SECTION 201. DEFINITIONS

AMBIENT LIGHT:

The existing light condition surrounding an area. The light source may be sunlight or artificial light or a combination of both.

COMMERCIAL CENTER:

A development on a single parcel or multiple contiguous parcels containing a common commercial zoning district designation and served by common driveways, parking areas and/or amenities.

INDUSTRIAL CENTER:

A development on a single parcel or multiple contiguous parcels containing a common industrial zoning district designation and served by common driveways, parking areas and/or amenities

SIGN:

Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or marks or combinations thereof, whether permanent or variable, by which anything is made known, such as the designation of an individual, a firm, an association, a profession, a business, a commodity, product, or idea.

SIGN, AREA:

The total square footage or area of a sign mounted as individual letters and/or graphics against a wall or other structure. For calculation purposes, the area shall be completely contained within a circle, square, or rectangle. The sign area shall be clearly defined by a boundary line, frame, contrasting colors, textures, materials and/or a combination of materials designed to differentiate the sign area from the background against which it is placed. The area of any double-faced or "v" shaped sign shall be the area of the largest single face.

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SIGN, CENTER IDENTIFICATION:

A freestanding sign which identifies users located within a commercial or industrial center.

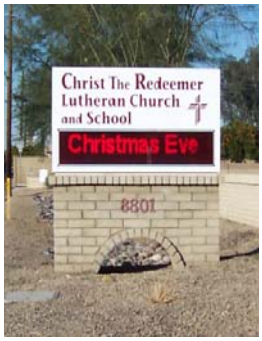
SIGN, DIRECTORY:

A sign to identify the location of various buildings, offices, or businesses within a complex.

SIGN, ELECTRONIC MESSAGE DISPLAY (EMD):

The Board of Supervisors finds that Electronic Message Display (EMD) signs are a more intense sign than a static sign. EMD signs may display words, symbols, figures, and images. They may be light emitting diode (LED) displays digitally controlled by electronic communications or electronic changed by remote or automatic means. EMD's may also include recorded or televised video. EMD's are categorized by levels as follows:

1. Level 1 EMDs are all or part of a sign that contains static messages only or changes static copy no more frequently than once every eight (8) seconds and shall not have "fade" or "dissolve" transitions, or full animation or video, or similar subtle transitions or frame effects that have the appearance of moving text or images.



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2. Level 2 EMDs are all or part of a sign that contains static messages with “fade” or “dissolve” transitions or similar subtle transitions or frame effects that do not have the appearance of moving text or images, full animation nor video.

3. Level 3 EMDs are all or part of a sign that contains messages with “travel” or “scrolling” transitions, or similar transitions and frame effects that have text or animated images that appear to move or change in size, or be revealed sequentially rather than all at once, but are not video or televised messages.

4. Level 4 EMDs are all or part of a sign contains full animation, televised or video displays.

SIGN, FREESTANDING:

Freestanding signs are not wall signs, billboards, or freeway pylon signs, but can be supported by a pole or architecturally designed base.

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SIGN, FREEWAY PYLON:

An identification sign located on property abutting a freeway, or part of a complex or center abutting a freeway, that is oriented to and intended to be read from the freeway for the purpose of identifying an associated commercial, industrial, or mixed-use development and tenants within that development.

SIGN, HEIGHT:

The height of the sign shall be the vertical dimension from the highest point of the structure to the lowest finish grade adjacent to the sign.

SIGN, MENU BOARD:

A freestanding sign with or without a speaker box, displaying the bill of fare of a drive-in or drive-thru restaurant.

SIGN, OFF-SITE [BILLBOARD]:

A sign portraying information which directs attention to an idea, issue, point of view, candidate, entity, business, commodity, service, entertainment, product or attraction sold, offered, or existing elsewhere than upon the property where the sign is located."

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SIGN, PROJECTING:

A type of wall sign attached to a building or other structure and extending in whole or in part more than **fifteen (15) inches** beyond the building line including awnings and canopies extending from sides of buildings.

SIGN, ROOF:

A sign affixed on, above, or over the roof of a building or structure so that it projects above the eave line of a roof. The top of the parapet wall shall be considered the eave line. The lowest point of a mansard style roof shall be considered the eave line. Where a parapet wall is combined with a mansard roof, the eave line shall be the top of the parapet.

SIGN, RURAL OR RESIDENTIAL IDENTIFICATION:

Any on-site, non-commercial sign in a Rural or Residential zoning district intended to identify the name of the resident, and/or street number or apartment number of the dwelling unit.

SIGN, TEMPORARY:

Includes any sign not permanently attached to the ground or other permanent structure or a sign designed to be transported, including, but not limited to sign walkers, signs made as A-frames or T-frames; menu and sandwich board signs; flags, banners, balloons used as signs; umbrellas used for commercial messages; and signs attached to or painted on vehicles or trailers parked and visible from the public right-of-way, unless said vehicle travels in the normal day-to-day operations of the business, whether containing a permanent message or a message that changes periodically

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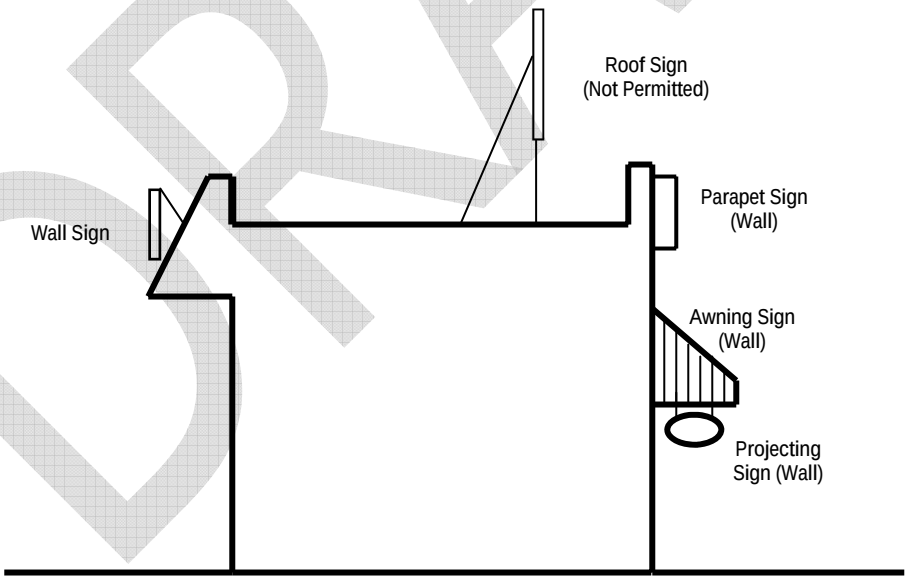
SIGN, VARIABLE:

A sign or portion of a sign designed to allow a change of copy manually, or by remote or by automatic means including tri-visions and electronic, digital, or video message displays.

SIGN, WALL:

A sign mounted flat against, projecting from or painted on the wall, awning, or parapet of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign.



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