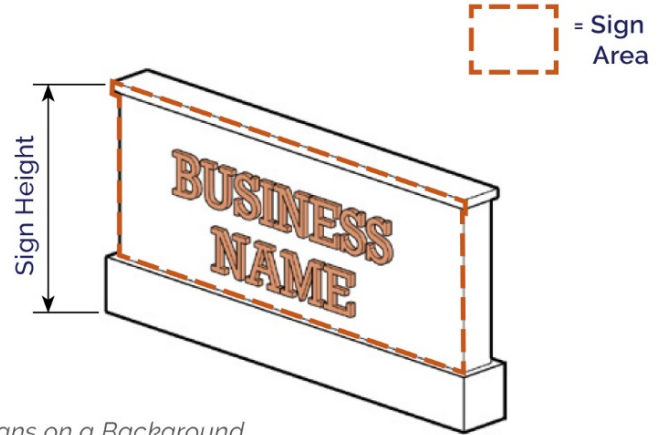


**154.375 SIGN MEASUREMENT.**

(A) *Sign surface area.* Sign surface area shall be measured as follows:

(1) *Signs on a background.*

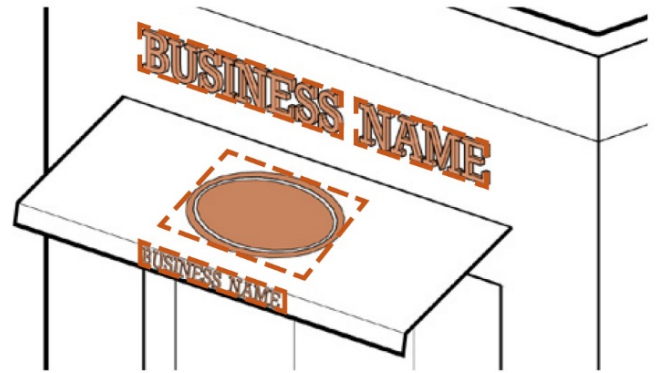
The entire area of the framework or background of the sign is calculated as sign area, including any material or color forming the sign face or background used to differentiate the sign from the structure against which it is placed.



*Signs on a Background*

(2) *Signs with a base.*

The base of a monument sign does not count as sign area if it is less than three (3) feet in height, provided the material used is masonry or consistent with the primary building material.



*Individually Mounted Letters & Signs on an Awning*

(3) *Individually mounted letters or features.*

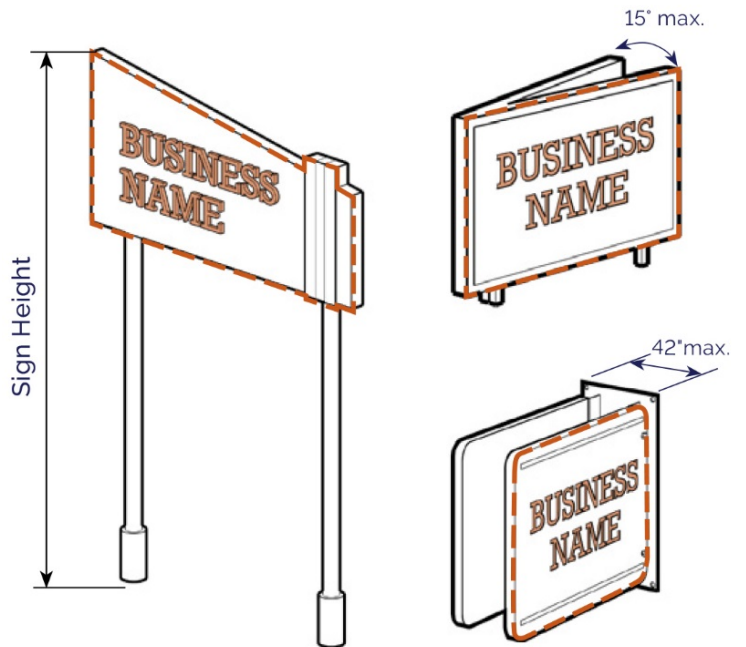
The sign area is calculated as the total area of each rectangle that encompasses each word or graphic element. Sign area does not include any supporting framework or bracing, unless such framework is part of the message or sign face.

(4) *Signs on an awning.*

The area of awning sign is calculated by drawing the smallest possible rectangle that encompasses each word or graphic element on the awning.

(5) *Signs with poles or brackets.*

For signs that include a pole, pole cover, or bracket, the portion of the structure that is not an integral part of the display area shall not be included in the overall calculation of sign area provided no pole or pole cover exceed two (2) feet in width.



*Signs with Poles or Brackets*

*Signs with 2 or More Faces*

(6) *Two or more faces.*

If the sign has two or more face, the area of all faces is included in determining the area of the

## CHAPTER 154: PLANNING AND ZONING

### Sign Regulations – Sign Measurement

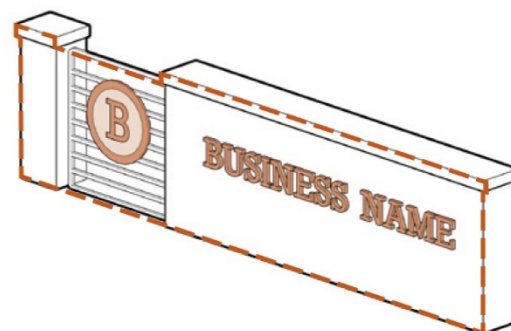
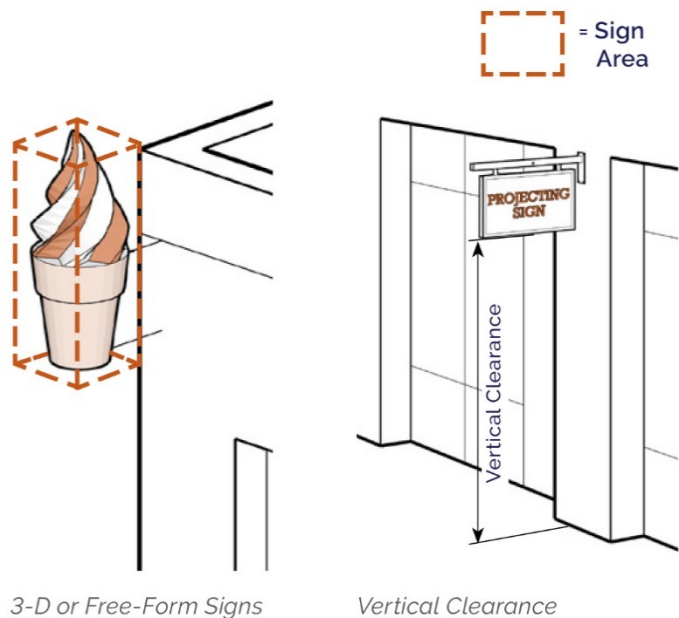
sign. However, if two sign faces are placed back to back, or at an angle no greater than fifteen (15) degrees from one another so that both faces cannot be viewed from any point at the same time, the sign surface area shall be calculated by the measurement of one of the sign faces. In addition, except for off-premise signs, such sign faces that are part of the same sign structure shall not be more than forty-two inches apart.

(7) *Three-dimensional, free-form, or sculptural (non-planer)*. The sign area is calculated as fifty (50) percent of the sum of the area of the four vertical sides of the smallest cube that would encompass the sign.

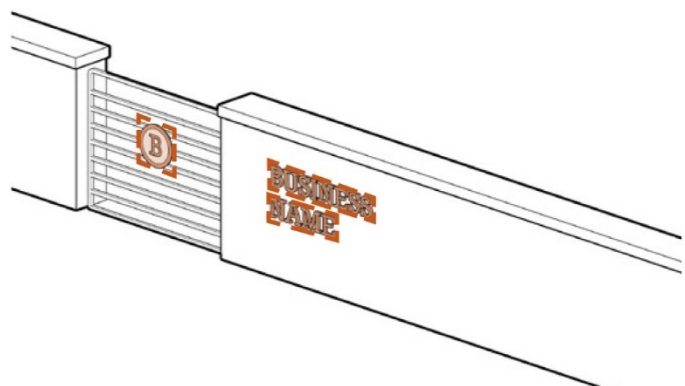
(8) *Landscape wall or fence sign*. The sign area of a sign face located on an ornamental, decorative fence, or masonry wall shall be limited to the area of the sign face only if the fence or wall has a length of at least three (3) times the width of the sign or message element. If a fence or wall is less than three (3) times the width of the sign or message element, the fence or wall shall the display used to differentiate the sign from the backdrop, and the entire area of the fence or wall shall be considered part of the sign surface area.

(9) *Signs at a building corner*. In the case of a building sign located on the corner of a building and oriented toward the intersection of two or more streets, such building sign shall count half its sign area toward the maximum permitted sign surface area for each street frontage.

(B) *Sign height*. Sign height is measured as the vertical distance from the street grade at the base of the sign or sign structure, to the highest point of the sign or sign structure.



*Signs on a Landscape Wall or Fence:  
Wall is less than 3 times the width of the sign*



*Signs on a Landscape Wall or Fence:  
Wall is more than 3 times the width of the sign*

(C) *Vertical clearance.* For signs attached to a structure, vertical clearance is measured as the vertical distance from the grade level to the lowest point of the sign.

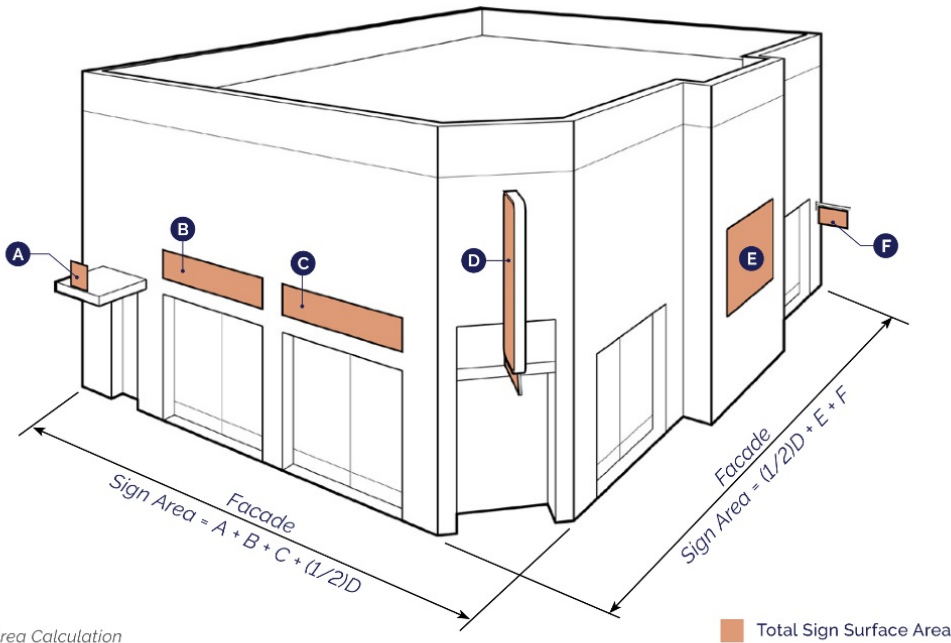
(D) When calculating the area of a façade upon which a building sign may be placed, the following standards apply:

(1)

The area of the façade shall be the actual surface area of the façade of the building or tenant space located above grade and beneath the top of the wall, not including the roof. Façade area shall include any two-dimensional area of the building elevation from which the façade, or portion thereof, may be viewed; and

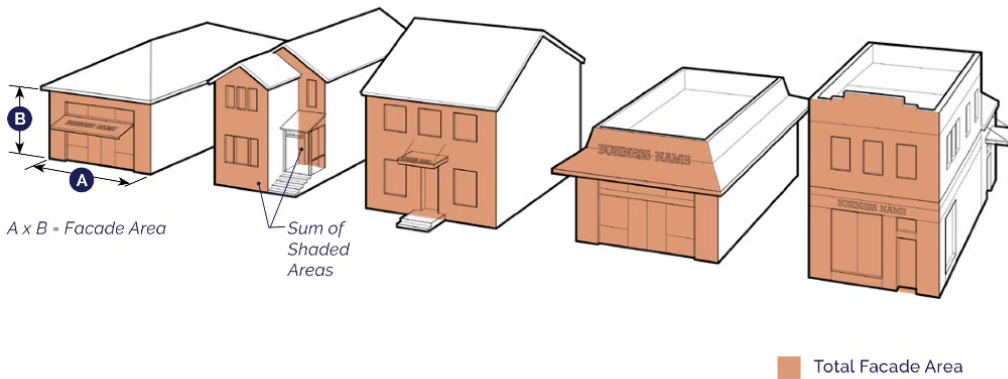
(2)

The calculation of façade area is determined independently for each façade. (Ord. 52-20; 8/25/20)



Sign Area Calculation

Total Sign Surface Area



Façade Area Calculation

Total Façade Area