

Definitions. As used in this Bylaw, the following words and terms shall have the following respective meanings. Whenever there may arise an ambiguity or dispute with respect to the meaning of any of the following words and terms, such ambiguity or dispute shall be resolved in a manner that results in a more restrictive interpretation consistent with the stated purposes of this Bylaw.

**ABANDONMENT:** The cessation of a use of a sign as indicated by the visible or otherwise apparent intention of an owner or occupant to discontinue the use of a sign, structure or lot; or the removal of the characteristic equipment or furnishings used in the performance of the use.

**AGGREGATE SIGN AREA:** The total sign area existing, proposed or permitted on a lot.

**ALTERATION:** Any construction, reconstruction or other similar action resulting in a change in structural parts, height, dimensions, size, use or location.

**AWNING:** A nonrigid covering over a fixed or retractable frame attached to a building's facade that projects over an area adjacent to the building.

**AWNING, FIXED:** A nonrigid covering over a fixed frame attached to a building's facade that projects over an area adjacent to the building.

**AWNING, OPERABLE:** A nonrigid covering over a retractable frame attached to a building's facade that projects over an area adjacent to the building.

**AWNING SIGN:** Any and every sign displayed on an awning, which may include the entire awning.

**BANNER:** Any sign of lightweight fabric or similar material that is mounted to a pole or building at one or more edges. Any such sign that meets the definition of a wall sign, projecting bracket sign, projecting fixed-banner sign, or projecting sign shall not be deemed a banner. Flags shall not be considered banners. All banners are temporary signs.

**BEACON:** Any light source with one or more beams directed at one or more points not on the same lot as the light source.

**BILLBOARD:** Any sign, regardless of size, which advertises, calls attention to or promotes for commercial purposes any product, service or activity other than one manufactured, sold or engaged in on the lot at which the sign is located.

**BUILDING DIRECTORY SIGN:** Any sign, other than a building marker, that contains the name of a building and/or its tenants.

**BUILDING MARKER:** Any sign indicating the name of a building, date of construction or significant fact about the building or its site that is cut into a masonry surface or flat-mounted on a building's facade.

**BUSINESS ESTABLISHMENT:** Each separate place of business, whether or not consisting of one or more buildings.

**CANOPY:** An architectural projection, including a marquee, that provides weather protection, identity or decoration and is supported by the building to which it is attached, whether or not supported by one or more structural posts anchored to the ground or sidewalk. Typically, a canopy is a rigid structure to which a rigid covering is attached.

**CHANGEABLE COPY SIGN:** A sign on which message content or copy is changed manually or electronically, including through the utilization of attachable or digitally changeable letters, numbers, symbols, and other similar characters.

**CHANGING IMAGE SIGN:** Any sign that, through the use of electronic light-emitting diodes (LEDs), flat-screen panels, moving structural elements, flashing or sequential lights, lighting elements, or other method, results in movement, the appearance of movement or change of sign image or message. A sign on which the only copy that changes is an electronic or mechanical indication of time and/or temperature shall be considered a changing image sign for purposes of this bylaw.

**COMMERCIAL MESSAGE:** Any sign, wording, logo, trademark, "trade dress," identifying color regime or other representation that directly or indirectly names, advertises or calls attention to a business, product, service, organization or other commercial activity.

**DIRECTIONAL SIGN:** Any sign limited solely to directing vehicular or pedestrian traffic to, or setting out use restrictions within, parking areas. A directional sign shall not include a commercial message.

**FLAG:** Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government or political entity.

**FREESTANDING SIGN:** Any sign or grouping of signs supported by structures or supports that are on, or anchored in, the ground and that are independent from any building or other structures.

**HAZARDOUS SIGN:** A sign constituting a hazard to the public safety because it does not meet the lateral and/or vertical loads as specified in the Building Code, or does not meet the wiring and installation standards of the Electrical Code.

**HISTORICAL MARKER or PLAQUE:** An historical plaque approved by the Wakefield Historical Commission, the State Department of Archives and History or the National Register of Historic Places.

**ILLUMINATED SIGN:** A sign that is illuminated in any manner by electrical or other devices, including the following:

**INTERNAL ILLUMINATION:** A light source that is within the sign and viewed through a translucent or transparent panel.

**INTERNALLY ILLUMINATED SIGN:** Any sign that uses internal illumination.

**EXTERNAL ILLUMINATION:** A light source that is placed outside of or away from the sign that illuminates the sign.

**SILHOUETTE ILLUMINATION:** A light source that illuminates a building surface or sign as a background.

**LUMINOUS TUBING:** A light source formed by glass tubes filled with gas, including neon lighting.

**LIGHT-EMITTING DIODE (LED) ILLUMINATION:** A light source formed by light-emitting diodes, known as "LED."

**IMAGE PROJECTIONS:** Light images created by a projection device that may be still, changeable or moving, that are shown on building walls, sidewalks or other surfaces.

**MENU BOARD:** Any sign that provides information to patrons while using a drive-through facility or walk-up machine such as an automated teller machine.

**MENU BOXES:** A sign affixed to a building that is capable of being read only at close range, such as on the sidewalk, by restaurant patrons that displays the restaurant's menu, hours or the like. Said sign shall not attract attention from off the premises, and its contents should not be discernible from a public street.

**MONUMENT SIGN:** Any freestanding sign flush with the ground, the base of which is at least 75% as wide as the widest part of the whole sign. "Base" shall mean that portion of the sign that is flush with the ground.

**MOVING SIGN or ANIMATED SIGN:** Any sign or any part of a sign that mechanically moves, spins by the wind, flashes, or uses traveling lights, changeable copy, or changing images.

**NONCONFORMING SIGNS:** Any sign that does not conform to the provisions of this article that was lawfully erected.

**OFF-PREMISES ADVERTISING SIGN:** Any sign unrelated to the lot on which the sign is located or to which it is affixed. See "billboard."

**ON-PREMISES ADVERTISING SIGN:** Any sign related to the premises, or the use thereof, where the sign is located or to which it is affixed.

**PENNANT:** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, but excluding flags.

**PORTABLE SIGN:** Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs on A- or T-frames; sandwich board signs; balloons used as signs; umbrellas used for advertising; signs attached to or painted on a vehicle parked and visible from the public right-of-way, unless said vehicle is used in the normal, day-to-day operations of the business.

**PRIMARY BUILDING FAÇADE:** The wall or plane (elevation) of a building that contains the building's main entrance.

**PROJECTING BRACKET SIGN:** Any sign that is suspended from a metal bracket and that extends more than six inches beyond the surface of the building to which it is attached.

**PROJECTING FIXED-BANNER SIGN:** Any sign of lightweight fabric or similar material that is held in place between upper and lower brackets or armatures that are permanently fixed to a building's facade in such a manner that it extends more than six inches beyond the surface of such building.

**PROJECTING SIGN:** Any sign that is affixed to a building and that extends more than six inches beyond the surface of such building. A mansard wall sign shall not be deemed a projecting sign.

**REPAIR:** With respect to a building, structure or sign, any construction that replaces the materials and does not change the dimensions, size, use or location thereof.

**ROOF SIGN:** Any and every sign located above, or projecting above, the lowest point of the eave or the top parapet wall of any building, or which is painted on or otherwise attached or affixed to a roof. A mansard wall sign shall not be deemed a roof sign.

**SECONDARY BUILDING FAÇADE:** The wall or plane (elevation) of a building that does not contain the building's main entrance.

**SIGN:** Any display, including its structure, consisting of any letter, figure, character, mark, point, plane, design, poster, pictorial, picture, video display, cartoon, stroke, stripe, line, trademark, reading matter or illuminated device, which is constructed, attached, erected, fastened or manufactured in any manner so that the same shall be used to convey any message whatsoever to the public.

**SIGN AREA:** The area defined by the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework or supporting structure. Only one side of a flat, identical, back-to-back sign shall be included in calculating the sign area.

**SIGN HEIGHT:** The maximum vertical distance measured from the finished grade to the highest point of the sign or its supporting structure, whichever is higher.

**SIGNBAND or FRIEZE:** A continuous horizontal segment of a building's facade, located above any ground-level storefront display windows and clerestory windows and below the second-story windows or building cornice. In many storefronts this area is designated by a distinct band of pre-cast concrete, plaster, wood or other material and is the typical location for business signs.

**STOREFRONT OF A BUSINESS ESTABLISHMENT:** That portion of the first floor building wall comprised of the business establishment's public entrance and display windows that is adjacent to and corresponds to the height and width of the interior space rented or owned by the business establishment.

**STREET ADDRESS SIGN:** A sign indicating only the street address for a particular building or lot.

**STREETSCAPE DRAWING:** An architectural drawing of building facades that shows the outline of adjacent buildings, the height of parapets, rooflines, second-floor levels, and the size and location of window openings.

**TABLE OF AGGREGATE SIGN AREA:** A calculation table listing the area of each sign type and the total area of all signage installed on a lot.

**TEMPORARY SIGN:** Any and every sign, but not including window signs, which by its design and/or use is temporary in nature, frequently composed of paper, poster-board and/or cardboard, typically containing messages relative to sale, lease, rental or construction of property, garage or yard sales and similar occasional uses, special sales, bazaars, dinners or other events. Temporary signs include, but are not limited to, the following:

**ARTISAN'S SIGN:** Any sign of a mechanic, painter, or other artisan performing work on the lot.

**LAWN SIGN:** Any freestanding sign made of lightweight materials such as cardboard or vinyl that is supported by a frame, pole, or other support structure placed directly in the ground without foundation or other anchor.

**POLITICAL SIGN:** Any sign that refers only to the issues or candidates involved in a political election.

**SALES OR RENTAL SIGN:** Any sign advertising the sale or rental of the whole or any portion of the lot upon which it is located.

**WALL MURAL:** A directly applied wall sign that exceeds the maximum allowed sign area.

**WALL SIGN:** Any sign securely fixed parallel to the face of a building wall. Four types of wall signs specifically identified in this article are:

**DIRECTLY APPLIED WALL SIGN:** Any sign of painted, incised, or three-dimensional material applied directly to a building surface.

**RAISED PANEL WALL SIGN:** Any sign of painted, incised, or three-dimensional material applied to a panel that is less than two inches in thickness affixed directly to a building surface.

**SIGN BOX WALL SIGN:** Any sign of painted, incised or three-dimensional material affixed to a signboard or in a frame attached and parallel to a wall surface extending more than two inches, but less than six inches, from the wall surface.

**MANSARD WALL SIGN:** Any sign mounted on a sloping surface, such as a mansard roof.

**WINDOW SIGN:** Any and every sign of any material affixed directly to the surface of the window and/or any sign inside a building, the purpose of which is to be viewed or visible from the outside, including, without limitation, every such sign within three feet of the window or door. A window sign does not include any item of merchandise normally displayed within a merchant's display window.