



Town of Orange Park
Agenda Memorandum

To: Town Council
Through: Town Manager
Agenda Date: June 28, 2022
Economic and Community
Submitting Department: Development

Agenda Item Title: First Reading of an Ordinance Amending Article VII Sign Regulations to Modify the Temporary Sign Standards

Check one:	
<input checked="" type="checkbox"/> Consent Agenda	<input type="checkbox"/> Regular Agenda
Financial Impact if Applicable: N/A	

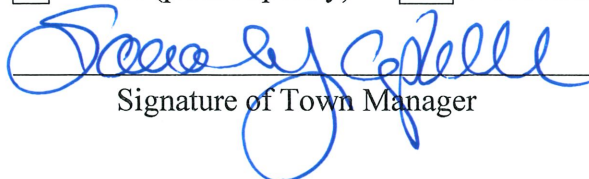
Background Information: At its June 7 meeting, the Council recommended proceeding with a first reading of an ordinance amending the Sign Regulations. The focus of the amendment is on temporary signs including feather and banner signs. The goal is to provide more specific and measurable standards for temporary signs that would benefit sign applicants as well as assist Code Compliance in their enforcement efforts to determine when a temporary sign is noncompliant.

After the last council meeting, staff made one proposed change to Section 7.07.03 (a)(1) to clarify the number of banner and feather signs that are permitted in non-residential districts. The maximum number allowed per parcel is one (1) banner or two (2) feather signs.

Action Requested: Motion for a First Reading of an Ordinance Amending Article VII Sign Regulations to change the definition for Banner sign and modify the temporary sign standards.

Information Attached:

- Memo Policy Contract
- Other: (please specify) Support Documentation



Signature of Town Manager

ORDINANCE NO.: _____

AN ORDINANCE AMENDING ARTICLE VII OF THE TOWN OF ORANGE PARK LAND DEVELOPMENT REGULATIONS ("SIGN REGULATIONS"); AMENDING THE DEFINITION OF BANNER SIGNS; AMENDING THE REGULATION OF PROHIBITED SIGNS; AMENDING THE REGULATION OF TEMPORARY SIGNS, TO WIT: PROHIBITING ILLUMINATION, REGULATING LOCATION FROM PUBLIC RIGHTS-OF-WAY, MAXIMUM NUMBERS ALLOWED, SQUARE FOOTAGE, MAXIMUM HEIGHT AND DURATION; AMENDING THE REGULATION OF BANNER SIGNS, TO WIT: REGULATING MAXIMUM NUMBERS ALLOWED, SQUARE FOOTAGE, DURATION, MAXIMUM HEIGHT, LOCATION, LOCATION FROM THE PUBLIC RIGHTS-OF-WAY, ANCHORING AND ATTACHMENT TO BUILDINGS, TREES, AND OTHER STRUCTURES, AND ESTABLISHING MATERIAL AND DESIGN STANDARDS; PROVIDING FOR CONFLICTS, SEVERABILITY AND AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, the Town Council of Orange Park (the "Town Council") finds and determines that it is appropriate to update and revise Article VII of its Land Development Regulations (the "Sign Code"); and

WHEREAS, the Town finds and determines that it is appropriate to delete sections, subsections, paragraphs, subparagraphs, divisions, subdivisions, clauses, sentences, phrases, words, and provisions of the existing ordinance which are obsolete or superfluous, and/or which would have

not been enforced, and/or which are not enforceable, and/or which would be severable by a court of competent jurisdiction; and

WHEREAS, the Town finds and determines that it is appropriate to ensure that the Sign Code is in compliance with all constitutional and other legal requirements; and

WHEREAS, the Town finds and determines that the purpose, intent and scope of its signage standards and regulations should be detailed so as to further describe the beneficial aesthetic and other effects of the Town's sign standards and regulations, and to reaffirm that the sign standards and regulations are concerned with the secondary effects of speech and are not designed to censor speech or regulate the viewpoint of the speaker; and

WHEREAS, the Town finds and determines that the limitations on the size (area), height, number, spacing, and setback of signs, adopted herein, are based upon sign types; and

WHEREAS, the Town finds and determines that limitations on signs are related to the zoning districts for the parcels and properties on which they are located; and

WHEREAS, the Town finds and determines that various signs that serve as signage for particular land uses are

based upon content-neutral criteria in recognition of the functions served by those land uses, but not based upon any intent to favor any particular viewpoint or control the subject matter of public discourse; and

WHEREAS, the Town finds and determines that the sign standards and regulations adopted hereby still allow adequate alternative means of communications; and

WHEREAS, the Town finds and determines that the sign standards and regulations adopted hereby allow and leave open adequate alternative means of communications, such as newspaper advertising and communications, internet advertising and communications, advertising and communications on pamphlets, advertising and communications in telephone books, advertising and communications on cable and satellite television, advertising and communications on broadcast television, advertising and communications on AM and/or FM radio, advertising and communications on satellite and internet radio, advertising and communications via direct mail, and other avenues of communication available in the Town [see *State v. J & J Painting*, 167 N.J. Super. 384, 400 A.2d 1204, 1205 (Super. Ct. App. Div. 1979); *Board of Trustees of State University of New York v. Fox*, 492 U.S. 269, 477 (1989); *Green v. City of Raleigh*, 523 F.3d 293, 305-306 (4th Cir. 2007); *Naser*

Jewelers v. City of Concord, 513 F.3d 27 (1st Cir. 2008); *Sullivan v. City of Augusta*, 511 F.3d 16, 43-44 (1st Cir. 2007); *La Tour v. City of Fayetteville*, 442 F.3d 1094, 1097 (8th Cir. 2006); *Reed v. Town of Gilbert, Ariz.*, 587 F.3d 966, 980-981 (9th Cir. 2009), *aff'd in part & remanded in part on other grounds*, 832 F. Supp. 2d 1070, *aff'd*, 707 F.3d 1057, 1063 (9th Cir. 2013), *cert. granted*, 134 S.Ct. 2900 (2014), *rev'd on other grounds & remanded*, 135 S.Ct. 2218 (2015).]; and

WHEREAS, the Town finds and determines that the provisions of the Sign Code, including the amendments included as part of this Ordinance, are consistent with all applicable policies of the Town's adopted 2040 Comprehensive Plan; and

WHEREAS, the Town finds and determines that this updated and amended Sign Code is not in conflict with the public interest; and

WHEREAS, the Town finds and determines that this updated and amended Sign Code will not result in incompatible land use or impose content-based regulation of constitutionally protected speech, now therefore,

BE IT ORDAINED by the Town Council of Orange Park that:

Section 1. Code Amended. That Article VII of the Land Development Regulations of the Town of Orange Park is hereby amended to read as follows:

Article VII. SIGN REGULATIONS

* * *

7.03.00. Definitions

* * *

7.03.01. Interpretations

* * *

7.03.01.07. Banner means any sign or string of one (1) or more signs, usually made of cloth or other lightweight material, which is used to attract attention, whether or not imprinted with words or characters, including but not limited to balloons and pennants. "Feather" shaped signs (typically tall narrow and not attached to any structure) are considered banners for the purpose of this definition. Flags shall not be considered banners.

* * *

7.05.00. Prohibited Signs

* * *

~~(o) Any attached sign, including a wall sign, in an intensive commercial district that exceeds three hundred (300) square feet in sign area~~

~~(p) Any attached sign, including a wall sign, in any district, other than an intensive commercial zoning~~

~~district~~, that exceeds three hundred (300) square feet in sign area

~~(ep)~~ Any sign within a sight visibility triangle that obstructs a clear view of pedestrian or vehicular traffic

~~(rq)~~ Any sign in the public right-of-way, other than traffic control device signs, bus stop informational signs, warning signs or safety signs

~~(sr)~~ Any sign other than a traffic control device sign that uses the word "stop" or "danger," or presents or implies the need or requirement of stopping or the existence of danger, or which is a copy or imitation of official traffic control device signs, and which is adjacent to the right-of-way of any road, street, or highway

~~(ts)~~ Any sign nailed, fastened or affixed to any tree or telephone pole

~~(ut)~~ Any sign prohibited by state or federal law

~~(vu)~~ Vehicle sign(s) in nonresidential zoning districts which have a total sign area on any vehicle in excess of ten (10) square feet, when the vehicle: (1) is visible from a street right-of-way within one hundred (100) feet of the vehicle, and (2) is parked at a location during non-business hours

~~(wv)~~ Any sign located on real property without the permission of the property owner

~~(xw)~~ Beacons, except as required by federal or state law

~~(yx)~~ Any freestanding sign that exceeds the height or size (sign area) limitation in this Article

(zy) Any wall sign that exceeds the height or size (sign area) limitation in this Article

(aaz) Freestanding pole signs, excluding freestanding pole signs sixty (60) feet or less in height located within the interstate impact area of the intensive commercial district

(~~baa~~) Pylon signs

(eebb) Off-premise signs except a sign within the interstate impact area of the intensive commercial district

* * *

7.07.00. Temporary Signs

7.07.01. Temporary signs are permitted in all zoning districts and do not require a sign permit. Temporary signs shall not be illuminated and shall comply with the following:

(a) Placement of temporary signs on private property may occur only with the expressed consent of the property owner.

(b) It is prohibited and unlawful to place a temporary sign on or within public rights-of-way or public property.

(c) Temporary signs shall be at least two (2) feet from ~~public rights-of-way~~ and the edge of the sidewalk contiguous to the property line. If there is no sidewalk the signs shall be measured from the edge of pavement. The minimum setback from the side property lines shall be fifteen (15) feet from side property lines and shall not be located within any sight triangle.

~~(d) Temporary signs placed in residential zoning districts shall not exceed three (3) square feet in size and shall not exceed four (4) feet in height.~~Within all residential zoning districts, the following signs shall be considered as temporary signs and must meet the following standards:

(1) Temporary signs, other than banners

(A) Maximum number allowed per parcel: three (3)

(B) Maximum square footage allowed per sign: three (3) square feet

(C) Maximum height allowed: four (4) feet

(D) Duration allowed for each sign: seven (7) days after the event

~~(e) Temporary signs placed in nonresidential zoning districts shall not exceed 24 square feet in size and shall not exceed seven (7) feet in height.~~Within all non-residential zoning districts, the following signs shall be considered as temporary signs and must meet the following standards:

(1) Temporary signs, other than banners

(A) Maximum number allowed per parcel: two (2)

(B) Maximum square footage allowed per sign: 24 square feet

(C) Maximum height allowed: seven (7) feet

(D) Duration allowed for each sign: sixty (60) days or seven (7) days after the event, if applicable; provided, however, one (1) temporary sign may be displayed at all times

(f) ~~Such additional requirements as set forth in this section.~~ Temporary signs shall not be illuminated.

(g) Such additional requirements as set forth in this section.

* * *

7.07.03. Banner signs. Banner signs are allowed in nonresidential zoning districts, subject to the following requirements:

(a) ~~Multitenant centers.~~ No more than three (3) banner signs shall be allowed per non-residential multitenant center at one time. Banners in non-residential districts must meet the following standards:

(1) Maximum number allowed per parcel: one (1) banner or two (2) feather signs

(2) Maximum square footage allowed per sign: thirty-two (32) square feet

(3) Maximum number allowed for multitenant centers: three (3)

(4) Duration allowed for each sign: sixty (60) days or seven (7) days after the event, if applicable

(5) Maximum height for a freestanding banner sign (not including feather signs): seven (7) feet

(6) Banner wall signs on multistory buildings are not allowed above the first floor

(7) Maximum height for a feather sign: twelve (12) feet

(b) **Sign Area.** The maximum, cumulative banner sign area, per business frontage, shall be sixteen (16) square feet, unless as otherwise specified in this Article. Banner signs shall not hang over or extend into public rights-of-way.

(c) Banner signs shall be securely anchored to buildings, poles, or suitable structural supports and shall not be attached to the roof of a building or exceed the height of such building or structure.

(d) Banner signs shall not be attached to trees, public buildings or structures, utility poles or any type of utility structure or equipment, including lift stations, fire hydrants, and the like.

(e) The following material and design standards shall apply to banners:

(1) The sign and supports shall be constructed of durable material.

(2) Edges and corners must be clean, trimmed and reinforced by the manufacturer. Frayed, damaged, ripped, torn, shredded, or significantly faded banners shall be removed immediately.

(3) The banner shall be taut.

(4) Wind slits are prohibited.

(5) Signs shall be maintained in good conditions, with no visible fading

or surface irregularities (for example: warping).

(6) Sign copy shall be printed by a professional sign manufacture (for example: digitally or transfer printed).

* * *

7.07.00. Exempt Signs

The following signs shall be exempt from the requirements of this Article except as noted hereunder; however, they shall meet all other requirements, including applicable construction regulations, and electrical permits as determined by the adopted electrical code:

* * *

(j) Temporary signs; provided said temporary signs meet the applicable requirements of Section 7.07.00;

* * *

Section 2. Conflict. If any portion of this ordinance is found to be in conflict with any portion of any other ordinance, then the provisions of this ordinance shall govern.

Section 3. Severability. If any section, sentence, clause or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, then said holding shall in no way affect the validity of the remaining portions of this ordinance.

Section 4. Effective Date. That this Ordinance shall become effective immediately upon its adoption.

Passed on first reading this ____ day of _____, 2022.

Passed on second reading this ____ day of _____, 2022.

MAYOR

ATTEST:

TOWN CLERK

FORM APPROVED:

TOWN ATTORNEY

Article VII. Sign Regulations

7.01.00 Applicability

These regulations apply to signs within residential and nonresidential areas. Signs shall be erected, placed, established, painted, created, and maintained in the Town only in conformance with the regulations, procedures, exemptions, and other requirements of this Article and pursuant to Town standards and the Florida Building Code.

These regulations do not pertain and are not applicable to:

- (1) A sign, other than a window sign, located entirely inside the premises of a building or enclosed space.
- (2) A sign on a car, other than a prohibited vehicle sign or signs.
- (3) A traffic control device sign.
- (4) Any sign not visible from a public street, sidewalk or right-of-way or from a navigable waterway or body of water; except that the foregoing does not exempt a sign for a commercial use that is visible from an abutting residential use.

7.02.00 Purpose and intent

The purpose and intent of this article is to promote the public health, safety and general welfare through reasonable, consistent and non-discriminatory sign standards. The sign regulations in this article are also designed and intended to meet the statutory requirement that this municipality adopt land development regulations that regulate signage, a requirement set in Section 163.3202(f), *Florida Statutes*. The sign regulations in this section are not intended to censor speech or regulate viewpoints, but instead are intended to address the secondary effects of signs that may adversely impact aesthetics and safety. The sign regulations are designed to serve substantial governmental interests and, in some cases, compelling governmental interests such as traffic safety and warning signs of threats to bodily injury or death

This article regulates signs, as defined in this Article, which are placed on private property or on property owned by public agencies, including the Town, and over which the Town has zoning authority. This article is not intended to regulate objects that are not signs as defined in this Article.

The Town of Orange Park is located in northern Clay County, immediately south of the City of Jacksonville and west of the St. Johns River. The economic base of the Town is heavily dependent on the preservation and promotion of quality, suburban-scale residential and strip commercial development. The Town is largely built-out with nearly no large vacant tracts remaining; therefore, redevelopment which preserves and promotes the Town as a desirable community in which to live and do business is of foremost importance. The regulation of signs within the Town is a highly contributive means by which to achieve this desired end.

By specifying criteria for all signage as stated herein, this Article is intended to serve the following purposes:



- a) Encourage the effective use of signs as a means of communication in the Town;
- b) Maintain and enhance the aesthetic environment and the Town's ability to attract sources of economic development and growth;
- c) Improve pedestrian and traffic safety;
- d) Minimize the possible adverse effect of signs on nearby public and private property;
- e) Foster the integration of signage with architectural and landscape designs;
- f) Lessen the visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive size (area) of signs which compete for the attention of pedestrian and vehicular traffic;
- g) Allow signs that are compatible with their surroundings and aid orientation, while precluding the placement of signs that conceal or obstruct adjacent land uses or signs;
- h) Encourage and allow signs that are appropriate to the zoning district in which they are located;
- i) Establish sign size in relationship to the scale of the lot and building on which the sign is to be placed or to which it pertains;
- j) Regulate signs in a manner so as to not interfere with, obstruct the vision of or distract motorists, bicyclists or pedestrians;
- k) Ensure that signs are constructed, installed and maintained in a safe and satisfactory manner, and protect the public from unsafe signs;
- l) Preserve, conserve, protect and enhance the aesthetic quality and scenic beauty of all districts of the Town;
- m) Allow for traffic control devices consistent with national standards and whose purpose is to promote highway safety and efficiency by providing for the orderly movement of road users on streets and highways, and that notify road users of regulations and provide warning and guidance needed for the safe, uniform and efficient operation of all elements of the traffic system;
- n) Protect property values by precluding, to the maximum extent possible, sign types that create a nuisance to the occupancy or use of other properties as a result of their size, height, illumination, brightness, or movement;
- o) Protect property values by ensuring that sign types, as well as the number of signs, are in harmony with buildings, neighborhoods, and conforming signs in the area;
- p) Regulate the appearance and design of signs in a manner that promotes and enhances the beautification of the Town and that complements the natural surroundings in recognition of the Town's reliance on its natural surroundings, beautification and redevelopment efforts in retaining economic advantage for its residential neighborhoods and commercial developments;

- q) Enable the fair and consistent enforcement of these sign regulations;
- r) Promote the use of signs that positively contribute to the aesthetics of the community, are appropriate in scale to the surrounding buildings and landscape, and advance the Town’s goals of quality development;
- s) Provide standards regarding the non-communicative aspects of signs, which are consistent with city, county, state and federal law;
- t) Provide flexibility and encourage variety in signage; and
- u) Assure that the benefits derived from the expenditure of public funds for the improvement and beautification of streets, sidewalks, public parks, public rights-of-way, and other public places and spaces, are protected by exercising reasonable controls over the physical characteristics and structural design of signs.

7.03.00 Definitions

7.03.01 Interpretations

For the purpose of this Article, certain words and terms used herein shall be interpreted to have meanings as defined below. Where words or terms are not defined in this Article, they shall have their ordinarily accepted meanings or such as the context may imply. Words used in the present tense include the future; the singular number includes the plural and the plural includes the singular. The word "shall" is mandatory; the word "may" is permissive.

In addition to the provisions above, the Economic and Community Development Department Director, or an official designated by the Town Manager, has authority to determine the interpretation or usage of terms in this Article. Appeal of an interpretation made by the Economic and Community Development Department Director, or an official designated by the Town Manager, shall be to the Environmental Quality Board. The written request for appeal must be submitted to the Town Manager within thirty (30) calendar days of said director’s decision.

7.03.01.01 Abandoned or discontinued sign or sign structure means a sign or sign structure is considered abandoned or discontinued when its owner fails to operate or maintain a sign for a period of six (6) months or longer. The following conditions shall be considered as the failure to operate or maintain a sign:

- 1) A sign displaying advertising for a product or service which is no longer available or displaying advertising for a business which is no longer licensed; or
- 2) A sign which is blank.

7.03.01.02 Advertising means sign copy intended to aid, directly or indirectly, in the sale, use or promotion of a product, commodity, service, activity, entertainment, or real or personal property.

7.03.01.03 Animated sign means a sign which includes action, motion, or color changes, or the optical illusion of action, motion, or color changes, including signs set in motion by movement of the atmosphere, or made up of a series of sections that turn.



- 7.03.01.04** **Artwork** means a two-or three-dimensional representation of a creative idea that is expressed in a form and manner as to provide aesthetic enjoyment for the viewer but does not convey a commercial message. Artwork displayed as a two-dimensional representation on a flat surface shall not exceed the maximum square footage requirements which would otherwise apply to wall signs in corresponding locations as allowed in this Article. All outdoor artwork shall conform to the maximum height restrictions in any particular zone in which it is located, as well as any applicable building code or safety standards.
- 7.03.01.05** **Attached sign** means a wall sign, a marquee sign, a window sign, but not a canopy sign.
- 7.03.01.06** **Bandit sign.** See snipe sign.
- 7.03.01.07** **Banner** means any sign or string of one (1) or more signs, usually made of cloth or other lightweight material, which is used to attract attention, whether or not imprinted with words or characters, including but not limited to balloons and pennants. “Feather” shaped signs (typically tall narrow and not attached to any structure) are considered banners for the purpose of this definition. Flags shall not be considered banners.
- 7.03.01.08** **Beacon** means a stationary or revolving light which flashes or projects illumination, single color or multicolored, in any manner which has the effect of attracting or diverting attention, except, however, this term does not include any kind of lighting device which is required or necessary under the safety regulations of the Federal Aviation Administration or other similar agency. This definition does apply to any similar type of lighting device contained entirely within a structure and which does not project light to the exterior of the structure.
- 7.03.01.09** **Billboard** means a sign structure and/or sign utilized for advertising an establishment, an activity, a product, service or entertainment, which is sold, produced, manufactured, available or furnished at a place other than on the property on which said sign structure and/or sign is located.
- 7.03.01.10** **Building frontage** means the length of the single face of a building or that portion of a building occupied by a single office, business or enterprise, commonly referred to as "store-front," which is abutting a street, parking area, or other means of customer access such as an arcade, a mall or a walkway. The building frontage for a side facade shall be the length of the single face of a side of building or that portion of a side of a building occupied by a single office, business or enterprise.
- 7.03.01.11** **Bus stop sign** means a freestanding or attached noncommercial sign located at a bus stop.
- 7.03.01.12** **Canopy sign** means any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.
- 7.03.01.13** **Commercial message** means any sign wording, logo, or other representation or image that directly or indirectly names, advertises, or calls attention to a product, service, sale or sales event or other commercial activity.
- 7.03.01.14** **Construction sign** means a temporary on-premise sign displayed at an active construction site during the time that a building permit is active and prior to completion of the work for which the permit was issued.
- 7.03.01.15** **Copy** means the linguistic or graphic content of a sign.

- 7.03.01.16** **Council** means the Orange Park Town Council.
- 7.03.01.17** **Digital sign** means an on-premises sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means; provided, a digital sign shall not be construed to be an animated sign or an illuminated sign.
- 7.03.01.18** **Double-faced sign** means a single sign with items of information on both sides of the sign and mounted as a single structure.
- 7.03.01.19** **Erect** means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish; but it does not include any of the foregoing activities when performed as an incident to the change of advertising message or customary maintenance or repair of a sign.
- 7.03.01.20** **Facade** means the side of a building, either front or side; and a building facade may be less than the entire side of a building if limited to the occupancy of a portion of a building.
- 7.03.01.21** **Flag** means a sign made of cloth, vinyl, fabric, or a similar pliant material that is attached on one wide to a flagpole and is designed to flow in the wind. (See also ornamental flag.)
- 7.03.01.22** **Flagpole** shall mean a freestanding structure used for the sole purpose of displaying a flag. This definition does not include poles less than five (5) in length that are attached to a building or structure.
- 7.03.01.23** **Flashing** means a pattern of changing light illumination within or projected onto a sign where the illumination alternates suddenly between fully or partially illuminated to fully or partially non-illuminated.
- 7.03.01.24** **Frame effect** means a visual effect on a digital sign applied to a single frame to transition from one message to the next, including but not limited to fading, flying, scrolling, wiping and zooming.
- 7.03.01.25** **Free expression sign** means a sign, not in excess of four (4) square feet in size (area) and the top of the sign is not more than six (6) feet off the ground, communicating information or views on matters of public policy concern or containing any other noncommercial message, that is otherwise lawful.
- 7.03.01.26** **Freestanding monument sign** means any sign having a solid-appearing base structure which is placed upon, in or is supported by, the ground. This shall include signs attached to buildings but supported in whole or in part as described above.
- 7.03.01.27** **Freestanding pole sign** means any sign supported by a structure in the ground which does not meet the definition of a freestanding monument sign, and that is wholly independent from any building, fence or vehicle. A flagpole shall not be considered a freestanding pole sign.
- 7.03.01.28** **Frontage** means the length of the property line of a parcel of land, which runs parallel with and along a road right-of-way or street, exclusive of alleyways.
- 7.03.01.29** **Ground level** means the finished grade of a parcel of land exclusive of any filling, berming or mounding.
- 7.03.01.30** **Height** means vertical distance measured from ground level nearest the base of the sign to the highest point on the sign.



- 7.03.01.31** **Human sign (Living sign)** means a sign held by or attached to a human for a commercial purpose or otherwise drawing attention to an individual, business, commodity, service or product. This can also include a person dressed in costume for the purpose of advertising or drawing attention to an individual, business, commodity, service, or product. Free expression signs or signs not containing a commercial message are expressly excluded from this definition.
- 7.03.01.32** **Illuminated sign** means any sign or portion thereof, which is illuminated by artificial light, either from an interior or exterior source, including outline, reflective or phosphorescent light, whether or not the source of light is directly affixed as part of the sign.
- 7.03.01.33** **Incidental sign** means a sign not exceeding one (1) square foot in size attached to a freestanding sign or affixed to a wall.
- 7.03.01.34** **Illegal sign** means any sign, which has been determined to be in violation of any provision of this Article.
- 7.03.01.35** **Interstate impact area** means that area consisting of all the properties depicted below.