

Article 17: Guide to Arlington Sign Regulations Update

Prepared by the Department of Planning and Community Development
February 14, 2019

This guide is a companion to [Article 17](#) to describe in detail the proposed revisions to Section 6.2 of the Town of Arlington Zoning Bylaw, particularly where and why sections were moved, edited, or added. The goals of this effort are to update the sign regulations so that they:

- 1) Are modern, easy to use, and organized;
- 2) Are consistent with state and federal law, including the U.S. Supreme Court's June 2015 decision in the *Reed v. Town of Gilbert (Reed)* sign case;
- 3) Respond to the town's needs by establishing clear and effective standards with flexibility for certain conditions, when warranted;
- 4) Establish standards appropriate for different property types and geographies in the town, including signs in the town's historic districts; and
- 5) Are informed by meaningful engagement by the public and local stakeholders.

This guide consists of a table organized to be reviewed by row; each row represents a section of the Sign regulations. Along each row there are four columns. The first two columns identify the section and title of provisions in the current section. The third column identifies the corresponding section in the revised bylaw. The fourth column summarizes proposed changes. Please note that all proposed amendments to definitions can be found at the end of this document.

The goal of the project is create sign regulations that are content-neutral; easier for all to read, use, and apply; includes clear administration and permitting procedures; incorporates updated sign definitions; incorporates illustrations to help explain regulations; establishes standard for permanent and temporary signs by zoning district; incorporates regulations for new sign types; and will continue to be located in the Zoning Bylaw as Section 6.2 (Signs).

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Existing Zoning Bylaw Section	Existing Zoning Bylaw Title	Proposed Zoning Bylaw Section	Amendment Summary
	General / all		<p>Revisions that have been made across all sections of the existing sign bylaw include:</p> <ul style="list-style-type: none"> Updating language and terminology to reflect code writing best practices, for example: <ul style="list-style-type: none"> Terms such as “thereof” and “such” are no longer used. “Must” is used to impose a condition or standard, and “shall” is used to impose a duty (e.g. The Building Inspector shall review all applications for a sign permit.) References to departments and department directors have been updated to reflect the current organizational structure of the town. Regulations have been updated to be gender-neutral. Illustrations have been added to clarify and improve the usability of the regulations. Text was simplified, duplicative text was removed, and appropriate cross-references were checked and inserted.
6.2.1	Purpose	6.2.1(A)	<p>This section was retained with updates to the language. The existing section 6.2.1 is now part of a multi-part section, 6.2.1 (General Provisions); subsections are described below:</p> <ul style="list-style-type: none"> 6.2.1(A): Purpose – establishes the purpose of the sign regulations 6.2.1(B): Authority – establishes the authority to implement the regulations of the sign regulations 6.2.1(C): Applicability – establishes how the sign regulations apply 6.2.1(D): Substitutions and Interpretations 6.2.1(E): Exemptions – identifies conditions under which certain signs are exempt from the regulations 6.2.1(F): Severability – important legal provision to provide a severability clause
6.2.2	Applicability	6.2.1(C)	<p>Moved to a new subsection of Section 6.2.1, and expanded to articulate the conditions under which a sign is exempt from the Sign Bylaw and point the reader to specific locations where relevant sign requirements are listed. The revised text further reinforces the right to free speech: picket/protest signs are exempted from the sign bylaw.</p>
6.2.3	Administration	6.2.2	<p>This section was renamed as Section 6.2.2 (Procedures) and expanded to include the administrative procedures for sign permits from the existing section 6.2.10(A) through (C) (Sign Permits and Maintenance) and the special permit process from the existing section 6.2.11 (Special Permits). The revisions include clear descriptions of the steps in the process</p>

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			<p>and identification of which official(s) or review authorities have responsibility for reviewing and issuing permits for signs.</p> <p>The revised Section 6.2.2 is organized as follows:</p> <ul style="list-style-type: none"> 6.2.2(A): Sign Permits – explains that permits are required for all permanent signs including for most revisions to existing signs. This section also explains that sign programs will now be reviewed by Inspectional Services and DPCD, clearly describes the process for applications, and the process by which the need for any additional permits (e.g. electrical or structure) will be identified. 6.2.2(B): Temporary Sign Permits - establishes the permit requirements for temporary/portable signs, the allowed duration for a temporary sign to be posted, and the review and approval process for temporary signs. 6.2.2(C): Sign Special Permits – explains the process by which a sign special permit may be applied for an reviewed. 6.2.2(D): Appeals – includes the procedures for appeals.
6.2.4	General Regulations	6.2.4	<p>This section was renamed as 6.2.4 (General Requirements for All Signs). It has been revised to eliminate and rewrite content-based regulations for uses such as membership clubs, community facilities, funeral establishments, public utilities, places of public assembly, premises for sale or lease, and home occupation signs, and content-based sign standards to ensure consistency with <i>Reed</i>. The regulations for permanent signs are now organized by sign type, with tables and supporting graphics which illustrate how the regulations are applied.</p> <p>Additionally, a number of the subsections in the existing section pertain to exemptions, prohibited signs, display restrictions, and procedures. These subsections have been moved as follows:</p> <ul style="list-style-type: none"> 6.2.4(A), (G), (H), (J), (P), and (Q) have been moved to 6.2.1(E) (Exemptions). 6.2.4(B) and (C) have been moved to 6.2.3(B) (Prohibited Signs). 6.2.4(C), (D), and (E) have been moved to 6.2.3(C) (Sign Illumination). 6.2.4(F) and (K) have been rewritten to comply with <i>Reed</i> and moved to 6.2.5 (Standards for All Permanent Signs).

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			<ul style="list-style-type: none"> 6.2.4(L) has been moved to 6.2.6 (Standards for Portable Signs and Temporary Signs). 6.2.4(M) has been moved to 6.2.2(B)(2) (Duration of Temporary Sign Permit). 6.2.4(N) has been moved to 6.2.2(C) (Sign Special Permits). 6.2.4(O) has been moved to 6.2.5(C) (Allowed Sign Types by Sign District). <p>The revised Section 6.2.4 is organized as follows:</p> <ul style="list-style-type: none"> 6.2.4(A): Sign Message –statement regarding a sign message and substitution of a sign message. 6.2.4(B): Sign Measurement – establishes the rules for measuring sign area and sign height by sign type. 6.2.4(C): Sign Illumination – expands and updates the existing illumination standards. 6.2.4(D): Neon and Single-Color LED Signs – establishes standards for neon or single-color LED signs. 6.2.4(E): Structure and Installation – establishes standards for sign structures and sign installation. 6.2.4(F): Sign Maintenance – establishes standards for sign maintenance.
6.2.5	Prohibited Signs	6.2.3(B)	<p>This section has been reorganized as a subsection under 6.2.3 (General Restrictions for All Signs). Content-based regulations have been rewritten or removed to comply with <i>Reed</i>. A number of restrictions in existing bylaw have been incorporated into the new subsection 6.2.3(A) (Location Restrictions), as they are not outright prohibitions.</p> <p>Specific changes to the existing section are as follows:</p> <ul style="list-style-type: none"> Portable signs are prohibited in the existing bylaw; those that comply with new regulations outlined in the proposed Section 6.2.4 (General Requirements for All Signs) will now be allowed as per Section 6.2.3(B)(9) and 6.2.6. 6.2.5(F) addresses windows signs; this was moved to section 6.2.5(D)(11) (Standards for Permanent Signs; Window Sign) to consolidate standards for all permanent sign types in a single location. Painted signs are prohibited in the existing bylaw per 6.2.5(H); those that comply with new regulations outlined in the proposed section 6.2.4 (General Requirements for All Signs) and 6.2.5(D)(10) will now be allowed.

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			<ul style="list-style-type: none"> Signs projecting into public right-of-way (specifically over the sidewalk) are now allowed in all business zones, so long as they maintain the clearance requirements established in the proposed Section 6.2.5(D) (Standards for all Permanent Building-Mounted Sign Types). <p><i>Location Restrictions</i></p> <ul style="list-style-type: none"> 6.2.5(I), (J), and (K) have been moved to 6.2.3(A) (Location Restrictions). The existing bylaw has been expanded in section 6.2.3(A) (Location Restrictions) to regulate signs facing and within the Minuteman Bikeway (6.2.3(A)(1)). Restrictions have been expanded to address signs off premises, signs on fuel tanks, storage containers, solid waste receptacles, signs that obscure architectural features of a building, and signs affixed to trees, rocks, poles, benches and similar supports (6.2.3(A)(5) through (8)). <p><i>Prohibited Signs</i></p> <ul style="list-style-type: none"> Bandit signs and cabinet signs are now prohibited as per Section 6.2.3(B)(2) and (3). Electronic Message Center (EMC) signs have been prohibited in Section 6.2.3(B)(4). Regulations allowing signs on vehicles, but prohibiting the parking of a vehicle in a manner such that it acts as a sign for a business, has been inserted in Section 6.2.3(B)(6) and (7). <p><i>Display Restrictions</i></p> <ul style="list-style-type: none"> 6.2.5(A) and (C) have been moved to 6.2.3(C) (Display Restrictions). <p>The revised Section 6.2.3 is organized as follows:</p> <ul style="list-style-type: none"> 6.2.3(A): Location Restrictions – includes restrictions on where signs may be placed. 6.2.3(B): Prohibited Signs – lists all the prohibited sign types. 6.2.3(C): Display Restrictions – includes display restrictions applicable to all sign types.
6.2.6	Signs Permitted in Any R District	6.2.5B	This section has been incorporated into the tables under 6.2.5 (Standards for Permanent Signs). Standards have been updated to allow limited building mounted signs (this includes small wall or window signs) and limit freestanding signs in Residential Districts. This would

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			allow a bed and breakfast in a Residential District to have a small amount of signage.
	NEW	6.2.6	<p>Section 6.2.6 (Standards for Portable signs and Temporary Signs) is a new section that lays out specific regulations regarding the display, standards, size, and location of portable and temporary signs. Regulations are organized in tables according to sign district and sign type.</p> <p>This new section is organized as follows:</p> <ul style="list-style-type: none"> • Section 6.2.6(A): General to All – establishes standards applicable to all portable/temporary signs. • Section 6.2.6(B): Standards for All Portable Signs and Temporary Signs – establishes standards for location and number of signs allowed in each zoning district. • Section 6.2.6(C): Standards for Specific Portable and Temporary Sign Types – establishes standards applicable to each portable/temporary sign type.
6.2.7	Bed and Breakfast Signs		This section as it exists is no longer permitted post- <i>Reed</i> ; however, since the use is allowed in certain zoning districts, it would follow the signage requirements of the applicable sign district as described in the revisions.
6.2.8	Signs Permitted in Any B, I, or PUD District	6.2.5	<p>Incorporated into the tables under 6.2.5 (Standards for Permanent Signs) and rewritten where necessary to ensure conformance with <i>Reed</i>. Standards for permanent signs have been moved into a table with maximum sign area, maximum sign height, and maximum number of signs for each district. Standards are arranged in tables by sign type (e.g. freestanding and building mounted signs) with descriptions of standards for individual types. Standards and procedures for nonconforming signs have been moved to Section 6.2.7 (Nonconforming Signs).</p> <p>The revision introduces standards for signs that are not currently described in the existing bylaw:</p> <ul style="list-style-type: none"> • Bracket signs (6.2.5(D)(2)) • Canopy signs (6.2.5(D)(3)) • Directional/driveway signs (6.2.5(D)(4)) • Porch signs (6.2.5(D)(7)) • Projecting signs (6.2.5(D)(8))

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			<ul style="list-style-type: none"> • Service island canopy signs (6.2.5(D)(9)) • Wall signs (6.2.5(D)(10)) • Freestanding projecting sign (6.2.5(E)(2)) • Monument sign (6.2.5(E)(3)) • Post sign (6.2.5(E)(4)) <p>This new section is organized as follows:</p> <ul style="list-style-type: none"> • 6.2.5(A): Purpose and Applicability – explains how the permanent sign standards apply to all sign types across all zoning districts • 6.2.5(B): Sign Districts – summarizes how the zoning districts have been organized into sign districts for the following subsections. • 6.2.5(C): Allowed Sign Types by Sign District – establishes which sign types are allowed in each Sign District. • 6.2.5(D): Standards for All Permanent Building-Mounted Sign Types – establishes specific standards for each sign type for permanent building-mounted signs. • 6.2.5(E): Standards for All Permanent Freestanding Sign Types – establishes specific standards for each sign type for freestanding sign types. • 6.2.6(F): Billboards - establishes regulations for billboards.
6.2.9	Special Controls by Zoning District	6.2.5	<p>Incorporated into the tables under 6.2.5 (Standards for Permanent Signs) and rewritten where necessary to ensure conformance with <i>Reed</i>.</p> <p>Specifically, regulations that established limitations on trademarks or specific commodities for sale and references to signs on gas pumps were content-based regulations, and have been rewritten.</p> <p>Sign placement standards based on sign type and district were added (these were not consistent in prior the bylaw). Sign terminology was refined and standardized.</p>
6.2.10	Sign Permits and Maintenance	6.2.2(A) & 6.2.4(F)	<p>Regulations describing the sign permitting process (Sections 6.2.10(A)-6.2.10(C)) were moved to the new Procedures Subsection (6.2.2(A) Sign Permits)</p> <p>Regulations describing sign maintenance requirements (Section 6.2.10D) were expanded and moved to the new Maintenance section (Section 6.2.4(F) Sign Maintenance).</p>

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			6.2.2(A) (Sign Permits) introduces an updated, clarified process for review and issuance of sign permit applications.
6.2.11	Special Permits	6.2.2(C)	The prior regulations in this subsection were moved to the new Procedures Subsection (6.2.2(C) Sign Special Permits). Specific criteria has been added to the special permit procedure to make the decision process more objective.
6.2.12	Nonconforming Accessory Signs	6.2.7	The title of the existing section has been changed to Nonconforming Signs, as this section applies to all nonconforming signs and not just “accessory” signs. The existing regulations for nonconforming standards have been maintained.
6.2.13	Non-accessory Signs	6.2.5(F)	This section has been moved to 6.2.5(F) (Billboards), under the updated sign regulations. This section also incorporates duplicative regulations that are found in the Town Bylaw (Title V, Article 1).
	Definitions		Definitions and abbreviations used in the sign regulations. (These will be added into Section 2 of the Zoning Bylaw.)

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Term	Existing Zoning Bylaw Definition	Proposed Zoning Bylaw Definition
Balloon		A brightly colored bag made of flexible material, inflated with air or other gas and sealed, often to make it rise in the air.
Billboard		A permanent sign structure intended for the display of off-premises advertising.
Channel Letters		Three dimensional, individually manufactured letters or figures with an open back which may contain a light source to provide light onto the sign background against which the channel letters are silhouetted.
Commercial Message		A message conveyed by any sign that is solely intended to interest, entice, or solicit any person to participate in commercial transactions with a business, including offers of goods, cash, discounts on products or services, or other items, including the offering of free goods or services made in exchange for or with the intent to induce the recipient's willingness to receive information relating to a possible commercial transaction.
Electronic Message Center		A sign or portion of a sign that is capable of changing by electronic or automatic means the characters, letters, numbers, illustrations, display, color, and/or light intensity.
Flag		A fabric sheet of square, rectangular, or triangular shape that is typically mounted on a pole.
Halo Illumination		A form of sign illumination in which neon tubing, LED, or similar lights are mounted within the letter to illuminate the mounting surface, causing a ring of light around the letter.
LED (Light Emitting Diode)		A semiconductor diode that emits light when a voltage is applied to it.
Logo		A stylized group of letters, words, numbers, symbols, or graphics used to represent and distinguish a business, product, or organization.
Mural		A picture or decoration that is applied directly to a wall and does not contain text or a commercial message.
Neon		An illumination source created when a glass tube filled with neon or other similar gas emits light when energized.

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Notice	Temporary signs erected by a person, a town committee, student organization, or non-profit organization for the purpose of advertising an individual yard sale, non-commercial public event, or lost pet.	Temporary signs erected by a person, a town committee, student organization or non-profit organization for the purpose of advertising an individual yard sale, non-commercial public event, or lost pet.
Pan Channel Letter		A specific type of sign letter consisting of a metal pan enclosure fabricated in the shape of a letter. The metal pan enclosure is used to house the lighting and electrical components of the letter and can be mounted directly to a building wall. The sign face is usually made out of colored plastic and is attached to the metal pan to seal it off from pests and harsh weather.
Pennant		A tapering flag made of flexible materials and often triangular in shape. Frequently displayed with other pennants on a string.
Plate Line		The uppermost horizontal line of a building wall upon which the roof rests.
Raceway		An enclosed conduit for electrical wiring.
Sign	Any structure, device, letter, word, model, insignia, trade flag, streamer, display, emblem, or representation used as, or which is in the nature of, an advertisement, announcement, or direction, including illuminated signs within a window. Awnings, marquees, canopies, clocks, thermometers, and calendars shall be subject to the provisions of 6.2.	Any structure, device, figure, display, message placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, ideological, political, or social information, or direct or attract attention to an object, person, institution, business, product, service, message, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, or illumination.
Sign, Accessory	Any sign that, with respect to the premises on which it is erected, advertises or indicates one or more of the following: the person occupying the premises, the business transacted on the premises, and directional or parking instructions, or the sale or letting of the premises or any part thereof.	

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Sign Area	The entire area within a single continuous perimeter, and a single plane, composed of a square, circle or rectangle which encloses the extreme limits of the advertising message or announcement or wording together with any frame, background, trim or other integral part of the display excluding the necessary supports or uprights on which such sign is placed. Sign area of a standing or pole sign is the entire area of one side of such sign such that two faces which are back to back are counted only once for the purposes of standing or pole sign area.	Former term: Area of a Sign, Signage The entire face of a sign including the advertising surface, message, or announcement, and any framing, trim, or molding, but not including the supporting structure.
Sign Animated		A sign, or any portion of a sign, made or equipped to move or give the appearance of moving, either by the movement of any light used in conjunction with a sign, such as blinking traveling, flashing or changing degree of intensity, or by mechanical means or movement of the air.
Sign, Awning	A sign applied directly to or incorporated as part of an awning.	A permanent sign that is printed, painted, or affixed to an awning.
Sign, A-Frame		A portable sign and self-supporting sign constructed in such a manner as to form an "A" or a tent-like shape, hinged or not hinged at the top. May also be known as an Upright Sign or Sandwich Board Sign.
Sign, Bandit		Any sign that is placed on public property or on private property without the consent of the property owner or as authorized in Section 6.2.
Sign, Bracket	A sign mounted perpendicular to the building by means of a bracket, the design of which is meant to be decorative and integral to the sign's design, below which hangs the sign in a manner to withstand public or property damage from wind.	A permanent sign mounted either to the wall of building by means of a bracket or attached to the underside of a lintel, arch or other overhead structure above a porch or walkway and which is typically hung perpendicular to the wall of the building.

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Sign, Building Identification		A permanent sign consisting of letters applied to a building wall, engraved into the building material, or consisting of a sculptural relief which contains the name of the building or describes its function, but which does not advertise any individual tenant of the building or any products or services offered.
Sign, Building Mounted		A permanent sign attached to, connected to, or erected against the wall, parapet, or fascia of a building or structure. The exposed face of the sign is in a plane parallel to the vertical face of the building or structure.
Sign, Cabinet		A sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures which illuminate the sign face from behind.
Sign, Canopy	Roof-like covering, as a canvas, on a frame that is affixed to a building projecting over a sidewalk portion of a way, and carried by a frame supported upon the ground or sidewalk.	A sign that is printed, painted, or affixed to a canopy, typically used to accent building entries.
Sign Copy		Any graphic, word, numeral, symbol, insignia, text, sample, model, device, or combination thereof that is primarily intended to advertise, identify, or notify.
Sign, Directional		A permanent sign intended to inform the viewer of the approximate route, direction, or location of a facility or use.
Sign, Directory		A permanent sign which provides information in a list, roster, or directory format.
Sign, Externally Illuminated		A sign, the face of which reflects light from an external light source intentionally directed upon it.
Sign, Face	The surface of a sign board, background area, and structural trim upon, against or through which a message is displayed or illustrated on the sign.	Former term: Sign, Facing or Face The surface of a sign against or through which a message is displayed or illustrated.
Sign, Feather Banner		A portable sign typically constructed of cloth, plastic or similar non-rigid material, and attached to a vertically mounted pole that is securely fastened to the ground.

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Sign, Freestanding	A sign not a part of or attached to any building but generally located elsewhere on a lot.	A sign erected or mounted on its own self-supporting permanent structure or base detached from any supporting elements of a building.
Sign, Freestanding Projecting		A permanent sign featuring a single- or double-sided sign face, projecting outward at a perpendicular angle from a support structure.
Sign, Fuel Pump Topper		A temporary sign affixed to the top of an operable fuel dispensing pump used to advertise goods offered for sale on the same parcel on which the fuel pump is located.
Sign, Ground	A free-standing sign located on or close to the ground, the top of which shall not be higher than 4 feet above the ground.	
Sign Individual Letter		A cut-out or etched letter or logo which is individually mounted on a building wall, or freestanding sign.
Sign, Internally Illuminated		Any sign in which the source of light is entirely enclosed within the sign and is not directly visible.
Sign, Marquee		A permanent sign structure placed over the entrance to a building and typically used for a theater or other entertainment use.
Sign, Monument		A permanent sign with a solid base that is equal to or larger than the width of the sign face.
Sign, Nonconforming		Any sign legally installed or established prior to the effective date of the Zoning Bylaw or subsequent amendment to it, which does not conform to the provisions of Section 6.2.
Sign, Off-premise		Any sign that directs attention to a business, commodity, service, entertainment, product, structure, use or property different from a structure or use existing on the property where the sign is located, and/or any sign on which space is rented, donated or sold by the owner of said sign or property for the purpose of conveying a message.
Sign, Painted Wall		A sign painted directly onto the exterior wall of a building and having no sign structure.

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Sign, Permanent	Any sign as defined above, intended to be erected and maintained for more than 60 days.	A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.
Sign, Porch		A sign that is mounted on a porch and legible from the sidewalk.
Sign, Portable	A free-standing sign not permanently affixed, anchored, or secured to the ground or a structure on the lot it occupies, including trailered signs but excluding signs affixed to or painted on a vehicle.	A sign that is capable of being moved and which is not designed to be permanently attached to a building or permanently secured to the ground. Excludes signs affixed to or painted on a vehicle.
Sign, Post		A permanent sign mounted on either a single post or two or more posts.
Sign, Projecting	Any sign which is attached to a building or other structure and any part of which projects more than 12 inches from the wall surface of that portion of the building or structure in front of which the sign is positioned.	A permanent sign that is attached to and extends perpendicular from a building from the wall.
Sign, Raised Letter		A sign containing copy, logo, and/or decorative embellishments in relief on the face.
Sign, Roof	Any sign erected, constructed and maintained upon or over the roof of any building.	
Sign, Standing or Pole	A free-standing sign not exceeding 15 feet in height with 8 feet of clearance under the sign area and erected upon supporting devices or stands.	
Sign, Service Island Canopy		A permanent sign mounted on or under a service island canopy, including on a fascia.
Sign, Single-Color LED		A sign composed of single-color LEDs, including signs with fixed and changeable copy.
Sign, Temporary	Any sign, including its supporting structure intended to be maintained for a continuous period not to exceed 60 days.	A sign constructed of paper, cloth, or similar expendable material, which is intended for a definite and limited period of display and which is not permanently affixed to a structure, sign area, or window.

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Sign, Vehicle		Any sign on or affixed to a truck, van, automobile, trailer, or other vehicle.
Sign, Wall	A sign not exceeding 4 feet in height securely affixed to a wall projecting no more than 12 inches from and parallel to the face of such wall, not projecting beyond the building face fronting on a street or parking lot nor above the highest line of the building to which it is attached. A wall sign shall be no higher than the lowest of the following: 25 feet above grade; (b) the bottom of the sills of the first level of windows above the first story; or (c) the cornice line of the building at the building line. If attached to a parapet, a sign shall not exceed the height of the parapet.	A permanent sign affixed or applied to, or erected against, the wall or fascia of a building or structure, with the exposed face of the sign parallel to the plane of the wall or fascia.
Sign, Primary Wall	A sign on the building face fronting on a street or parking lot frontage.	
Sign, Secondary Wall	A sign located on any building face fronting on a street or parking lot frontage other than that of the primary wall sign. The cumulative area of all secondary wall signs shall not exceed 50% of the maximum possible area of the primary wall sign.	
Sign, Wall Banner		A temporary sign constructed of cloth, bunting, plastic, paper, or similar material and securely attached to a wall or support structure. Flags are not considered temporary wall banners.

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Sign, Window	Signs intended to be viewed from the exterior that are painted or posted on an interior transparent or translucent surface including windows and doors, or interior to and within 12 inches of such a surface. The area of a window sign shall not exceed 25% of the area visible from the exterior of the building.	A permanent or temporary sign posted, painted, placed, or affixed in or on a window, or otherwise exposed to public view through a window.
Sign, Yard (Type I)		A small portable sign typically constructed of corrugated plastic and supported on an H-shaped wire frame.
Sign, Yard (Type II)		A portable sign mounted on a single post installed securely in the ground with a small sign hanging from a cross-bar mounted parallel to the ground.
Sign, Yard (Type III)		A large portable sign typically constructed of wood and mounted on two posts installed securely in the ground.
Sign Structure		The supports, uprights, bracing, and/or framework of a sign.
Spinner		A lightweight, durable, and colorful device designed to be affected by the movement of air so that it spins or rotates in a manner to capture attention.