CHAPTER 12. SIGNS

12.1. Purpose.

A. The purpose of this section is to promote the effective and compatible use of signage within the City of Brevard's planning jurisdiction by ensuring that no sign will, due size, location, color, illumination, movement, construction, materials, or manner of display, endanger the public safety of individuals; confuse, mislead, or obstruct the vision necessary for traffic safety; or otherwise endanger public health and safety. Because signs can obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for reasonable regulation, this chapter aims to permit and regulate signs in such a way as to ensure public safety, and to support and complement land use objectives set forth in this ordinance and the Comprehensive Land Use Plan.

B. These regulations aim to ensure the protection of property values and the character of Brevard and to create a convenient, attractive, and harmonious community.

C. These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, compliment the landscaping and architecture of surrounding buildings, are legible and appropriate to the activity to which they pertain, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.

D. These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the jurisdictional limits of the city. They are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.

E. These regulations do not entirely eliminate all of the potential harms that may be created by the installation and display of signs. They strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.

12.2. Applicability.

A. No sign of any type shall be constructed, erected, painted, posted, placed, replaced, enlarged, moved or hung in any district except without first obtaining a permit from the Administrator in compliance with this ordinance.

B. All signs shall fully comply with the requirements of the State of North Carolina Building and Electrical Codes.

12.3. Severability.

If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word in this code is declared invalid, such invalidity shall not affect the validity or enforceability of the remaining portions of the Code.

12.4. Substitution.

Signs containing noncommercial speech are permitted anywhere advertising or business signs are permitted, subject to the same regulations applicable to such signs as described herein.

12.5. General standards for all signs.

A. ***Maintenance of signs:***

1. Repainting. Nonconforming painted signs may be repainted so long as the new coat of paint is for maintenance purposes and the design of the sign is not altered in any fashion. If, during repairing, the design of the sign or structure is altered in any way, then the entire structure shall comply with the provisions of this ordinance.
2. Vandalism and adverse weather. Signs destroyed by vandals or adverse weather events shall be allowed to be replaced even if such signs do not conform to this ordinance provided they existed before the date of enactment of this ordinance and they are replaced in the exact same location, in the exact same manner, and with the exact same advertising copy and graphics of the same size as the previously destroyed sign. However, if a sign is allowed to deteriorate over time due to exposure to the weather elements, then it shall not be deemed as replaceable under this section.
3. Any maintenance action that alters or modifies the location, area, height, or illumination of a sign, shall require a permit and full compliance with this chapter.

B. ***Permitting:***

1. *Permits required.* A permit, issued by the administrator, shall be required for all signs unless otherwise exempted herein. No permit shall be issued until the administrator inspects plans for such signs and determines that they are in accordance with the requirements contained in this chapter. The fee schedule for sign permits shall be determined by city council. When a permit is required, a permit shall be issued prior to the installation or placement of such sign.
2. *Inspections.* Preliminary and final site inspections may be required by the Administrator as necessary.
3. Only those signs which meet all of the requirements established by this chapter for the particular type of sign may be permitted.
4. Failure to obtain a permit for any sign that is required to be permitted prior to displaying it is a violation of this ordinance.
5. In accordance with NCGS §160D-912.1, a lawfully erected on-premises advertising sign visible from a public road may be relocated or reconstructed within the same parcel so long as the square footage of the total advertising surface area is not increased, and the sign complies with the local development rules in place at the time the sign was erected.
    a. However, the City of Brevard may require the removal of preexisting nonconforming on-premises advertising sign that were lawfully erected, provided adequate monetary compensation, in accordance with state law, is paid to the sign owner.
    b. These provisions shall apply to any on-premises advertising signs removed on or after October 1, 2021. For signs removed from October 1, 2021 to July 9, 2024, construction work on the relocation or reconstruction, in accordance with this section and NCGS §160D-912.1, must commence before July 9, 2026.
    c. These provisions shall not apply to signage for establishments no longer in existence, products no longer being sold, and services no longer being rendered on the property.

C. ***Removal of obsolete signs:***

1. Signs identifying establishments no longer in existence, products no longer being sold, and services no longer being rendered shall be removed from the premises within 30 days from the date of termination of such activities, except that ground sign supports, braces, and guys which are not easily dismantled and are to be sold as a portion of the business assets or property may remain.

2. Upon failure of the owner or lessee of these signs to remove such signs within the prescribed time period, the administrator may order their removal, subject to the terms of this article and CHAPTER 18 of this ordinance, and any expense of removal shall be billed to the owner or lessee of said sign(s).

D. ***Signs on public property forfeited:*** Any sign installed or placed on public property or within a public right-of-way, except in conformance with the requirements of this section, shall be forfeited and is subject to confiscation. In addition to other remedies in CHAPTER 18, the administrator shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

E. ***Sign area computations****:* The following principles shall control the computation of sign area and sign height:

1. *Area.*

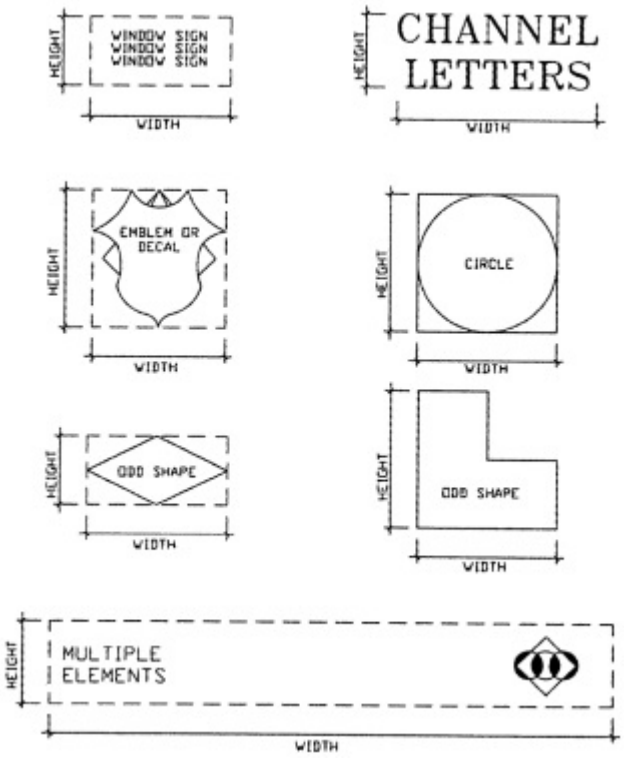
   a. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed but not including any supporting framework, base, bracing, or decorative fence or wall when such fence or wall otherwise meets the regulations of this chapter and is clearly incidental to the display itself.

   b. For a single wall on a single-occupant building, all pieces of information or other graphic representations on that wall shall be measured as though part of one sign, encompassed within one rectangle, which may not exceed the permitted total wall area to which the sign is affixed. For a single wall on a multi-occupant building, the area of signs shall be computed using these principles and each individual sign shall not exceed the permitted total wall area for the façade area of the space occupied by the tenant requesting the sign.

   c. Where the sign faces of a double-faced sign are parallel or the interior angle formed by the faces is 60 degrees or less, only one display face shall be measured in computing sign area. If the two faces of a double-faced sign are of unequal area, the area of the sign shall be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign shall be added together to compute the area of the sign. Sign area of multi-faced signs is calculated based on the principle that all sign elements that can be seen at one time or from one vantage point should be considered in measuring that side of the sign.

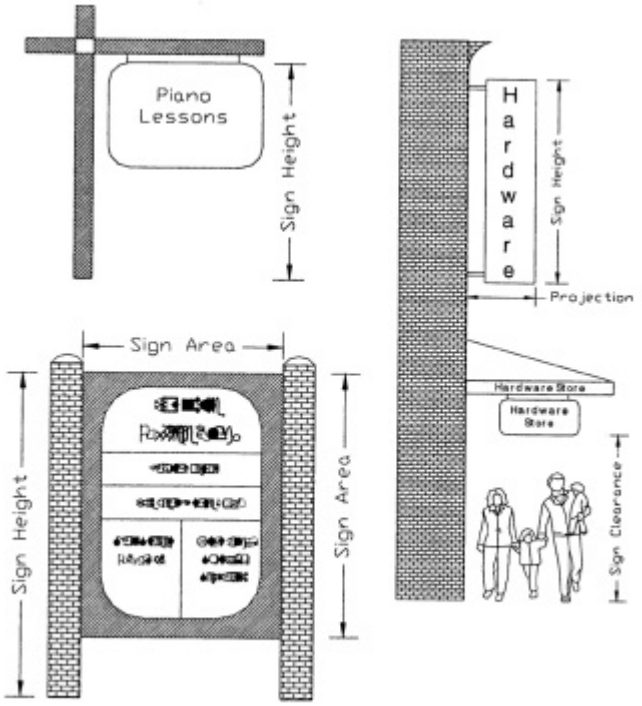
   d. Spherical, cylindrical, or other three-dimensional signs not having conventional sign faces shall be computed from the smallest three-dimensional geometrical shape or shapes which will best approximate the actual surface area of such faces.

FIGURE 12.5A: COMPUTATION OF SIGN AREA



2. *Height.*
   a. Sign height shall be measured from the street grade of the closest point in the street the sign is located along or the grade at the base of the sign, whichever is higher, to the highest point of the sign structure.

FIGURE 12.5B: COMPUTATION OF SIGN HEIGHT AND AREA



~~**F.** ***Clear sight distance at street intersections required:*** Signs shall be located outside of the required sight triangle as detailed in Section 9.5.~~

~~**G.** ***Building code compliance:*** All signs and support structures shall comply with all applicable State of North Carolina Building Code requirements.~~

~~**H.** ***Enforcement***: Violations of this ordinance shall be subject to the enforcement provisions of CHAPTER 18.~~

12.6. Prohibited signs.

The following signs are prohibited in all districts, unless otherwise permitted elsewhere in this chapter:

A. *Signs constituting traffic hazards:* Any sign located in a manner or place so as to constitute a hazard to traffic as demonstrated by the administrator, including signs placed within any required sight triangle.

B. *Signs within public right-of-way or easement:* Any freestanding sign located within or extending into a public right-of-way or easement, except as otherwise allowed by this chapter. City personnel may remove any sign located fully or partially within a public right-of-way.

C. *Signs obstructing passages:* Any sign that obstructs or interferes with any window, door, fire escape, stairway, ladder, or opening intended to provide light, air, ingress, or egress for any building.

D. *Off-premises advertising signs:* Billboards and other types of off-premises advertising signs. Off-premises directional signs may be permitted (Section 12.9.5).

E. *Signs on vehicles parked off-premises and/or near the right-of-way*: Except when in the process of loading or unloading or generally carrying out activities associated with the normal conduct of business (except

advertising), vehicles, trailers, commercial trucks displaying signage for the principal use of advertising rather than transport are prohibited. Vehicles with signs for advertising may park in any legally-established parking space on the property where the commercial activity being advertised is conducted.

F. Any, electronic sign, sign that includes a monitor or TV screen, flashing device, or sign displaying flashing, animated, or intermittent lights or lights of changing degrees of intensity not expressly allowed by Section 12.9.3.

G. *Moving devices:* Any moving signs or device to attract attention, all or any part of which moves by any means, including by air, electrical, human, or other means, including but not limited to pennants, flags, propellers, discs, or inflatables, whether or not any said device has a written message. Except those allowed by Section 12.9.4.

H. Any sign posted to utility poles, bridges, overpasses, trees, fences, rocks, or other signs.

I. *Copies of official signs:* Any sign which is a copy or an imitation of an official sign or traffic light, or which purports to have official status.

J. Roof signs.

K. Signs that exhibit statements, words, or pictures of obscene or pornographic subjects as determined by City Council or in accordance with North Carolina General Statutes.

L. Signs that promote illegal activity.

M. Reflective signs or signs containing mirrors.

N. Any sign not expressly permitted elsewhere in this ordinance.

12.7. Exempt signs.

The following signs are exempt from the provisions of this ordinance and do not require a permit:

A. *Government signs:* Official signs installed by units or agencies of local government having jurisdiction within the City of Brevard, and agencies of the State of North Carolina or the federal government are exempt from the regulations established by this section. For the purposes of this section, official signs shall include any sign erected by the City of Brevard. Such signs may be illuminated, flashing, or moving as required.

B. *Signs required by law:* Signs erected pursuant to federal, state, or local laws or ordinances.

C. *Architectural features:* Signs which are a permanent architectural feature of a building or structure, existing at the time of adoption of this ordinance.

D. *Public-owned ball field signs:* Signs attached to the field's fencing, provided that such signs are made of weather-durable materials and are not self-illuminated.

E. *Window signs:* Signs placed on or behind window glass, provided that no window signs shall include electronic or flashing elements as prohibited by Section 12.6.E.

F. *Historic properties:* Buildings or properties that are either locally or nationally listed as a historic landmark may have small identifying signs on the building or property.

G. *Murals:*

1. A mural, as defined herein, is any image painted, applied, or affixed directly on to a privately owned, nonresidential building wall, retaining and screening wall, or other large existing outdoor surface in nonresidential zoning districts for artistic and/or aesthetic purposes as opposed to advertising. A distinguishing characteristic of a mural is that the architectural elements of the given surface are often harmoniously incorporated into the depicted image. Murals may incorporate logos, symbols, and copy

within the image, however such elements combined shall not exceed eight percent of the mural's total surface area, and any murals that do not adhere to this requirement shall be considered wall signs and permitted as such.

~~1.~~

2. Murals may be permanent, or temporary and shall be maintained in good condition by the property owner.
3. Owners seeking to create murals shall receive City Council approval. Based on adopted policies, City Council shall issue a resolution stating its approval or denial of the mural request in all nonresidential zoning districts.

~~4. Murals do not require a sign permit if they adhere to the following:~~

~~a. If media other than, or in addition to, paint are used in a mural such media shall not extend more than twelve inches (12") above the surface on which the mural is applied, or affixed and may not extend into a right-of-way.~~

~~b. The mural may incorporate logos, symbols, and copy within the image, however such elements combined shall not exceed eight percent of the mural's total surface area.~~

~~c. The following shall be used for purposes of measuring surface area:~~

~~i. The area of a mural shall be computed by means of the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem, or paint or other media, together with any material or color forming an integral part of the background of the display or used to differentiate the mural from the backdrop or structure against which it is placed.~~

~~ii. Architectural elements on building walls such as windows, doors, and awnings that are harmoniously incorporated into the mural's design shall be counted in the overall square footage of the mural.~~

~~5. Murals shall not be placed or installed on locally designated historic buildings by the Joint Historic Preservation Commission or those listed on the National Register of Historic Places.~~

~~6. Murals that do not adhere to the requirements of this section shall be considered wall signs and shall adhere to all provisions therein and require the issuance of a sign permit.~~

H. *Vintage signs:*

1. Vintage signs are defined as any logo, photo, text, or image that is the copyrighted advertising for a business, whether active, or closed, that is no longer used by the business for marketing purposes. Vintage signs may be incorporated into murals, or placed on building walls of privately owned, nonresidential buildings, and retaining/screening walls in nonresidential zoning districts.
2. Vintage signs are allowed in all zoning districts.
3. Vintage signs shall require only a letter of compliance before placement if they adhere to the following:
   a. If used by a property owner with no affiliation to the active, or closed business, vintage signs may be placed or incorporated:
      i. On a building wall as long as no more than 40 percent of the wall face is covered;
      ii. On a pitched or flat roof as long as no more than 20 percent of the area of the surface plane on which the vintage sign is placed is covered; or
      iii. Within murals as long as all provisions for murals are met in addition to those for vintage signs provided herein.

4. Vintage signs shall require a sign permit if used by an operational business in place of its current advertising signage. In such instances the vintage sign shall be considered wall signage and shall adhere to all provisions therein and require the issuance of a sign permit.

12.8. Temporary signs.

12.8.1. General temporary sign standards.

A. All temporary signs shall comply with the following common standards:

1. Temporary signs shall not be illuminated or be displayed by any electrified device.
2. Temporary signs shall not be placed within any public right-of-way, including within medians, unless expressly permitted by this ordinance or the North Carolina General Statutes.
3. Temporary signs attached to buildings shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, ingress, egress, or street number sign.
4. Temporary signs shall not be affixed to any permanent sign or its supporting structure.
5. Temporary signs shall not be placed in a manner that obstructs clear sight distance (e.g. within the required sight triangle) for motorists, bicyclists, or pedestrians at street intersections or driveways.
6. Temporary signs, other than Type 4 freestanding temporary signs as allowed in Section 12.8.2, shall not be placed upon any sidewalk or other pedestrian walkway.
7. Temporary signs shall not be placed on the roof of a building, or affixed to a tree, rock, bridge, utility pole, or permanent sign.
8. Any required period of separation between such the number or duration of temporary sign displays shall carry over the changing of calendar years, and shall be observed prior to initiating the first allowed display during the new calendar year.

12.8.2. Freestanding (ground) temporary signs.

A. ***General provisions***. The following standards apply to all freestanding temporary signs:

1. Signs shall not be affixed to any supporting structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques.
2. Signs, other than Type 4 freestanding temporary signs as allowed herein, shall not be placed in the right-of-way.
3. No more than one freestanding temporary sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy at any given time, regardless of type, unless otherwise expressly permitted.

B. ***Type 1 freestanding temporary signs***. Signs in this category consist of small, temporary yard signs that are typically associated with, but are not limited to, the advertisement of real estate, political campaigns, and meetings.

1. *Where permitted*. Type 1 freestanding temporary signs may be displayed in any zoning district and may be associated with any use, including parcels containing vacant or undeveloped land.
2. *Size*. The maximum sign display area is limited to four square feet.

3. *Height*. The maximum height of the sign, including any supporting posts or stakes, is limited to four feet above the lowest adjacent grade.
4. *Number.*
   a. One Type 1 freestanding temporary sign may be displayed per parcel, per street frontage, without a permit. Additional Type 1 freestanding temporary signage may be allowed with the issuance of a permit.
   b. During the period beginning 30 days before the beginning date of early voting under G.S. 163-166.40 and ending 10 days after the primary or election day~~Beginning 90 days prior to the beginning of early voting for any scheduled primary or election, as established by the North Carolina Board of Elections, and ending ten days following the primary or election~~, this limit on the number of Type 1 freestanding temporary signs that may be displayed without a permit is suspended for residential parcels ~~zoned GR or RMX~~. All other regulations associated with such signage shall remain in effect during such period of suspension.
5. *Material*. Type 1 freestanding temporary sign faces shall be made of a rigid material.
6. *Mounting standard*. Signs may only be mounted and supported by posts or stakes.
7. *Number of sides*. The display area may be either single or dual sided.
8. *Duration of display*. The duration of the display of a Type 1 sign is limited to 100 days, with a minimum separation period of 10 days between displays.

C. ***Type 2 freestanding temporary signs***. Signs in this category are commonly referred to as "banners" that are typically associated with, but not limited to, the announcement of new business openings, community events, and similar unique events.

1. *Where permitted*. Type 2 signs are permitted only on parcels in the RMX, NMX, PGX, DMX, CMX, GI, and IC zoning districts. A permit is required for this type of temporary signage.
2. *Size*. The maximum sign display area is limited to 18 square feet in RMX, NMX, PGX, and DMX districts, and 32 square feet in CMX, GI, and IC districts.
3. *Height*. The maximum height of the sign, including any supporting posts or stakes, is limited to four feet above the lowest adjacent grade.
4. *Number*: One Type 2 freestanding temporary sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.
5. *Material*. Sign faces shall be made of a flexible material.
6. *Mounting standard*. Signs may only be mounted and supported by posts or stakes.
7. *Number of sides*. The display area may be either single or dual sided.
8. *Duration of display*. Type 2 freestanding temporary signs are permitted to be displayed during the initial openings of businesses, community events, or special sales, for a maximum of 14 days at a time. A maximum of six separate displays are permitted during each calendar year with a minimum of ten days of separation between displays by the same use/business/tenant.

D. ***Type 3 freestanding temporary signs***. Signs in this category are larger temporary signs typically associated with, but not limited to, the advertisement of large tracts of land for sale, construction and development activity, or the advertisement of commercial or industrial buildings for sale or lease.

1. *Where permitted*. Type 3 signs are ~~permitted~~ allowed with a permit only on parcels or groups of adjacent parcels under common ownership that meet one of the following:

a. A residential use on a parcel or group of adjacent parcels under common owner-ship that is a minimum of three acres in size zoned GR;

b. Vacant or undeveloped land where the parcel or group of adjacent parcels under common ownership that is a minimum of one acre in size in any zoning district;

c. A non-residential use in any non-residential zoning district upon a parcel that has a minimum of 200 feet of frontage on a public street, as measured at the right-of-way; or

d. A non-residential use in any non-residential zoning district upon a parcel that has construction or development activity per an active development permit.

2. *Simultaneous display prohibited*. A Type 3 sign shall not be displayed upon a parcel that contains a permanent freestanding sign or sign structure.

3. *Size*. The maximum area is limited to 16 square feet in GR and RMX districts, and 24 square feet in all other districts.

4. *Height*. The maximum height of the sign, including any supporting posts or stakes, is limited to five feet above the lowest adjacent grade in GR and RMX districts, and eight feet above the lowest adjacent grade in all other districts.

5. *Setbacks*.

a. Front: No portion of any freestanding ground sign described in this section may be located closer than ten feet (10') to any street right-of-way, except in the DMX district where signs shall be no closer than five feet (5') to any street right-of-way.

b. Side and Rear: No portion of any freestanding sign described in this section shall be located any closer than ten feet (10') to any side or rear property line.

6. *Number*: One Type 3 freestanding temporary sign may be displayed on a parcel or group of adjacent parcels under common ownership or tenancy.

7. *Material*. Sign faces shall be made of a rigid material.

8. *Mounting standard*. Signs shall be mounted to and supported by a minimum of two (2) separate posts or stakes.

9. *Number of sides*. The display area may be either single or dual sided.

10. *Duration of display*.

a. Type 3 signs may be displayed up to 90 days on any parcel or group of adjacent parcels under common ownership which contain only vacant or undeveloped land for which no development permits have been issued.

b. Type 3 signs may be displayed up to 90 days on any parcel or group of adjacent parcels under common ownership zoned NMX, PGX, CMX, DMX, or GI that have unoccupied commercial buildings.

c. In all other cases, the duration of display shall be limited to two months.

d. Where the display of a Type 3 sign is subject to a limit on the duration of display, there shall be a minimum period of separation of 60 days between the removal of the previously permitted sign and the display of a new sign. Such period of separation shall apply in all cases where a sign subject to a limit on the duration of its display is removed, regardless of whether the maximum allowed duration for its display has been reached at the time of its removal.

E. ***Type 4 freestanding temporary signs***. The category of signs defined as Type 4 freestanding temporary signs shall include only those signs which are constructed in a manner that is commonly referred to as an "A-frame" or "sandwich board" sign, consisting of two sides connected at the top by hinges or similar mechanisms.

1. *Where permitted*. Type 4 freestanding temporary signs are allowed with a permit in the RMX, NMX, PGX, DMX, CMX, and IC zoning districts.
2. *Size*. The maximum sign display area is limited to eight square feet per side.
3. *Height*. The maximum height of the sign is limited to four feet above the grade of the surface upon which it is displayed when placed in its display position.
4. *Number.* One Type 4 freestanding temporary sign may be displayed per tenant space, provided that no more than two Type 4 signs may be displayed per parcel along the same building street frontage.
5. *Material*. Sign faces shall be composed of rigid material.
6. *Location*. Type 4 freestanding temporary signs may be placed upon a public sidewalk or other pedestrian walkway, provided that a minimum of five feet of unobstructed clearance is maintained along the directional path of the walkway. In no case shall a Type 4 sign be placed in a manner that obstructs vehicular access, movement, or visibility. Such signs shall not be locked, chained, or otherwise tethered to posts, utility poles, trees, permanent signs, or any other permanent object.
7. *Duration of display*. Type 4 signs may only be displayed during the period beginning 30 minutes prior to the daily opening and ending 30 minutes following the daily closing of the business displaying the sign.

12.8.3. Wall-mounted temporary signs.

A. Temporary signs mounted to building walls shall include all wall-mounted temporary signs, including but not limited to, wall-mounted signs or banners for the announcement of new business openings, community events, and/or availability of vacant tenant space.~~may be displayed subject to the following provisions~~:

1. *Where permitted.* Wall mounted temporary signs are ~~permitted~~ allowed on buildings housing a commercial use in any zoning district with a permit.

2. *Size*. Maximum display area for temporary wall signs:

TABLE 12.8.3A: MAXIMUM SIZE OF WALL- MOUNTED TEMPORARY SIGNS BY ZONING DISTRICT	
Zoning District	Maximum Size (ft.^{2})
GR	16 ft.^{2}
RMX	16 ft.^{2}
NMX	24 ft.^{2}
PGX	24 ft.^{2}
DMX	24 ft.^{2}
CMX	32 ft.^{2}
GI	38 ft.^{2}
IC	32 ft.^{2}

3. *Number.*

   a. One temporary wall sign may be displayed per building occupied by a single tenant.

   ~~a.~~b. Buildings designed for occupancy by multiple tenants may display one temporary wall sign per tenant, but the sum of all signage displayed at one time is limited to the maximum for the building's zoning district as set forth ~~below~~above.

4. *Location.*

a. Temporary wall signs shall be mounted flush against the building wall and secured at each corner.

b. Temporary wall signs shall not be permitted on awnings, canopies, or building roof.

~~3.5. Maximum display area for temporary wall signs:~~

~~TABLE 12.8.3A: MAXIMUM SIZE OF WALL-MOUNTED TEMPORARY SIGNS BY ZONING DISTRICT~~	
~~Zoning District~~	~~Maximum Size (ft.²)~~
~~GR~~	~~16 ft.²~~
~~RMX~~	~~16 ft.²~~
~~NMX~~	~~24 ft.²~~
~~PGX~~	~~24 ft.²~~
~~DMX~~	~~24 ft.²~~
~~CMX~~	~~32 ft.²~~
~~GI~~	~~38 ft.²~~
~~IC~~	~~32 ft.²~~

5. *Duration of Display.*

a. Temporary wall signs may be displayed for a maximum of 30 consecutive calendar days.

b. Temporary wall signs may be displayed a maximum of four times per calendar year. A minimum of 30 days of separation shall pass before a new temporary wall sign permit can be issued.

12.8.4. Temporary use signage.

A. Upon issuance of a temporary use permit from the City of Brevard, properties being used for the permitted temporary use may display one temporary ground sign on each street frontage of the location of the temporary use for the period of operation as specified in the temporary use permit.

B. The operator of the temporary use may choose any temporary ground sign type found in Section 12.8 and must adhere to all requirements set forth for the sign type, except that the duration of display which may match period of operation as specified in the approved permit.

12.8.5. Special event signage.

A. Upon issuance of a special event permit from the City of Brevard, properties being used for the permitted special event may display signs, banners, balloons, decorative flags, and windsocks (hereafter, "special event signage") may be displayed subject to the following requirements:

1. Special event signage may be displayed for the duration of the event and up to one week prior to the start of the event.
2. Special event signage shall be approved by the administrator before being displayed. A plan showing the location, type and amount of all decorative signage and devices, along with the duration of the event, must be submitted to the administrator for review and approval.

3. ~~A deposit must be given to the city ensuring removal of all special event signage, as specified in the City of Brevard Fee Schedule.~~ If ~~the~~ special event signage has not been removed within ten days of the event's end, as specified in the event's permit, the deposit will be forfeited to the city.
4. Special event signage may not be illuminated, moving, or otherwise cause a hazard or create a visual or physical obstruction to motorists or pedestrians.
5. Permitted Special Events may also be allowed to display dispersed Type 1 Temporary Signs (Section 12.8.2) in multiple locations throughout the City's jurisdiction. A map of such signs shall be provided to the Administrator and all signs must be removed within 10 days following the event's end.

12.8.6. Community banners.

A. The city may hang temporary banners in the right-of-way at specific locations in order to communicate community events held or hosted by charitable, religious, civic, fraternal, governmental, or other non-profit organizations, subject to the City of Brevard ~~street~~ Street ~~banner~~ Banner ~~policy~~ Policy as set by the City of Brevard Public Works Department.

B. Fees for the installation of community banners shall be set in the city's fee schedule.

~~B.~~C. Such banners displayed over NCDOT streets shall comply with all pertinent state laws and NCDOT policies.

12.9. Permanent signs.

12.9.1. General permanent sign standards.

A. *Applicability:* The following regulations govern the installation and display of permanent signage within the jurisdiction of this ordinance. All permanently installed signage shall comply with these regulations unless otherwise explicitly exempted by the provisions of this section.

12.9.2. Signs mounted to walls.

A. ***Wall signs***.

1. *Where permitted*. Wall signs shall be permitted to be displayed in association with any non-residential use in any zoning district.
2. *Location*. Wall signs may be displayed on any building wall that includes a customer or public entrance, faces a public street, or faces a parking area.
3. *Number*.
   a. In residential districts, maximum of 1 wall sign per street frontage.
   b. In all other districts, maximum of 3 wall signs per street frontage.
4. *Maximum area*.
   a. Subject to the other provisions of this section, the maximum size for all wall signs combined shall be determined as follows:
      i. There may not be more than 1.0 square feet of sign surface area per linear foot of a building's main façade, or the portion of the building rented by the tenant, up to 200 linear feet
      ii. There may not be up to 0.5 square feet of additional sign surface area per linear foot in excess of 200 feet.

iii. The “main façade” shall be the side of the building which faces the public street, or faces the street of highest classification.

b. In DMX and PGX districts no single wall sign shall be larger than 64 square feet.

5. *Changeable copy.* Wall signs may only include changeable copy features when displayed on buildings containing "Entertainment/Recreation" and "Civic/Institutional" uses, per the Table of Permitted Uses (Section 2.2.C).

6. *Illumination.* Wall signs may be illuminated either internally or externally. Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.

7. *Mounting*: Wall signs may not project more than 12 inches from the building wall to which they are mounted and shall not be mounted in a manner where any part of the sign extends past the top of the building wall.

B. ***Projection signs***.

1. *Where permitted*. Projection signs shall be permitted to be displayed by any non-residential use in any non-residential zoning district.

2. *Location*. Projection signs shall be located at the main entrance of the business or on the corner of the building occupied by the business.

3. *Number*. One per business establishment.

4. *Maximum area*. The maximum permitted area for projection signs shall not exceed eight square feet per side.

5. *Changeable copy.* No changeable copy feature, either manual or electronic, is permitted to be included on a projection sign.

6. *Illumination.* Projection signs may be illuminated externally. The light source shall be mounted directly to the sign. Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.

7. *Mounting.* Projection signs shall be designed so that each face of the sign is parallel to the other face. When mounted at a location other than the corner of a building, the faces of the projecting sign shall be aligned so that they are perpendicular to the building wall.

8. *Minimum clearance required*. Projecting signs shall be installed in such a manner as to provide a minimum of eight feet of clearance above grade.

9. *Maximum projection*. Projecting signs shall not project greater than five feet from the building wall to which they are attached. Projecting signs shall be installed so that the edge of the sign closest to the building wall is no greater than 12 inches from such wall.

C. ***Awning signs***.

1. *Where permitted*. Awning signs shall be permitted to be displayed on awnings associated with any non-residential use in any zoning district.

2. *Location*. Awning signs may only be displayed on awnings which are installed to cover an entrance that is used by customers.

3. *Number*. One per awning valance on awnings installed to cover a customer entrance.

4. *Maximum area*. The maximum permitted area for awning signs shall not exceed 80 percent of the width of the valance of the awning.

~~4.~~5. *Material*. Awning signs in the fire district shall not be constructed of a flammable substance.

~~5.~~6. *Illumination*. Awning signs shall not be illuminated.

12.9.3. Freestanding (ground) signs.

A. ***Setbacks***.

1. *Front.* No portion of any freestanding ground sign described in this section may be located closer than ten feet to any street right-of-way, except in the DMX district where signs shall be no closer than five feet to any street right-of-way.
2. *Side and rear.* No portion of any freestanding sign described in this section shall be located any closer than ten feet to any side or rear property line.

B. ***Non-residential uses in General Residential and ~~residential~~ Residential Mixed Use districts.***

1. Nonresidential uses permitted in residential districts shall be allowed one ground or wall sign, subject to the following:
   a. *Number.* One ground or wall sign may be displayed per business.
   b. *Maximum area.* Shall be no larger than twenty-four square feet.
   c. *Changeable copy.* No changeable copy feature, either manual or electronic, is permitted.
   d. *Height.* Such ground signs shall not exceed five feet in height.
   e. *Illumination.* Neither such wall or ground signs shall not be illuminated.
   ~~e.~~f. *Material.* Sign faces shall be composed of rigid material. A banner affixed to a rigid surface shall not suffice for this requirement.
2. *Nameplate signs.* Home occupations shall be allowed one nameplate sign that shall not exceed four square feet of surface area, shall be attached to the residence, and shall not be illuminated.

C. ***Non-residential uses in ~~non-residential~~all other zoning districts.*** The following standards shall apply to individual businesses on individual parcels. Non-residential group developments, non-residential conditional zoning districts, and institutional campuses shall be subject to the same dimensional requirements, but the number of allowable ground signs in such developments is set forth in Section 12.9.6.

1. *Where permitted.* Any zoning district provided the business lies outside the Downtown Development Overlay District. Businesses located in this overlay district may display A-frame signs as described herein.
2. *Number.* One ground sign may be displayed per establishment.
3. *Maximum area.* Shall be no larger than the maximum size as defined in the table below, unless specifically defined elsewhere in this ordinance.

TABLE 12.9.3A: MAXIMUM SIGN SIZE FOR NON-RESIDENTIAL USES IN NON-RESIDENTIAL DISTRICTS	
District	**Max Size in Square Feet (ft.²)**
RMX	32 ft.²
NMX	32 ft.²
PGX	32 ft.²
DMX	32 ft.²
CMX	85 ft.²
IC	24 ft.²
GI	50 ft.²
Highway 64 Corridor Sign Overlay District	85 ft.² in surface area

4. *Changeable copy*. Changeable copy features are allowed.
5. *Height*. No portion of any ground sign shall exceed 20 feet in height.
6. *Illumination*. Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.
~~6.~~7. *Material.* Sign faces shall be composed of rigid material. A banner affixed to a rigid surface shall not suffice for this requirement.

D. ***Canopy signs***.

1. *Where permitted*. Canopy signs shall be permitted to be displayed in association with any non-residential use in any non-residential zoning district.
2. *Location*. Canopy signs may be displayed on any freestanding or attached canopy covering a vehicular use area, such as an automobile fueling area or passenger drop-off area.
3. *Number*. One sign may be displayed per side of the canopy.
4. *Maximum area*. Signs may occupy up to 20 percent of the area of the valance of the canopy, up to a maximum of 24 square feet in non-residential zoning districts.
5. *Changeable copy*. No changeable copy feature, either manual or electronic, is permitted to be included on a canopy sign.
6. *Illumination*. Canopy signs may be illuminated internally. Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.

E. ***A-frame/sandwich board signs***. A sandwich board sign is an A-frame or inverted V-shape sign which is portable and usually double-sided.

1. *Where permitted.* Non-residential business establishments within the DMX, NMX, PGX, and RMX zoning districts may elect for an A-frame sandwich board sign in lieu of a traditional ground sign.
2. *Location.* Such a-frame signs shall be placed on the sidewalk adjacent to the front of the individual business or on the brick paved area providing such a location does not pose a safety hazard, maintains five feet of unobstructed paved space, does not obstruct any building entrances or exits, or impede any public infrastructure, utilities, and amenities. ~~Such signs must comply with Section 46-1 of the City Code.~~ Such A-frame signs must be removed each day at the end of business hours.
3. *Number.* One ground or wall sign may be displayed per business.
4. *Maximum area.* Such A-frame signs shall not exceed eight square feet in area per side.

5. *Height.* Such A-frame signs shall not exceed four feet in height.
6. *Changeable copy.* Manual changeable copy features are allowed.
7. *Illumination.* Such A-frame signs shall not be illuminated.
8. *Alleys.* Business establishments located in any official city-owned alley may also be permitted to collectively place one Type 4 freestanding temporary sign near the primary alleyway entrance, provided the location of the sign does not pose a safety hazard, and that the sign is removed at the end of each day when the last business in the alley closes.

F. ***Electronic display signs.*** Electronic display signs may be permitted as ground signs, subject to the following additional requirements:

1. *Where permitted*. Only the following uses shall be permitted to install electronic display signs:
   a. Colleges/universities;
   b. Schools—Elementary and Secondary;
   c. Schools—Vocational/Technical; and
   d. Government services.
2. Master planned campuses of different uses than described in this section may have one electronic display sign that is internal to the campus and not visible from any public street.
3. Only one electronic display sign shall be permitted per parcel.
4. Only one electronic display sign shall be permitted within any group development, conditional zoning district, or institutional campus.
5. Electronic display signs shall display only non-moving text and images with changes alternating on not less than a five second level, and shall display no scrolling, flashing, blinking, or otherwise moving message.
6. Electronic display signs shall adhere to all other applicable wall or ground sign requirements of this chapter, as well as the lighting standards of CHAPTER 11 of this ordinance.

~~7. Only the following uses shall be permitted to install electronic display signs:~~
~~a. Colleges/universities;~~
~~b. Schools—Elementary and Secondary;~~
~~c. Schools—Vocational/Technical; and~~
~~d. Government services.~~

~~8. Master planned campuses of different uses than described in this section may have one electronic display sign that is internal to the campus and not visible from any public street.~~

12.9.4. Incidental signs.

A. The following incidental signs may be displayed in accordance with the specific standards listed below, without a permit or fee.

~~**B.** ***Pedestrian-oriented signs.***~~

~~1. *Suspended.* One sign no larger than six square feet in area may be suspended from an awning, canopy, or other pedestrian cover directly in front of a customer entrance for a non-residential use. Such signs shall be mounted perpendicularly to the customer entrance and maintain a minimum of eight feet of clearance above the pedestrian walkway. Such signs may not be illuminated.~~

~~2. *Wall.* Non-residential uses may display one sign, not to exceed four square feet in area, on a building wall immediately adjacent to each customer entrance. No more than one sign per entrance is permitted. Signs shall be mounted within four feet of the customer entrance with which they are associated.~~

~~C.~~B. ***Private directional signs.***

1. Private, unofficial traffic signs not exceeding three feet in height nor two square feet in area, which indicate directions, entrances, and exits, may be displayed on each side of street entrances to a parking area or internal driveway network and within the parking lot of a non-residential use. Such signs associated with industrial uses may be up to six feet (6') in height and eight square feet (8 ft^2).
2. Such signs must be located entirely on the property to which they pertain, unless approved by NCDOT and/or the City of Brevard to be located in a public right-of-way. In such cases an encroachment agreement may be necessary.
3. Such signs shall not contain any advertising message beyond a business name or logo.

~~D.~~C. ***Miscellaneous signs.***

1. Signs in conjunction with the operation of equipment or other functional elements of non-residential uses such as a drive-thru, ATM, gas pumps/tanks, or similar uses.
2. Memorial signs, monuments, or plaques which are non-commercial in nature may be displayed so long as they do not pose a safety or traffic hazard.

~~E.~~D. ***Automobile and motorized vehicle dealer signs.***

1. Automobile dealers and motorized vehicle dealers within commercial districts are allowed to attach to vehicles for sale small pennants, flags, or balloons.
2. Said devices shall not exceed two per vehicle; devices shall be less than three square feet in size; and devices must be maintained and secured in a proper manner.
3. If a device is not secured or maintained to the satisfaction of the administrator such device shall be deemed a prohibited moving device and be immediately removed.

~~F.~~E. ***Neighborhood signs.***

1. *Where permitted.* Distinct neighborhoods, residential subdivisions, residential group developments, residential conditional zoning districts, older existing communities that may not have been permitted as unified projects, and manufactured home parks in any zoning district.
2. *Number.* One ground sign at each entrance.
3. *Maximum area.* Such signs shall be no larger than 32 square feet.
4. *Design.* Such signs shall be of a uniform design to be approved by the city. Designs and locations shall be approved by the administrator.
5. *Height.* Such signs shall not exceed five feet in height.
6. *Changeable copy.* No changeable copy feature, either manual or electronic, is permitted to be included on any neighborhood sign.
7. *Illumination.* Such signs may be illuminated externally in accordance with CHAPTER 11 of this ordinance.

~~G.~~F. ***Regulatory signs***. Signs required to be installed by any local, state, or federal rule, regulation, or ordinance. Examples of such signs include required building address signs, fire safety signage, and public notices required by law.

12.9.5. Off-premise directional signs.

A. ***Permit required.*** A sign permit must be obtained for all off-premises directional signs indicating compliance with relevant sign setback requirements applicable to the district in which the sign is to be located.

B. ***Businesses in Downtown Mixed-Use (DMX) districts.***

1. *Where permitted.* Both the business establishment and the off-premises directional sign must be located in the DMX district. Such signs are only allowed as wall signs and may be placed on the building the establishment is located in, or another nearby building with written permission from the property owner(s).
2. *Number.* One sign per establishment.
3. *Maximum area.* Such signs shall be no larger than eight square feet.
4. *Design.* Such signs shall be of a uniform design to be approved by the city.
5. *Changeable copy.* Only manual changeable copy shall be allowed.
6. *Illumination.* Such signs shall not be illuminated.

C. Operators of off-premise parking lots may have one additional ground sign located on the parking lot property provided the following conditions are met.

1. *Number.* One per parking lot.
2. *Maximum area.* No larger than 12 square feet.
3. *Height.* Shall not exceed six feet in height.
4. *Changeable copy.* Manual or electronic changeable copy shall be allowed.
5. *Illumination.* Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.

D. No other new off-premises directional signs shall be allowed after the effective date of this ordinance. Existing off-premises directional signs shall be allowed to remain and be maintained. Such pre-existing signs destroyed by vandalism or an adverse weather event (not be interpreted to as normal weathering) shall be allowed to be replaced in the exact same location, in the exact same manner, and with the exact same design, text, and graphics of the same size as the previously destroyed sign.

12.9.6. Additional standards for ~~conditional zoning districts, group developments, institutional campuses, and similar developments~~group developments.

A. ***Ground signs visible from a public street.*** One ground sign may be permitted at each building provided that:

1. A ground sign may be situated at the convergence of two public streets upon which the development fronts but where no entrance is located. However, signs permitted under this provision shall be considered as situated upon both converging streets and shall be separated from all other ground signs within the same development in accordance with this ordinance.
2. Developments that are divided by a public street shall be considered as separate developments for the purposes of this subsection.
3. These requirements shall apply regardless of whether such developments are subdivided into individual parcels.
4. All other requirements of this chapter shall apply to such ground signs. Ground sign size and height requirements shall be the same as the base district within which the development is located.

5. Out-parcels shall be allowed one ground sign in accordance with Section 12.9.3.

B. ***Wall signs visible from a public street.*** Individual businesses and buildings located within ~~conditional zoning districts,~~ group ~~developments, institutional campuses, and other similar projects may~~developments may have the following:

1. One wall sign which shall not exceed 64 square feet or 25 percent of the surface area of the wall upon which the sign is located, whichever is the lesser, or as stated in an adopted Conditional Zoning District ordinance.
2. For buildings having frontage on more than one public right-of-way, signs may be placed on both walls fronting the public right-of-way.
3. One identification sign not to exceed 16 square feet. That sign may be located on the rear or side of the business.
4. One menu reader board for each restaurant drive-through lane. Menu reader boards shall not be greater than 32 square feet in area or seven feet in height.
5. One suspended or projection identification sign per business establishment, not to exceed eight square feet per side. Suspended or projected identification signs shall be located at the main entrance of the business.
6. The aggregate area of all wall signs, including building identification signs, business identification signs, identification signs, suspended signs, projection signs, menu reader boards, and product information signs, shall not exceed 25 percent of the total surface area of the front wall space of the business (surface area of said wall shall be computed excluding windows and doors).

C. ***Internal development signage.***

1. There shall be no limit to the number signs posted within an ~~Institutional Campus,~~ group development, ~~conditional zoning district, or other similar developments,~~ when such signs are in no way visible from any public street or right-of-way, or any adjacent property.
2. Ground signs permitted under this provision shall comply with this ordinance.
3. Ground signs permitted under this provision shall be no larger than 32 square feet of surface area and shall not exceed five feet in height.

D. ***Compliance.*** Otherwise, signs permitted within the development under this section shall comply with all other requirements of this chapter, and other forms of signage within the development shall comply with all requirements of this chapter.

19.3. Definitions.

The following words, terms and phrases, when used in this UDO, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Awning*:* A roof-like shelter of canvas or other material extending over a doorway from the top of the window, over a deck, etc., in order to provide protection from the weather.

Illumination of signs*:* The lighting of a sign or exposing of a sign to artificial light either from within or without. In no instance shall the illumination of a sign interfere with adjacent traffic or disturb residential neighborhoods.

Mural*: ~~Any image painted, applied, or affixed directly on to a privately owned, nonresidential building wall, retaining and screening wall, or other large existing outdoor surface in nonresidential zoning districts for artistic and/or aesthetic purposes. A distinguishing characteristic of a mural is that the architectural elements of the given surface are often harmoniously incorporated into the depicted image.~~ Any image painted, applied, or affixed directly on to a privately owned, nonresidential building wall, retaining and screening wall, or other large existing outdoor surface in nonresidential zoning districts for artistic and/or aesthetic purposes as opposed to advertising. A distinguishing characteristic of a mural is that the architectural elements of the given surface are often harmoniously incorporated into the depicted image. Murals may incorporate logos, symbols, and copy within the image, however such elements combined shall not exceed eight percent of the mural's total surface area, and any murals that do not adhere to this requirement shall be considered wall signs and permitted as such.

Sign*: Any words, lettering, numerals, parts of letters or numerals, figures, phrases, sentences, emblems, devices, designs, graphic depiction of a product and/or process, trade names or trademarks by which anything is known, including any surface fabric or other material or structure designed to carry such devices, such as are used to designate or attract attention to an individual, a firm, an association, a corporation, a profession, a business, or a commodity or product, which are exposed to public view, and used to attract attention. This definition shall not include the flag, badge, or insignia of any governmental unit.

Sign, advertising*: A sign which directs attention to a business, commodity, service or entertainment conducted, sold, manufactured, or offered. Such signs are further classified according to location, as follows:

1. On the same premises as the business, commodity, service, or entertainment advertised by the sign;
2. Remote from the business, commodity, service, or entertainment advertised by the sign (see Off-Premises Sign).

Sign, awning*: A sign constructed of a fabric-like nonrigid material which is part of a fabric or plastic awning. ~~Awning signs constructed of a flammable substance are prohibited in the fire district.~~

Sign, directional*: A sign which carries no advertising message or information, but simply the name or the logo of an establishment and information directing persons to the location of said establishment or for traffic control within a parking lot.

Sign, electronic display*: A sign designed where the face or portion thereof is a "screen" that receives information to create motion pictures or creates a light-emitting electrochemical cell or emissive electroluminescent layering using light emitting diode displays such as LED or OLED, fiber optics, or other technological advanced illumination methods within the electronic display panel (other than mere lightbulbs behind a semi translucent motionless sign face) which is capable of forming messages, capable of displaying moving text and graphical imagery at high-intensity illumination. These signs are usually controlled by a computer or modem and use proprietary software or cloud-based technology to communicate advertising messages or moving graphics using primarily blue light rays with the shortest wavelengths and highest energy as a means of drawing attention. Exceptions include signs or sign toppers that only display time and temperature at not less than five second intervals.

Sign, freestanding*: A sign that is not attached to any building structure. Such signs shall include, but not be limited to, signs mounted on poles and A-frame signs.

Sign, identification*: A sign which carries no advertising message and is used to identify only the following:

A. The name of an institutional use or organization occupying the premises on which the sign is located;

B. The name, title and/or occupation or profession of the occupant of the premises on which the sign is located;

C. The name and the type of nonretail business occupying the premises on which the sign is located; or

D. The name of the building on which the sign is located, including names and types of firms occupying the building.

Sign, illuminated*:* A sign that is illuminated by electric or other devices mainly for clear visibility at night.

Sign, incidental*:* A sign which carries no advertising message, and is clearly incidental to other major advertising signs on-site, and which is used to do one or more of the following:

B. Direct traffic flow, either vehicular or pedestrian;

C. Indicates clearly the location of ingress or egress points;

D. Direct certain activities to certain areas (i.e., parking, waiting, etc.);

E. Provide other incidental information.

Sign, marquee*:* A sign affixed to a hood, canopy, or projecting roof structure over the entrance to a building, store, or place of public assembly.

Sign, menu reader board*:* A one-sided sign that displays a menu and pricing for food and beverage services available on site that may include an audible speaker and microphone integral to the sign.

Sign, nameplate*:* A sign identifying only the name and occupation or profession of the occupant of the premises on which the sign is located. When nameplates are used to identify more than one occupant, each nameplate shall be attached to one freestanding master identification sign.

Sign, off-premises: A sign that directs attention to a business, commodity, service, or facility that is not located on the premises upon which the sign is located. This includes billboards and other outdoor displays for the purpose of directing attention to a business, commodity, service, or entertainment conducted, sold, manufactured, or offered at a location other than the location of said sign.

Sign, political*:* A sign attracting attention to political candidates or issues.

Sign, portable*:* A sign which rests on the ground or other surface, and is not directly attached to such surface, and which is designed and/or constructed to be mobile or movable.

Sign, product information*:* An on-premises, advertising sign which denotes a particular commodity, service, or entertainment offered by said establishment. Identification signs and reader boards shall not be construed as product information signs.

Sign, projection*:* A sign projecting out from and attached to the exterior wall of any building, and forming an angle of 30 degrees or more to said wall, or suspended from the underside of an awning, canopy, or marquee.

Sign, reader board*:* A permanent sign, affixed either to the wall of a structure or to an existing freestanding identification sign, which is comprised of a surface to which letters may be attached on a temporary basis thereby forming messages advertising special sales or services offered. Reader boards may not serve in substitution for identification signs.

Sign, real estate*:* Any sign pertaining to the sale, lease, or rental of land or buildings.

Sign, roof*:* A sign erected, constructed, or maintained upon the roof of the building.

~~**Sign, suspended***: A sign which is suspended from the underside of a horizontal plane surface, such as a canopy or marquee, and is supported by such surface.*~~

Sign, temporary*:* A banner or A-frame sign used for advertising purposes as set forth in this ordinance.

Sign, traffic*:* A sign indicating federal, state, or city regulations for automobile, truck, bicycle, and pedestrian traffic.

Sign, vintage*:* Any logo, photo, text, or image that is the copyrighted advertising for a business, whether active, or closed, that is no longer used by the business for marketing purposes. Vintage signs are considered a sub-type of wall signs as defined by this chapter.

Sign, wall*:* A sign affixed to the surface of, and whose plane is parallel to, the exterior wall of a building, or which forms an angle of less than 30 degrees with said wall and does not project out from the wall more than 24 inches from said wall. No wall sign shall extend above the roofline of the building upon which it is located. In cases of flat roofs, no sign shall extend above the parapets. Mansard roofs with an angle of 60 degrees or more from horizontal shall be considered as wall space for the placement of signs.

Sign, window*:* Any sign oriented toward and visible from the exterior of a building which is placed directly on a glass window.

Surface area*:* The entire area of a sign as measured by the square, rectangle, semicircle, or parallelogram thereof, and comprising the entire sign inclusive of any border or trim and all of the elements of the matter displayed, but excluding the base or apron, supports and other structural members. In the case of three-dimensional letters or painted letters directly on the wall surface, the surface area shall be defined as the area encompassing the individual letters themselves including any trim or border and excluding the background that supports the three-dimensional letters.