

The words in the text or illustrations of this article shall be interpreted in accordance with the following definitions. The illustrations and diagrams in this section provide graphic representation of the concept of a definition; the illustration or diagram is not to be construed or interpreted as a definition itself.



A-Frame Sign Example

A-frame sign: A pedestrian sign containing two sign faces and whose framing is hinged at the apex at an angle less than 60 degrees.

Abandoned sign: Any sign or its supporting sign structure that conforms to this ordinance where the primary use, which has ceased activity for a period of one year or more, is considered abandoned. Any sign or its supporting sign structure that does not conform to this ordinance and which has ceased activity for a period of 60 days or more is considered abandoned. Any sign deemed abandoned will also lose legally non-conforming status. For purposes of this definition, "the primary use" refers to the activity occurring on the property and not to the mere generation of income for the property owner, or the intentions of the property owner or any tenant or sub-tenant.

Air dancer: A lightweight inflatable moving product made up of one or more long tubes of thin fabric with two or more outlets, which is attached to and powered by a fan at or near its base that causes the tubes to move about in a dancing or flailing motion.

Art (pertaining to signs): Original works created by an individual or team that are designed with the intent of producing a creative or aesthetic outcome, and are not used for advertising a business, product, service or commercial activity except in accordance with Section 744-903 F.2.

Automobile rental station: A portion of a legally established parking area or parking garage that serves as the location for the parking, storage, pick-up and drop-off of a rental automobile.

Auto sharing: A service in which automobiles are made available to the public for shared use on a short-term basis.

Banner: A sign with a message applied to cloth, paper, fabric, or flexible plastic, with any such non-rigid material for background.

Bike sharing: A service in which bicycles are made available to the public for shared use on a short-term basis.

Building signs: A sign accessory to the primary use of land that is attached to any part of a building including, but not limited to projecting signs, projecting-blade signs, canopy signs, marquee signs, pedestrian-oriented projecting and suspended signs, skyline signs and wall signs.

Canopy (pertaining to signs): A permanent roof-like cover, which extends from the building, providing shelter over, for example, a doorway, window area, outside walk or parking area.



Canopy Sign Examples

Canopy sign: Any building sign that is part of or attached to a canopy as an accessory to the primary use of the land, made of fabric, plastic, or structural protective cover over a door, entrance, or window. A canopy/awning sign is not a marquee and is different from pump island canopy signs.



Example of Changeable Copy Sign

Changeable copy sign: A sign or portion thereof with characters, letters, numbers, illustrations that can be changed manually but not remotely, and without altering the physical face or the surface of the sign.

Clear sight visibility area: Area between 2.5 feet and nine feet above the driving surface of the adjacent road way within an area formed by measuring 25 feet along both curb lines where they intersect, and connecting the two points to form a triangle.

Commercial flag: Flag displayed for commercial purposes.

Community (residential): A subdivision, condominium or apartment development or building.

Cutoff: See General Definitions, [Chapter 740-202](#).



Digital Display Sign Example

Digital display: Any portion of a sign, such as an electrically or electronically controlled message center, where the characters, letters, or illustrations can be changed or rearranged either non-manually in the field, or from a remote location, without physically altering the face or the surface of the sign. This may include an electronic variable message sign or projected image onto a building. This shall not be construed as a prohibition on the use of LED technology.

Drive-thru sign: A sign on a lot that includes a drive-through service window and at least one stacking lane that is devoted exclusively to customers of a drive-through service, which is located at the entrance of or along or over one or more such stacking lanes.

Flag: Any fabric or similar light-weight material attached at only one end of the material, usually to a staff or pole, so as to allow movement of the material by atmospheric changes. Flags are considered to be signs.

External illumination: A lighting method provided by an external light source.

Freestanding sign: Any sign, accessory to the primary use of land, whose primary support is placed on, or anchored in, the ground and is independent from any building or other structure and may include monument signs, pole signs and pylon signs.

Gateway signs: A sign indicating entry into a neighborhood or special district. Gateway signs shall be subject to Regional Center or IHPC requirements and administrative approval in all districts. DPW and DBNS approval is required for work and/or encroachment into any right-of-way.

Ghost sign: Historic, painted wall sign that remains from an earlier time or advertises the use of a building that provides evidence of the history of the use of the building or activities of the community.

Grade level (pertaining to signs): Existing grade prior to construction or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.

Halo illumination: A lighting method provided by concealing the light source behind three-dimensional opaque letters, numbers, or other characters of a sign, resulting in the night time perception of a halo around the silhouette of each sign character. This is also referred to as "reverse channel" or "reverse lit" illumination. A sign with halo illumination is not considered an internally illuminated sign for the purpose of this article.

Heritage sign: An existing sign having historical significance, and which advertises an establishment or product no longer in existence or a product no longer being offered on the site, may be designated a heritage sign. An exact replica of an original sign attached to a building that would have been at least 50 years old may be designated a heritage sign. See [Chapter 744-909 A](#).

Illumination (pertaining to sign and billboard regulation): The lighting of a sign with an artificial light source incorporated internally or externally to emanate light from, or direct light to a sign's surface, whole or in part, or that is created by the projection of light onto a surface such as a building wall.

Incidental sign: A permanent sign which has a purpose that is secondary and incidental to the use of the lot on which it is located, such as "hours of operation", "loading zone only," "air," "building directory," and "visitor parking," and which carries no commercial message that is legible beyond the lot on which the sign is located, except for a registered logo on a premises with two or more separately-operating businesses.

Inflatable signs: Lighter-than-air or gas-filled balloons or other similar devices used to advertise or define a fixed location are prohibited, except in compliance with [Section 744-910](#).

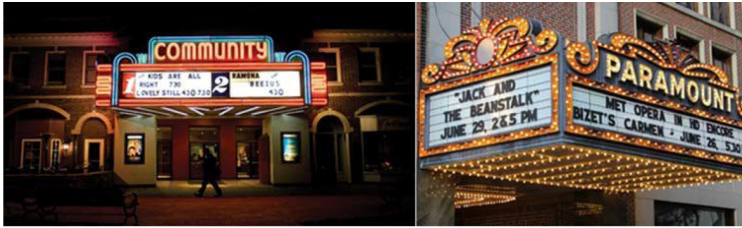
Integrated center (pertaining to signs): An area of development (commercial, industrial or any combination of commercial, industrial and residential uses) that includes multiple businesses or uses in one or more buildings that share common-site facilities.

Internal illumination: Illumination created by a light source internal to the sign, transparent or translucent material from a light source within the sign structure or panel, or exposed lighting on the sign face.

Legally established nonconforming sign: Any sign and its support structure lawfully erected prior to the effective date of the adoption of this article that fails to conform to the requirements of this chapter.

Maintenance (pertaining to a sign): The process of keeping a sign in good repair. Maintenance includes: cleaning, painting, and repair or replacement of damaged or defective parts with like materials in a manner that does not alter the basic design or structure of the sign.

Marquee: A permanent roof-like projection above an entrance of a building, supported by the building and designed and constructed to provide protection from the weather and may accommodate changeable copy signs or digital displays. A marquee is not a canopy.



Marquee Sign Examples

Marquee sign: A building sign painted, mounted, constructed or attached in any manner on a marquee and may accommodate changeable copy signs or digital displays.

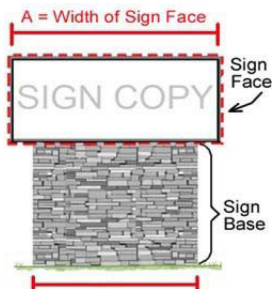


Diagram A - Monument Sign

Monument sign: A freestanding sign, accessory to the primary use of land, whose sign face is attached to a proportionate sign base or structural frame that maintains a minimum width, without opening, greater than 80% of the width of the widest part of the sign face a constant width, without opening.

Municipal bus bench: A seating structure caused to be erected, maintained and managed by or on behalf of the Indianapolis Public Transportation Corporation, or their successor, to provide temporary seating for people waiting to use or ride public transportation.

Municipal bus shelter: A roofed structure caused to be erected, maintained and managed by or on behalf of the Indianapolis Public Transportation Corporation, or their successor, to provide temporary protection of people waiting to use or ride public transportation.

Municipal bus stop: A location designated by Indianapolis Public Transportation Corporation or their successor, for people waiting to use or ride public transportation that is located next to a roadway served by an operational public transit corridor.

Mural: A design or representation painted, drawn or similarly applied on the exterior surface of a structure for artistic expression, see "Art" definition. Typically, the only text includes the artist's name and date of installation.

Multi-tenant sign: A single sign structure accommodating multiple sign faces dedicated to individual tenants.

Non-commercial flag: A flag that is not a commercial flag.

Off-premises sign: A sign that directs attention to a business, profession, commodity, or service offered on the property other than that on which the sign is located. This limitation does not apply to the content of noncommercial messages.

On-premises sign: A sign that directs attention to a business, profession, commodity, or service offered on the property on which the sign is located. This limitation does not apply to the content of noncommercial messages.

Parapet (wall): The portion of a building wall that rises above the roof level.

Pavement sign: A sign built into or affixed to the sidewalk or pavement, typically at the entrance of a building.

Pedestrian-oriented building sign: Signs of scale and location that are intended for pedestrian traffic. See definitions for "projecting sign and suspended sign".

Pedestrian sign: A sign that is located in pedestrian areas, such as sidewalks or plazas. A pedestrian sign may be of an A- or T-framed design.



Pole Sign Example

Pole sign: A freestanding sign, accessory to the primary use of land, that has as its support structure one or more poles anchored in the ground as it extends upward from grade level.

Portable sign: A sign without a sign structure or building, or with a sign structure lacking a permanent foundation or that is otherwise not permanently attached to a fixed location, which can be carried, towed, hauled or driven, and is primarily designed to be moved rather than be limited to a fixed location regardless of modifications that limit its movability, including but not limited to signs on trailer frames, whether or not the trailer wheels have been removed. This definition does not include pedestrian signs.

Primary freestanding sign: A monument, pylon or pole sign or other freestanding permanent sign, accessory to the primary use of land, and that is not one of the types specified as a secondary freestanding sign.

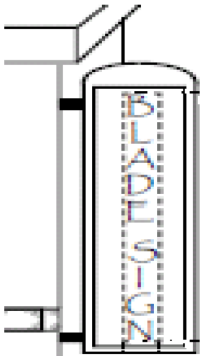
Primary building sign: A wall sign, canopy sign, marquee sign, skyline sign, roof-integral sign, projecting blade sign, projecting sign or a sign that is not pedestrian-oriented, or other permanent sign, accessory to the primary use of land, that is attached or affixed to a building, and that is not one of the types specified as a secondary building sign.



Projecting Sign

Projecting sign: A building sign that is affixed to a building or wall at an angle in such a manner that its leading edge extends more than 18 inches beyond the surface of such building or wall face.

Projecting - Blade sign: A building sign that is a type of projecting sign mounted on a building facade or storefront pole or attached to a surface perpendicular to the normal flow of traffic.



Projecting Blade Sign

Protected District: Specific classes of zoning districts that, because of their low intensity or the sensitive land uses permitted within them, require buffering and separation when abutted by certain more intense classifications of land use. A Protected District includes any Dwelling District, Federally or Locally Designated Historic Preservation District, Hospital District, Parks District, University Quarter District, SU-1 (Church) District or SU-2 (School) District.

Public sign: A sign that is constructed, placed or maintained by the federal, state or local government for the purpose of carrying out an official duty or responsibility or a sign that is required to be constructed, placed or maintained by a federal, state or local government either directly or to enforce a property, including but not limited to signs which promote safety, no trespassing, or traffic signs; memorial plaques; signs of historical interest; notices of pending governmental action and signs directing

people to public and semi-public facilities; public transit service signs, utility information signs, public restroom or telephone signs, trespassing signs, legal notices; signs of public service companies indicating danger and aids for service or safety.

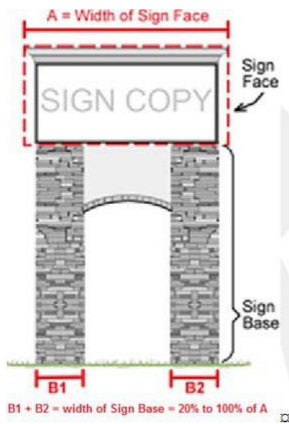
Pump island canopy: A roof-like horizontal structure that extends over or covers the fuel dispenser(s), may be a lighting source for the dispensing area and may display signage.

Pump island canopy sign: Any sign that is part of or attached to the pump island canopy.



Pump Island Canopy Example

Pylon sign: A freestanding sign, accessory to the primary use of land, with its sign face attached to a sign base consisting of one or more supports that, from grade level to the sign face, maintains a minimum width extending upward from grade level of 20% up to 100% of the width of the widest part of the sign face.



Pylon Sign Example

Roof line: The uppermost edge of the water-carrying surface of a building or structure.

Roof-integral sign: Any building sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, so that no part of the sign extends vertically above the roof.



Roof-Integral Sign

Roof sign: Any building sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the roof.



Roof Sign Example

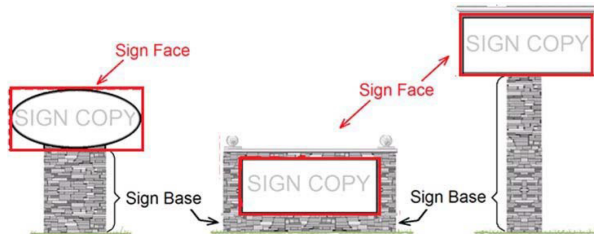
Rotating sign: Any sign or portion of a sign designed to revolve or move in a similar manner by means of electrical or wind power.

Secondary freestanding sign: A vehicle entry point sign, incidental signs, drive-thru sign, auto and bike sharing sign or other permanent sign accessory to the primary use of land and that is not one of the types specified as a primary freestanding sign.

Secondary building sign: A window sign, a pedestrian-oriented projecting sign, suspended sign, or incidental sign, which is a permanent building sign, accessory to the primary use of land, and that is not one of the types specified as a primary building sign.

Sign: Any structure, fixture, placard, announcement, declaration, device, demonstration or insignia used for direction, information, identification or to advertise or promote any business, product, goods, activity, services or any interests.

Sign face: The entire surface area of the sign within a single continuous rectangular shape upon, against, or through which all elements that form the display, including any background, is exhibited.



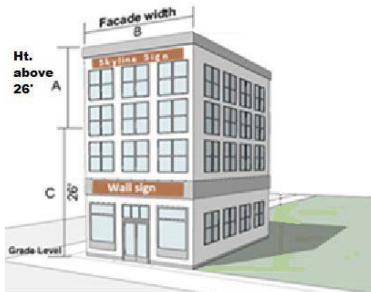
Sign Face and Sign Base Example

Sign structure: Any structure except a building, including the supports, uprights, bracing and framework that supports or is capable of supporting any sign.

Sign type: Itemized categories of freestanding or building signs.

Site: A single building or use, not part of an integrated center. For purposes of this Ordinance, an integrated center shall be treated as a single site.

Skyline sign: A building sign, located in its entirety, on a building façade above 26 feet in height, measured from grade level.



Skyline Sign Example

Street banner: A message applied to cloth, paper, fabric, or flexible plastic, with any such non-rigid material for background suspended across a street for a temporary period. See [Section 744-910\(B\)](#).



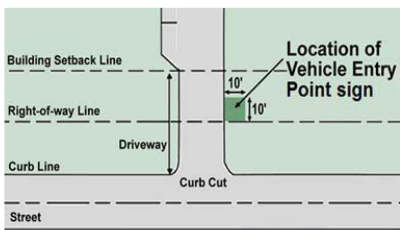
Street Banner Example

Suspended sign: A secondary sign attached at an angle to a ceiling or building overhang.

T-frame sign: A pedestrian sign containing two sign faces and whose framing consists of a base perpendicular to the sign face.

Temporary sign: A sign that is authorized for a period, not to exceed 10 days. One-time event temporary signs may be a freestanding or building sign. One-time event temporary signs may be made of nondurable materials, such as pennants, banner, flags (unofficial or official), air-filled, as well as more durable materials such as wood, metal, plastic.

Vehicle area (pertaining to signs): Any area including any public right-of-way, intersection, vehicle ingress or egress point, transit stop, parking space, drive aisle or driveway.

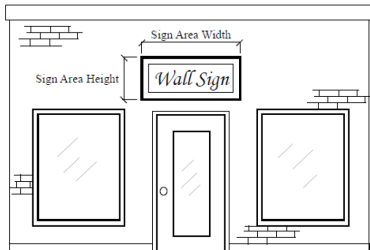


Vehicle Entry Point Example

Vehicle entry point sign: Secondary, freestanding, permanent on-premises sign, accessory to the primary use of land, located within 10 feet of the right-of-way and the pavement of a driveway.

Visibly obstructed: The view of an object that is blocked by a building or other manmade structure so as to be incapable of being seen from that line of sight.

Wall sign: Any building sign, accessory to the primary use of land, attached parallel to, and within 18 inches of a wall; it may be painted on or attached to the exterior elevation of a building or parking garage.



Wall Sign Example

Walkway: A passage or path for walking along such as a sidewalk or trail.

Window sign: Any sign, accessory to the primary use of land, placed, attached or painted on a window surface.



Yard Sign Example

Yard sign: Freestanding sign, accessory to the primary use of land that is located in the yard of a lot, for temporary purposes only. Examples include signs posted by a real estate professional, land developer, builder, home improvement company, garage sale advertising, and signs expressing an opinion. A yard sign may be a maximum of six square feet in size.

(G.O. 10, 2019, § 1)