

**Beverly Zoning Ordinance**  
**Section 29-2: Definitions**

The following definitions were taken directly from the City of Beverly Zoning Ordinance and only pertain to signs.

**Signs:** The definitions specific to signs shall control where there is any inconsistency between the definitions specific to signs and the general definitions of this ordinance.

- a) **Abandoned Sign** – a sign which no longer identifies or advertises a bona fide business, owner, lessor, lessee, service, product, or activity, or for which no legal owner can be found, or if found, disclaims any interest in the sign.
- b) **Animated Sign** – any sign with visible moving parts which includes any illumination sign on which the artificial light is not maintained stationary, or constant in intensity and color at all times when such sign is in use. For this purpose, any revolving, illuminated sign shall be considered an “animated sign.”
- c) **Advertising Sign** – a sign which directs attention to a business, profession, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the same premises.
- d) **Alteration to Sign** – any enlargement, rewording (other than in the case of theatre or cinema signs or other sign boards with automatically changing messages) redesigned or altered in any way, other than routine maintenance, including repainting in a different color, or, any work on a sign that has deteriorated to such an extent that the cost of restoration would exceed thirty (30) percent of the replacement cost of the sign at time of restoration. Any alteration to a sign and all altered signs, must conform to the requirements of this ordinance.
- e) **Area of Sign** – the area of a sign shall be considered to be that of the smallest rectangle or other convex shape which encompasses all the letters and symbols of the sign message or such message together with any frame, background, trim, or other integral part of the display on which such message is placed.
- f) **Awning Sign** – any sign placed on the face of an awning. An awning is a flexible, woven cloth fabric mounted above and/or projected above a window or door.
- g) **Canopy Sign** – a sign located on a rigid structure erected over gas pumps at gas filling stations or over other automobile services area.
- h) **Cluster Sign** – two or more signs integrated into one freestanding sign structure.
- i) **Defunct Sign** – signs which advertise an activity, business, project, or service no longer produced or conducted on the premises upon which the sign is located.

- j) **Directory Sign** – a sign located on a building, or freestanding within the area between the building and one-half the distance to the nearest property line, which identifies the occupants and their location within a building.
- k) **Freestanding Sign** – a sign, including the supporting device, not part of or attached to any building but located elsewhere on a lot.
- l) **Obstructing Sign** – a sign which obstructs a fire escape, window, door, or other opening, or which prevents free passage from one part of a roof to any other part thereof.
- m) **Off-premise Sign** – a sign which advertises or announces a use conducted or goods available elsewhere than on the lot on which the sign is located.
- n) **Portable Sign** – a freestanding sign not permanently affixed, anchored, or secured to the ground or structure on the lot it occupies.
- o) **Projecting Sign** – any sign which is attached to a building or other structure which projects more than twelve (12) inches from the wall surface of the building or structure in front of which the sign is positioned.
- p) **Roof Sign** – any sign erected, constructed, and maintained upon or over the roof of any building.
- q) **Sandwich Board Sign** – an “A-frame” shaped sign that identifies or advertises a place of business and that consists of two sign boards that are hinged together at the top and on which an establishment’s name has been factory-imprinted. (Ord. No. 57, 6-20-2007)
- r) **Temporary Sign** – any sign intended to be maintained for a continuous period not to exceed fourteen (14) days.
- s) **Wall Sign** – sign or letters placed on the building which projects no more than twelve (12) inches from and is parallel to the face of the building.
- t) **Window Sign** – signs painted or posted on an interior translucent surface including windows or doors. In the case of individually lettered signs, sign area shall be the smallest geometrical shape which contains the letters.

Any exterior design feature of a building or structure that is associated with the corporate image or identification of a business which effectively results in extending the area of a sign shall be considered a sign and subject to regulation under this ordinance. The term “exterior design features” shall include but not be limited to rigid canopies, feature strips, roofs, graphics, and color. (Rev. 4-10-90; Ord. No. 59, 5-29-03)