



## VII. GLOSSARY

- Addition** Any increase to the gross floor area of a structure.
- Arcade** An establishment containing four or more electronic amusement devices, such as video games, pinball machines, internet computer cafes and the like. This definition shall not apply to restaurants or recreational premises, such as bowling alleys or skating rinks, where an arcade is clearly incidental to the primary use and providing less than 25% of its gross revenue.
- Architectural Element** A design element incorporated into a freestanding sign for the purpose of making the sign directly reflect the architecture of the building(s) which house(s) the business(s) it identifies. Architectural elements, not including any advertising message, may increase the maximum allowable size of a sign by up to twenty-five percent, subject to Design Review staff or Cultural Heritage Board review and approval.
- Area of a Sign** The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.
- Articulation** Clear and distinct separation between design elements such as materials, walls, and architectural details.
- Awning** A structure projecting from the façade of a building for the purpose of ornamentation and/or protection for pedestrians. Awnings are located primarily on the front façade over the primary entrance and/or storefront windows.





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- Blade Sign** A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Projecting Sign.
- Bracket** A supporting member for a projecting element or shelf, sometimes in the shape of an inverted L and sometimes a solid piece or a triangular truss.
- Buffer** A strip of land and/or wall established to physically and visually separate and establish a transition between one type of land use from another land use that has the potential of being incompatible. Required buffer areas are landscaped and kept free of structural improvements.
- Building Frontage** For the purpose of calculating sign areas, "building frontage" means the linear measurement of exterior walls enclosing interior spaces that are oriented to and most nearly parallel to public streets, public alleys, parking lots, malls or freeways.
- Building Sign** A sign with a single face of copy, painted or otherwise marked on or attached to the face of a building wall, mansard roof or canopy fascia. Signs placed on a mansard roof are considered building signs only if such signs do not extend above the top of the main building wall parapet to which the mansard roof is attached.
- Building Wall** The vertical, exterior surface of a building or structure.
- Canopy** A fixed overhead shelter used as a roof, which may or may not be attached to a building.
- Channel Letter** An individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.
- Character** Special physical features of a structure or area that set it apart from its surroundings and contribute to its individuality.





- Compatible*** Projects that gives the appearance of existing together without conflict with respect to site design, architectural style, building massing, landscape, and signs.
- Commercial Sign*** A sign that identifies, advertises or otherwise attracts attention to a product or business.
- Consistent*** Free from variation or contradiction.
- Cornice*** A decorative horizontal member or top course that crowns a wall or architectural composition.
- Cupola*** A decorative structure, ranging in size, on top of a roof or building.
- Directory Sign*** A sign composed of three or more changeable panels where the copy is a fixed element of the background on which it is placed and when viewed together, all panels form or appear to form a single sign entity.
- Eave*** The lower border of a roof that overhangs the wall.
- Exterior*** The renovation, restoration or expansion of historic resources, which alters the modification physical appearance of the structure(s) or architectural features thereof, visible from a public right-of-way. This definition does not include the repainting of a structure.
- Façade*** The exterior face of a building extending from grade to top of the parapet, wall or eave and the entire width of each building elevation.
- Fenestration*** The arrangement, proportioning and design of windows and doors in a building.



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- Fluorescent Colors*** The range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors. The prohibited colors are listed on the fluorescent color chart as contained in Article X, Definitions, of the Zoning Code (Title 19).
- Freestanding signs*** Signs supported permanently upon the ground by poles or braces and not attached to any building, including monument, pole, and portable signs.
- Frontage*** The area on a piece of property that lies adjacent to the street; the area between the street and the main entrance to the building; the front façade of a building where the main entrance to the building is located.
- Gable Roof*** A double sloping roof that creates a gable at each end.
- Height of Sign*** The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element. Landscape mounding shall not be used to artificially increase the height of a sign.
- Hip Roof*** A roof having four uniformly pitched sides.
- Historic Resource*** The physical links with a city's historic past.
- Kickplate*** A feature that functions to protect the display window by raising the glass area to a safer and easily viewed height. Materials usually include wood panels, marble or ceramic tiles.



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- Landscape Coverage*** The area of a lot covered with a pervious surface, listed as a percentage of the net lot area. A pervious surface is a surface that presents an opportunity for precipitation to infiltrate the ground. However, landscape coverage may include containerized plantings located on impervious surfaces.
- Letter Area*** The total square feet of the letters and logos in a sign that can fit within a set number of straight vertical and horizontal lines.
- Lighted Sign*** A sign which is illuminated either directly or indirectly by artificial light.
- Live/Work Unit*** An integrated living unit and working space with an internal connection between the living and working space, occupied and utilized by a single housekeeping unit.
- Mansard Roof*** A sloped, decorative roof element attached to the face of a building wall.
- Menu Display*** A single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.
- Mixed Use Development*** A single building containing more than one type of land use or a single development of more than one building and use, where the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of shared vehicular and pedestrian access and parking areas.
- Monument Sign*** A two-sided sign with an overall height of eight feet or less, standing directly on the ground or on a monument base or where supporting poles or structures, if any, are enclosed by decorative covers. A monument sign must be situated in a planter flanking all sides of the sign base.





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***Mural***

A commissioned artistic rendering that does not in any way advertise a product, service or business logo or contain copy that includes a business name or logo.

***Neon Sign***

A sign comprised partially or entirely of exposed small diameter tubing, illuminated by neon, argon or other means.

***Painted Sign***

A sign which is painted directly on any wall, window, fence or structure of any kind.

***Parapet***

The part of a wall that rises above the edge of the roof.

***Pedestrian Mall***

A pedestrian mall is established and is described as follows: Main Street between the southerly line of Sixth Street and the northerly line of Tenth Street including as part of the mall the intersection of Main Street with Ninth Street but excluding from the mall the intersections of Main Street with Seventh Street and Eighth Street; and Ninth Street between the westerly line of Main Street and the easterly line of the alley between Main Street and Market Street; and Ninth Street between the easterly line of Main Street and the westerly line of the alley between Main Street and Orange Street.

***Pedestrian-oriented***

Development designed with an emphasis primarily on the street sidewalk and development on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building façades which face the street.







- Pedestrian/Human Scale*** The relating of the structures in the built environment to the size of a person.
- Plaque Sign*** A wall sign.
- Pole Sign*** A two-sided sign with an overall height exceeding eight feet and having one or more supports permanently attached directly into or upon the ground.
- Portable Sign*** A sign which is capable of being carried or readily moved from one location to another.
- Preservation*** The act or process of applying measures to sustain the existing form, integrity and materials of a building or structure, and the existing form.
- Projection*** The distance as established by this code by which a sign extends beyond the building wall or the street property line.
- Projecting Sign*** A double-sided sign oriented perpendicular to the building wall on which it is mounted. Also referred to as a Blade Sign.
- Proportion*** The relationship between elements taken as a whole or in comparison to each other. Often expressed as a ratio.
- Readerboard Sign*** A sign having changeable copy used to announce a coming event or attraction or used to convey a commercial or non-commercial message related to the building or use of the property on which the readerboard sign is located.
- Roof Sign*** Any sign supported by or attached to or projecting through the roof of a building or structure, or projecting above the eave line or parapet wall of the building or structure. Roof sign shall not include a sign attached to a mansard roof pursuant to the definitions of building sign and mansard roof or a vertical sign as defined in Section 19.76.140 of the Zoning Code.





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### ***Scale***

The measurement of the relationship between objects. Usually expressed in terms of a building or element possessing human or pedestrian proportions. Also refers to the relationship between different architectural elements of a building and their relationship to the building itself.

### ***Sign***

Any medium for visual communication, including but not limited to words, symbols and illustrations, together with all parts, materials, frame and background, which is used or intended to be used to attract attention to identify or advertise an establishment, product, service, activity or location or provide information or an opinion.

### ***Sign Area***

The area within a maximum of two elements, with each element comprised of a maximum four continuous straight lines enclosing the entire perimeter of the sign including all text, emblems, arrows, ornaments or other sign media. When two elements are used, they must share at least one point in common. For monument or pole signs, when two identical sign faces are placed back to back on the same structure, the sign area shall be computed by the measurement of one sign face. For signs with more than two sign faces, the sign area shall be computed by including all sign faces.

### ***Sign Cabinet***

A type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.

### ***Sign Face***

An exterior display surface of a sign including non-structural trim exclusive of the supporting structure.

### ***Sign Program***

A set of design standards or criteria that governs the signs of a designated lot or site.

### ***Streetscape***

The visual image is defined by the development along its edges and the physical improvements within the boundaries of the street right-of-way (e.g. parking, lights, landscape, signs).





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### ***Temporary Sign***

A commercial or non-commercial sign displayed for a period of time not exceeding thirty days or as otherwise provided by the Zoning Code.

### ***Trellis***

A frame or latticework used as a screen or as a support for climbing plants to create a screen.

### ***Two-sided Sign***

A freestanding sign where two identical sign faces are placed back to back on the same structure. Any other configuration is considered to be a sign with more than two faces.

### ***Under-Canopy Sign***

A sign with a single or double face copy hung below a canopy perpendicular to the adjacent building wall of the business being identified.

### ***Window Sign***

A sign with a single face of copy which is permanently marked on or adhered to a window or which is oriented toward a window and designed to read through a window.

