or if it appears to the City Building Inspector that the illegal sign placement poses an immediate danger to the public, such sign may be removed by the City at the expense of the party responsible. Any sign so removed shall be stored or impounded and shall not be returned to the party responsible until all applicable fees are paid. If any sign remains unclaimed for a period of thirty (30) days after its removal, or if the removal and storage costs are not paid within the thirty (30) day period, the City may destroy, sell, or otherwise dispose of the sign.
4. The permit fee is \$10 per sign. An application for multiple signs shall not exceed \$25. The permit fee is double if an individual or business constructs a sign without prior authorization from the City of Graham.
5. After a sign permit has been issued by the City Building Inspector, it shall be unlawful to change, modify, alter, or otherwise deviate from the terms and conditions of said sign permit without prior review and approval by the City Building Inspector.
6. Window signs and pedestrian awning signs shall be reviewed and approved by the City Manager or City Manager's designee and shall require a permit from the City Building Inspector before work begins on the sign.
7. Legally non-conforming signs are exempt from the review and permit process until such time as they are altered.

**SECTION 4.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; Sec. 16-86. Attached signs allowed that require design review and permit application is hereby amended to read as follows:

**Sec. 16-86 Attached Signs Allowed That Require Design Review and Permit Application**

1. Number of Signs: In addition to freestanding signs, each commercial building housing a single enterprise or multiple tenants may have up to two primary attached signs oriented to its primary or entrance frontage. A building located at a corner may also have one attached sign oriented to its secondary or side street frontage.

In addition to the primary attached signs, a building with one tenant is also allowed one pedestrian awning sign.

In addition to the primary attached signs, a building with multiple tenants may also have one pedestrian sign listing each tenant within the building oriented to each street on which it has frontage instead of a pedestrian awning sign. Buildings with public rear entrances may also have one wall or pedestrian sign oriented to the rear of the building, relating to each tenant within the building.

Attached signs include the following: awning or canopy signs, hanging signs, projecting signs, signboard or wall signs and window signs. Marquees, which are permanent roof-like or awning structures at the entry of buildings that may contain commercial messages, are not considered attached signs.

(See Section 16-89 for a listing of other signs that are not only allowed but are also exempt from review and a permit.)

**2. Awning or Canopy Signs:** Awning or canopy signs shall be allowed when such signs are painted or applied flat against the awning or canopy surface. Awning or canopy sign size shall not exceed the surface of the awning or canopy, nor exceed the surface area regulation of signboard or wall signs.

**3. Hanging Signs:** Hanging signs shall be allowed when such signs have a minimum clearance of seven (7) feet from the sidewalk and do not extend beyond the awning or canopy projection. Each face of a hanging sign shall be no more than eight (8) square feet in size.

**4. Projecting Signs:** Projecting signs shall have a minimum clearance from the sidewalk of seven (7) feet, and shall not project more than 96 inches, or one-half of the sidewalk width, whichever is less. Projecting signs shall be no more than 24 square feet in size, with a maximum sign height of four (4) feet.

**5. Signboard or Wall Signs:** Chapter 16, Article V, Sec 16-86. Attached Signs allowed that require design review and permit application; (5) *Signboard or wall signs*, is hereby amended to read in its entirety as follows:

Signboard or wall signs shall not extend above the roof line or cover any part of a window. Signboards or wall signs shall not be located any closer than two (2) feet from the edge of the building or roof line. Maximum size shall be based on the following: for every one (1) linear foot of building primary or entrance frontage, two (2) square feet of sign area shall be allowed. Signboards or wall signs on secondary or side street frontage shall not exceed the size of the signboard or wall sign on the primary or entrance frontage. For the Downtown Fire District as defined in Section 6-5, of Graham Code of Ordinances, the maximum size shall be based on the following: for every one (1) linear foot of building primary or entrance frontage, two (2) Square feet of sign area, or two-hundred (200) square feet, whichever is larger.

**6. Window Signs:** Permanent window signs shall cover no more than 40% of the total glass area of the window on which they are placed. Window signs can be opaque, translucent or

transparent signboards hung from the window frame or lettering and designs can be applied directly to the glass.

**SECTION 5.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; Sec. 16-87. Temporary freestanding signs allowed that require design review and permit application is hereby amended and shall read as follows:

**Sec. 16-87. Temporary Freestanding Signs Allowed That Require Design Review and Permit Application**

1. A-frame signs are allowed for the purpose of on-premise advertising only and for a term of duration not to exceed forty-five (45) days. Signs may not obstruct pedestrian or vehicular traffic.
2. Portable signs are allowed in all commercial districts except in the area designated as the downtown square area bounded by Cherry Street and Grove Street east to west and Second Street and Fourth Street south to north for a term of duration not to exceed forty-five (45) days per calendar year.

**SECTION 6.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; sec. 16-88. Freestanding signs allowed that require design review and permit application is hereby amended to read as follows:

**Sec. 16-88. Freestanding signs allowed that require design review and permit application.**

1. **Ground Signs:** Ground signs must have 80% of the base in contact with the ground and must be independent of any other structure. Ground signs shall have only two (2) sign faces.
2. **Low Profile Pole Signs:** Low profile pole signs are permitted on any property as an alternative to ground signs. Low profile pole signs may have only two sign faces.
3. **High Profile Pole Signs:** High profile pole signs are only allowed on the following major traffic routes:
  - a. State Highway 16 south of the intersection with Brazos Street and north of the intersection with Sixth Street.
  - b. U.S. Highway 380
  - c. Fourth Street east of Cliff Drive

**Design Standards for Freestanding Signs**

| Sign Classification    | Maximum Area (Square feet)   | Maximum Height (Feet) | Minimum Setback from Property Line (Feet) | Maximum Number of Signs per Lot (Street Frontage) |
|------------------------|--|-----------------------|---|---|
| Ground Sign            | Properties with<br>0 to 200' frontage = 32<br>>200' to 300' frontage = 48<br>>300' to 375' frontage = 64<br>>375' to 450' frontage = 80<br>>450' + frontage = 96 | 8'                    | 5'<br><br>(10' in industrial zones)       | 1 sign per 200' of frontage                       |
| Low Profile Pole Sign  | 32   | 10'                   | 5'<br><br>(10 in industrial zones)        | 1 sign per 200' of frontage                       |
| High Profile Pole Sign | 225  | 28'                   | 5'  | 1 sign per 400' of frontage                       |

**SECTION 7.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; Sec. 16-89. Signs allowed that are exempt from design review and permit application.

**Sec. 16-89. Signs allowed that are exempt from design review and permit application.**

Signs described in this subsection are allowed but are exempt from permit requirements as specified herein. However, said signs shall remain subject to construction and electrical standards of City codes and must be maintained in good condition.

(1) Realty signs advertising the sale, lease or rental of the premise upon which the sign is located, provided such signs do not exceed thirty-two (32) square feet.

(2) Professional name plates or "shingle signs" on-premise, provided that such signs do not exceed four (4) square feet in area. Signs exceeding four square feet fall under Section E and require a permit.



(3) Signs on the premise denoting the name and address of occupants of the premise, provided that such signs do not exceed four (4) square feet in area. Signs exceeding four square feet fall under Section E and require a permit.

(4) Signs or bulletin boards customarily incidental to places of worship, libraries, museums, social clubs, societies, or charitable organizations and located on the premise of such institution, provided that a freestanding sign does not exceed forty-eight (48) square feet in area.

(5) One (1) sign per street frontage of a building which is under construction, structural alteration or repair announcing the character or the building, enterprise or the purpose for which the building is intended, including names of architects, engineers, contractors, developers, financiers, owners and others, provided the area of such signs does not exceed thirty-two (32) square feet. Individual contractor signs (one per contractor), not exceeding three (3) square feet in area, are allowed in addition to the construction sign listed above. All such contractor or construction signs shall be removed within thirty (30) days after the completion of the construction project. All such signs which are larger than three (3) square feet in area shall be set back from the property line to the normal building set-back line required in the applicable zoning district.

(6) Public information (community service) signs. Such signs may be placed on or over public property or on or over public right-of-way only by units of local, state or federal governments or their agents. All signs in this category shall be maintained in good condition, and if not, the City Building Inspector shall cause said sign to be removed. The owner or organization shall be responsible for all costs involved in the erection and removal of such signs. A freestanding community service sign shall not exceed forty-eight (48) square feet in area. Signs hung across the public right-of-way shall be constructed of minnow seine material and shall be no larger than four (4) feet in width and fifty (50) feet in length.

(7) Commemorative plaques, placed by governmental or civic organizations, and integral signs.

(8) Signs specifically approved for Planned Development District #1.

(9) Political election signs, providing that such signs do not exceed thirty-two (32) square feet in area and provided that such signs not be erected earlier than ninety (90) days before the election, and provided that such signs shall be removed within ten (10) days after the election, and provided that such signs shall not be placed in, on or over any public street right-of-way.

(10) Auxiliary signs not exceeding four (4) signs and four (4) square feet each per business property.

(11) Directional signs, provided that such signs do not exceed six (6) square feet in area nor exceed five (5) feet in height.

(12) Temporary banners, posters, pennants, ribbons, streamers, strings of light bulbs, spinners or balloons for a period of time not to exceed forty-five (45) days.

(13) Decorative lights and/or strings of lights outlining windows and buildings are exempt year-round.

(14) The display of the flag of the United States, State of Texas, any political subdivision or educational institution are exempt year-round.

(15) Signs on operational commercial vehicles.

**SECTION 8.** Chapter 16. Article V. Sign Regulations; Division 2. Commercial Signs; Sec. 16-90. Signs prohibited is hereby amended to read as follows:

**Sec. 16-90. Signs prohibited**

The construction, placement, existence, use of or advertisement on signs of the following nature are prohibited unless specifically authorized by this Ordinance.

1. Abandoned signs which advertise an activity, business or service which has been out of business for ninety (90) days shall be removed in accordance with Section C unless granted an exemption by the City Manager or City Manger's designee.
2. Signs which contain statements, words or pictures of an obscene, indecent, immoral, or discriminatory character which offend public morals or decency.
3. Signs which constitute a hazard to pedestrians or vehicular traffic, and signs which may be confused with, interfere with or which obstruct the view of a traffic sign, signal or device.
4. Signs which make use of any word, phrase, symbol or character in such manner as to interfere with, mislead or confuse vehicular or pedestrian traffic.
5. Signs placed on the side or rear of any building or property when such sign faces upon a contiguous residential district.
6. Roof signs mounted on or wholly supported by the roof of a building.
7. Damaged signs which are not repaired within thirty (30) days following the date of the damage or following the date of notice to repair same given by the City Building Inspector to the party responsible for such sign, whichever is sooner. Such thirty (30) day period shall be extended provided that a bona fide work order bearing a delivery date for repairs is submitted to the City Building Inspector within thirty (30) day period. The thirty (30) day period shall be extended until seven (7) days after the delivery date shown on the work order.
8. Snipe signs.
9. Any sign erected without a permit after the adoption of this ordinance unless specifically exempted herein.

**SECTION 9. Savings Clause.** If any provision, paragraph, word, section, or article of this ordinance is invalidated by any court of competent jurisdiction, the remaining provisions, paragraphs, words, sections, and chapters shall not be affected and shall continue in full force and effect.

**SECTION 10. Effective Date.** This ordinance shall become effective immediately upon final passage. Upon the unanimous consent of the Board of Aldermen, the rule requiring reading of proposed ordinances on three (3) separate dates is hereby suspended.

PASSED, APPROVED AND ADOPTED on this 3<sup>rd</sup> day of April, 2008

Attest:

David Maddy  
David Maddy, City Secretary

Wayne Christian  
Wayne Christian, Mayor

## **APPENDIX: DEFINITIONS**

For purposes of this Ordinance, the following definitions shall apply:

- (1) **A-Frame Sign:** Two signboards that are joined at the apex to form a temporary sign.
- (2) **Abandoned Sign:** A sign which no longer correctly directs or exhorts any person, advertises a bona fide business or service provided, lessor, owner, project, activity conducted, or product available on the premises where the sign is displayed.
- (3) **Altered:** A change of copy, logo, or other means by which the message is changed or enlarged, changing shape or location.
- (4) **Auxiliary Sign:** Any sign attached to a building or canopy indicating general information, such as trading stamps, credit cards, official notices or services required by law, or giving directions to offices, restrooms, exits, and like facilities. References to a product, service, business, name or pricing shall disqualify a sign as an auxiliary sign.
- (5) **Awning Sign:** Any sign painted or applied to the face, valance, or side panels of an awning.
- (6) **Banner:** A temporary sign made of fabric, plastic, paper, or other light, pliable, or non-rigid material, not enclosed in a rigid frame.
- (7) **Billboard:** Any sign that is freestanding or attached to or part of a building and is an off-premise sign.
- (8) **Building Face or Wall:** The window and wall area of a building in one plane or elevation.
- (9) **Canopy:** Any structure attached to a building at the inner end or a free-standing structure, with one or more supports, meant to provide shelter from the weather.
- (10) **Charitable Project or Benefit:** Proceeds must be for a qualified 501C entity pursuant to the Internal Revenue Service Code.
- (11) **Changeable Message Sign or Reader Board Sign:** A sign which utilizes manual changeable letters or pictorial panels or in which the copy is changed electronically.
- (12) **Conforming Sign:** Signs built and maintained in accordance with the terms of this Ordinance.
- (13) **Contractor's Sign:** A sign intended to identify a contractor or subcontractor on the site of a construction project where the contractor or subcontractor is conducting work.
- (14) **Copy:** The wording or graphics on a sign surface.
- (15) **Erect:** To build, construct, alter, reconstruct, pour, lay, move upon, attach, hang,

place, suspend or affix, and also includes the painting of wall signs, murals or super graphics, or any physical operations on the premises which are required for the construction of a sign including excavation, site clearance, landfill and the like.

(16) **Façade:** The front or side of a building facing a street.

(17) **Face of Sign:** The entire area of a sign on which copy could be placed. The area of a sign which is visible from one direction as projected on a place.

(18) **Freestanding Sign:** Any sign which is not attached to or on the walls, face, or exterior of a building.

(19) **Ground Sign:** Any permanent sign, other than a low-profile pole sign, in which eighty (80) percent of the base is in contact with the ground and is independent of any other structure.

(20) **Hanging Sign:** Any sign suspended from an awning or canopy.

(21) **Height of Sign:** The vertical distance measured from the surrounding grade to the highest point on the sign or sign structure.

(22) **Integral Sign:** A memorial sign or tablet, name of a building, or date of erection when cut into any masonry surface or when constructed of bronze or other incombustible material mounted on the face of a building.

(23) **Legally Non-Conforming:** Signs existing on the effective date of the adoption of this ordinance which are not in conformance with the ordinance.

(24) **Logo:** A letter, character, or symbol used to represent a person, corporation, or business enterprise.

(25) **Marquee:** Any permanent roof-like or awning structure at the entry to a building, which projects beyond the building or extends along and projects beyond the wall of the building, and which generally contains a commercial message(s), and is designed to provide protection from the weather.

(26) **Multi-Tenant Sign:** A sign which consists of a composite of several individual signs identifying multiple businesses located in a commercial or office complex.

(27) **Off-Premises Sign:** Any sign other than an on-premise sign.

(28) **On-Premises Sign:** A sign which advertises only goods, services, facilities, events or attractions available on the premises where located, or identifies the owner or occupant or directs traffic on the premises. All other signs are off-premises signs.

(29) **Owner:** A person recorded as such on official records and including duly authorized agent, notary, purchaser, lessee, devisee, or judiciary; anyone having a vested or contingent interest in the property or business in question.

(30) **Painting:** The application of paint in the course of normal maintenance which shall in no way alter the message or group of words or letters.

(31) **Pedestrian Sign:** Any sign oriented to pedestrian or street level visibility including window signs, awning signs, hanging signs, nameplates, and plaques.

(32) **Pedestrian Awning Sign:** Any sign oriented to pedestrian or street level visibility that is attached to the awning of the building.

(33) **Person:** Any natural person, firm, partnership, association, corporation or organization of any kind.

(34) **Pole Sign:** A sign that is mounted on one or more freestanding poles or other support so that the bottom edge of the sign face is not in direct contact with a solid base or the ground.

(35) **Political Sign:** Any sign which is designated to influence the action of voters for the passage or defeat of a candidate or a measure appearing on the ballot in connection with any national, state or local election.

(36) **Portable Sign:** Any sign not permanently affixed to a building, structure or the ground, and designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes. This definition includes but is not limited to signs on trailers with or without wheels or on other vehicles which are temporarily or permanently used as signs.

(37) **Premises:** An area of land, with its appurtenances and buildings, which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.

(38) **Projecting Sign:** Any sign attached to and placed perpendicular to a building façade.

(39) **Property:** A parcel, tract, plot or area of land accessible by means of a street or other permanently reserved principal means of access. It may be a single parcel separately described in a deed or plat, or it may include parts of or a combination of such parcels when adjacent to one another and used as a whole.

(40) **Public Service (Community Service Sign):** A sign which solicits support for or advertises a non-profit community use, social institutions, or public use. Such signs may include, but shall not be limited to, seasonal holidays such as Christmas or Easter, school activities, charitable programs, religious activities, or location of places or events of community or tourist interest and may include business advertising provided that the same shall constitute not more than 25% of the sign.

(41) **Real Estate "For Sale," "For Lease," or "Open House" Sign:** A temporary sign designating that the premises upon which it is erected are for sale, rent, or lease or that an open house is being held on the day on which the sign is displayed.

(42) **Roof Line:** The highest point of the coping on a flat roof, false mansard, or parapet wall; the deck line of a true mansard roof; the ridge line between the upper and lower slopes of a gambrel roof; or the mean height level between the eaves and the ridge of a gable or hip roof.

(43) **Roof Sign:** A sign attached to and supported wholly or in part by the roof of a building.

(44) **Sign:** Anything of visual appearance primarily used for, or having the effect of, attracting attention from the streets, sidewalks, or other curbside public areas for identification purposes, whether illuminated or non-illuminated. An identification logo, description, illustration or device which is affixed to or represented directly or indirectly upon a building, structure or land, and which directs attention to a product, place, activity, person, service, institution or business, whether illuminated or non-illuminated. For the purposes of this Ordinance, this definition shall also include those signs painted directly upon a building or other structure or vehicle. For the purposes of removal, the definition of "sign" shall include all of the sign structure.

(45) **Sign Area:** The entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure of any surface which is comprised of a masonry material which matches the masonry of the site's primary building.

(46) **Signboard:** Any flat sign mounted or applied to a building façade.

(47) **Sign Structure:** The sign and all parts associated with its construction.

(48) **Snipe Sign:** A sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, utility poles, stakes, or fences or to other objects, and whose message is not associated with the premises upon which such sign is located.

(49) **Temporary Signage:** A sign erected for a special purpose and for a specifically stated short term of duration not to exceed forty-five (45) days.

(50) **Traffic Sign:** A permitted sign for the purpose of identifying parking areas and directing the flow of traffic on private property.

#### **Definitions (continued)**

(50) **Wall Sign.** A sign attached to, painted on, or erected against the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall.

(51) **Window Sign:** A sign painted, drawn, or otherwise affixed to an exterior window or glass door of a commercial or office building.