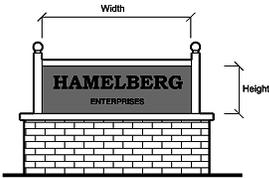
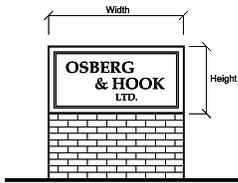


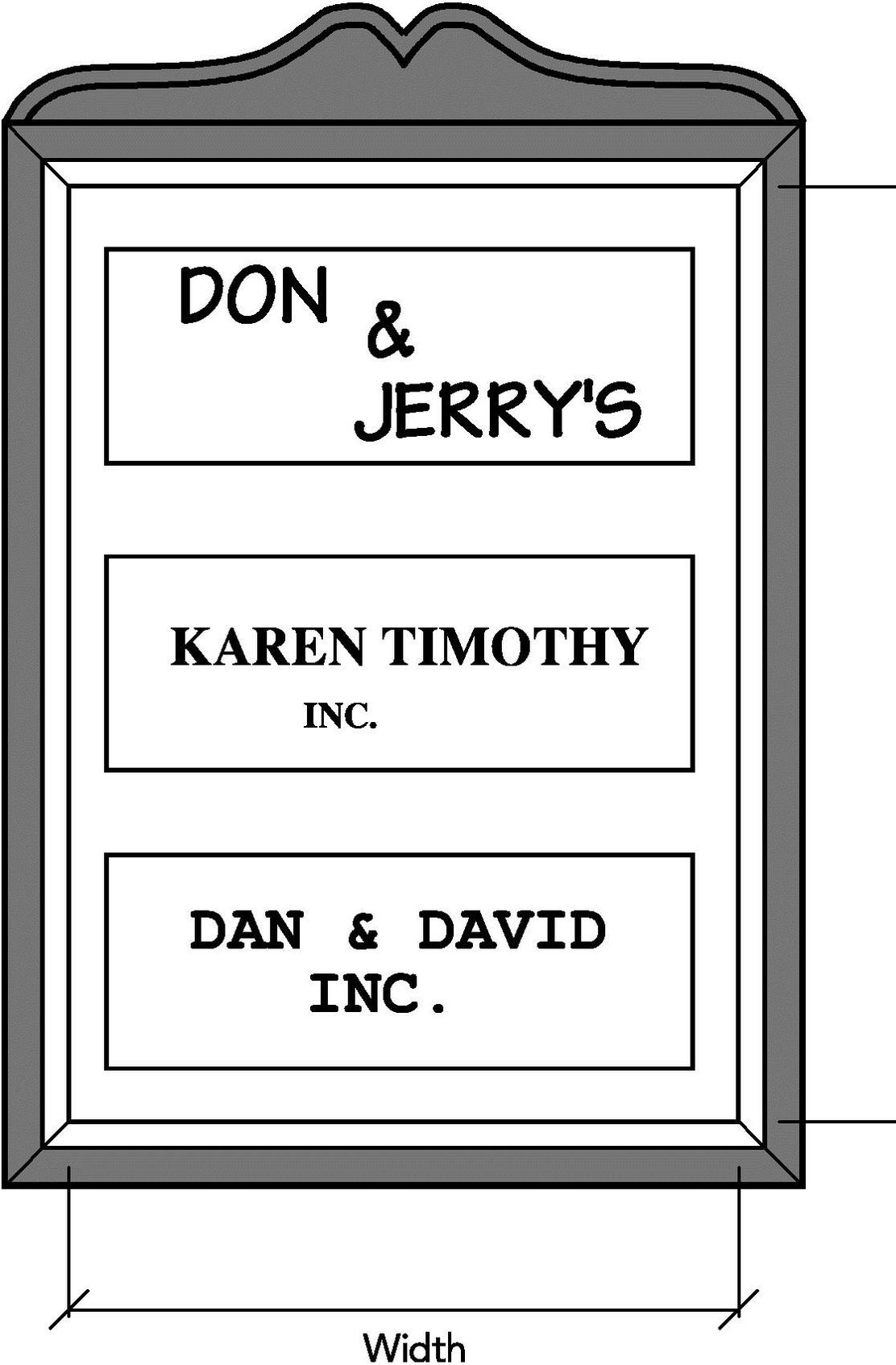
17.28.030 Sign area computation

17.28.030 – Sign area computation

1. Area of Signs in Cabinets, Frames, and on Panels

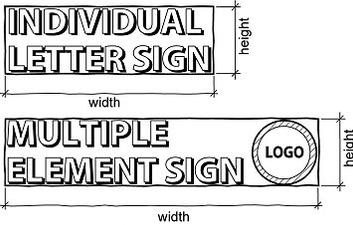
The area of a sign enclosed in a frame or cabinet or painted on or affixed to a panel shall be the area of the sign contained within the outer limits of the frame, cabinet or panel. The area of such sign shall not include any external architectural framing elements or supporting structure such as a post, unless the architectural elements, or supporting structure is designed as an integral part of the message or face of the sign. When there are multiple display signs within a frame, cabinet, or panel, the sign area shall be the area encompassed by the entire frame, cabinet, or panel, and not the area of the individual display signs.





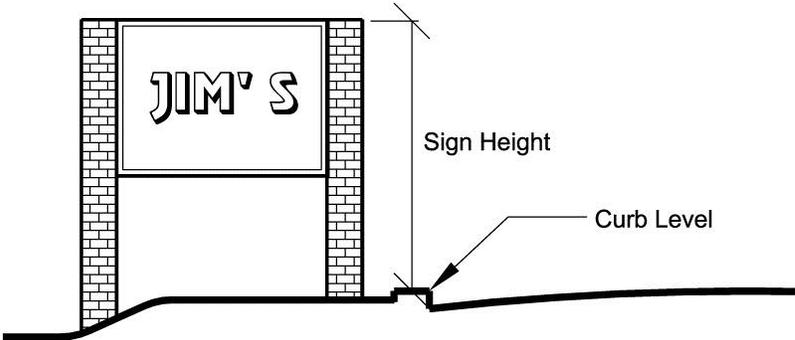
2. Area of Signs Composed of Individual Letters or Elements
The area of a sign comprised of individual letters or other elements attached to a building wall or freestanding wall shall be the area of the smallest square or rectangle that can be drawn around the letters and/or elements.

17.28.030 Sign area computation



area = height x width

- 3. Area of Double-Faced Signs
The sign area for a sign with two faces shall be a) when the sign faces are connected at an interior angle of sixty degrees (60) or more, the sign area shall be computed by measurement of both faces; when the sign faces are parallel or connected at an interior angle of sixty degrees (60) or less, the sign area shall be computed by the measurement of one (1) of the faces.
- 4. Measurement of Sign Height Sign height shall be the vertical distance from the highest point of the sign to the grade of the adjoining street curb; if there is no adjoining curb, to the grade of the edge of the adjoining street pavement.



- 5. Measurement of Sign Setback Required setbacks for freestanding signs shall be measured horizontally, from the closest point of the sign structure to the property line extended vertically.