

ILLUSTRATED SIGN TYPE DESIGN MANUAL

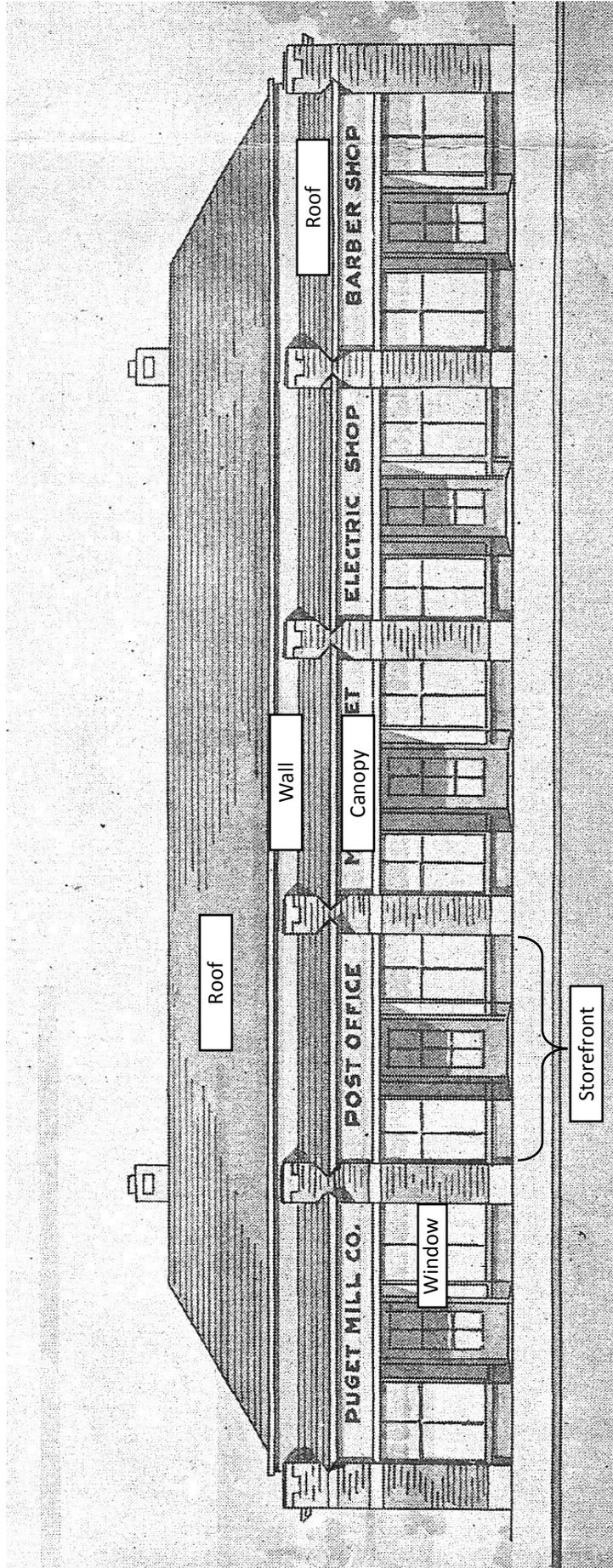
The City of Lenoir Sign Ordinance (Article XI of the Lenoir Zoning Code) regulates all signs within the City of Lenoir and the Lenoir ETJ. This design manual is maintained by the Planning Department to clarify and illustrate the definitions and concepts contained in the sign ordinance.

The images in this book do not necessarily depict sign types, sizes, or materials that are permitted within the City. The images are intended to illustrate definitions only.



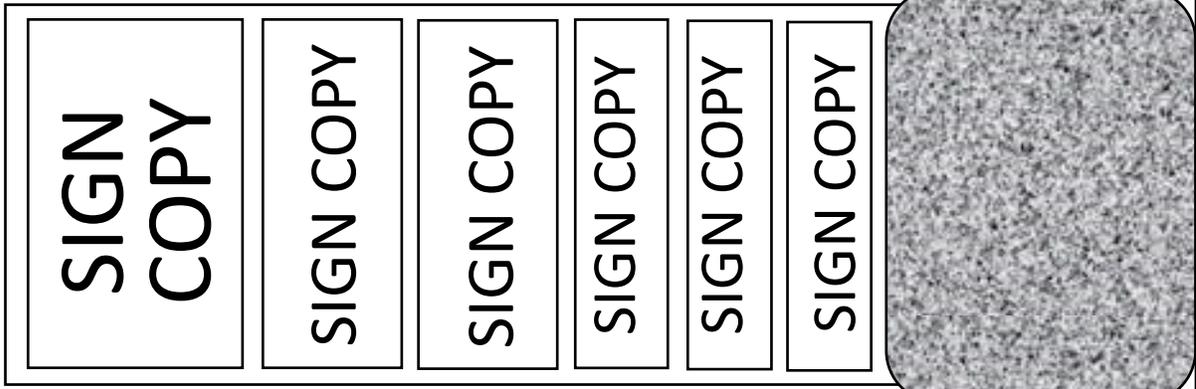
Updated: May 23, 2016

Building Parts Illustrated

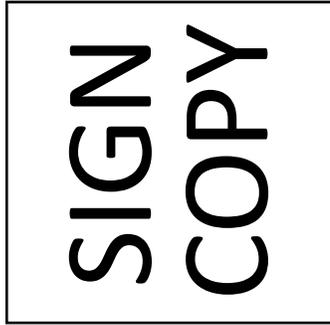


Comparison of Ground-Mounted Signs

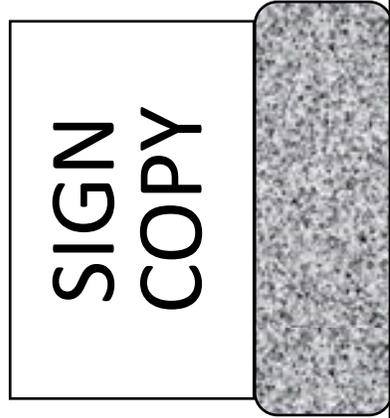
Pylon Sign — More than 50,000 GFA
 (@ 25 ft. tall)



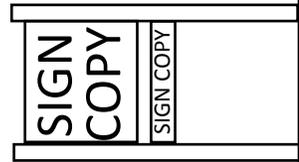
Pylon Sign
 (@ 15 ft. tall)



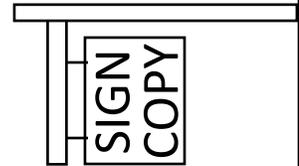
Monument Sign
 (@ 8 ft. tall)



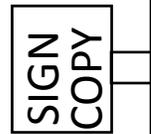
Post and Panel Sign
 (@ 6 ft. tall)



Arm Sign
 (@ 6 ft. tall)



Incidental Sign
 (@ 3 ft. tall)



A-Frame Sign

A portable sign capable of standing without support or attachment. Also known as a sidewalk sign or sandwich sign, these signs are frequently used in (but not limited to) areas of high pedestrian activity and often have a chalk board, white board, or other non-digital changeable sign face to display messages that change frequently.



Arm Sign

A sign that would otherwise be considered a projecting shingle sign except that it is attached to or suspended from a T- or inverted L-shaped pole support system that is permanently mounted to the ground rather than being attached to a building.



Awning Sign

Any sign that is painted, printed, sewed, or otherwise applied on an awning.

[Awning – Any frame, either fixed or movable, covered with cloth, aluminum, or other materials that is entirely supported by the exterior wall of a building and projects over windows and doors. Awnings are not integrated into the structure of a building, unlike canopies, marquees, or porticos.]

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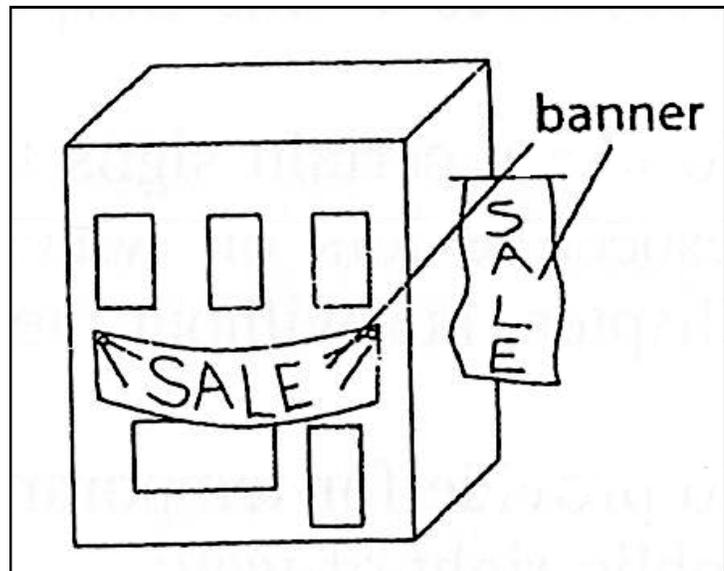
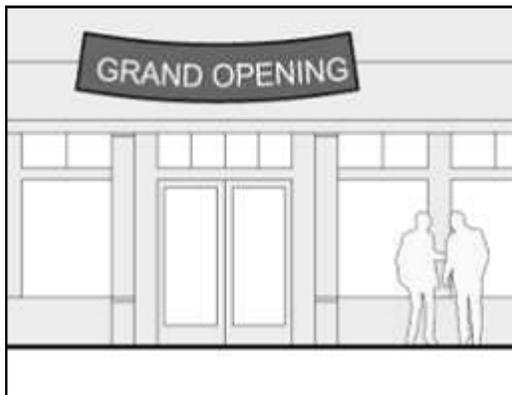
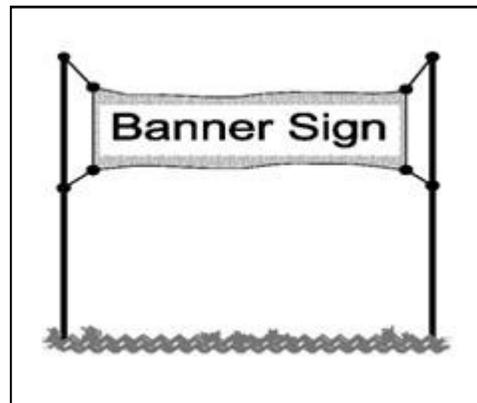
Banner, Permanent

A building-mounted banner that is incorporated into the permanent signage allowed for the building, constructed from rigid, weatherproof material, and secured tightly to the building on all edges. Permanent building-mounted banners may be installed perpendicular to the building with a vertical orientation or may be mounted flush to the wall surface.



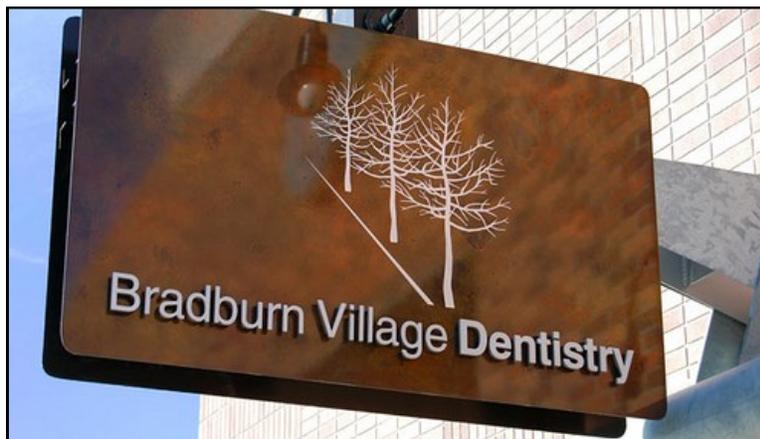
Banner, Temporary

A temporary sign composed of lightweight, flexible, non-rigid material that is mounted to a pole or a structure at one or more edges either vertically or horizontally.



Blade Sign

A type of projecting sign mounted on a building facade perpendicular to the normal flow of traffic. Blade signs typically have the support structure incorporated into the sign, or have mounting brackets on the top and bottom of the sign.



Canopy Sign

A sign that is mounted on, attached to, or suspended from a canopy.



Channel Letters

Three-dimensional metal or plastic letters and graphics that are individually mounted either flush with a building wall or sign structure or onto a rectangular raceway or channel that provides structural support and screens electrical components. Channel letters may be incorporated into a variety of building-mounted and ground-mounted sign types.



Channel Letters, Internally Illuminated

Channel letters constructed with translucent faces and fitted with internal light sources such that each individual letter or graphic element is illuminated.



Channel Letters, Reverse Lit

Channel letters constructed with an opaque face, with lights mounted on the rear of the letter such that the light source is not visible but the light floods the wall or sign surface behind the channel letters creating a negative space at night. Reverse lit channel letters are sometimes called halo letters. It is possible for internally illuminated channel letters to also be reverse-lit.



Commercial Outdoor Advertising Sign

A permanent off-premise sign erected, maintained or used in the outdoor environment for the purpose of providing copy area for commercial or noncommercial messages. Also known as Billboards.



Electronic Message Board

Any sign that uses changing lights or a digital display to form a sign message or messages wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. Electronic Message Boards may be light emitting diode (LED) or liquid crystal display (LCD) boards.



Inflatable Advertising Device

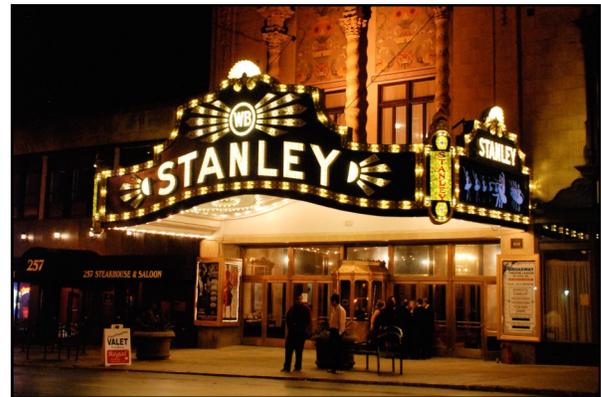
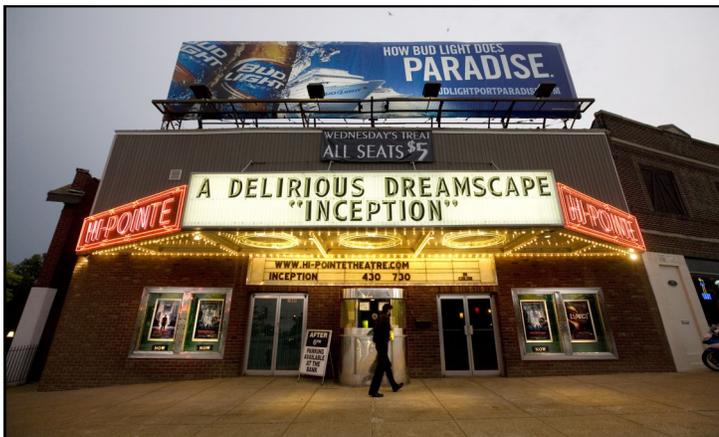
Any inflated device used to advertise or draw attention to a site – for example balloons, animal figures, or product replications.



Marquee Sign

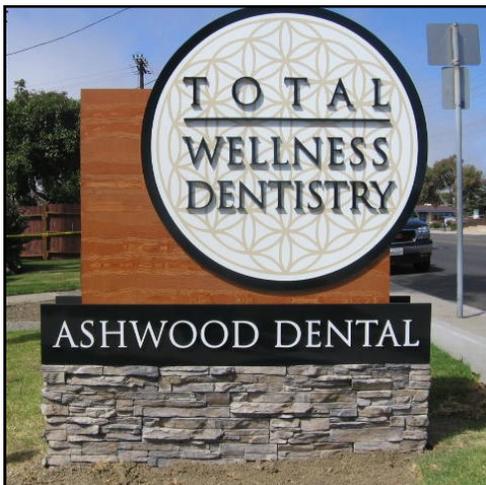
A sign attached to the face of a marquee, frequently containing a changeable copy component. Marquee signs may project above the roof of the marquee.

[*Marquee* – A permanent, roofed structure attached to and supported entirely by a building, including any object or decoration attached to or part of said marquee, which projects out over a public right-of-way. Marquees frequently have illumination under the structure, as well as architectural embellishments that incorporate lighting.]



Monument Sign

A free-standing, ground-mounted sign that has no visible support structures and is no taller than 8 ft.
Note: some districts require monument signs to be shorter than 8 ft.



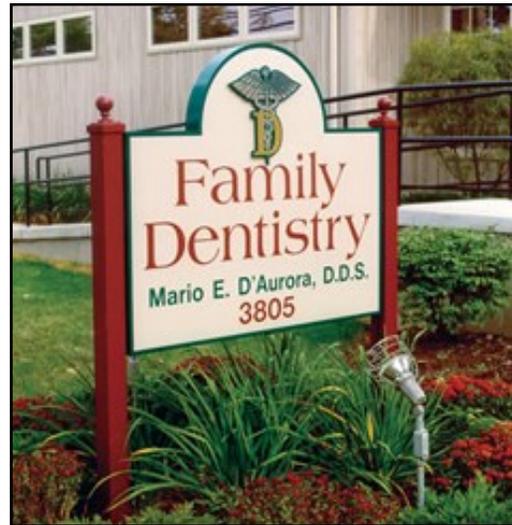
Portable Sign

A sign that is not securely or permanently attached to a building or mounted to the ground. *Note: most portable signs are prohibited by the sign ordinance. See Sec. 1112 for exceptions.*



Post and Panel Sign

A ground-mounted sign that is no more than 6 ft. tall consisting of one or more panels fastened between two posts. Signs that would otherwise be considered post and panel signs but are taller than 6 ft. are regulated as pylon signs.



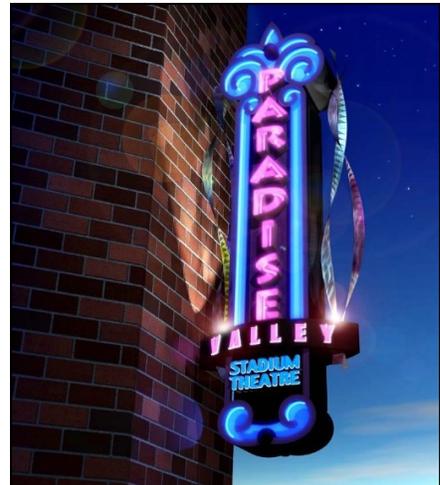
Projecting Shingle Sign

A type of projecting sign that is suspended from a support bracket mounted perpendicular to a building.



Projecting Sign

A building-mounted sign that projects from the side of the building rather than being mounted with the sign face parallel to the façade of the building. See also projecting shingle sign and blade sign.



Push-Through Acrylic Sign Panel

A type of internally-illuminated sign, where sign elements made of translucent acrylic materials are pushed through a sign cabinet made of aluminum or other opaque material. A light source located within the sign cabinet then illuminates the acrylic components. The illuminated components may be individual letters and graphics, or may be the entire sign face.



Pylon Sign

A free-standing, ground-mounted sign with a visible support structure(s) or with the support structure(s) enclosed with a pole cover. Often referred to as a “pole sign.”



Roof Sign

Any sign erected upon or against a roof, roof eaves, or parapet, or on a functional architectural appendage of the roof or roof eaves.



Sign Face

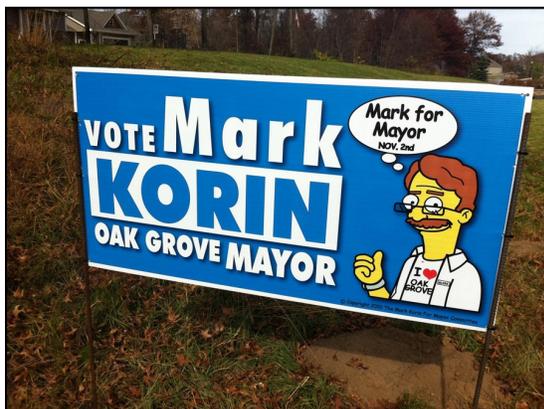
Sign Face – The surface upon, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural thematic or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border.

1. In the case of panel or cabinet type signs, the sign face shall include the entire area of the sign panel, cabinet or face substrate upon which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.
2. In the case of signs painted on a building, or channel letter signs affixed to a building or structure, the sign face includes the letters and graphic elements and the space between them, but not the open space between separate groupings of sign copy on the same building or structure.
3. In the case of sign copy enclosed within a painted or illuminated border, or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contrasting background, or within the painted or illuminated border.



Temporary Sign

A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.



Vehicular Sign

A sign attached to a parked vehicle in public view for the purpose of displaying a message or any sign whose sign face was initially constructed and designed to be placed and/or transported on wheels.



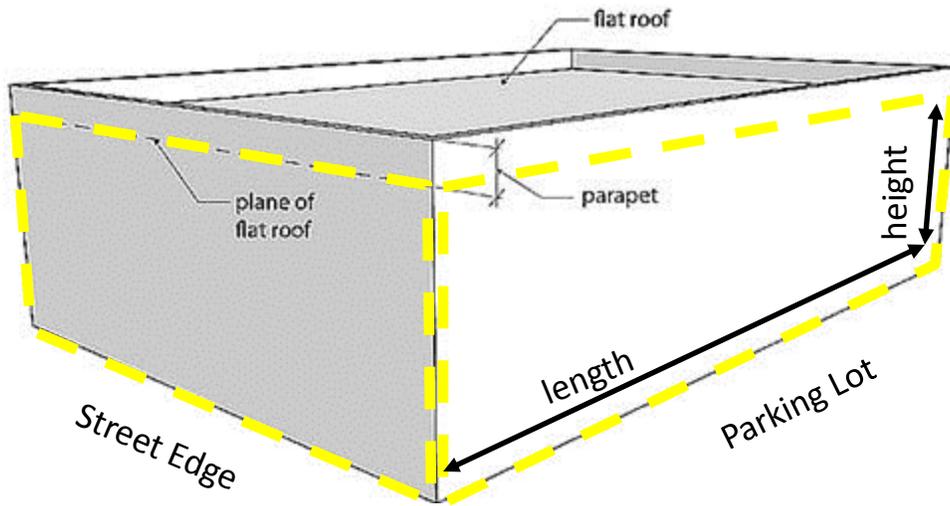
Wall Sign

Any sign that is painted or affixed to the wall of a building with the display surface parallel to the face of the building.



Wall Surface Area

The wall surface area is equal to the total length of the building façades that face a public street or parking area multiplied by the height of the building wall from the lowest adjacent finished grade at the base of the building to the roofline. The wall surface area includes window and door areas, but does not include surface area of features that extend above the roofline, such as parapet walls, chimneys, steeples, or other architectural features.



Wind-Blown Advertising Device

Any cloth, plastic, paper, or similar material used for advertising purposes attached to or appended on or from any structure, staff, pole, line, or framing. Wind-blown advertising devices include but are not limited to pennants, streamers, spinners, pinwheels, windsocks, feather banners, and balloons.



Window Sign

Any sign that is attached to or displayed in a window, including vinyl applications on the window surface and any interior signs that are installed or hung in an interior storefront so as to be visible through the window.

