

**STAFF DRAFT OUTDOOR ADVERTISING SIGN CHANGES
5-14-07**

NEW Definitions to add to Chapter 13 definitions:

Building Façade

A building façade is defined as any separate face of a building, including parapet walls, and omitted wall lines, or any part of a building which encloses or covers usable space. Where separate faces are oriented in the same direction, or in directions within 45 degrees of one another, they are to be considered as part of a single facade. A roof is not considered to be a facade.

Wallscape Outdoor Advertising Sign

A wallscape outdoor advertising sign is a outdoor advertising sign securely located on the exterior wall of a building. A wallscape outdoor advertising sign consists of an image printed on vinyl or perforated mesh or other similar material with or without written text. It is attached to an exterior building wall, parallel with the wall surface, and supported by an invisible frame (for vinyl materials) or other supporting framework (perforated mesh).

Wallscape Sign Area

The square footage of the sign is the surface area of the sign, including the area of any structural frame, or similar enclosure in which the sign is attached.

Electronic Changeable Face Outdoor Advertising Sign

A sign, display, or device, or portion thereof, which 1) changes the advertising message or information on the sign face electronically by the rotation of panels or slats or 2) electronically changes the fixed display screen composed of a series of lights, including light emitting diodes (LED's), fiber optics, or other similar new technology where the message change sequence is accomplished immediately. Electronic changeable face outdoor advertising signs include computer programmable, microprocessor controlled electronic or digital displays that display electronic, static images, static graphics, or static pictures, with or without textual information, and tri-vision outdoor advertising signs. Electronic changeable face outdoor advertising signs do not include animated or scrolling images, graphics, video active images (similar to television images), or projected images or messages onto buildings or other objects.

Tri-vision Outdoor Advertising Sign

A type of electronic changeable face outdoor advertising sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time of up to three images.