

CITY OF NEW HAVEN



SIGN REGULATIONS

Presented By:

City of New Haven
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Adopted:

July 11, 2006

**CITY OF NEW HAVEN ZONING CODE
SIGN REGULATIONS**

151.145	PURPOSE	1
151.146	SIGNS PROHIBITED	2
151.147	SIGN PERMITS	3
151.148	EXEMPTIONS	4
151.149	GENERAL SIGN STANDARDS	8
151.150	TEMPORARY SIGNS	11
151.151	REGULATION BY DISTRICT CLASSIFICATION	12
151.152	ENFORCEMENT	15
151.153	DEFINITIONS	18

151.145 PURPOSE

The purpose of this subchapter is to promote the public health, safety, and welfare by regulating existing and proposed signs. It is intended to protect property values and reduce potential hazards while creating a positive economic and business environment. It recognizes the need for sufficient identification, advertising, and communication within the community that is structurally sound, well maintained, and attractive in appearance. To accomplish this purpose, the subchapter is intended to regulate the area, location, height, and other related aspects of signs and sign structures while also:

- A. Preserving the character of residential neighborhoods;
- B. Offering suitable conditions for identifying businesses and services provided in commercial, institutional, and industrial areas;
- C. Reducing traffic hazards by restricting signs and lights which obstruct the view of an approaching road intersection, railroad, school playground or park, pedestrian crosswalk, or any other situation which may endanger the health and welfare of any pedestrian or occupant of any vehicle.

151.146 SIGNS PROHIBITED

The following signs shall be prohibited:

- A. Commercial signs when located upon vacant lots or parcels or when displaying information not related to the conduct of a business or other enterprise located on the same premises as said sign, except as such signs are permitted by state or federal regulations or unless otherwise permitted by this ordinance.
- B. Signs which move or give the appearance of movement. This category includes, but is not limited to, signs which flutter, swing, undulate, rotate, oscillate or otherwise move by natural or artificial means, and signs containing moving or scrolling text, or flashing or running lights giving the illusion of movement. Devices that display stationary digital text shall not be included in this category.
- C. Roof signs, except as hereafter authorized.
- D. Signs placed on parked vehicles, boats or trailers where the apparent purpose is to advertise a product or to direct the public to a business or activity located on or off the same premises. Motor vehicles engaged in the cartage or goods or the transport of passengers are exempt from this restriction
- E. Signs which imitate traffic signs, including but not limited to, signs which incorporate the words STOP, DANGER, WARNING, CAUTION, or GO SLOW, unless such language is part of a name of a business. (Signs which are accessory to a parking lot shall not be deemed to fall within this prohibition).
- F. Portable or wheeled signs converted to a sign permanent in nature.
- G. Inflatable images such as balloons, except as specifically authorized in Section 151.150 below.
- H. Miscellaneous advertising devices, other than signs that conform to the provisions of this Section, shall not be allowed.
- I. Obsolete signs; any sign that contains inaccurate or outdated information.
- J. Pennants, streamers, portable signs, and festoon lights, except as specifically authorized in Section 151.150 below.

- K. Signs hung across any street or alley or within a public right-of-way, except as hereafter authorized.

151.147 SIGN PERMITS

No sign, except as provided in Section 151.148 below, shall hereafter be erected, constructed, altered, or relocated without first obtaining a permit from the City of New Haven Zoning Administrator. Applications for a sign permit shall be filed with the Zoning Administrator in accordance with the requirements of this Ordinance.

- A. **Improvement Location Permit Applications.** All applications shall contain the following information.
 1. Name, address and telephone number of the applicant and person, firm, corporation or association erecting, constructing, altering or relocating the sign.
 2. Location of the building, structure or parcel of property to which, or upon which, the sign is to be attached or erected.
 3. Position of sign in relation to nearby building, structures and street grade.
 4. Two (2) copies of plans and specifications showing the method of construction.
 5. Sketch showing sign faces, exposed surfaces and proposed message thereof accurately represented in scale as to size, proportion and color.
 6. Written consent of the owners of the building, structure or land on or to which the sign is to be erected.
 7. Such other information as the Zoning Administrator may require demonstrating full compliance with this and all other laws and ordinances of the City
- B. **Issuance of the Permit.** Upon receipt of a fully complete sign permit application, the Zoning Administrator shall examine the application and all material attached thereto to determine its compliance with this Section, as well as, any other applicable City title, Ordinance, or law. The Zoning Administrator shall take formal action on the application as specified according to policy.
- C. **Validity of the Permit.** If work authorized under a sign permit has not commenced within sixty (60) days of issuance or work has not been

completed within six (6) months of the date of issuance, the sign permit shall then become void.

- D. **Appeals.** An appeal from the decision of the Zoning Administrator shall be taken to the New Haven Board of Zoning Appeals.

151.148 EXEMPTIONS

- A. **Exempt Signs.** The following signs shall be exempt from the permit requirements set forth in Section 151.147 above; provided however, they must meet the remaining requirements of this Section, as well as any limitation set forth elsewhere in this Ordinance.
1. **Public Service Signs.** Signs used for safety purposes relative to the repair or maintenance of streets, sidewalks, or utilities in a public right-of-way.
 2. **Address Signs.** Address numbers not exceeding two (2) square feet in area.
 3. **Governmental.** Signs and public notices erected or required by Governmental bodies, or authorized for a public purpose by any law, statute, or Ordinance, including official traffic signs authorized by the City of New Haven.
 4. **Public Information Signs.** Signs identifying the telephone, restrooms, and similar facilities, providing no advertising matter accompanies the sign.
 5. **Temporary Window Signs.** In all commercial districts, two (2) temporary signs per window with the total sign area for both signs not to exceed forty (40) percent of the window surface area, provided no single sign shall remain longer than fourteen (14) days. A series of windows that are separated by frames and supporting material of less than six (6) inches in width shall be considered as a single window for the purposes of area computation.
 6. **Memorial Plaques.** Memorial plaques and cornerstones when permanently affixed to a building or premises.
 7. **Bulletin Boards.** Notice and bulletin boards for public, charitable, religious, or similar type institution when not exceeding sixteen (16) square feet and located on the same premises as the institution. Such signs shall not be visible from the public right-of-way.

8. Historical Identification Signs. Signs for property designated by the Federal, State, or local governments as a historical location, site, or landmark, provided such sign does not exceed twelve (12) square feet.
9. Miscellaneous Information Matter. Matter appearing on newspaper vending boxes, automatic teller machines, and other vending machines, or matter appearing on or adjacent to entry doors such as "Push," "Pull," "Open," and "Closed," or matter appearing on display windows or doors denoting hours of operation, credit cards accepted, and similar information.
10. Private Traffic Direction Signs. Private traffic direction signs directing traffic movement on a premise or within a premise, not exceeding eight (8) square feet in area and four (4) feet in height for each sign.
11. Service Station Information Signs. Service station informational signs, provided, however, such signs shall comply with the following regulations:
 - a) Service station information signs shall be permanently mounted to gasoline pump islands or canopy supports;
 - b) A maximum of one (1) sign shall be permitted per gasoline pump-island. No single sign shall exceed two (2) square feet in area and no sign shall exceed a height of twelve (12) feet;
 - c) A maximum of two (2) signs, positioned one hundred and eighty (180) degrees apart from one another, shall be permitted per canopy support. No sign shall exceed eight (8) square feet in area, nor shall a sign exceed a height of twelve (12) feet.
12. Real Estate Signs. Real estate signs in the type and number listed below:
 - a) Signs advertising the sale, lease, or rent of residential property:
 - 1) No sign shall exceed nine (9) square feet in area;
 - 2) No sign shall be erected more than six (6) feet above grade;
 - 3) Not more than one (1) sign per street frontage is displayed;
 - 4) Every sign is located on the same premises as the subject property; and
 - 5) Every sign is removed seven (7) days after the closing or execution of the lease.
 - b) Signs advertising the sale, lease, or rent of unimproved property, provided:
 - 1) No sign shall exceed sixteen (16) square feet in area for

properties less than ten (10) acres; thirty-two (32) square feet in area for properties from eleven (11) acres and above;

- 2) Not more than one (1) sign per street frontage is displayed;
- 3) Every sign is located on the same premises as the subject property; and
- 4) Every sign is removed seven (7) days after the closing or execution of the lease.

c) Signs advertising the sale, lease, or rent of nonresidential property, provided:

- 1) No sign shall exceed the following size limitations:

Property Size	Maximum size of sign
Less than 10 acres	16 sq. ft.
10 - 19.99 acres	32 sq. ft.
20 - 39.99 acres	48 sq. ft.
40 acres or greater	64 sq. ft.

- 2) Not more than one (1) sign per street frontage is displayed, except in cases of properties forty (40) acres and above which may have two (2);
- 3) Every sign is located on the same premises as the subject property; and
- 4) Every sign is removed seven (7) days after the closing or execution of the lease.

d) Signs identifying a real estate **Open House**, provided:

- 1) No sign shall exceed nine (9) square feet in area,
- 2) Not more than four (4) signs per property shall be displayed. The signs may be located at any intersection within one (1) square mile of the subject property, but only one (1) sign per intersection per property shall be allowed
- 3) The signs shall be displayed only between the hours of 9:00 AM and 6:00 PM.

13. Construction Signs. Not more than two (2) construction signs each with a sign surface area not to exceed thirty two (32) square feet per sign identifying the architects, engineers, contractors and other individuals or firms involved with the construction and announcing the

character of the building enterprise or the purpose for which the building is intended, but not including the advertisement of any product. The signs shall be confined to the site of the construction and shall be removed within fourteen (14) days after the issuance of an occupancy permit. Such signs shall not exceed ten (10) feet in height.

14. Temporary Signs. Temporary signs as noted in section 151.150 below.
15. No Trespassing Signs. No trespassing signs, warning signs (e.g., "Beware of Dog") and other such signs regulating the use of property when such signs do not exceed two (2) square feet in area.
16. Political Signs. Political signs are permitted, however, such signs shall comply with the following regulations:
 - a) Political signs shall not be posted more than forty-five (45) days prior to the election or referendum to which they pertain and shall be removed within forty-eight (48) hours after close of the polls for the election or referendum to which they pertain;
 - b) No sign shall be placed in the public right-of-way, on utility poles, on municipally owned property, unless permitted by the New Haven Board of Public Works. or in any other area prohibited by this Ordinance and;
 - c) No sign shall exceed thirty-two (32) square feet in area.
17. Home Occupation Signs. One (1) sign may be allowed per dwelling unit. Signs shall be limited to twelve (12) square feet in the A-1 district and two (2) square feet in RS and MH districts.

- B. **Changing Sign Copy.** For the purposes of this Section, the changing of the copy of a sign, bulletin board, display encasement, marquee or maintenance where no structural changes are made or changing of interchangeable letters on signs designed for use of interchangeable letters shall not require a permit.

151.149 GENERAL SIGN STANDARDS

A. General Limitations on Sign Location

1. All signs requiring a permit shall be located on the premises they serve. However, a maximum of two (2) directional signs not exceeding two (2) square feet each may be allowed for non-residential properties which do not have frontage on an arterial or collector street. The New Haven Board of Public Works must approve all permanent directional signs.
2. No sign shall be erected or maintained at the intersection of any streets in such a manner as to obstruct the free and clear vision of a driver of a vehicle or a pedestrian. No part of any sign or sign structure including supports, shall be located within a clear vision area except directional signs which must be less than three (3) feet in height. A sign may project or extend into a clear vision area only if the sign's lowest edge is greater than eight (8) feet above ground level or if the sign is less than three (3) feet in total height. Clear vision area is described as:
 - a.) An area formed by the intersection of the right-of-way lines of two (2) public roadways and a line connecting points measured twenty-five (25) feet from the intersection of these right-of-way lines; and
 - b.) A strip five (5) feet wide adjacent and parallel to all proposed or existing public right-of-way lines, whichever is greater.
3. No sign shall be erected or maintained so as to prevent the free ingress or egress from any door, window, or fire escape, and no signs shall be attached to a standpipe or fire escape.
4. No sign shall be allowed or maintained if the sign shall, in any way, violate existing state or federal regulations governing such signs. Signs controlled by these provisions shall be in compliance therewith.
5. No person shall place, paste, print, or affix, in any manner, a handbill, sign, poster, advertisement or notice of any kind in any public right-of-way on any trees, light standards, telephone poles or other supporting structure.
6. Signs shall be permitted on awnings, canopies and marquees. However, such signs shall not exceed a height of twenty (20) feet above the average surrounding grade. The area of such signs shall be counted against the maximum sign surface area permitted by this Section.

7. All freestanding or mobile signs shall be separated by a minimum of thirty (30) feet and shall be located no closer than fifteen (15) feet to a side property line.

B. Illumination.

1. Location and Design of Light Source. Whenever an external artificial light source is used to illuminate a sign, such source shall be located, shielded and directed so as to not pose a traffic hazard. No sign shall be erected or maintained at any location where, by reason of its illumination, it may obstruct, impair, obscure, or interfere with the view of any traffic-control device.
2. Level of Illumination. All artificial illumination shall be so designed, located, shielded, and directed as to prevent the casting of direct light upon adjacent property or streets.

C. Sign Area Computation.

The following principals shall control the computation of sign area.

1. Computation of Area of Individual Signs. The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, color, or other display, together with any material or color forming an integral part of the background or 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 bracing unless such framework or bracing is made part of the message or face of the sign.
2. Computation of Area of Multiple-Faced Signs. The sign area for a sign with more than one (1) face shall be computed by adding together the area of all sign faces visible from any one (1) point. When two (2) identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than forty-two (42) inches apart, the sign area shall be computed by the measurement of one (1) of the faces.

D. Construction and Design Standards. All signs shall meet the construction and design standards set forth for signs in the Allen County Building Code.

- E. **Maintenance**. Painted faces or structural members shall be repainted whenever peeling or fading occurs. Neon tubes, lamps, ballasts and transformers shall be kept in good state of repair and in safe condition. The Zoning Administrator may order the removal of any sign, which becomes a public hazard due to lack of maintenance or repair.

151.150 TEMPORARY SIGNS

The following signs shall be allowed in the City. Temporary signs shall, in all respects, comply with the applicable regulations contained in this Section. Signs placed within the right-of-way must comply with the New Haven Board of Public Works regulations.

- A. **Temporary Event (Minor) Signs.** The following signs shall be exempt from the permit requirements set forth in Section 151.147 above; provided however, they meet the remaining requirements of this Section, as well as any limitation set forth elsewhere in this Ordinance. Minor temporary events include but are not limited to, the following: garage sales, yard sales, auctions, and fundraising events for community, social, religious, or fraternal organizations. Signs for minor temporary events may be permitted as follows:
1. No type of minor event shall exceed a total of ten (10) days per year and three (3) days per occurrence.
 2. The total square footage in area of all temporary signs shall not exceed sixteen (16) square feet in area. Signs directing traffic to the event may be placed at the nearest intersection(s) to the subject property but may be displayed only during the event and shall not exceed three (3) feet in height.
- B. **Temporary Event (Major) Signs.** Major temporary events include, but are not limited to, the following: civic events, festivals, carnivals, grand openings, and business liquidation or other special sales or promotions.
1. No major temporary event sign shall be erected without first obtaining a permit from the City of New Haven Zoning Administrator. No fee will be charged, and the permit will be required only for the purpose of monitoring the usage of such displays.
 2. The total square footage in area of all temporary signs shall not exceed forty-eight (48) square feet in area.
 3. Signs for major temporary events may be displayed for a period not to exceed four (4) weeks per event occurrence.
 4. Signs for civic events may be hung across any street or alley or within a public right-of-way if approved by the Board of Public Works.

151.151 REGULATION BY DISTRICT CLASSIFICATION

A. **Residential Districts.** Subject to the requirements of Section 151.147 above, the following signs may be permitted in Residential Districts (A-1, RS-1, RS-2, RS-3, MH):

Sign Type	Number, Area, Height, and Other Limitations
<p>Monument or Wall - single family subdivision identification</p>	<p>Maximum number: 2 signs per entrance</p> <p>Size limitations: Each sign shall consist of no more than 100 square feet in area and may be attached to a supporting structure, including a wall or monument.</p> <p>Maximum height: Monument - 6 feet</p>
<p>Monument or Wall - multiple family complex or church facility – for sites less than 10 acres</p>	<p>Maximum number: 2 signs</p> <p>Size limitations: Each sign shall consist of not more than 32 square feet in area.</p> <p>Maximum height: Monument - 6 feet</p>
<p>Monument or Wall - Multiple family complex or church facility - for sites 10 acres and more.</p>	<p>Maximum number: 2 signs</p> <p>Size limitations: Each sign shall consist of not more than 64 square feet in area.</p> <p>Maximum height: Monument - 6 feet</p>

- B. **Commercial Districts.** Subject to the requirements of Section 151.147 above, the following signs may be permitted in the Commercial Districts (C-1A, C-1, C-2, C-4). For the purposes of providing sign uniformity, a property is encouraged to incorporate either wall and monument signs or wall and pole signs. Except as provided for in Section 151.152 below, the use of monument signs and pole signs together on the same street frontage is prohibited.

Sign Type		Number, Area, Height, and Other Limitations
Wall		Coverage up to 30% of any wall surface.
Monument or Pole		
	Individual building sites	<p>Maximum number: none</p> <p>Size limitations: 2 square feet for each lineal foot of street frontage, the total not to exceed 300 square feet.</p> <p>Maximum height: Monument - 6 feet / Pole – 35 feet</p>
	Shopping centers and multiple tenant buildings.	<p>Maximum number: none</p> <p>Size limitations: 2 square feet for each lineal foot of street frontage, the maximum size of any sign not to exceed 300 square feet and the total not to exceed 500 square feet.</p> <p>Maximum height: Monument - 6 feet / Pole – 35 feet.</p>
	Office Park Entrance	<p>Maximum number: 2 signs per entrance</p> <p>Size limitations: Total not to exceed 100 square feet</p> <p>Maximum height: Monument - 6 feet / Pole – 35 feet.</p>

- C. **Industrial Districts.** Subject to the requirements of Section 151.147 above, the following signs may be permitted in the Office and Industrial Districts (I-1, I-2, I-3). For the purposes of providing sign uniformity, a property is encouraged to incorporate either wall and monument signs or wall and pole signs. Except as provided for in Section 151.152 below, the use of monument signs and pole signs together on the same street frontage is prohibited.

Sign Type		Number, Area, Height, and Other Limitations
Wall		Coverage up to 30% of any wall surface.
Monument or Pole		
	Individual building sites	<p>Maximum number: none</p> <p>Size limitations: 2 square feet for each lineal foot of street frontage, the total not to exceed 300 square feet.</p> <p>Maximum height: Monument - 6 feet / Pole – 75 feet.</p>
	Multiple tenant buildings	<p>Maximum number: none</p> <p>Size limitations: 2 square feet for each lineal foot of street frontage, the maximum size of any sign not to exceed 300 square feet and the total not to exceed 600 square feet.</p> <p>Maximum height: Monument - 6 feet / Pole – 75 feet.</p>
	Industrial Park Entrance	<p>Maximum number: 2 signs per entrance</p> <p>Size limitations: 2 square feet for each lineal foot of street frontage, the maximum size of any sign not to exceed 300 square feet and the total not to exceed 600 square feet.</p> <p>Maximum height: Monument - 6 feet / Pole – 75 feet.</p>

Note: Maximum height of pole signs for commercial uses in industrial districts shall be limited to thirty-five (35) feet.

ENFORCEMENT

- A. **Enforcement Authority.** The Zoning Administrator is hereby authorized to enforce the provisions of this ordinance. The Zoning Administrator is authorized to employ assistants and agents to aid him or her in the enforcement and administration of this ordinance.
- B. **Inspection.** The Zoning Administrator may inspect, at such times as deemed necessary, each sign or sign structure regulated by this Section for the purpose of ascertaining whether the sign is in compliance with this Section or any other relevant City code, law or Ordinance.
- C. **Unsafe and Unlawful Signs.**
1. **Duty to Remove or Repair.**
 - a.) Should the Zoning Administrator find any sign regulated by this Section to be unsafe, unlawful, or a menace to the public, or constructed, erected, or maintained in violation of the provisions of this Section, he or she shall cause notice to be given to the holder of the permit.
 - b.) If the holder of the permit should fail to remove the sign or bring the sign or other advertising structure in compliance, by initiation of appropriate action in the Allen Circuit or Superior Court the Zoning Administrator may cause, at the holder's or property owner's expense, the sign or other advertising structure to be removed or brought into compliance.
 - c.) If the holder or owner fails to pay the Court ordered costs and expenses of such repair or removal, then such costs and expenses shall become a lien against the property. In addition, the Zoning Administrator shall refuse to issue a Sign Permit to any holder or owner who refuses to pay the costs and expenses assessed under this provision.
 2. **Unlawful signs.** Unlawful signs, regardless of type, shall be removed within twenty-four (24) hours of the time when notice was perfected.
 3. **Signs Causing Immediate Peril.** The Zoning Administrator may cause any sign or other advertising structure that is in immediate peril to persons or property to be removed summarily without notice.
- D. **Signs No Longer in Use.**

1. Removal. Any sign advertising a defunct business, or an unavailable product or service, shall be taken down and removed by the owner, agent, or person having the control of the premises upon which the sign is located.
2. Notice. The Zoning Administrator shall give notice to the owner or to any person occupying the property that the sign on the premises is in violation.
3. Failure to Comply. Failure to comply with the notice within the time specified shall cause the Zoning Administrator to authorize removal by initiation of appropriate action in the Allen Circuit of Superior Court. Expenses related to removal shall be the responsibility of the owner of the premises upon which such sign is located.
4. Lien. The Zoning Administrator shall notify the owner or occupant of the premises of the total costs incurred for such repair or removal of the sign. If the owner or occupant fails to pay the Court ordered costs and expenses of such repair or removal, then such costs and expenses shall become a lien against the property.

E. **Signs Not Conforming to This Section.**

1. Authority to Continue. Any lawful sign located within the City at effective date of this Ordinance or which shall come to be located in the City as a result of annexation after effective date of this Ordinance, which does not conform to the provisions of this Section, may continue provided, the sign remains in conformance with the provisions of this Section.
2. Conditions of Lawful Status. For the purposes of this Section, legal, nonconforming status shall be conferred only on signs authorized by a sign permit or variance of a preceding Ordinance, title, code, or law; or if no sign permit was required under the applicable preceding Ordinance, code, or law.
3. Ordinary Maintenance and Repair. Nothing in this Section shall relieve the owner or beneficial user of a legal nonconforming sign, or the owner of the property on which the legal nonconforming sign is located from the provisions of this Section regarding safety, maintenance, and repair. Normal maintenance, including repainting, cleaning, or routine repair of a legal nonconforming sign shall not be deemed to a condition which triggers a loss of lawful status described

below, unless such maintenance increases, in fact, the nonconforming aspects of the sign.

4. Repairs Pursuant to Public Order. Nothing in this Section shall be deemed to prevent the strengthening or restoration to a safe condition of a legal nonconforming sign in accordance with a reasonable order of a public official who is charged with protecting the public safety and who declares such a sign to be unsafe and order its restoration to a safe condition, provided such restoration is not otherwise in violation of the various provisions of this Section prohibiting the repair or restoration of partially damaged or destroyed signs.
5. Loss of Lawful Status.
 - a) Legal nonconforming status shall terminate under the following conditions:
 - 1) if the use of a sign is discontinued for a period of sixty (60) days it shall be deemed abandoned and shall not thereafter be reestablished; or
 - 2) if a sign is structurally altered such that its nonconforming aspects increase; or
 - 3) if a sign is relocated, replaced, or moved in any way; or the sign is damaged and the cost of repair is fifty (50) percent of its replacement value.
 - b) Upon the happening of any of the aforementioned events, the sign shall be immediately brought into compliance with this Section in conjunction with a new sign permit or the sign shall be removed. For the purposes of this Section, the changing of copy shall not be considered the replacement of an existing legal nonconforming sign.

DEFINITIONS

Abandoned Sign. A sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product or activity.

Awning. A shelter constructed of non-rigid materials on a supporting frame projecting from and supported by the exterior wall of a building.

Banner. A temporary sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, ornamentation applied to paper, plastic, or fabric of any kind excluding flags, emblems, and insignia of political, professional, religious, educational, or corporate organizations providing that such flags, emblems and insignia are displayed for non-commercial purposes.

Festoons. A string of ribbons, tinsel, small flags, streamers or pinwheels.

Flag. A cloth or similar material with colors, patterns, etc. used as a signal.

Marquee. A permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Painted Graphics. Any advertisement painted directly onto the wall of a building.

Parapet. A low wall or protective railing; often used around a balcony or balconet, or along the edge of a roof.

Sign. A name, identification, description, display, or illustration which is affixed to or painted or represented directly or indirectly upon a building, structure, or piece of land and which directs attention to an object, project, place, activity, person, institution, organization, or business.

Sign, Directional. A sign which is used to direct traffic to a non-residential property which does not have frontage on an arterial or collector street.

Sign, Flashing. Any illuminated sign on which the artificial light is not maintained stationary and/or constant in intensity and color at all times when such sign is in use. For the purpose of this Ordinance, any revolving, illuminated sign shall be considered a “flashing sign”.

Sign, Gross Surface Area of. The entire area within a single continuous perimeter enclosing the extreme limits of a sign and in no case passing through or between any adjacent elements of the same. However, such perimeter shall

not include any structural or framing elements lying outside the limits of such sign with two (2) visible surfaces, the gross surface area shall be the sum of all sides of the sign.

Sign, Height. The vertical measurement from the highest part of a sign, including all support structures, to the highest surface of the adjacent public road. Any earth berms and elevated foundation supporting signs, signposts, and sign supports are included in the height of the sign.

Sign, Identification. A sign indicating the name and address of a building, or the name of an occupant thereof, and the practice of a permitted occupation therein.

Sign, Monument. Any sign, other than a pole sign placed upon or supported by the ground independently of any other structure.

Sign, Nonconforming. Any sign which was lawfully erected in compliance with applicable regulations of the City of New Haven and maintained prior to the effective date of this Ordinance, and which fails to conform to all applicable standards and restrictions of this Ordinance.

Sign, Off Premise Advertising. A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where such sign is located or to which it is affixed.

Sign, On Premise. Any sign identifying or advertising a business person, activity, good, product, or service located on the premises where the sign is installed.

Sign, Pole. A sign erected and maintained on a freestanding mast or pole and not attached to any building, or supported by one or more uprights or braces in or upon the ground, but not including monument signs.

Sign, Political. A sign that advertises a candidate or issue to be voted upon on a definite election day.

Sign, Portable. Any sign designed to be transported or movable, including but not limited to:

1. Signs with wheels or with wheels removed;
2. Signs with chassis or support constructed without wheels;
3. Signs designed to be transported by trailer, wheels or boat;
4. Signs converted to or constructed as an A- or T- frame sign;
5. Signs painted, mounted, or affixed on a motor vehicle for advertising purposes, parked on or off public right-of-way, and visible from the public right-of-way, except signs identifying the related business when the motor vehicle is being used in the normal day-to-day operations of that business.

Sign, Projecting. A sign which is suspended from or affixed to any building wall or other structure and extends beyond the building wall or structure or parts thereof more than eighteen (18) inches.

Sign, Public Service. A sign or device displaying only the time, temperature, stock market quotations or civic messages.

Sign, Roof. A sign that is mounted or painted on the roof of a building, or that is wholly dependent upon a building for support and that projects above the roof. (Roof signs are prohibited.)

Sign, Vehicular. Signs on parked vehicles visible from the public right-of-way where the primary purpose of the vehicle is to advertise a product or to direct people to a business or activity located on the same or nearby property. For the purpose of this Ordinance, vehicular signs shall not include business logos, identification or advertising on vehicles primarily used for other business purposes.

Sign, Wall. A sign affixed, painted, posted, or placed on a building or structure.

Sign, Window. A sign that is applied or attached to or suspended from the exterior or interior of a window or located within the interior of a structure so that its message can be read from the exterior of the structure.

Sign Structure or Support. Any structure that supports or is capable of supporting a sign, including decorative cover.

Temporary Event (Minor). An event that does not exceed a total of ten (10) days per year and three (3) days per event. Minor temporary events include, but are not limited to, the following: garage sales, yard sales, auctions, and fundraising events for community, social, religious, or fraternal organizations.

Temporary Event (Major). A public or community event which occurs not more than once per year and does not exceed four (4) weeks. Major temporary events include, but are not limited to, the following: festivals, carnivals, parades, grand openings, and business liquidation or other special sales or promotions.