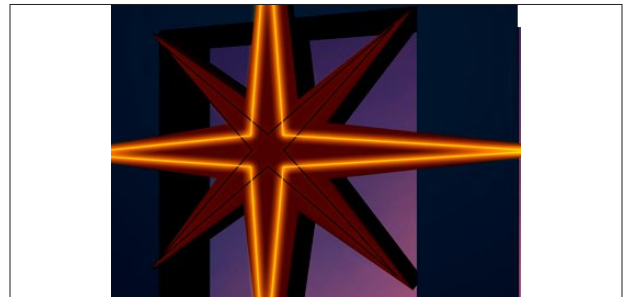


## Definitions

The following images and accompanying definitions are useful for understanding the design guidelines. Where similar definitions are found in the City Zoning Ordinance, similar language is used. The images contained in this section are solely for the purpose of illustration and may or may not be compliant with Salt Lake City regulations.

### Animated Sign

A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.



*Animated Sign*

### Awning Sign

A sign that is painted on or otherwise made part of the awning material. Signs is limited to the vertical portions of the awning; the sides and the front valance. No signs shall protrude beyond the vertical face.



*Awning Sign*

### Billboard

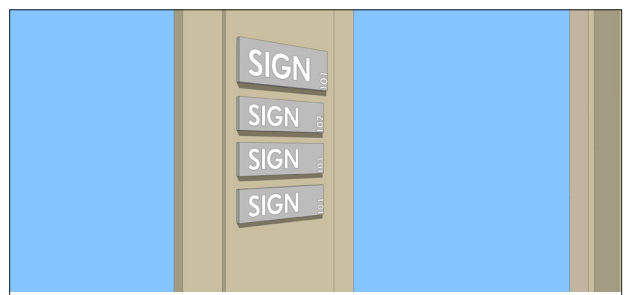
A form of an off premises sign. A freestanding ground sign located on industrial, commercial or residential property if the sign is designed or intended to direct attention to a business, product or service that is not sold, offered or existing on the property where the sign is located.



*Billboard*

### Directory Sign

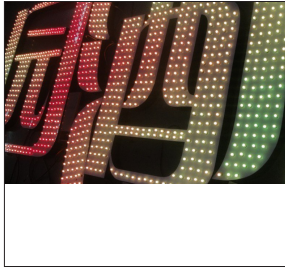
A sign on which the names and locations of occupants or the use of a building or property are identified, but which does not include any advertising message.



*Directory Sign*

# Guidelines for Signs

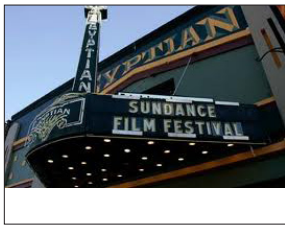
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*Flashing Sign or Lights*



*Ghost Sign*



*Historic Replication Sign*



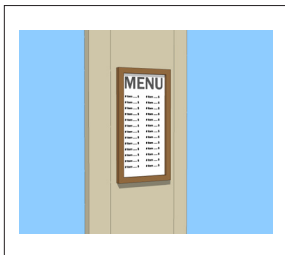
*Historic Sign*



*Internally Illuminated Sign*



*Inflatable Sign or Display*



*Menu Board*

## Flashing Sign or Lights

A sign that contains an intermittent or flashing light source that may also include the illusion of intermittent or flashing light by means of animation or externally mounted intermittent light sources.

## Ghost Sign

A sign painted on an exterior building wall, which has been weathered and faded to the extent that it has lost its original brightness of color and visibility.

## Historic Replication Sign

A sign, which is an exact replication, including materials and size, of a historic sign which once existed in the same location.

## Historic Sign

A sign that by its construction materials, age, prominent location, unique design, or craftsmanship, provides historic character, individuality, and a sense of place or orientation regarding clues to a building's history.

## Inflatable Sign or Display

Any inflatable object used for signs or promotional purposes.

## Internally Illuminated Sign

A sign which has characters, letters, figures, designs or outlines internally illuminated by electric lights, luminous tubes or other means as a part of the sign itself.

## Menu Board

Small scale sign boxes containing menus generally located near the primary entrance to a restaurant.

### Monument Sign

A sign that is supported by one (1) or more uprights or braces which are fastened to, or embedded in the ground or a foundation in the ground and not attached to any building or wall.

### Mural

A work of art, such as a painting applied directly to a wall, fence, pavement, or similar surface that is purely decorative in nature and content, and does not include advertising by picture or verbal message.

### Pole Sign

A freestanding sign other than a monument sign erected and maintained on a mast(s) or pole(s) and not attached to any building.

### Projecting Sign

A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.

### Projection Sign

A sign which projects a visual image or message onto a surface.

### Temporary Sign

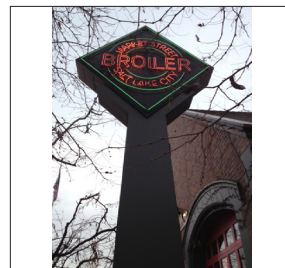
Any exterior sign, banner, pennant, valance or advertising display constructed of paper, cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without light frames, intended to be displayed for a short period of time. Examples of temporary signs include: an A-frame sign; balloon; secured banner; unsecured banner; public event banner; garage/yard sale sign; political sign; real estate sign; special event sign.



*Monument Sign*



*Mural*



*Pole Sign*



*Projecting Sign*



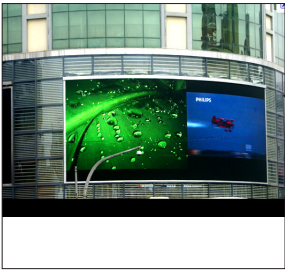
*Projection Sign*



*Temporary Sign*

# Guidelines for Signs

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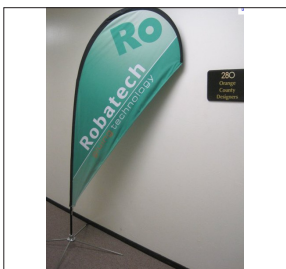
*Video Sign*



*Wall Sign*



*Plaque*



*Wind Sign*



*Window Sign*

## Video Sign

Animated visual messages that are projected on a screen.

## Wall Sign

A sign with messages or copy erected parallel to and attached to or painted on the outside wall of a building.

## Plaque

A small scale sign often embedded into the wall covering of a building that displays information pertaining to the building.

## Wind Sign

Any propeller, whirling, or similar device that is designed to flutter, rotate, or display other movement under the influence of the wind. This shall include "pennant flags", or banners.

## Window Sign

A sign inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. A display window that does not include signs shall not be considered a sign.