

ATTACHMENT 2  
Sign related definitions

<b><u>A-FRAME / SANDWICH SIGN</u></b>	Temporary and/or moveable sign constructed with two (2) sides attached at the top so as to allow a sign to stand in an upright position
<b><u>Abandoned Sign</u></b>	A sign, including all structural, support elements or components, which is located on a property, premises or structure which becomes vacant and unoccupied for a period of one year or more
<b><u>ABANDONED SIGN</u></b>	A sign, including all structural, support elements or components, which is located on a property, premises or structure which becomes vacant and unoccupied for a period of one hundred eighty (180) days or more, any sign which pertains to a time, event or purpose which no longer applies, or a sign pertaining to an occupant or business different from the present occupant or business
<b><u>ALTER OR ALTERATION OF SIGN</u></b>	Any change or rearrangement of the structural parts of a sign or a sign's design. Alterations shall not be interpreted to include changing outdoor bulletin or other similar signs which are designed to accommodate changeable copy.
<b><u>AREA OF SIGN</u></b>	The number of square feet enclosed within the smallest rectangle within which the sign face, including BACKGROUND, can be enclosed. If the sign consists of more than one (1) section or module, all areas will be totaled. In determining the area of an individual sign which has more than one sign face, only one side of a back-to-back or double-face sign covering the same subject shall be computed when the signs are parallel or diverge from a common edge by an angle of not more than forty five degrees (45°) [[The property and buildings or structures adjacent to and within a five hundred foot (500') radius of the sign, building, property or item in question]]
<b><u>AWNING</u></b>	A shelter, cover or roofed structure placed so as to extend outward from the building with supports extending back to the building, supported entirely by the building
<b><u>AWNING SIGN</u></b>	Any sign or graphic attached to, painted on, or applied to an awning
<b><u>BACKGROUND (of sign)</u></b>	The entire area of a sign on which copy could be placed, as opposed to the copy area, where copy is in fact painted or otherwise attached
<b><u>BANNER</u></b>	A flexible sign characteristically supported by two (2) or more points and hung on a building or otherwise suspended down or along its face, or across a public street. The banner may or may not include copy or graphic symbols. <u>It is generally made of fabric or other non-rigid materials with no enclosing frame.</u>
<b><u>BILLBOARD</u></b>	Any freestanding sign or affixed graphic or visual representation, including any lighted or unlighted drawn, printed, painted, electric, LED, digital or mechanical representation designed or intended to advertise or direct attention to a business, product, service, organization, idea or cause which is not sold, offered, or existing on the property whereupon the sign is located (see OFF PREMISE SIGN).
<b><u>BUILDING FACE OR WALL</u></b>	A window or wall area of a building in one (1) plane or elevation
<b><u>BUILDING FRONTAGE OR FRONT FOOTAGE</u></b>	The linear width of that side of a building which contains the main entrance for pedestrian ingress and egress. If more than one (1) main entrance exists, the one that more nearly faces or is oriented to the street of highest classification as portrayed on the comprehensive street plan shall be considered the building frontage. If all streets are of the same classification, the side of the building with the smallest lineal dimension shall be considered the building frontage for measurement purposes.
<b><u>Building, Height of (Height of Building)</u></b>	The vertical distance from the finished grade surface to the highest point of any building roof or coping
<b><u>BULLETIN BOARD</u></b>	A sign on a premise, which accommodates changeable copy and displays information on activities and events.
<b><u>BUSINESS CENTER</u></b>	A group of two (2) or more duly licensed businesses associated by a common agreement or common ownership with common parking facilities or housed in one (1) structure.
<b><u>CANOPY</u></b>	An awning which may or may not be totally supported by the building to which it is attached. A canopy shall be considered an awning for purposes of these sign regulations.
<b><u>CHANGEABLE SIGN.</u></b>	A sign on which copy or side panels may be changed manually, electronically or automatically, such as boards with changeable letters or pictorial panels, reader boards, message centers or "time and temperature" signs.

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<b><u>CLEAR VIEW TRIANGLE</u></b>	The area of visibility required for the safe operation of vehicles, pedestrians and cyclists in proximity to intersecting streets and driveways. The clear view triangle shall be regulated by AASTHO standards for signs and landscaping.
<b><u>COPY (signs)</u></b>	The working text on a sign surface.
<b><u>DILAPIDATED</u></b>	A sign where: (i) the lettering or background material or any part of the sign has flaked, broken off, changed color; (ii) structural supports or frame members are visibly corroded, stained, bent, broken, dented; or (iii) sign supports are twisted, leaning or at angles other than those at which the sign was originally erected.
<b><u>DIRECTIONAL SIGN</u></b>	A sign which facilitates traffic or pedestrian flow and safety, not erected by a governmental agency, containing generic information such as, but not limited to, entrance-exit, caution, parking, right or left turn only, stop or tow-away zone.
<b><u>EAVES</u></b>	That portion of the roof line extending beyond the building wall, a canopy attachment on the wall having the simulated appearance of eaves, or the lowest horizontal line of any roof.
<b><u>EXPOSED LUMINARY SOURCE</u></b>	An illumination source which is the signing element to be read directly, without diffusion or reflection, such as exposed bulbs or neon.
<b><u>FLAG</u></b>	A piece of cloth or other flexible material varying in size, shape, color and design, usually attached at one edge of a staff or cord.
<b><u>FREESTANDING MONUMENT SIGN</u></b>	A sign that is permanently installed, not attached to any building and having its own support structure.
<b><u>Grade, (For Building Height Determination)</u></b>	The lowest level of finished ground elevation adjoining a building or structure typically measured at the front primary exterior wall.
<b><u>HEIGHT OF A SIGN</u></b>	The vertical distance from the average adjacent ground level to the top of the sign, including the support structure and all design elements. The average ground level shall be determined from within an eight foot (8') radius of the base of the sign. The adjacent ground shall not be elevated for purposes of increasing allowable sign height.
<b><u>ILLUMINATED SIGN</u></b>	Any sign which is lighted from within or without.
<b><u>INDIRECT ILLUMINATED SIGN</u></b>	Any sign which reflects light from a source intentionally directed upon it such as by means of floodlights.
<b><u>INTERNALLY LIGHTED SIGN</u></b>	A sign that is illuminated by a concealed light source within the sign that projects light through the sign face.
<b><u>LOGO</u></b>	An identifying symbol used by three (3) or more businesses or institutions outside of Virgin
<b><u>LOW PROFILE SIGN</u></b>	A freestanding sign erected near ground level or a wall-mounted sign of small size and limited to identifying the name of a building, institution, subdivision or the like.
<b><u>MAJORITY AREA (of a sign)</u></b>	An area greater than fifty percent (50%) of the total sign area.
<b><u>MARQUEE OR READER BOARD</u></b>	A permanent structure with changeable letters that is used to advertise events.
<b><u>MASTER SIGN PROGRAM</u></b>	Identification of the location, type, height, size, illumination, materials and design of signs for an overall building center to include all present or proposed businesses within the center.
<b><u>NAMEPLATE</u></b>	A sign identifying only the name and occupation or profession of the occupant of the premises on which the sign is located.
<b><u>NONCONFORMING SIGN OR SIGN STRUCTURE</u></b>	A sign or sign structure or portion thereof lawfully existing at the time of its construction which does not conform to all height, area, yard spacing, animation, lighting or other regulations prescribed in the zone in which it is located.
<b><u>Nonconforming Sign or Sign Structure</u></b>	A sign or sign structure or portion thereof lawfully existing at the time of its construction which does not conform to current regulations prescribed in the zone in which it is located
<b><u>OFF-PREMISE SIGN</u></b>	Any freestanding sign or affixed graphic or visual representation, including any lighted or unlighted drawn, printed, painted, electric, LED, digital or mechanical representation designed or intended to advertise or direct attention to a business, product, service, organization, idea or cause which is not sold, offered, or existing on the property whereupon the sign is located (INCLUDES BILLBOARDS)

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<b><u>PARAPET</u></b>	A low wall used to protect the edge of a roof from view or an extension of a false front or wall above the roof level.
<b><u>POLITICAL SIGN</u></b>	A sign intended to draw attention to or communicate a position on any issue, candidate or measure in any national, state or local election.
<b><u>PORTABLE SIGN</u></b>	Any sign not permanently affixed to the ground or a structure on the site it occupies.
<b><u>PRICE SIGN (SERVICE STATION)</u></b>	A sign on the premises of a service station or other business selling automotive fuel, which contains information on the cost and type or grade of automotive fuel only.
<b><u>PROFESSIONAL QUALITY</u></b>	Of a quality comparable to that performed by a professional in the same field.
<b><u>PROJECTING SIGN</u></b>	A sign which extends out from a building face, wall or structure so that the sign face is perpendicular or at an angle to the building face, wall or structure.
<b><u>PUBLIC SIGN</u></b>	Signs required or specifically authorized for a public purpose by any law, statute or ordinance.
<b><u>REFLECTIVE SIGN</u></b>	A sign whose surface material reflects light so as to generate a contrast between the sign and adjacent surfaces or surrounding area.
<b><u>ROOF LINE</u></b>	The highest point of a structure, including parapets, but not to include spires, chimneys or heating or cooling mechanical devices.
<b><u>ROOF-MOUNTED SIGN</u></b>	Any sign located on, attached to or extending from any portion of a roof, mansard, eaves or parapet wall of a building.
<b><u>Sign</u></b>	A presentation or representation of words, letters, figures, designs, pictures or colors, publicly displayed so as to give notice relative to a person, a business, an article of merchandise, a service, an assemblage, a solicitation, or a request for aid; also, the structure or framework or any natural object on which any sign is erected or is intended to be erected or exhibited or which is being used or is intended to be used for sign purposes
<b><u>SIGN</u></b>	Any identification, description, illustration, symbol, insignia, medium, statue or other physical or visual device or representation, which is visible from outside the premises on which such device is located, designed to advertise, identify or convey information or direct or attract attention to a product, place, activity, person, institution or business.
<b><u>SIGN FACE</u></b>	The entire area of a sign on which copy could be placed.
<b><u>Sign, Height of</u></b>	The vertical distance from the average adjacent ground level to the top of the sign including the support structure and all design elements
<b><u>Sign Structure</u></b>	Any structure which supports, has supported or is designed to support a sign
<b><u>SIGN, TEMPORARY</u></b>	A sign displayed for short periods of time, generally not longer than one (1) month, as specified within the required sign permit.
<b><u>SUSPENDED SIGN</u></b>	A sign attached to and located below any permanent eaves, roof, canopy or awning and not mounted to a wall in any way.
<b><u>UNIFIED COMMUNITY BUSINESS SIGN.</u></b>	A temporary, movable sign sanctioned by the Town for local businesses to use that is the same for every business with the same copy type, color, material and size. Copy content is the only aspect of the sign that may be altered. The sign concept should be agreed on by participating business owners and is subject to Design Review by the Virgin Town Planning and Zoning Commission. Said sign concept may be changed upon the request of the business owners and approval of the Planning and Zoning Commission. If a new sign is approved, all old Unified Community Business signs shall be removed before the replacement signs are installed.
<b><u>VIRGIN TOWN WELCOME SIGN</u></b>	A sign owned by the Town that is located in a place of the Town's choosing and that serves the purpose of signifying entrance into the Town. Said sign would have space for community announcements and for advertising local businesses who choose to lease available sign space. The Town of Virgin shall retain control over the Virgin Town Welcome Sign(s)' design, color, size, material, content and location, but will work in consultation with local Virgin business owners in deciding such factors.
<b><u>VISUALLY CONSISTENT</u></b>	Giving a visual impression of continuity and harmony.

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<b><u>WALL OR WALL-MOUNTED SIGN</u></b>	A sign attached to, or painted on, and parallel to, a building or wall.
<b><u>WINDOW SIGN.</u></b>	Any sign printed, attached, glued or otherwise affixed to or behind a window or similar opening for purposes of viewing from outside the premises. This term does not include merchandise located in the window.