
Measurement and Calculation

A. APPLICABILITY (NEW)

This section applies to all sign types and classifications, including permanent signs, temporary signs, and off-premise signs.

B. SIGN AREA

(1) Maximum (new)

The permitted maximum area for all individual signs is determined by the sign type and the zoning district in which the sign is located.

(2) Building Frontage (new)

- a. Building frontage is the wall of the primary building that faces the street abutting the property. If the primary building is located on a corner lot, the frontage shall be the wall of the primary building which faces the street with the highest average daily traffic count.
- b. Accessory structures shall not be included in the calculation of maximum signage. Wall signs may be affixed to accessory structures; where this is done the amount of signage used on the accessory structure shall be deducted from the total amount of wall signage permitted on the property.

(3) Method of Measuring Sign Area

a. Freestanding Signs (from Shiloh Corridor sign standards)

- (i) The sign area of a freestanding sign shall be measured from the outside edge of the frame.
 - (i) The sign area of a freestanding sign consisting of more than one sign shall be computed by adding together the total area(s) of all signs.
 - (ii) Any portion of the sign not necessary for structural support of the sign or any structural support greater than two feet in width shall be considered in the determination of the square footage of the sign.
 - (iii) A 10 percent increase in sign area is allowed for decorative framing or borders.
 - (iv) Area calculation does not include decorative rocks or landscaping adjacent to a monument sign.
- (ii) The sign area for multiple-sided signs shall be calculated as follows:
 - (v) The total sign area for a two-sided sign shall be calculated using one face, but the second face may not exceed the area of the first face.
 - (vi) The total sign area for a three-sided sign shall be calculated using one face, but the second and third face total area may not exceed the area of the first face.

b. Wall Signs (from Shiloh Corridor sign standards)

- (i) The sign area of a wall sign made up of letters, words, or symbols shall be measured from the outside edge of the frame. The square footage of a sign composed of only letters, words or symbols shall be determined from imaginary straight lines drawn from high point to high point around the entire copy or grouping of such letters, words or symbols. Those portions that are an integral part of the sign display shall be considered in the determination of square footage allowed. An obvious border designed as an integral part of a sign shall be calculated in the total square footage allowed.

- (ii) Logos or identification symbols shall be considered signs and shall conform to all provisions of this section.

EBURD sign standards: The entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure or character. The area of the sign having no such perimeter or border shall be computed by enclosing the entire area with parallelograms, triangles or circles of the smallest size sufficient to cover the entire area of the sign and computing the area of these parallelograms, triangles or circles. The area computed shall be the maximum portion or portions which may be viewed from any one direction.

- c. Window Signs (from EBURD sign standards)

Sign area percentage is measured by dividing the total sign area by the total window area.

C. HEIGHT AND CLEARANCE

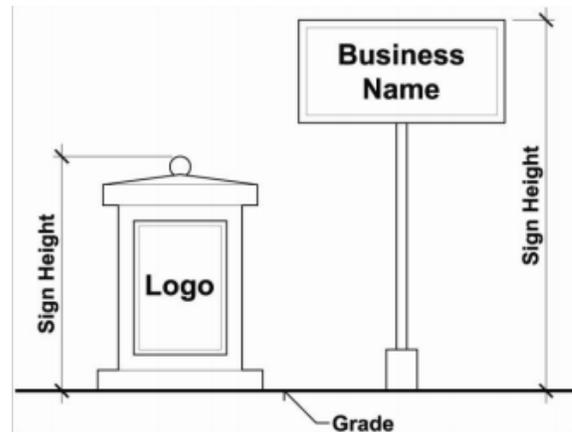
The permitted maximum height for all signs is determined by the sign type and the zoning district in which the sign is located. Sign height and clearance is measured as follows:

(1) Freestanding Sign Height

Current general sign definitions: The height of a freestanding sign shall be computed as the vertical distance measured from the finish ground level to the highest point of the sign. Exaggerated or artificial berming to increase height of sign shall not be permitted.

Entryway sign definitions: The vertical distance measured from the highest point of the sign to the crown of the adjacent street, not including the interstate highway.

EBURD sign standards: Height shall include the sign face, base, cabinet, and ornamental cap.



- a. **Current general sign definitions:** Ground level is lowest point of elevation of the finished surface of the ground, paving, or sidewalk within the area between the sign and property line or, when the property line is more than five feet from the sign, between the sign and a line five feet from the sign.
- b. **New:** When the existing finished grade at the point of measurement is lower than the average elevation of the adjacent street finished grade parallel to the location where the sign will be installed, that portion of the sign below the street shall not be included in determining the sign's overall height.

(2) Sign Clearance (new)

Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade directly underneath the sign at the lowest point of the sign structure, including any framework or other structural elements.

D. SEPARATION

Shiloh Corridor sign standards: Sign separation shall be measured from the center of the sign.

Montana Avenue sign standards: Sign separation shall be measured along the property lines.