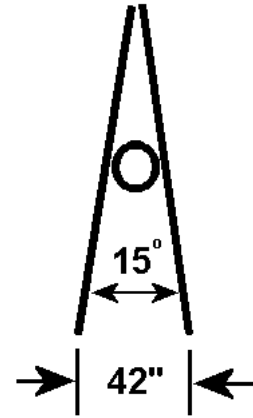


(1) Calculation of *Sign Surface Area*.

(A) *Multifaced Signs*.

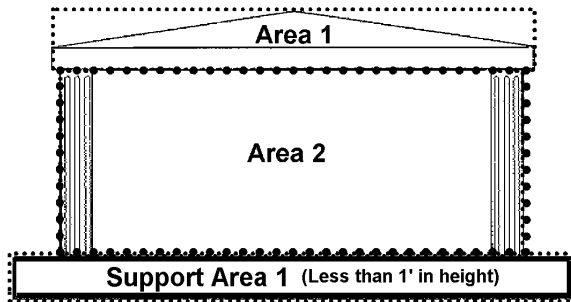
The *sign surface area* for a *sign* with more than one (1) *sign face* shall be computed by adding together the *sign surface area* of all *sign faces* visible from any one point. When two (2) *sign faces* are placed back to back, or at no greater than fifteen (15) degrees from one another, so that both faces cannot be viewed from any point at the same time, the *sign surface area* shall be computed by the measurement of one (1) 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 (42) inches apart.



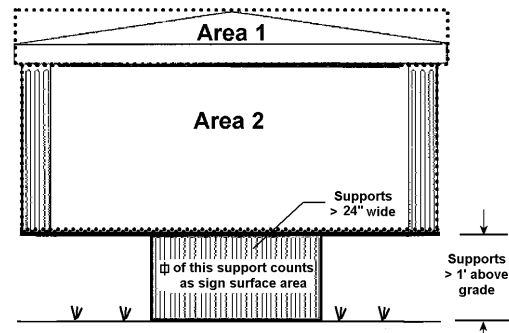
Sign Face Angle and Separation

(B) *Monument Sign Support Base as Sign Surface Area*.

In the case of a *freestanding monument sign* with an ornamental shell or external support *structure* in excess of twenty-four (24) inches in width and in excess of one (1) foot in height above *grade* to the base of the *sign face*, the ornamental shell or external support *structure* shall be considered to be the background of the display used to differentiate the *sign* from the backdrop and the area of ornamental shell or external support *structure* shall be included in the calculation of *sign surface area*.



Support Base – Not Sign Surface Area



Support Base – Part of Sign Surface Area

(C) *Sign Surface Area Determinations.*

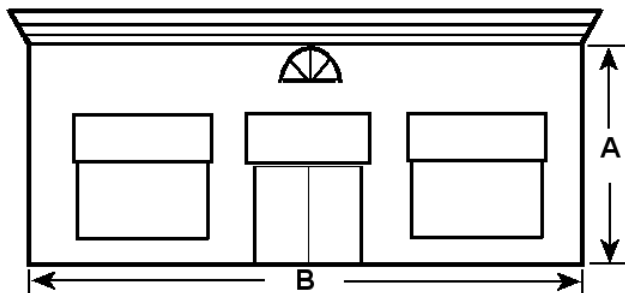
When calculating the *sign surface area* of any *sign*, a maximum of three (3) distinct and abutting "Areas" made up of circles, ovals squares or rectangles may be used to encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the *sign* from the backdrop or *structure* against which it is placed.



Areas Used to Determine Sign Surface Area

In the case of a *freestanding monument sign* with a base or pole cover not in excess of twenty-four (24) inches in width and not in excess of one (1) foot in height above *grade* to the base of the *sign face*, a maximum of two (2) "Support Areas" shall be permitted which shall not be included in the count of the maximum number of "Areas". Any such additional "Support Areas", or "Support Areas" in excess of twenty-four (24) inches in width and in excess of one (1) foot in height above *grade* to the base of the *sign face*, shall be included in the overall calculation of *sign surface area*.

(D) *Façade Area Calculations for Building Signs* – When calculating the area of a *façade* upon which a *building sign* may be placed, the following regulations shall be followed to determine the area of the *façade*:

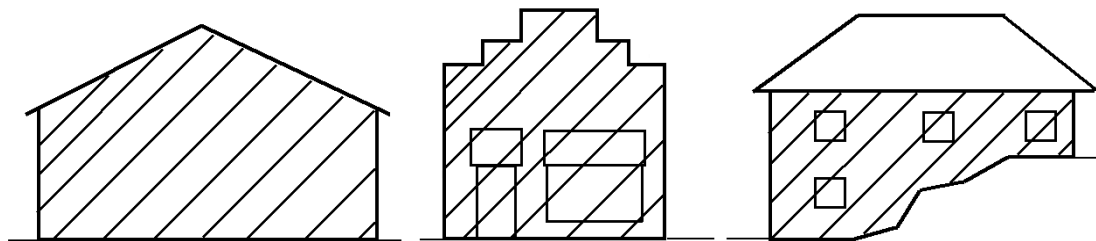


$$\text{Façade Area} = A \times B$$

Façade Area Calculations – Square or Rectangular Shaped Façade

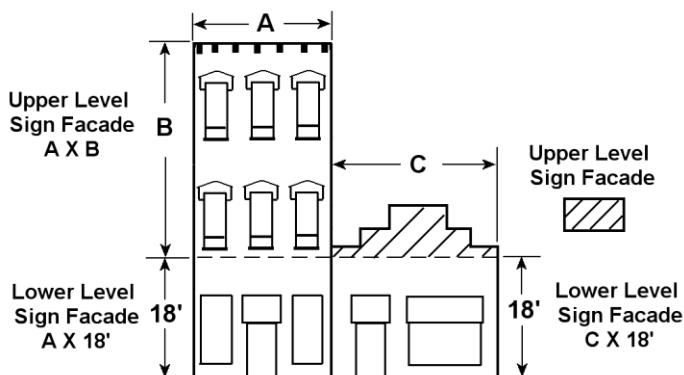
- i. Square or Rectangular Shaped Façade – The area of the façade of the *building* or tenant space shall be the length of the *building* or tenant space times the height of the *building* or tenant space.
- ii. Irregular Shaped Façade – The area of the façade shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the top of the wall.

 – **Façade Area**



Façade Area – Irregular Shaped Façade

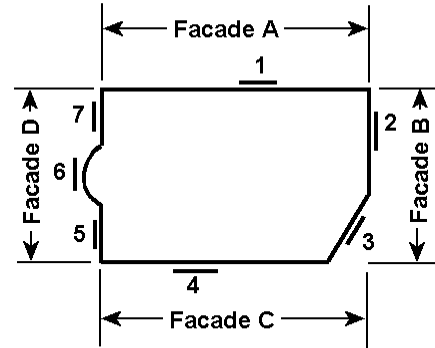
- iii. Lower Level Signs In the MU *Districts* or CBD *Districts* – The area of the façade for lower level *building signs* shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the lesser of top of the wall or eighteen (18) feet above grade.
- iv. Upper Level Signs in the MU *Districts* or CBD *Districts* - The area of the façade for upper level *building signs* shall be the actual surface area of the façade of the building or tenant space located above eighteen (18) feet above grade.



Façade Area – Upper and Lower Level Signs

- v. Buildings With Irregular Footprints – The area of the façade shall be determined by the smallest two dimensional area, pursuant to the above regulations, from which the façade, or portion thereof, may be viewed.

(E) Signs on Ornamental, Decorative Fence or Masonry Wall – The *sign surface 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 not less than 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 be deemed to be part of the background of 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*.



- Facade A - Sign 1
- Facade B - Signs 2 & 3
- Facade C - Sign 4
- Facade D - Signs 5, 6 & 7

Façade Area for Buildings with Irregular Footprints