**Animation** means any form of movement by electric, mechanical, or kinetic means including, but not limited to, rotation, revolving or wind activation of all or a portion of a sign, or incorporating flashing or intermittent lights for sign illumination.

**Building Directory Sign/General Directory Sign** means a sign giving the name, address number and location of the occupants of a building or buildings, and may also include a map or plan to locate such buildings, if it is a general directory sign.

**Business** means all of the activities carried by on by the same legal entity on the same premises and shall include, but not limited to, service, commercial and industrial uses and fraternal, benevolent, educational and social organizations.

**Business Complex** means one or more business tenants as occupants in a business complex, business tenants include all permit and conditional use activities permitted in the zone as outlined in Deschutes County zoning.

**Clear Vision Area** means a triangular area, two sides of which are measured from the corner intersection of the public street right-of-way for a distance of thirty (30) feet, or where lot lines have rounded corners, the lot lines extended in a straight line to a point of intersection and so measured, the third side of which is a line across the corner of the lot adjoining the non-intersection ends of the other two sides. These guidelines will be used where site distance is obscured.

**Cutout** means a display in depth or relief, in the form of letters, figures or characters, attached to, made a part of, or superimposed upon an advertising sign.

**Directional Sign** means a premise sign designed to be read by a person already on the premises and used only to identify and locate an office, entrance, exit, motor vehicle route, telephone or similar place, service or route.

**Display Surface** means the area made available by the sign structure for the purpose of displaying a message thereon.

**Erect** means to construct, paint, place, affix or otherwise bring into being.

**Free-standing Sign** means a sign supported by one or more uprights or braces and not attached or only incidentally attached to any building or structure but does not include ground mounted signs.

**Ground Mounted Sign** means a sign which is not attached to any structure or building, and has a support which places the bottom thereof less than four (4) feet from the ground.

**Hanging Sign** means a sign, which is suspended by chains or hooks and is generally placed under eaves and over walkways.

**Kiosk** means a freestanding structure with one or more sides to be used for advertising or as a directory.

**Maintain** means to allow to exist or continue.

**Outdoor Advertising Sign** means a sign advertising goods, products or services that are not sold, manufactured or distributed from the premises or facilities on which the sign is located.

**Projected Sign** means a sign, which extends perpendicular, or nearly perpendicular from the building face to which it is attached.

**Roof Sign** means a sign located on or above the roof of any building, not including a false mansard roof or other fascia.

**Sign** means any identification, display, description or illustration which is affixed to or otherwise represented directly or indirectly upon a building interior or exterior or piece of land, and which is used or intended to direct attention to an object, product, place, activity, person, institution or business and includes, where applicable, the sign structure, display surface and all other components of the sign.

**Temporary Sign** means a banner, pennant, poster or advertising display constructed of cloth, canvas, plastic sheet, cardboard, wallboard, sheet metal, plywood or similar materials and intended to be displayed for a limited period of time.

**Ticker tape sign** means any illuminated electronic scrolling messaging device that displays moving text or graphics vertically or horizontally.

**Wall Sign** means a sign painted on or otherwise affixed to the surface of a building, marquee, or roof overhang in a plane parallel to such face.