

This section is a modification to the existing Section 10.4 Definitions, so the changes are shown using standard ordinance formatting for text amendments, ~~strikethrough~~ on text to be deleted and **bold and underline** for new text.

10.4. DEFINITIONS

GENERAL DEFINITIONS	
AWNING	<p><u>An attached, framed structure typically covered by plastic, canvas, metal or other material that projects from a building to provide protection from the weather. This definition does not include a “canopy” which is defined elsewhere.</u></p> <p>A plastic, canvas, or metal porch or shade supported by a frame and often foldable that is placed over a storefront, doorway, or window.</p>
BANNER	<p>A temporary sign of lightweight fabric or similar material which is rigidly mounted to a pole or a building by a rigid frame at two or more opposite sides. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.</p>
Commercial Message	<p>A sign wording, logo, graphics or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.</p>
CANDELA	<p><u>The candela is the base unit of luminous intensity in the International System of Units; it is luminous power per unit solid angle emitted by a point light source in a particular direction.</u></p>
CANOPY	<p><u>A rigid permanent structure attached to a building (building canopy) or freestanding (freestanding canopy) for the purpose of providing shelter or as a decorative feature on a building wall. A canopy is not an enclosed structure and the definition does not include an “awning” which is defined elsewhere.</u></p> <p>A permanent structure other than an awning made of cloth, metal or other material attached or unattached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure.</p>
CESSATION	<p><u>Ending of the use of land, structure, operation, or activity, permanently or for a period of time, as defined by this Ordinance.</u></p>
FLAG	<p><u>A sign mounted to a pole made of non-rigid cloth or canvas or other material with no enclosing or supporting framework.</u></p>
MARQUEE	<p><u>A permanent roof-like structure projecting beyond the facade of a building, such as a theater, generally located at the building’s primary entrance</u></p>

	<p><u>designed to provide protection from the weather upon which messages are placed.</u></p> <p>A permanent roof-like structure projecting beyond a building or building wall generally designed and constructed to provide protection from the weather.</p>
NIT	<p><u>A unit of luminance equal to 1 candela per square meter (cd/m2), measured perpendicular to the rays of the source.</u></p> <p>A measurement of a sign's luminance measured in the number of candela per square meter (cd/m2).</p>
PLAYBILL	<p>A sign announcing entertainment offered or to be offered at a business location on the site where the sign is displayed.</p>
SIGNS	<p><u>The following definitions relate to Signs: (See Section 5.7.16, Sign Images by Sign Type to view images of the different sign types.) !!LINK!!</u></p>
a) A-Frame Sign	<p><u>A temporary sign constructed in such a manner as to form an "A" or tent-like shape, hinged or not hinged at the top. Also known as a "sandwich board sign."</u></p> <p>A sign not permanently attached to the ground or other permanent structure, that is displayed for a limited period of time, and is constructed in such a manner as to form an "A" or tent-like shape, hinged or not hinged at the top; each angular face held at an appropriate distance by a supporting member. Also known as a "menu board" or "sandwich board sign."</p>
b) Air-Blown Sign/Device	<p><u>Any sign of which all or part is set in motion by mechanically forced air such as signs or devices referred to commercially as "air puppets" and "air dancers."</u></p>
c) Animated Sign	<p><u>Any type of sign where all or part of the sign copy visibly moves in any fashion whatsoever using illumination of any type to show movement, motion, action, special effects, scenery, or change.</u></p> <p>A sign which flashes, revolves, rotates, or swings by mechanical means or which uses a change of lighting to depict action or to create a special effect or scene.</p>
d) Announcement Sign	<p><u>A sign that meets the area and height requirements for an announcement sign in Section 5.7.7, Signs Allowed Without a Sign Permit.</u></p>
e) Attached Sign	<p><u>A sign that is affixed to, painted, or drawn on a building or structure.</u></p> <p>A sign that is affixed directly or indirectly to the exterior of any surface of any building, to a projecting structure of a building, or to any outdoor structure.</p>
f) Attached Specialty Sign	<p><u>A blade, crown, freestanding canopy, or supergraphic sign.</u></p>

	g) Awning Sign	<u>An attached sign applied to an awning.</u> Any sign which is a part of a fabric or other nonstructural awning.
	h) <u>Blade Sign</u>	<u>An attached specialty sign located between 9 and 12 feet above grade on the building facade and projecting from that facade.</u>
	i) <u>Building Banner Sign</u>	<u>An attached specialty sign constructed of mesh, vinyl, fabric, or similar material attached to a building facade in a perpendicular manner.</u>
	j) <u>Building Canopy Sign</u>	<u>An attached sign structurally part of or located on a building canopy.</u> A sign which is a part of or attached to an awning, canopy or other fabric-like or plastic protective structure which is extended over a door, window, or entranceway.
	k) Building Marker <u>Sign</u>	<u>A sign attached to a building inscribed onto a masonry surface or metal plaque or other permanent material.</u> A sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.
	l) <u>Cabinet Sign</u>	<u>A sign structure which contains a removable sign face panel and/or background constructed of plastic or similar translucent materials and which has an internal light source.</u>
	m) Changeable Copy Sign	<u>A sign or portion thereof that displays nonelectronic messages in which the copy is arranged or rearranged manually or mechanically.</u> A sign which displays messages in which the copy may be arranged or rearranged by hand.
	n) Construction Sign	<u>A sign temporarily placed on the property where site work, building construction and/or a tenant improvement is in progress.</u> A sign which identifies the architects, engineers, contractors, and other individuals or firms involved with construction of development, the name of the building or development, the intended purpose of the building or development under construction, and/or the expected completion date.
	o) <u>Crown Sign</u>	<u>An attached specialty sign located on the facade of the topmost story of a multi-story building and not projecting above the roofline of the building.</u>

	p) Cut-Out Letter /Lighting <u>Graphic Sign</u>	<p><u>A sign designed in a manner that only the outlines of the letters, numerals, graphics, or symbols are illuminated from an internal lighting source while the remainder of the sign is covered with opaque materials that prevent illumination. Neon or tube lighting is not considered cut-out lettering.</u></p> <p>Lighting so arranged that only the outlines of letters, numerals, or symbols are illuminated from an internal lighting source while the remainder of the Sign is covered with nontransparent materials that prevent illumination.</p>
	q) <u>Development Entrance Sign</u>	<p><u>A freestanding specialty sign located at a principal entrance to the development.</u></p>
	r) <u>Directional and Safety Sign</u>	<p><u>A sign that has a purpose of guiding traffic and pedestrians, or identifying hazards on public or private property, that is secondary to the primary use of the property on which it is located, such as “no parking,” “entrance,” “exit,” “loading only,” and similar signs of warning and/or directives, such as “high voltage” or “no trespassing.”</u></p>
	s) Electronic Changeable Copy Sign	<p><u>A sign or portion thereof that changes sign copy electronically or displays electronic, non-pictorial information using alphanumeric characters employing light emitting diodes, fiber optics, light bulbs, or other illumination devices.</u></p> <p>A sign or portion thereof that displays electronic, non-pictorial text information in which each alphanumeric character, graphic or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs, or other illumination devices within the display area. Electronic changeable copy signs include computer programmable, microprocessor controlled electronic displays, and also include projected images or messages with these characteristics onto buildings or other objects. Electronic changeable copy signs do not include traffic control or other official signage.</p>
	t) <u>Externally Illuminated Sign Illumination, Indirect</u>	<p><u>A sign where the light source is not contained within the sign, but is external and projected onto the sign.</u></p> <p>Illumination from a light source that is not contained within the sign, where the light source is external and projected onto the sign.</p>
	u) Flashing Sign	<p><u>A sign that projects or displays (or has the illusion of) an intermittent, blinking, scintillating, or flashing light source.</u></p> <p>A type of animated sign which contains an intermittent, blinking, scintillating, or flashing light source, or which includes the illusion of intermittent or flashing light, or an externally mounted intermittent light source.</p>

	v) Freestanding Sign	<u>A sign that is affixed to the ground with one or more supports, or on a fence, or other non-building wall, but not on any portion of a building.</u> A sign which is placed on or anchored in the ground with one or more supports that are not part of a building or other structure.
	w) Freestanding Canopy Sign	<u>An attached specialty sign structurally part of or located on a freestanding canopy.</u>
	Governmental Sign	A sign erected by or on behalf of a governmental body to post a legal notice, identify public property, convey public information of significant importance, or direct or regulate pedestrian or vehicular traffic.
	x) <u>Freestanding Multi-Tenant Development Sign</u>	<u>A sign located on a lot with a multi-tenant building with 3 or more tenants, a group development, or a multiple lot development.</u>
	y) <u>Freestanding Specialty Sign</u>	<u>A development entrance sign, institutional banner sign, or light-pole banner sign.</u>
	z) Historical or Memorial Sign	<u>A freestanding sign located on property that is individually listed on the National Register of Historic Places, designated a Guilford County Landmark property, within a Local Historic Overlay district, or on similar historic properties.</u> A sign which commemorates a historical person, structure, place, or event or which denotes, honors, celebrates, or acknowledges an historical person, structure, place, or event.
	SIGN, IDENTIFICATION	A sign used to display the name, address, logo or other identifying symbol of an individual, family, business, institution, service, or organization occupying the premises; the profession of the occupant; the name of the building on which the sign is attached; or directory information in group developments or buildings with multiple tenants.
	SIGN, INSTRUCTIONAL	A sign that provides assistance, with respect to the premises on which it is maintained, for the direction, safety, or convenience of the public such as "entrance," "exit," "one way," "telephone," "parking," "no parking," and similar instructions.
	aa) <u>Inflatable Sign</u>	<u>A limited duration sign which is multi-dimensional and filled with air or gas. This definition does not include balloons without messages.</u>
	bb) <u>Institutional Banner Sign</u>	<u>A specialty freestanding sign constructed of mesh, vinyl, fabric, or similar material attached on opposite ends to permanent ground-mounted posts.</u>
	cc) <u>Institutional Directional Sign</u>	<u>A sign that has a purpose of guiding traffic and pedestrians within the Institutional District and meets the standards of Section 5.7.11, Signs in Institutional Districts.</u>

	dd) <u>Internally Illuminated Sign</u> Direct Illumination	<p><u>A sign where the light source is concealed or contained within the sign itself and becomes visible by shining through a translucent surface or is shielded silhouette lighting that illuminates or backlights an image or lettering.</u></p> <p>Illumination from a light source that is contained within the sign, where the light source is internal to the sign.</p>
	ee) <u>Item of Information</u>	<p><u>A word, single number, logo or other image. The following shall also be considered single items of information: a telephone number; an address number; a street name, including a designation as “street,” “avenue” or other street type.</u></p>
	ff) <u>Legible</u>	<p><u>A message or image that is clear enough to read or view from a particular location (such as a street) if a person, who is between five feet and six feet tall and has eyesight (corrected or natural) adequate to pass the North Carolina driver’s license criteria, can discern the meaning of the message. A message or image viewable from any street or residential use other than the lot on which the sign is located is presumed to be legible if the letter or image height exceeds eight inches.</u></p>
	gg) <u>Light-Pole Banner Sign</u>	<p><u>A specialty freestanding sign constructed of mesh, vinyl, fabric, or similar material attached to a light-pole.</u></p>
	hh) <u>Limited Duration Sign</u>	<p><u>A sign that meets the standards of Section 5.7.12, Limited Duration Signs, and is displayed for a limited period of time that is not permanently mounted to the ground, on a building, or structure. Limited duration signs shall only include inflatable signs, pennants, and temporary banner signs.</u></p>
	ii) Marquee Sign	<p>A sign attached to, in any manner, or made a part of a marquee.</p>
	jj) <u>Mechanically Moving Sign</u>	<p><u>A sign that revolves, rotates, spins, oscillates, or swings.</u></p>
	kk) <u>Menu Board Sign</u>	<p><u>A sign located in proximity to a drive-through or drive-up speaker or service window from which an order is placed.</u></p>
	ll) <u>Monument Sign</u>	<p>A monolithic <u>freestanding ground-mounted</u> sign in which the bottom of the sign is <u>base is a solid structure flush or nearly flush</u> with the ground.</p>
	mm) <u>Noncommercial Message</u>	<p><u>Messages, emblems, or images that do not function to direct attention to or promote a business, product, or service.</u></p>

	nn) Nonconforming Sign	<p><u>A sign that was lawfully erected, constructed, or placed that does not conform to current size, height, location, design, construction, or other requirements of this Ordinance. (See Section 8.5, Nonconforming Signs)</u></p> <p>Any sign that was lawful at the date on which it was established, but does not meet the standards of this Ordinance.</p>
	SIGN OWNER	<p>A person holding legal title or legal right to occupy or carry on business in a structure or any facility and shall include each and every person who shall have title to or benefit of a sign, or for whose benefit any type sign is erected or maintained. Where there is more than 1 landowner, as defined, their duties and obligations under this Ordinance are joint and several, and shall include the responsibility for such sign.</p>
	oo) Pennant	<p>A <u>limited duration sign, which is a windblown device, made of</u> lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.</p>
	pp) Projecting Sign	<p><u>An attached sign that extends from the building facade over 12 feet above grade. This term does not include an awning, blade, or canopy sign.</u></p> <p>A sign end-mounted or otherwise attached to an exterior wall of a building which forms an angle with the wall.</p>
	qq) Real Estate Sign	<p><u>A sign temporarily placed on the premises where the land, building spaces, or other appurtenances are for sale or rent.</u></p> <p>A sign displayed for the purpose of offering for sale, lease, or rent the land on which the sign is erected, affixed, or otherwise established.</p>
	rr) Roof Sign	<p><u>An attached sign located on a building roof or on a wall that extends above any portion of the roof line or parapet.</u></p> <p>A sign erected and constructed wholly on and over the roof on a building, supported by the roof structure, and extending vertically above the highest portion of the roof.</p>

	ss) Sign	<p><u>Any temporary or permanent device, form, graphic, illumination, illustration, symbol, design, pattern, wording, logo, representation, trademark, trademark color, changeable image or message that is legible and intended or designed to call attention to something or someone, or communicate information or a message to the public. This definition shall not apply to any architectural building feature directly integrated into or supporting a building, nor shall it apply to any displays located inside buildings, courts, lobbies, stadiums, or other structures that are not positioned in such a manner so as to be intended to be seen from the exterior of the building or structure.</u></p> <p>An object, device, display, or structure, or part thereof, which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including but not limited to words, letters, pennants, banners, emblems, trademarks, trade names, insignias, numerals, figures, design, symbols, fixtures, colors, illumination, or projected images or any other attention directing device.</p>
	tt) Sign Area	<p><u>Area of the sign structure upon which the limits of the sign square footage is computed. (See Section 10.2.10, Signs for rules of measurement)!!LINK!!</u></p>
	uu) Sign Copy	<p><u>Wording or graphics on a sign surface either in permanent or removable form. (See Section 10.2.10, Signs for rules of measurement)!!LINK!!</u></p>
	vv) Sign Face	<p><u>That portion of a sign on which the message of the sign is displayed, and includes all those areas within a continuous perimeter enclosing the extreme limits of all the writing, display, or presentation together with any other display material forming an integral part of such sign or used to differentiate the background against which such sign is placed, but does not include any structural element used solely for supporting the said sign.</u></p> <p><u>(See Section 10.2.10, Signs for rules of measurement)!!LINK!!</u></p>
	ww) Sign Structure	<p><u>The structure surrounding and or supporting the sign face. ((See Section 10.2.10, Signs for rules of measurement)!!LINK!!</u></p>
	xx) Silhouette Lighted Sign SHIELDED SILHOUETTE LIGHTING	<p><u>A sign where light is directed against and reflected off the surface behind the letters or image thereby producing a glowing effect around the letters or image. Commonly referred to as back-lit lighting.</u></p> <p>Lighting achieved by an illumination source located behind individual letters or parts of a sign but not visible directly through such letters or parts of the sign to the viewer.</p>
	yy) Supergraphic Sign	<p><u>An attached specialty sign, generally oversized, constructed of a mesh, vinyl, fabric, or similar material with a temporary message that meets the standards of Section 5.7.9., Attached Signs Requiring a Permit.</u></p>

	<p>zz) <u>Temporary Special Promotion Banner Sign</u></p>	<p><u>A limited duration sign constructed of mesh, vinyl, fabric, or similar material attached on opposite ends to ground-mounted posts or secured to a building facade. A flag shall not be considered a temporary banner sign.</u></p> <p>A temporary sign of lightweight fabric or similar material which is rigidly mounted to a pole or a building by a rigid frame at two or more opposite sides. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.</p>
	<p><u>Special Promotion Sign</u></p>	<p>An advertising activity or circumstance of a business which is not part of its daily activities or normal routine and in which the display and/or sale of merchandise, ware, or other tangible items is the sole purpose for the promotion.</p>
	<p><u>Suspended Sign</u></p>	<p>A sign which is suspended from the underside of a horizontal plan surface and is supported by the surface</p>
	<p>aaa) <u>Portable Sign Trailer Sign</u></p>	<p>A sign, <u>with or without wheels, on a supporting frame that is</u> not permanently attached to the ground or other permanent structure, <u>and is</u> designed to be transported., including but not limited to Signs: designed to be transported by means of wheels; converted to A- or T- frames; menu and sandwich board signs; gas or hot-air filled balloons; umbrellas used for advertising; signs attached to or painted on vehicles parked and visible from the public right of way, unless said vehicle is used in the normal day to day operation of the business.</p>
	<p>bbb) <u>Vehicle Sign</u></p>	<p><u>A sign attached to, painted onto, or otherwise positioned in or on a vehicle or trailer that is parked for a period of time or driven in a manner that indicates that a principal use of the vehicle or trailer is for displaying the sign.</u></p>
	<p>ccc) <u>Vending Sign</u></p>	<p><u>A sign on a machine that dispenses or provides access to products for public consumption or use. This term does not include drive-up accessory structures which are covered in Section 4.4.4 Standards for Accessory Structures.</u></p>
	<p>ddd) <u>Video Sign</u></p>	<p><u>An electronic sign or a portion thereof that displays moving images (animated) in monochrome or in color.</u></p> <p>A sign consisting of a single computer monitor, video projector or television set, or multiple computer monitors, video projectors, or television sets tiled together contiguously or overlapped in order to form one large screen. Typical display technologies include, but are not limited to, LCD panels, LED arrays, DLP tiles and rear projection screens. Such signs may display static text, animation, images or photos, electronic changeable copy including the use of changing light to depict action or create special effects, video, or any combination thereof.</p>

	eee) <u>Vintage Sign</u>	<u>A sign that is located on grounds or structures that are historically relevant or individually listed on the National Register of Historic Places or designated as a Guilford County Landmark property.</u>
	fff) <u>Wall-Painted Sign</u>	<u>A sign displaying only a noncommercial message that is painted or drawn on a building wall.</u>
	ggg) Wall Sign	<u>An attached sign that is located on a building or structure wall. This definition excludes wall-painted signs.</u> A sign attached parallel to, painted on the wall surface of, or erected and confined within the limits of the outside wall, mansard roof structure, penthouse, or parapet of any building or structure, which is supported by a wall, building, or structure, but does not extend vertically above the highest portion of the roof, and which displays only 1 sign surface.
	SIGN, WARNING	A sign with no commercial message that displays information pertinent to the safety or legal responsibilities of the public such as signs warning of high voltage, "no trespassing," and similar directives.
	hhh) <u>Weekend Sign</u>	<u>A temporary sign displayed on a weekend that meets the standards of Section 5.7.7, Signs Allowed Without a Sign Permit.</u>
	iii) <u>Windblown Sign</u>	<u>A sign, or any part of a sign, all or part of which is set in motion by wind. Such signs or devices include, feather flags, pennants, streamers, ribbons, balloons, or long narrow strips of fabric, plastic, or other material designed to move in the wind. This definition does not include "flag" as defined within this Ordinance. See also "Air-blown sign/device," which is defined separately.</u>
	jjj) Window Sign	<u>A sign which is placed or painted on a window, or designed to be legible through a window, excluding displays of actual merchandise.</u> A sign which is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.