

## 1210.01 Definitions.

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

- **Auxiliary sign.** A sign that provides direction for internal circulation, parking or entry, restrictions on parking, security warnings, or other similar primarily noncommercial signs that are directed at people that are entering, exiting, or on a particular property. Auxiliary signs do not include outdoor advertising signs.
- **Banner.** Any temporary sign of lightweight fabric or similar material mounted to a pole or a building at one (1) or more edges.
- **Billboard.** See "Outdoor advertising sign."
- **Canopy/awning sign.** A message or logo on an awning or canopy which is constructed according to the requirements of the building code, is an integral part of the building, and is consistent with the architecture and design of the building.
- **Clear vision area.** The clear vision area shall be an area within a triangle that is measured along the edge of the driving surface of the road starting at the intersection of two roads (public or private) and extending thirty (30) feet in each direction from the intersection and then a line connecting these two end points.
- **Changeable message sign.** A message that is not permanently attached to the sign face but is not a dynamic display. The message is changed manually.
- **Commercial message sign.** Any message which identifies a business or product or promotes the sale of any product or service.
- **Dynamic Display.** Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes, but is not limited to, any rotating, revolving, moving, flashing, blinking, projecting, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink," or any other method or technology that allows the sign face to present a series of images or displays.
- **Freestanding sign.** A self-supporting sign usually held up by uprights placed in the ground or any other base that is anchored to the ground.
- **Grand opening.** Commencement of operation of a new business. For purposes of the ordinance, a grand opening is considered to occur if there is a business name change or change in type of business or activity.
- **Graphic sign.** A sculpture attached to or sign painted directly on a wall that is primarily symbolic or representational in nature and not alpha or numeric in content or copy.

- Illuminated sign. Any sign, which has characters, letters, figures, designs or outlines which is illuminated by an artificial light source.
- Incidental sign. Any sign that is generally not understandable or readable from property other than where the sign is located, such as from adjacent property or a public street, as determined by the City Administrator of their designee.
- Lighting, backlit. An illuminated sign where the light source which illuminates the wall behind individual sign letters is hidden from view. The sign letters are opaque and appear as a silhouette against the lighted surface.
- Lighting, external. The sign is illuminated by means of external light fixtures directed at the sign.
- Lighting, internal. An illuminated sign having the source of illumination located inside a translucent panel and is not directly visible.
- MENU BOARD SIGN. A freestanding exterior sign adjacent to the drive-through lane at a drive-through facility that identifies items for sale at the facility and their associated prices for customers. The menu board must comply with §1240.02 of this chapter.
- Monument sign. A freestanding sign with its sign face mounted on the ground or mounted on a base at least as wide as the sign and is less than sixteen (16) feet in height.
- On-premise sign. A sign whose message is related to the property or the activity and use occurring on the property on which the sign is located. On-premise signs include multi-tenant identification signs that may advertise tenants on different property provided such tenants are within the same approved PUD and parking is shared between properties.
- Outdoor advertising sign. Any sign that is located outdoors and that advertises a product, business, service, event, or any other matter that is not available, or does not take place, on the same premises as the sign. Outdoor advertising signs are commonly called billboards. An outdoor advertising sign does not include a sign that is not readily understandable or readable from property other than where the sign is located, such as from adjacent property or a public street, as determined by the City Administrator or their designee.
- Permanent sign. Any sign that is not temporary.
- Pole sign. A freestanding sign that is elevated off the ground by one or more poles.
- Portable sign. A temporary sign with or without copy and graphic that is designed or intended to be moved or transported but not including banner signs. Examples of portable signs include, but are not limited to: A-frame or T-frame signs, sandwich signs; signs designed to be transported by trailer or on wheels; and signs mounted on a vehicle for advertising purposes, except signs identifying a business when the vehicle is being used in the normal day-to-day operation of that business. A sign may be a portable sign even if it has wheels removed, was designed without wheels, or is attached to the ground, a structure, or other sign.
- Projecting sign. A sign, other than a wall sign, that is attached to and projects more than eighteen (18) inches from the building façade.

- **Public sign.** A traffic control sign in Minnesota State Statutes; any identification sign installed in a public park by a public authority; and any other identification, regulatory, or warning sign approved by the City Council for installation on public land.

- **Re-facing.** The process of replacing the sign copy, message, logo, or graphic on a sign without altering or moving the structure to which the sign face is attached.

- **Roof sign.** A sign that is mounted on the roof of a building or on a parapet wall that is above the roof line.

- **Rotating sign.** A sign or a portion of a sign which moves in a rotating oscillating or similar manner other than changing signs.

- **Service area canopy.** Open air roof-like structure that projects from the wall of a building or is freestanding and is for the purpose of shielding equipment and/or people from the elements; is often found covering service or gasoline station islands.

- **Sign.** Any written message, pictorial presentation, number, illustration, decoration, banner or other device that is used to announce, direct attention to, identify, advertise or otherwise make anything known. For purpose of maintenance or removal, the term "sign" shall also include frames and support structures.

- **Sign area.** The area in square feet of smallest rectangle, circle, or triangle that contains the sign copy.

- **Sign height.** The distance measured perpendicular from the highest point of the sign structure to the average elevation of the street used for access to the property.

- **Temporary sign.** A sign designed to be displayed for a limited period of time that is not permanently affixed to the land or to a structure.

- **Wall sign.** A sign attached to or erected against an exterior wall surface of a building or structure.

- **Window sign.** A sign mounted inside of a building within the window area that is applied or fastened to the window in a manner that is intended to be viewed from outside the building.