Understand signs that advertise?

Sign

Any man-made object or device or part thereof, situated outdoors or indoors, and which object or device or effect produced is primarily used to advertise, announce, identify, declare, demonstrate, display, instruct, direct, or attract attention by any means, including words, letters, figures, designs, fixtures, colors, motion, illumination, sound, and projecting images.

Note: Sign restrictions can be found within the Signs and Outdoor Advertising Devices section of the Jefferson County Zoning Resolution or the applicable Official Development Plan for the site in question.