

**Section 31.03(2) Definition of Net Area**

The entire area within a single continuous perimeter enclosing the smallest possible square or rectangle drawn around the sign copy; or a combination of not more than three (3) of the smallest possible squares or rectangles that can be drawn around sign copy of an irregular shape; enclosing the extreme limits of such sign copy with sides that are perpendicular to the ground. The perimeter shall not pass through or between any adjacent elements of the sign copy except when more than one square or rectangle is drawn around sign copy of an irregular shape, in which case each square or rectangle must be immediately adjacent to the next so that there is no space between them. If the sign copy is contained entirely within one sign can or board, the entire area of the can or board shall be measured to determine the net area. If the sign copy is contained within multiple sign cans or boards, then all cans or boards shall be measured using the methods for sign copy of an irregular shape, above. The net area shall not include any structural elements lying outside the limits of the sign copy and not forming an integral part of the display. For the purpose of window signs, any background material under sec. 31.10(2) shall be included in the measurement of net area.

**Section 31.03(2) Definition of Gross Area**

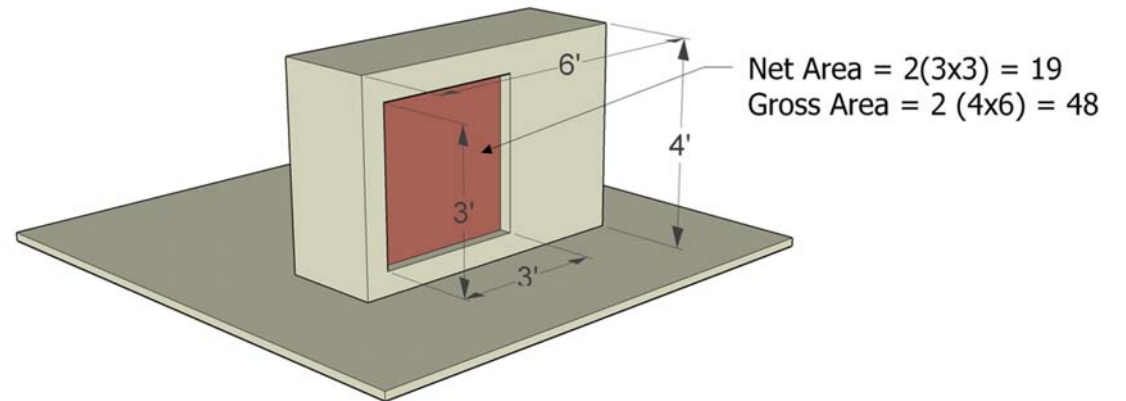
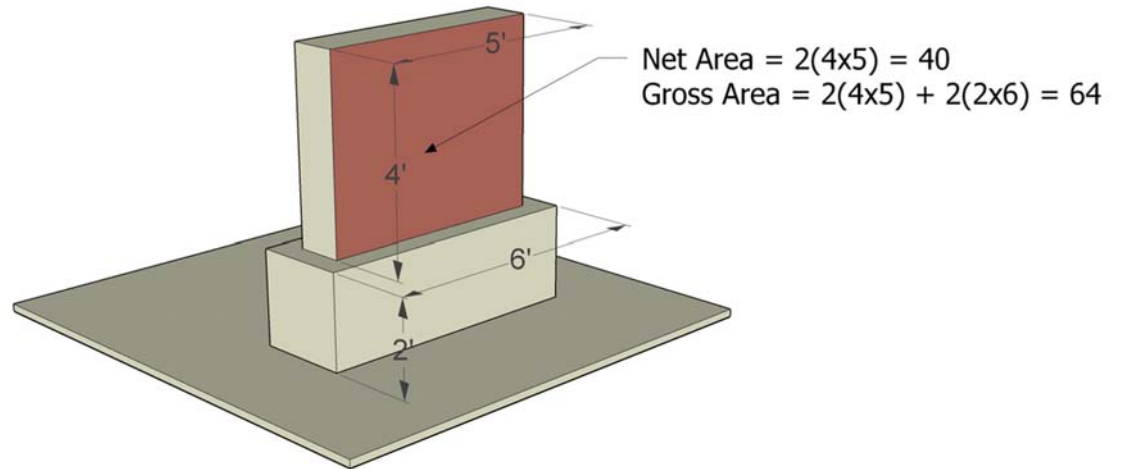
The total area of the sign, including all supporting structures, viewed from the direction the sign is facing; calculated within a single continuous perimeter enclosing the smallest possible square or rectangle, or a combination of not more than three (3) of the smallest possible squares or rectangles that can be drawn around a sign of an irregular shape; enclosing the extreme limits of such sign, with sides that are perpendicular to the ground. Said perimeter shall not pass through or between any adjacent elements of the sign except when more than one square or rectangle is drawn around a sign of an irregular shape, in which case each square or rectangle must be immediately adjacent to the next so that there is no gap between them. If sign copy is displayed on more than one face of a single sign structure, the two-dimensional area encompassing each side of the entire structure displaying sign copy shall be measured and added together for purposes of calculating the gross area.

**Section 31.041(3)(a)2. Fees for Ground Signs**

Ground signs: one dollar and seventy-five cents (\$1.75) per square of the gross area.

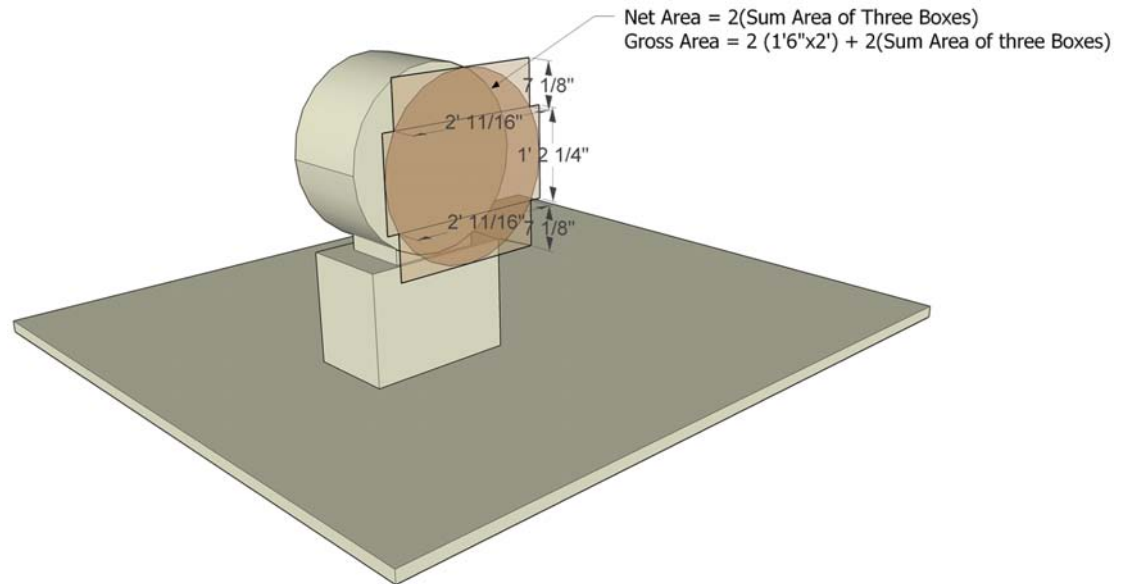
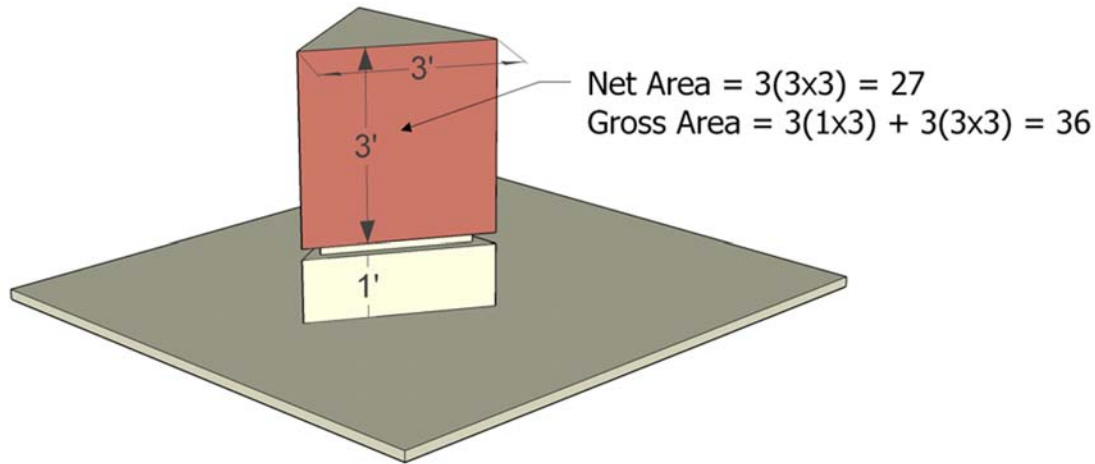
**Ground Signs | Monument**

*How to measure gross and net area on monument-style ground signs:*



# Ground Signs | Monument

How to measure gross and net area on monument-style ground signs:



**Section 31.08(2)(b) Height Restrictions on Pole Signs**

The height of a ground sign shall be measured from the top of the sign to the grade at the base of the supporting structure. The maximum height for all permitted ground signs under this Section varies by zoning district, the number of lanes and speed limit of adjacent highways, and whether the sign is supported by a single pole, as set forth in section 31.15(1), "Table 1." No ground sign shall exceed the maximum height allowed in Table 1. For purposes of Table 1, a "pole sign" is a ground sign for which the total width of the supporting structure, when viewed from the direction of the sign face, is no more than one-third (1/3) of the total width of the sign copy portion of the structure it supports. (For ground signs with multiple faces, the widest face shall be used to determine this measurement.) A pole sign shall have a maximum height of twenty-two (22) feet, subject to the limits of Table 1. The maximum height of any permitted ground sign in the RPSM and RDC districts shall be six (6) feet. The maximum height for other exempt or special-purpose ground signs expressly authorized by another section of this ordinance, shall be as set forth in such other section. The maximum height for any other ground sign not addressed by this section or elsewhere in this ordinance, shall be fifteen (15) feet.

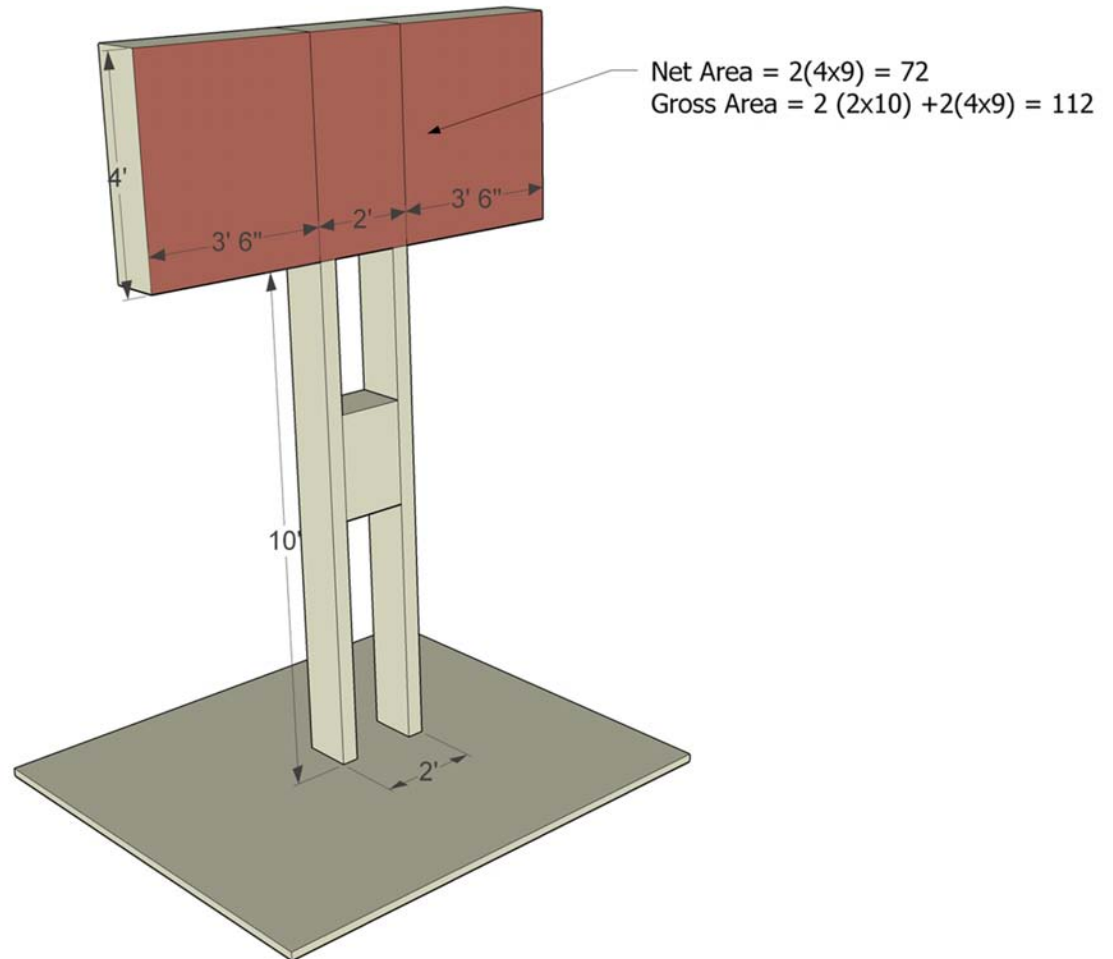
**Section 31.08(2)(c) Measuring Net Area**

The net area of a ground sign shall be measured according to the definition of "Net Area" in sec. 31.03(2). The maximum net area for ground signs is determined in part by the speed limit of adjacent highways and is set forth in §. 31.15(1), (Table 1) and as follows:

1. The maximum net area of any ground sign face is the lower of the two numbers provided under Ground Signs in Table 1.
2. For a single ground sign with back-to-back or multiple sign faces, the net area of all sign faces shall be added together to determine the total net area of that ground sign.
3. The combined net area of all ground signs on a zoning lot shall not exceed the greater of the two numbers provided under Ground Signs in Table 1. This total net area may be divided between a maximum of two (2) ground signs or displayed on multiple faces, but in no case shall the net area of a single sign face exceed the smaller of the two numbers permitted in Table 1.

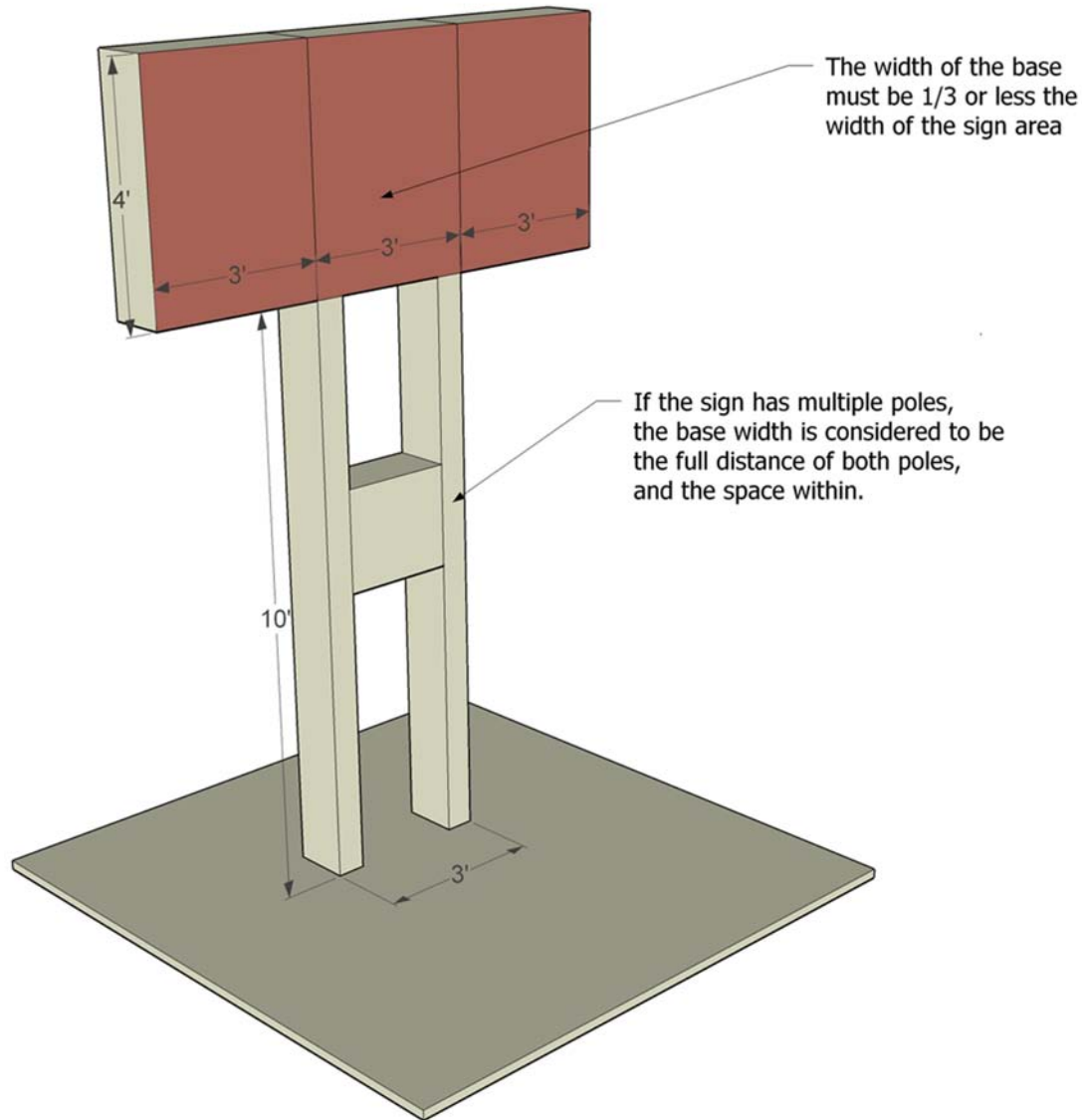
**Section 31.041(3)(a)2. Permit Fee Measurement**

Ground signs: one dollar and seventy-five cents (\$1.75) per square of the gross area.



## Ground Signs | Pole

How to measure gross and net area on pole signs:



### Section 31.08(2)(b) Height Restrictions on Pole Signs

The height of a ground sign shall be measured from the top of the sign to the grade at the base of the supporting structure. The maximum height for all permitted ground signs under this Section varies by zoning district, the number of lanes and speed limit of adjacent highways, and whether the sign is supported by a single pole, as set forth in section 31.15(1), "Table 1." No ground sign shall exceed the maximum height allowed in Table 1. For purposes of Table 1, a "pole sign" is a ground sign for which the total width of the supporting structure, when viewed from the direction of the sign face, is no more than one-third (1/3) of the total width of the sign copy portion of the structure it supports. (For ground signs with multiple faces, the widest face shall be used to determine this measurement.)

### Section 31.08(2)(c) Measuring Net Area

The net area of a ground sign shall be measured according to the definition of "Net Area" in sec. 31.03(2). The maximum net area for ground signs is determined in part by the speed limit of adjacent highways and is set forth in §. 31.15(1), (Table 1) and as follows:

1. The maximum net area of any ground sign face is the lower of the two numbers provided under Ground Signs in Table 1.
2. For a single ground sign with back-to-back or multiple sign faces, the net area of all sign faces shall be added together to determine the total net area of that ground sign.
3. The combined net area of all ground signs on a zoning lot shall not exceed the greater of the two numbers provided under Ground Signs in Table 1. This total net area may be divided between a maximum of two (2) ground signs or displayed on multiple faces, but in no case shall the net area of a single sign face exceed the smaller of the two numbers permitted in Table 1.

### Section 31.041(3)(a)2. Permit Fee Measurement

Ground signs: one dollar and seventy-five cents (\$1.75) per square of the gross area.

**Section 31.08(2)(b) Height Restrictions on Pole Signs**

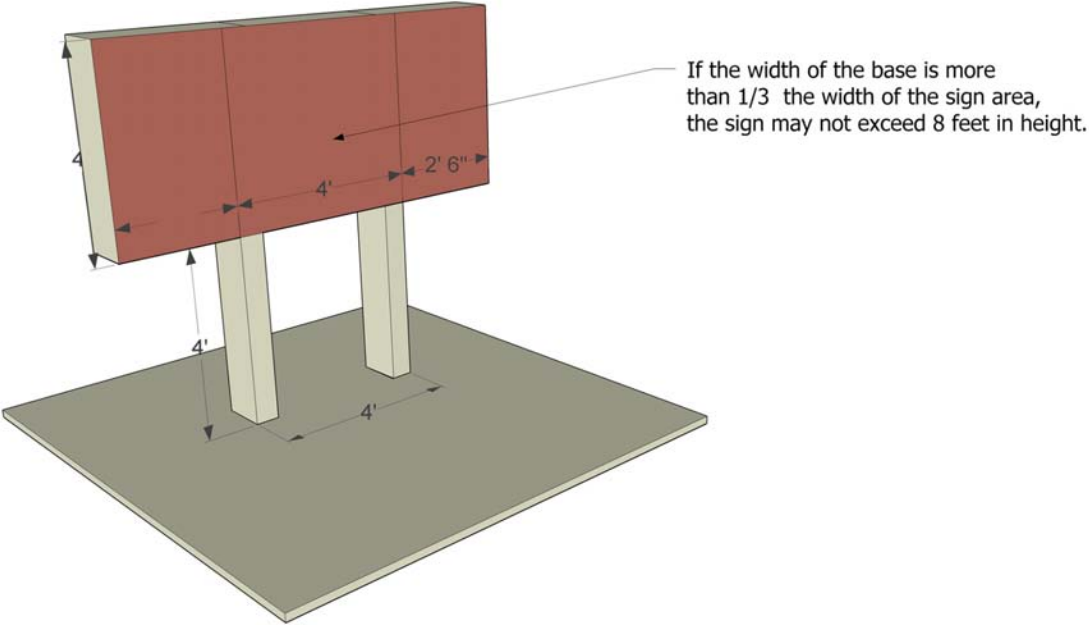
The height of a ground sign shall be measured from the top of the sign to the grade at the base of the supporting structure. The maximum height for all permitted ground signs under this Section varies by zoning district, the number of lanes and speed limit of adjacent highways, and whether the sign is supported by a single pole, as set forth in section 31.15(1), "Table 1." No ground sign shall exceed the maximum height allowed in Table 1. For purposes of Table 1, a "pole sign" is a ground sign for which the total width of the supporting structure, when viewed from the direction of the sign face, is no more than one-third (1/3) of the total width of the sign copy portion of the structure it supports. (For ground signs with multiple faces, the widest face shall be used to determine this measurement.)

**Section 31.03(2) Definition of Pole Sign**

A ground sign that is supported by a single pole that is one-third (1/3) or less in width that the total width of the sign copy structure it supports.

**Section 31.15(1) Height Limits for Non-pole Ground Sign**

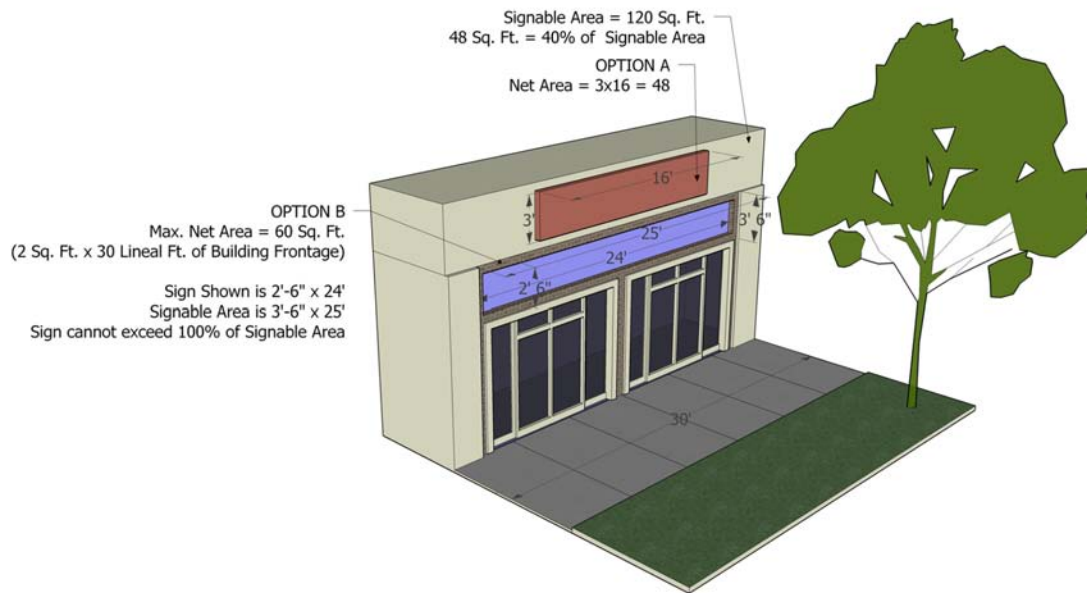
See Table 1 - "All Other Ground Signs." Maximum height varies by zoning district and number of lanes.





# Wall Signs

Definition of signable area (<25,000 sq. ft.) and how to measure net area for a wall sign:



## Section 31.03(2) Definition of Signable Area for Wall Signs

One designated area of the façade of the building up to the roof line that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, on which signs are to be displayed.

## Section 31.07(2) Wall and Roof Signable Area

All wall and roof signs shall be displayed within the selected signable area, except as provided in subsection (5) below.

- (a) Number of Signable Areas: There shall be one (1) signable area, whether on the wall or the roof, for each façade facing a street. There shall be no more than four (4) signable areas per building, except:
1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building façade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonable close to its space as possible.

## Section 31.07(4) Size

The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signages for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in sec. 33.24(4)(b),) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or 100% of the signable area, whichever is less.

\* In reality, can only display one (1) of these options at the same time.

## Section 31.09 Projecting Signs

- (1) Projecting signs, as defined in sec. 31.03(2), may be displayed on buildings in the commercial, office and manufacturing districts specified in §. 31.15(2) (Table 2) and subject to the following restrictions:
  - (a) Location: Occupants may display a total of one (1) projecting sign on a façade facing a street or on a corner of a building. Projecting signs may be displayed in addition to any wall sign allowed under sec. 31.07.
  - (b) Net Area: The permitted net area of projecting signs shall not exceed the square footage permitted in the Table of Permitted Signs, Section 31.15(1) ("Table 1")\*, except if a projecting sign is displayed on the same zoning lot as a ground sign, the permitted net area shall be subject to Section 31.08(3).
  - (c) Illumination: Projecting signs may be illuminated, subject to sec. 31.04(6)(k).
- (2) The following additional regulations apply to projecting signs:
  - (a) Projecting signs must vertically clear any pedestrian area by at least ten (10) feet and vehicular ways by at least fourteen (14) feet, and may project no more than twenty-four (24) inches into the public right-of-way.
  - (b) Where setbacks permit, projecting signs may not extend more than six (6) feet from the building face.
  - (c) Projecting signs may extend to the juncture of the roof with the building wall or to the top of any parapet, but projecting signs may not extend above a third story.



\* **Section 31.15(1)(Table 1) Max. Net Area**

Ranges from 20 - 32 sq. ft. depending on number of traffic lanes

# Wall Signs

Wall signs for multi-tenant buildings:



## Section 31.07 Wall Signs in Multi-tenant Building

Wall and roof signs may be displayed in the commercial, manufacturing and office districts, subject to the requirements of the Tables of Permitted Signs, Section 31.15(1) (Table 1). Wall signs may be attached flat to, or pinned away from the wall. Wall and roof signs may be illuminated subject to sec. 31.04(5)(k).

### Section 31.07(2) Wall and Roof Signable Area

All wall and roof signs shall be displayed within the selected signable area, except as provided in subsection (5) below.

- (a) Number of Signable Areas: There shall be one (1) signable area, whether on the wall or the roof, for each façade facing a street. There shall be no more than four (4) signable areas per building, except:
1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building façade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonable close to its space as possible.

### Section 31.07(4) Size

The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signages for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in sec. 33.24(4)(b),) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total gross net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or 100% of the signable area, whichever is less.



**Section 31.07(6)(a) Additional Signable Area for Large Buildings Exceeding 125' in Length**

On each façade of the building, where wall, roof or above-roof sign(s) are displayed meeting the criteria of this section, up to four (4) additional accessory signs, as defined in sec. 31.03(2), may be displayed. The accessory signs under this paragraph shall not exceed 50% of the net area or 50% of the height of largest permitted wall, roof or above-roof sign already displayed on that façade.

**Section 31.07(4) Size**

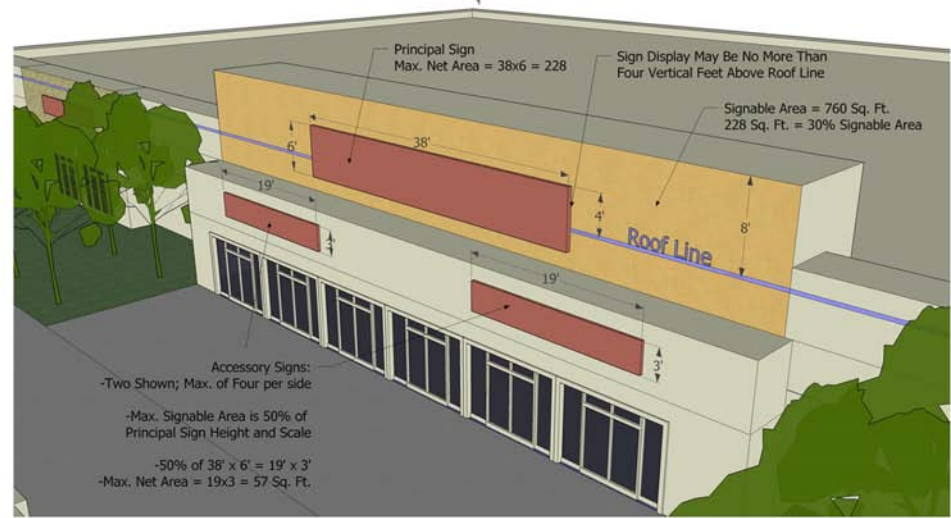
The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signages for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in sec. 33.24(4)(b),) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total gross net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or 100% of the signable area, whichever is less.

**Section 31.07(2)(b)1. Height of Sign on Parapet**

The signable area for a wall sign is determined by the area of the façade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a façade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

**Wall Signs**

*Principal and accessory signs on large, single-tenant buildings (125' or more):*



## Single Tenant Building; Five Stories or More



### Section 31.07(6)(b) Five Stories or More

For buildings five (5) stories or more in height, one (1) additional signable area for each façade may be selected. The signable area under this section shall be measured using the criteria under sec. 31.07(2)(b) except the total area of the additional signable area under this paragraph shall not exceed five percent (5%) of the area of the façade. The maximum net area of a sign displayed within this additional signable area shall be determined under sec. 31.07(4).

### Section 31.07(4) Size

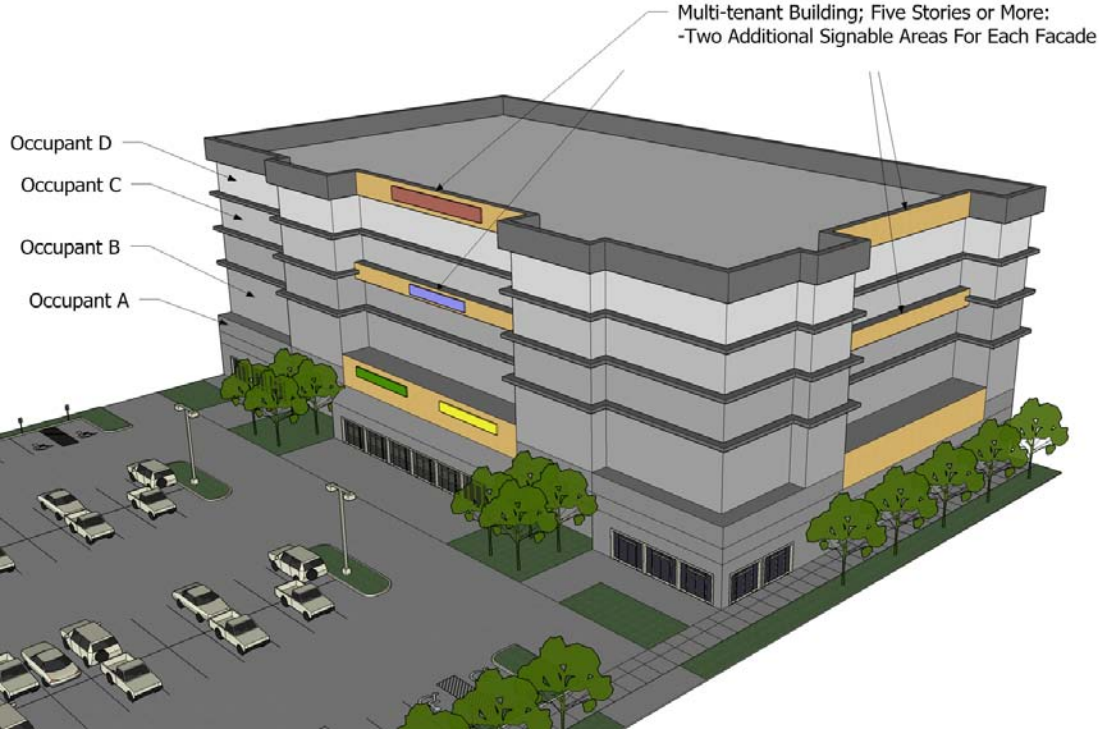
The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signages for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in sec. 33.24(4)(b),) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total gross net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or 100% of the signable area, whichever is less.

**Section 31.07(2)(a)2. Multi-story**

For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.

**Section 31.07(4) Size**

The permitted net area of wall, roof and above-roof signs shall be no more than forty percent (40%) of the signable area or two (2) square feet of signages for each lineal foot of building frontage, except that for all Planned Developments (as that term is used in sec. 33.24(4)(b),) and when the total square footage of all buildings on the zoning lot is twenty-five thousand (25,000) square feet or more, the maximum net area shall be thirty percent (30%) of the signable area, and the lineal foot method of measurement shall not be available. If the net area is measured by lineal feet of building frontage, the total gross net area of the sign displayed shall not exceed one hundred percent (100%) of the signable area designated under sec. 31.07(2), above. However, the net area for wall signs in the RPSM and RDC districts shall be a maximum of one-hundred (100) square feet per sign, or 100% of the signable area, whichever is less.

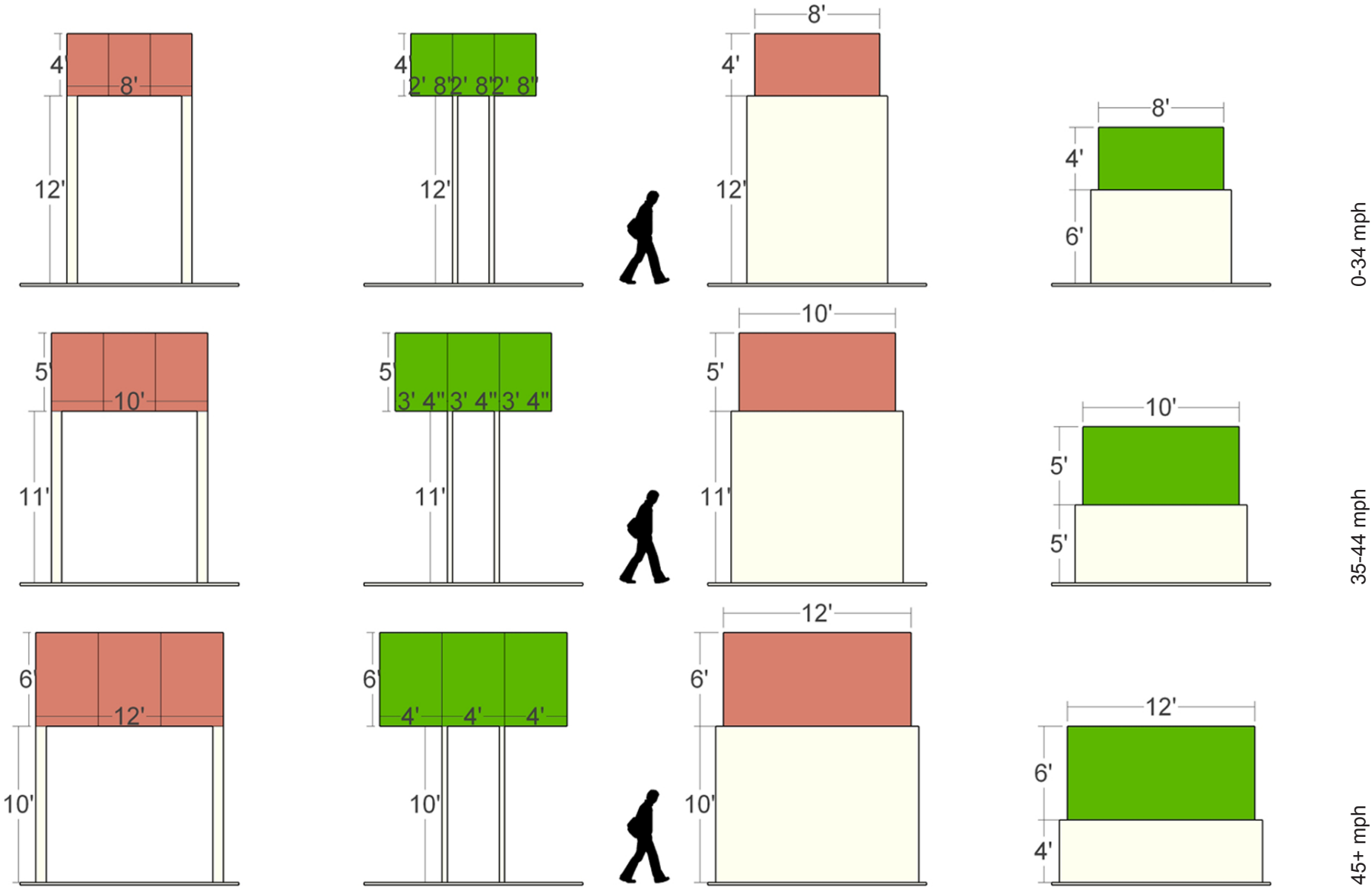


# Ground Floor Primary/Accessory Signage Combined With Multi-Story Tenancy





TABLE 2-3 Travel Lanes



Existing Proposed

# Permitted Pole and Monument Signs

TABLE 4-5 Travel Lanes

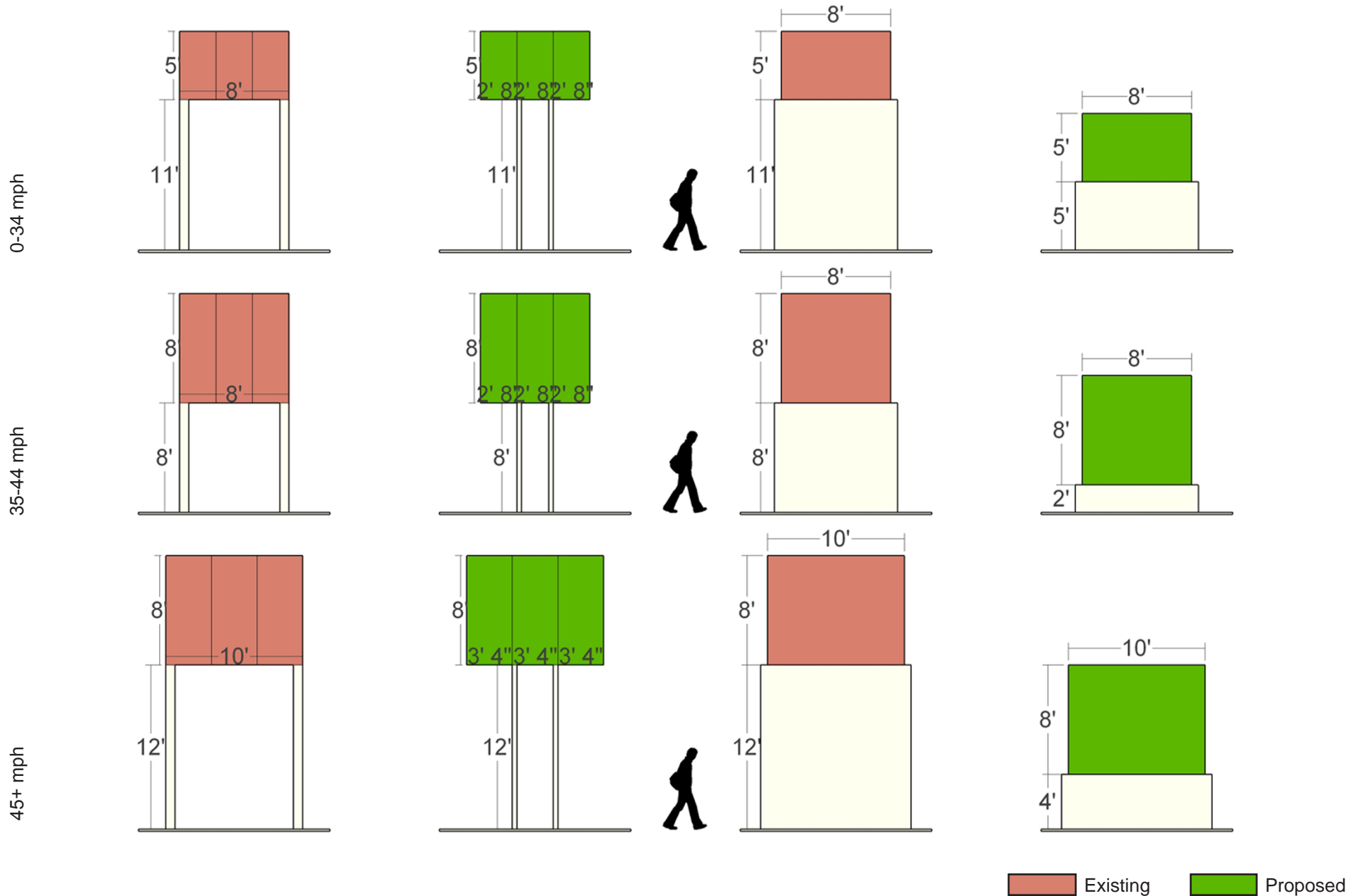
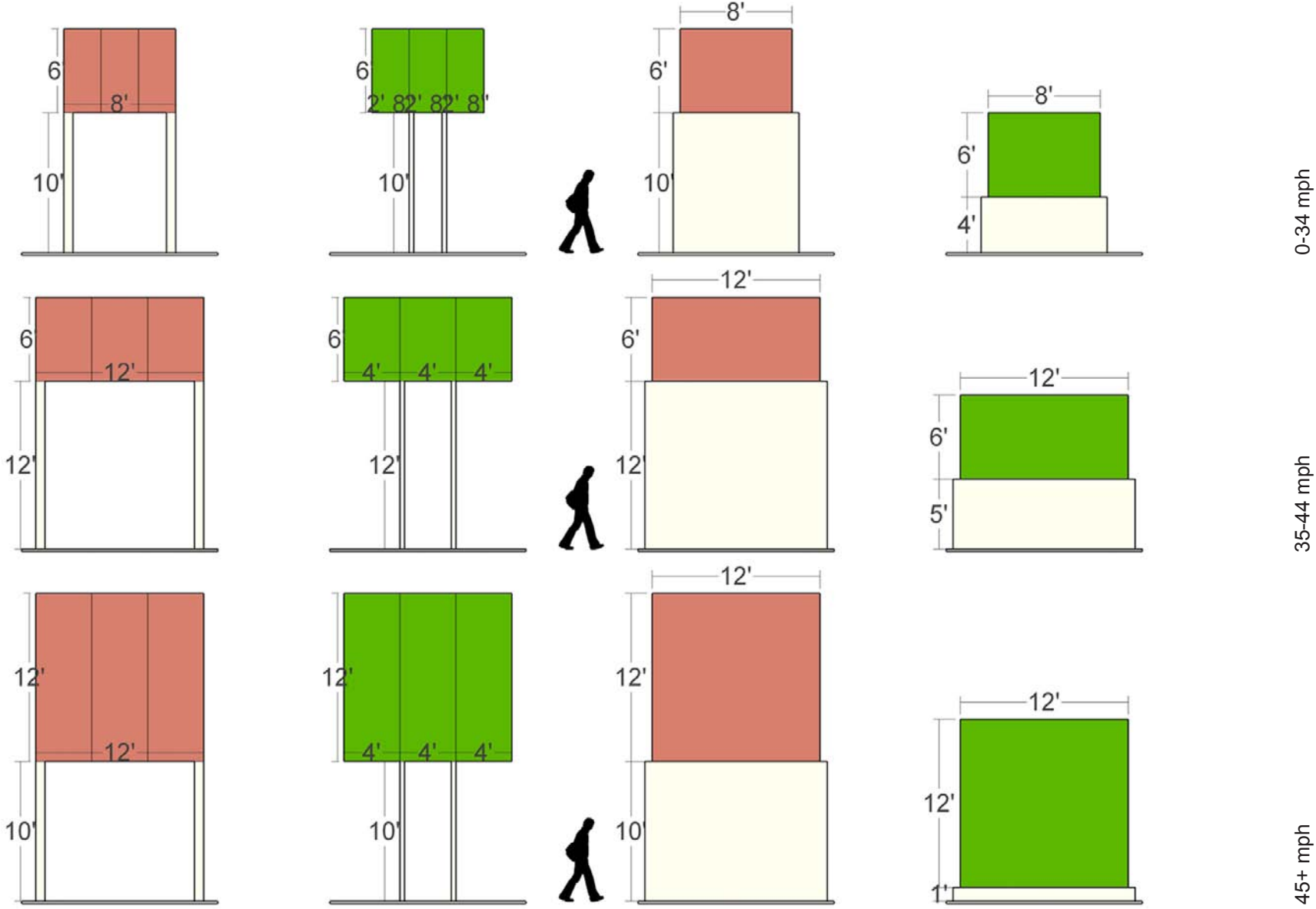


TABLE 6+ Travel Lanes



Existing Proposed