

PART C

SECTION VI SIGNS

ARTICLE 3 Definitions

The following definitions shall apply to this law:

A. SIGN TYPES

1. Sign:

An emblematic design, including those which are composed of light rays only, calculated to attract public attention to a product, service or undertaking encompassing activities both on and off the property where such designs are situated, including what are commonly termed billboards, posters, symbols, and similar devices, of whatever composition, size, location or color.

2. Business Sign:

A sign which directs attention to a business, commodity, service, industry or other activity which is sold, offered or conducted other than incidentally, on the premises upon which such sign is located.

3. Off-Premise Advertising Sign:

A sign which directs attention to a business, commodity, service, industry or other activity which is sold, offered or conducted elsewhere than on the premises upon which such sign is located, and which is sold, offered or conducted on such premises only incidentally, if at all. This term shall include what are commonly termed billboards and similar advertising panels.

Such signs shall not exceed four hundred fifty (450) square feet and their total height above the street or highway elevation to which they are oriented shall not exceed thirty (30) feet.

4. Special Sign:

A sign set forth and defined in ARTICLE IV of this law, identified as follows: address, arena, construction, information, integral, official, political subdivision and fraternal order, private traffic, public safety, real estate, statuary, temporary promotional or announcement, time and/or temperature device, window and window display.

B. LOCATION TYPES

1. Ground Sign:

A sign which is supported by one (1) or more uprights or braces in or upon the ground.

2. Marquee Sign:

A sign attached to, or hung from a marquee. Marquee means a canopy or similar structure projecting from a building.

3. Projecting Sign:

A sign which is affixed to any building wall or structure and extends beyond the building wall or parts thereof, structure, building line, or property line more than fifteen (15) inches horizontally, and no portion of which projects above the roof line or parapet of a building.

4. Roof Sign:

A sign, any portion of which is either situated above the upper edge of any building wall or parapet (except as otherwise provided for in subdivision 5 below) or erected or painted on or above the roof covering any portion of a building, including signs supported on the roof or on an independent structural frame or located on the side or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

5. Wall Sign:

A sign which is affixed and parallel to an exterior wall of a building, projecting not more than fifteen (15) inches therefrom, and extending not more than three (3) feet above the roof line or parapet of the building; where a sign extends above three (3) feet, it shall be considered a roof sign.

C. STRUCTURAL CHARACTERISTICS

1. Area:

The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, as included within the definition of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed, excluding the necessary supports or uprights on which such sign is placed. The total area of all faces of signs designed to be viewed from more than one (1) direction shall be computed and considered as one (1) area, such as on double-faced, 'V' and sandwich type signs.

2. Height:

The vertical distance from the uppermost point of a sign (including sign structure or structural trim) to the average ground.

3. Structure:

The supports, uprights, bracing, and framework of the sign.

4. Structural Trim:

The molding, battens, cappings, nailing strips, laticing, and platforms which are attached to the sign structure.

5. Display Surface:

The surface made available by the structure, either for the direct mounting of letters and decoration, or for the mounting of facing material intended to carry the entire advertising message.

6. Facing:

The surface of the sign upon, against, or through which the message of the sign is exhibited.

7. Letters and Decorations:

The letters, illustrations, symbols, figures, insignia, and other devices employed to express and illustrate the message of the sign.

8. Approved Combustible Plastics:

Combustible plastic materials which, when tested in accordance with American Society for Testing Materials Standard Method for Test for Flammability of Plastics over 0.050 inch in thickness (D635-44), adopted 1944, burn no faster than 2.5 inches per minute in sheets of 0.060 inch thickness.

D. MISCELLANEOUS TERMS

1. District:

A district classification set forth in the Zoning Rules and Regulations of the City of Syracuse.

2. Sign Copy Changes:

Change of copy on a sign, the customary use of which involves frequent and periodic changes of copy such as those customarily associated with theatre marquees and bulletin boards.

3. Sign Maintenance:

Routine maintenance, including minor repairs, such as repainting, bulb replacement and repair of electrical or mechanical parts.

4. Animated Sign:

A sign or any portion thereof having movement effected by mechanical or natural means, including by way of illustration and not limitation, rotating signs, wind signs and signs where movement is simulated by illumination devices. This term shall include the use of blinking, flashing and general intermittent light, as opposed to light of a constant intensity and value. All time and/or temperature devices as defined therein shall not be considered animated, whether or not they contain or are incorporated into a sign.

5. Building Official:

The municipal officer or agency charged with the responsibility of issuing permits and generally enforcing the provisions of this law. Except as otherwise provided for, the City Engineer or designee of such officer shall be the building official on the effective date of this law.

6. Zoning Administrator:

The Director of the Syracuse-Onondaga County Planning Agency or his designee shall ex officio be the Zoning Administrator.

7. City Planning Commission:

The City Planning Commission of the City of Syracuse.

Amended 9/6/83