

Section 185-27 Definitions

As used in this article, the following terms shall have the meanings indicated:

BANNER

A temporary sign that contains information or advertising related to a specific product or event(s). Banners are not to exceed a combined total area of 30 square feet per business and are subject to approval by the Town Manager or Building Official.

[Amended 7-10-2010 by Ord. No. 681]

FLAGS

One outdoor flag or other type of announcement no greater than four feet by six feet indicating that the business is open by the use of the word "Open," "Welcome," "Enter," "Sale," or any word or words conveying such meaning and which is removed at the end of the business day is permitted per business. Flags shall not be included in the calculation of permitted signage (exempt: American flag, Delaware flag, and Dewey Beach flag).

FLASHING SIGN

An illuminated sign on which the artificial or reflected light is not maintained stationary and constant in intensity and color. Any sign that revolves or moves shall also be considered a flashing sign.

OUTDOOR DISPLAYS

Any representative sample display of merchandise sold by a business displayed out of doors on the business's property. Any business having an outdoor display shall not be permitted to have a sandwich board.

SANDWICH BOARDS

A display that is one- or two-sided, totaling no greater than 16 square feet, and designed to be located in front of a business and removed at the end of the business day. No sandwich board shall encroach or trespass any public right-of-way or sidewalk or block any accessway, fire exit or parking area directly accessible from the business. Sandwich boards shall not be included in the calculation of permitted signage. Any business using sandwich boards shall not be permitted to have an outdoor display.

SIGN

A structure, constant in intensity and color, that is arranged, intended, designed, or used as an advertisement, announcement, identification, description, or direction.

SIGN, ADVERTISING

A sign, including a billboard, directing attention to a business located in the Town of Dewey Beach. During the fall through spring when a business is closed, its sign may advertise other businesses owned by the same ownership outside the Town.

SIGN, CHURCH

A sign erected on the property where the church is located for the purpose of displaying the time and date of services and/or meetings. A church shall be permitted to erect one freestanding sign for this purpose. Such sign shall not exceed 12 square feet in area and may not exceed six feet in height. In addition, the property shall have at least one sign that clearly names the church and the religious denomination of said church.

SURFACE AREA

For the purpose of determining the size of a sign, the measurement shall be the width times the length and shall include any integral part of the sign in the calculations. Lettering affixed on a surface shall be considered signage and shall be computed by measuring the width times length from the outside point of any letters or numbers to determine the square footage of the area encompassing the lettering or numbers. For structures not specifically designed as a sign, such as an awning or gasoline station island, the calculation shall only include the areas covered with lettering or other design materials. Frames and structural members not bearing advertising matter shall not be included in the computation of the surface area.

[Amended 7-10-2010 by Ord. No. 681]