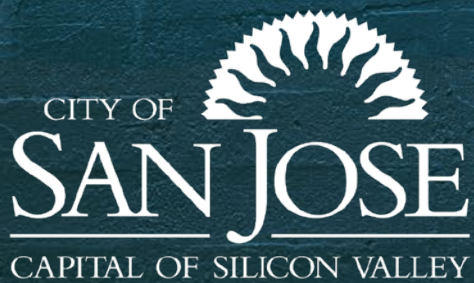


SIGN ORDINANCE VISUAL GUIDE



*Planning, Building and
Code Enforcement*

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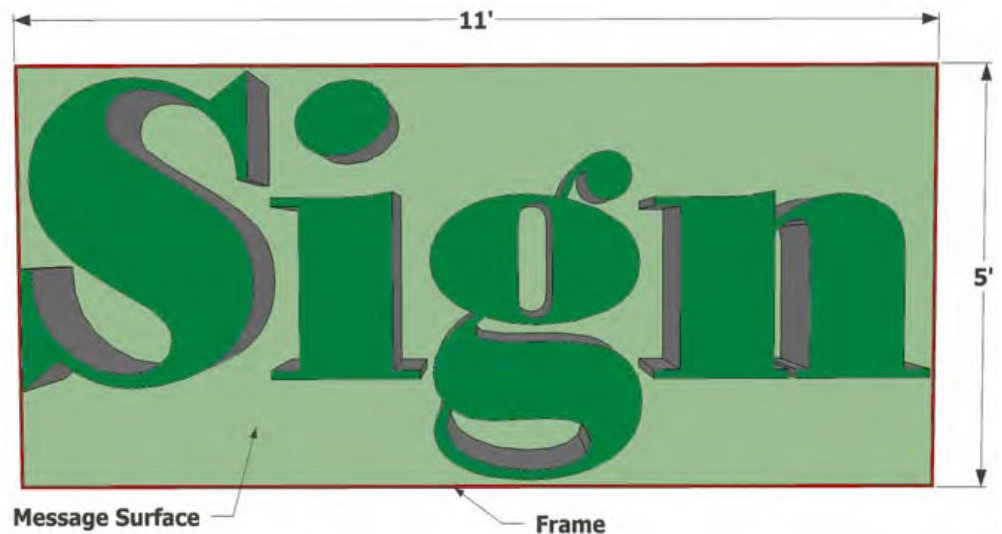
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CHAPTER 1. CALCULATIONS

AREA OF SIGN - REGULAR

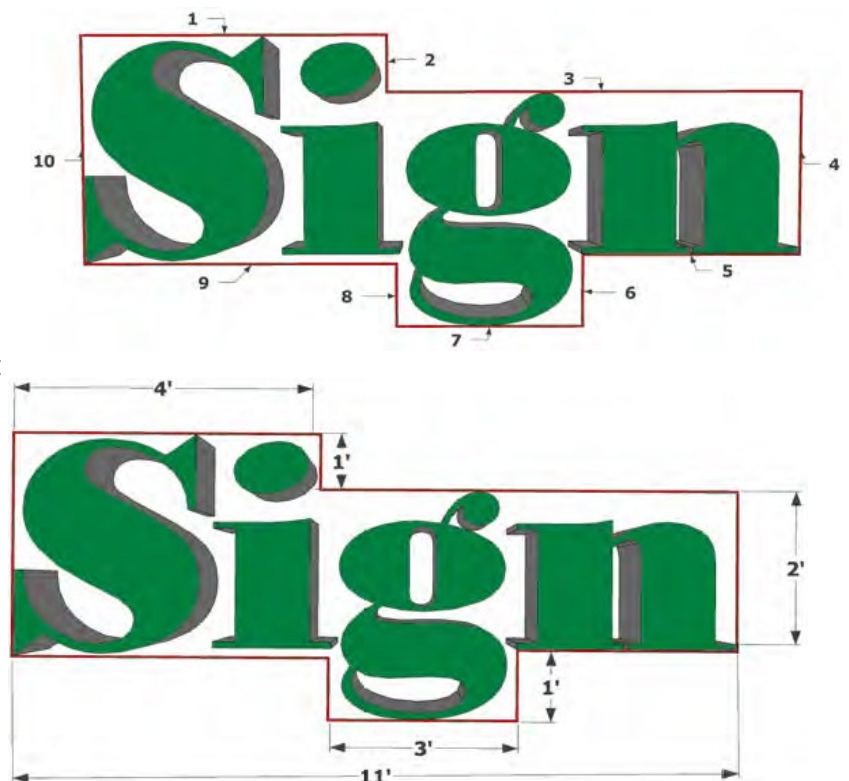
- If the message surface consists of an integral surface and has a regularly shaped perimeter, the area of the sign shall be calculate as the area within the perimeter.
- Area = (length)(width),
Area = (11)(5) = 55 sq.ft.



AREA OF SIGN - IRREGULAR

If the message surface consists of noncontiguous segments or has an irregularly shaped perimeter, then the area of the sign shall be all of the area encompassed within a single continuous rectilinear perimeter of not more than ten straight lines, enclosing the extreme limits of the message surface and including any color, material, or graphic which is integrated therein which differentiates the message from the background against which it is placed.

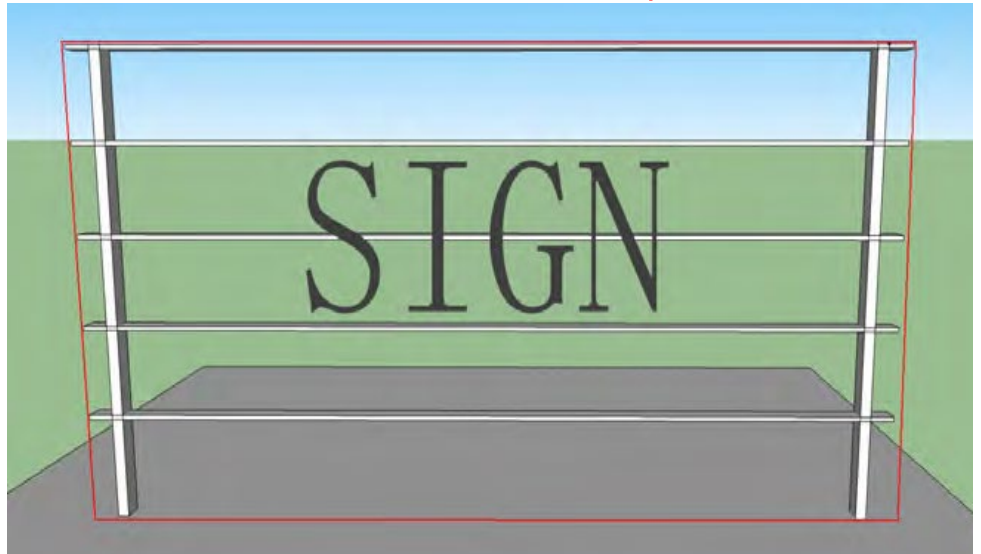
$$\text{Area} = (4)(1) + (2)(11) + (3)(1) = 29\text{sq.ft.}$$



AREA OF SIGN - ROOF

If a roof sign consists of noncontiguous segments silhouetted against an open air background or against an open lattice framework that is at least 75% open area, the area of the message surface shall be calculated as the sum of the area of the noncontiguous segments.

Open Air Space
≥ 75% of Total
Message Area

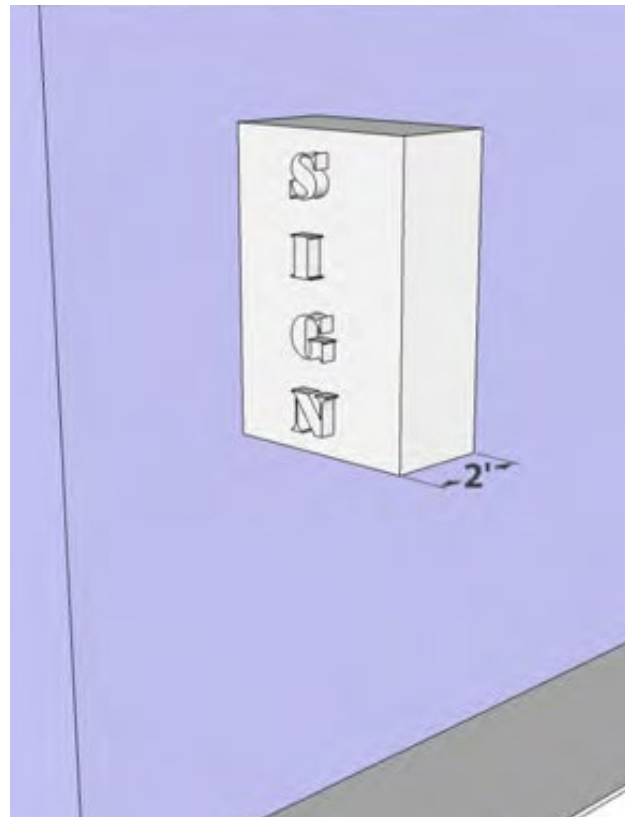


AREA OF SIGN - PARALLEL SURFACES

For signs with two message surfaces facing opposite directions:

- If width > 2ft*, then both surfaces will be included in computation of area
- If width ≤ 2ft*, then only one surface will be included in computation of area

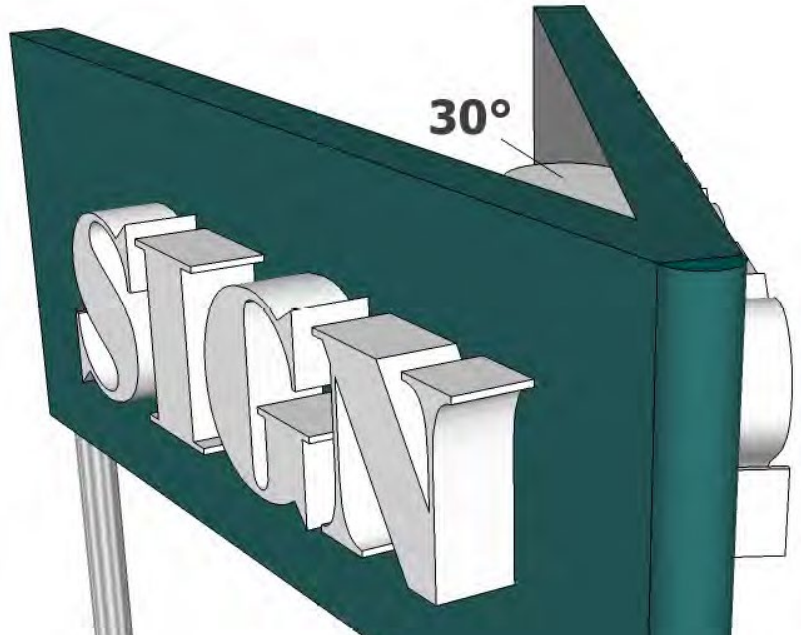
*5ft for freeway signs



AREA OF SIGN - V-SHAPED SURFACES

For a sign with two message surfaces that form an angle between the two sign surfaces:

- If angle > 30°, then both surfaces will be included in computation of area
- If angle ≤ 30°, then only one surface will be included in computation of area

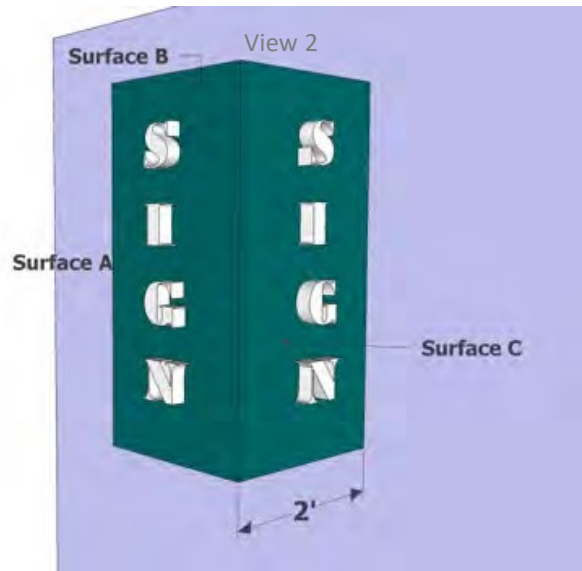
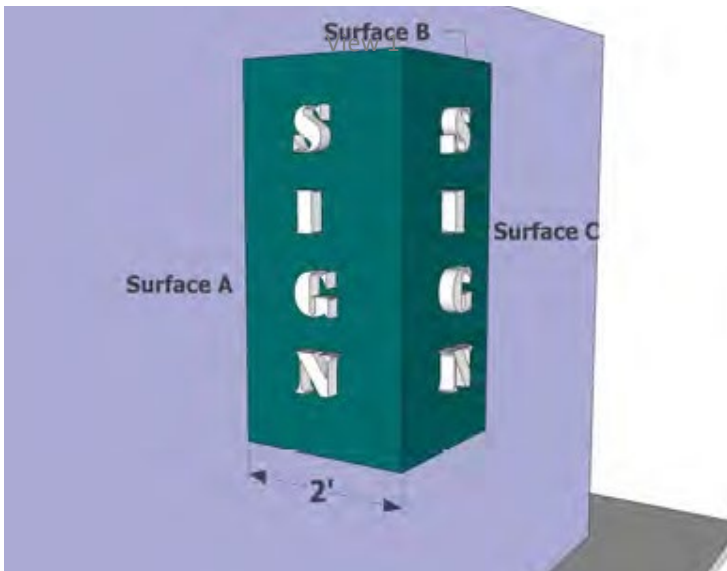


AREA OF SIGN - 3D SIGN

If depth > 2ft, then the Area of the sign shall be calculated as the sum of the three surface areas

$$\text{Area} = \text{AreaA} + \text{AreaB} + \text{AreaC}$$

If depth ≤ 2ft, then the sign shall be measured as if it had a flat surface



DRIVEWAY TRIANGLE

A triangle of land formed by the intersection of a street and a driveway.

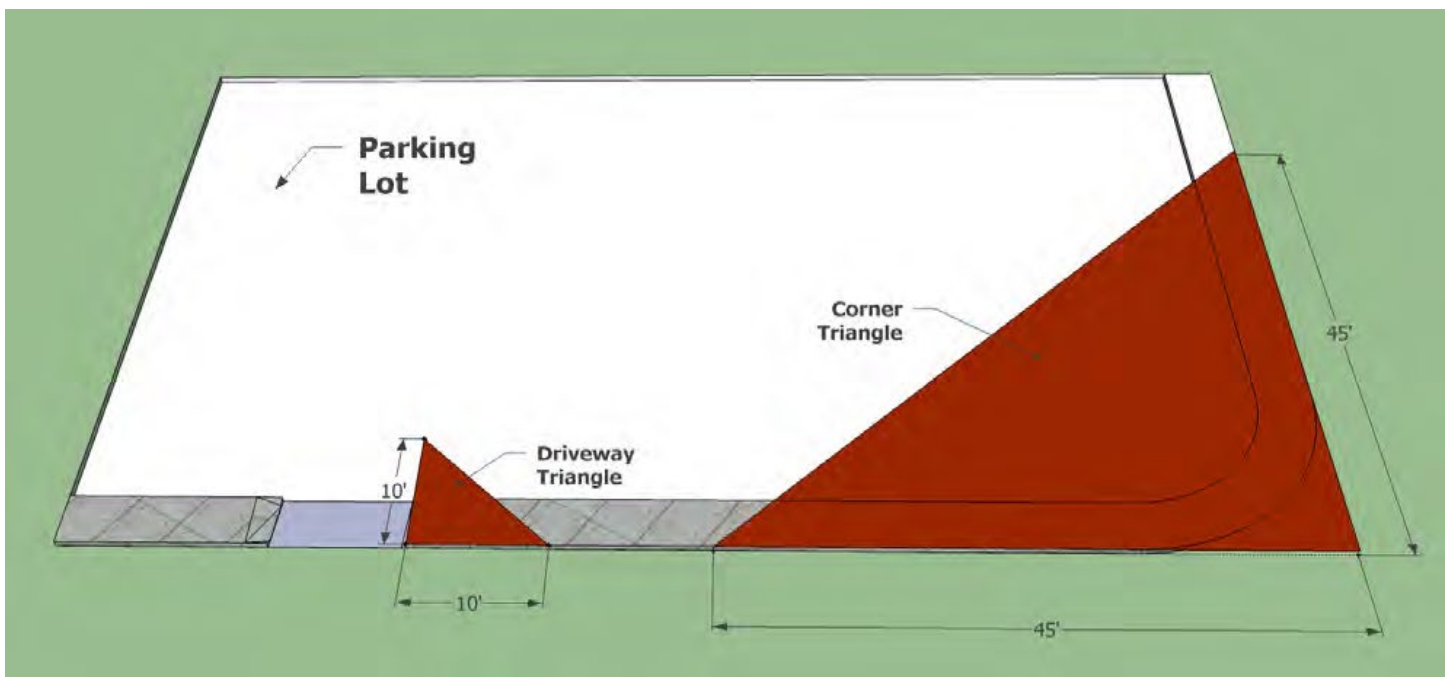
- Side 1: Curblineline of street
- Side 2: Abutting edge of driveway
- Side 3: Straight line between points on the curblineline and driveway edge located 10 feet from the intersection point

CORNER TRIANGLE

A triangle of land formed by two intersecting streets

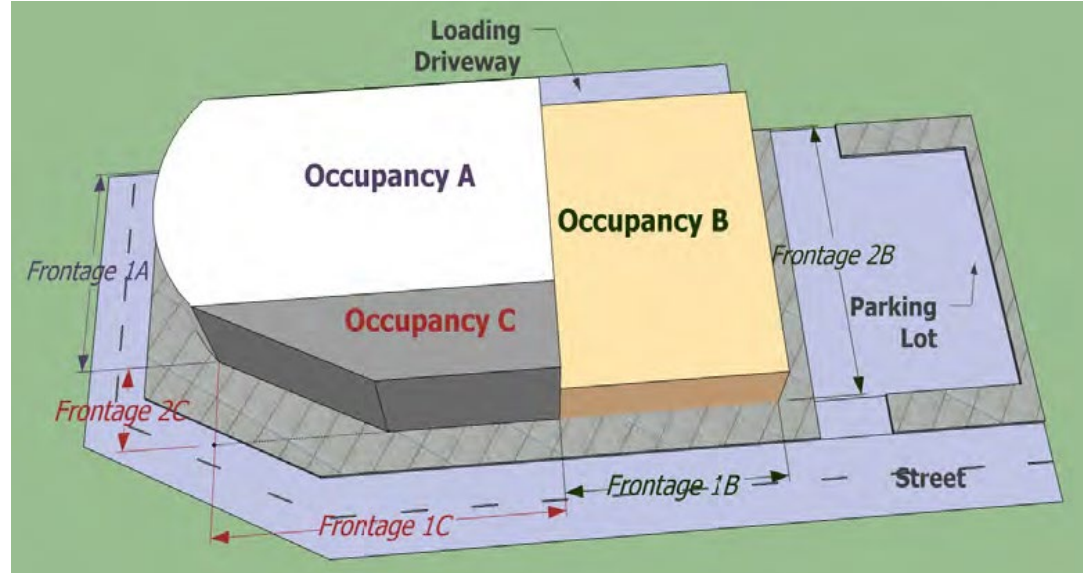
- Side 1: Curblineline of street
- Side 2: Curblineline of intersecting street
- Side 3: Straight line drawn between point on each curblineline located 45' from the intersection

1. Subject to subsection B below, free-standing signs located within a corner triangle or driveway triangle shall not exceed 3ft in height.
2. The Director may allow a height greater than 3ft for such signs upon a finding that safety is not impaired.



OCCUPANCY FRONTAGE

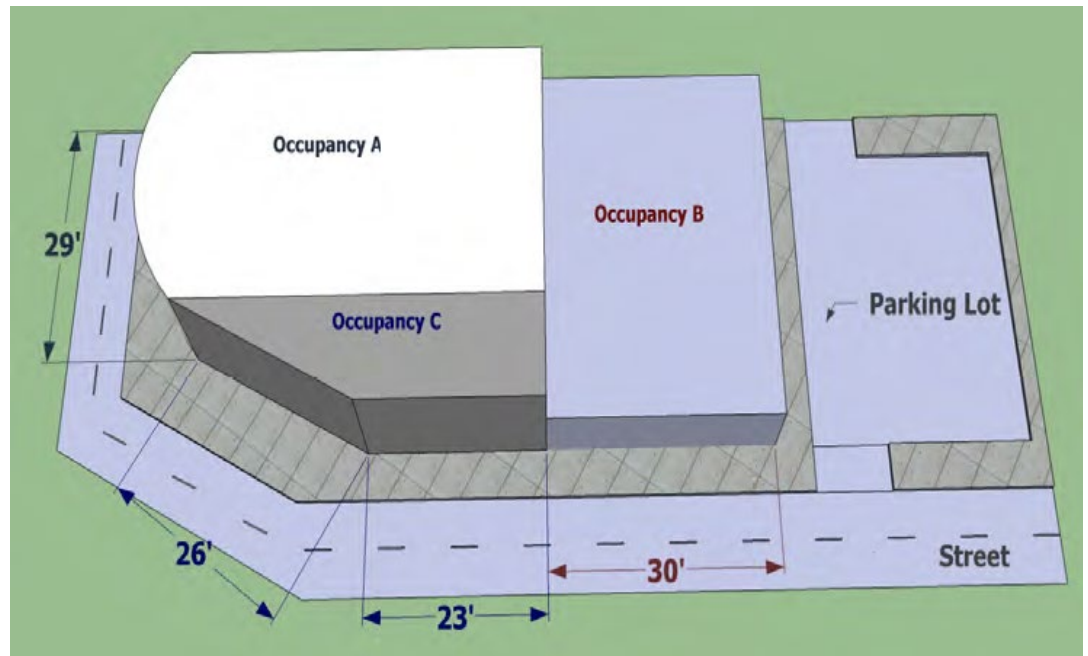
The length of that portion of a building occupied exclusively by an individual tenant or owner and abutting a parking lot or a public right-of-way.



STREET FRONTAGE

Street Frontage is the property line of a parcel that abuts the public right-of-way to which the parcel has a legal right of access.

- Frontage A = 29'
- Frontage B = 30'
- Frontage C = 49'



CHAPTER 2. PHOTO GALLERY

ARCADE SIGN

- Suspended from ceiling of a covered pedestrian walkway that is at least 6ft in width.
- Oriented perpendicular to the building.



ARCHITECTURAL SIGN

A permanent sign that is integral to the design of a doorway, column, cornice, or parapet and the materials of which are integral to the surface of the building façade.



AWNING SIGN

Awnings include canvas coverings as well as permanent, projecting canopies.



BANNER SIGN

A sign on cloth or other flexible material which projects from or hangs from a building, pole, or wire. Banners include without limitation pennants, flags, cable-hung banners, and vertical banners. Depending upon its method of attachment, a banner sign may be a flat-mounted sign, a projecting sign, or a free-standing sign.



BILLBOARD

Any sign that is either a poster panel or a painted bulletin.

- Poster panel - A sign whose sign area is approximately 12 feet by 25 feet.
- Painted bulletin - A sign whose sign area is approximately 14 feet by 48 feet.

Poster Panel (~12'x25')



Painted Bulletin (~14'x48')



CORNER PARCEL:

A parcel which abuts two intersecting streets that form an interior angle not greater than 135°. a projecting sign, or a free-standing sign



FIN SIGN

A two-sided projecting sign intended to be viewed from the side.



FLAT-MOUNTED SIGN

An attached sign mounted flush against or parallel to the surface of a building façade.



FLAT ROOF-TOP SIGN

A flat-mounted sign attached to the roof of a building that is oriented for viewing from places located above the building. Flat roof-top signs shall not be animated signs nor mechanical movements signs.



FREE-STANDING SIGN

A sign not attached to a building or other improvements, but instead, permanently erected upon or standing in the ground and usually supported from the ground by one or more poles, columns, uprights, braces, or cement anchors.



FREEWAY SIGN

A large freestanding sign oriented and designed to be viewed from a freeway.



LIGHTBOX; LIGHTBOX SIGN

An internally illuminated, cabinet-type fixture at a gasoline service station that is usually located above the gasoline pumps and below a canopy structure that is above the pumps; "lightbox sign" means a sign located on a lightbox.



MONUMENT SIGN

A free-standing sign not erected on one or more poles or similar supports, but erected to the rest on the ground or to rest on a monument base designed as an architectural unit with the sign.



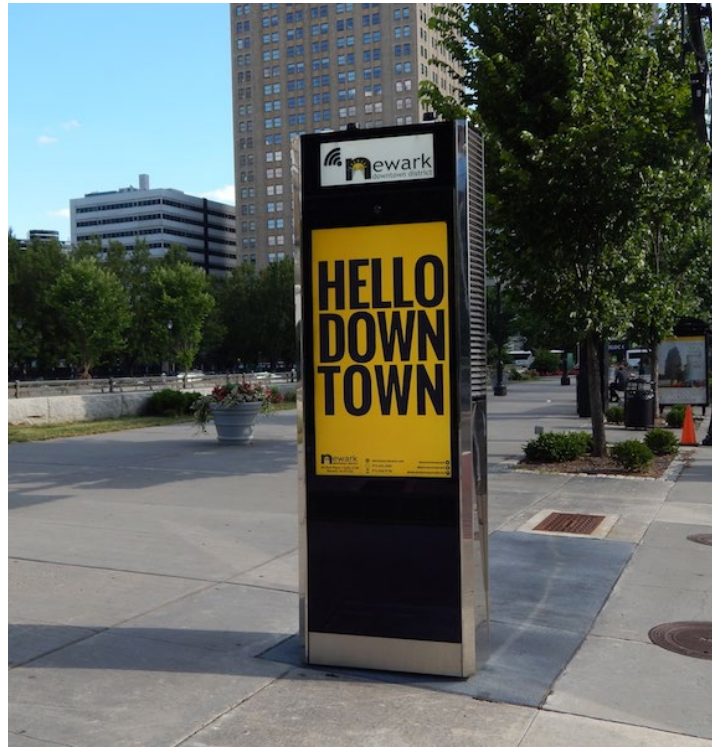
PROGRAMMABLE ELECTRONIC SIGN

A sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means. The elements may be internally illuminated or may be illuminated by reflected light.



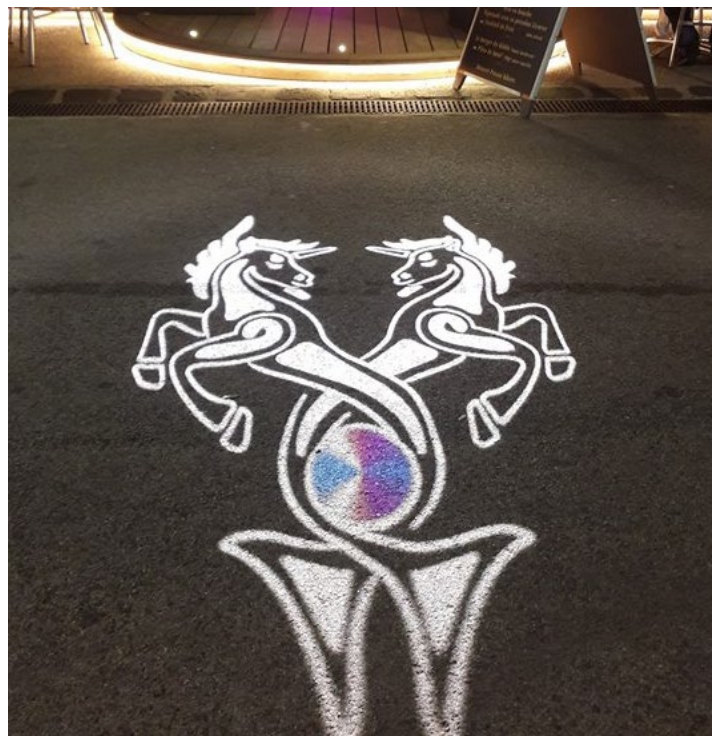
PROGRAMMABLE DISPLAY KIOSK SIGN

Any programmable display sign mounted on a kiosk or kiosk-like structure that has a footprint of no more than 25ft², has a maximum side length of 5ft, and is located on a private sidewalk or plaza.



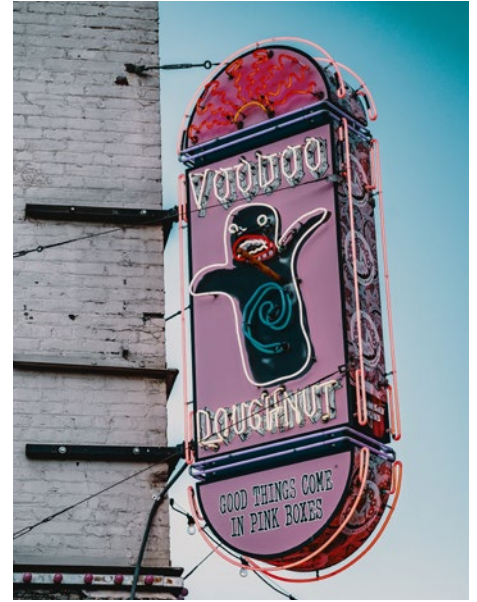
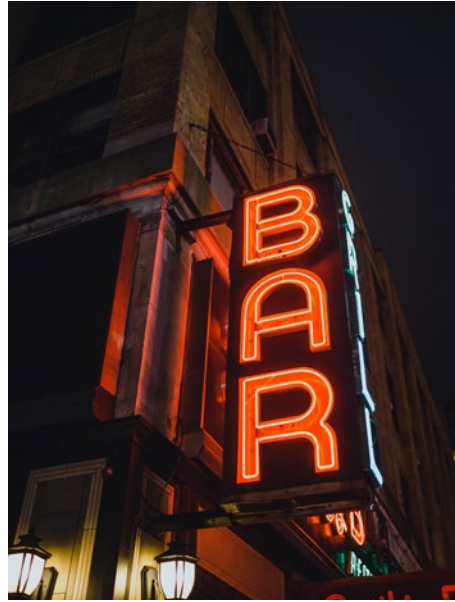
PROJECTED LIGHT SIGN

A sign created from light that is projected from an external light source onto a message surface. Such an external light source may consist of a high intensity beam.



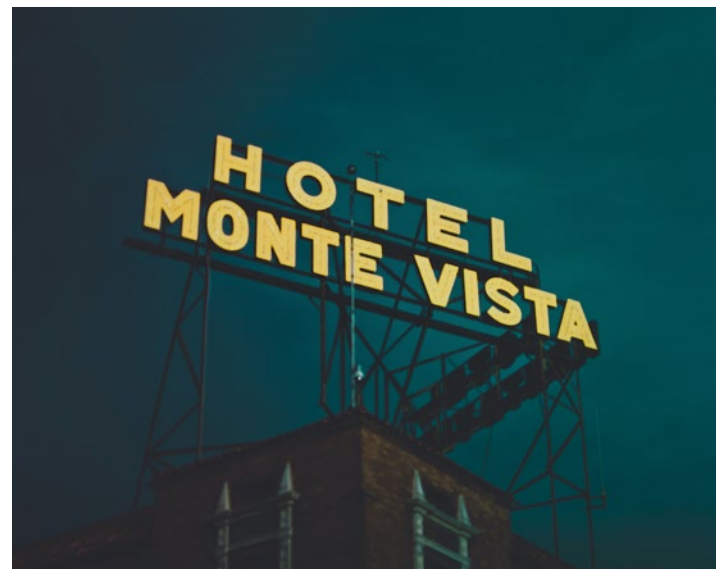
PROJECTING SIGN

An attached sign (other than a flat-mounted sign) which projects out from a building or structure and usually has two message surfaces.



ROOF SIGN

A sign which projects above the wall of a building, including a ground-level structure attached to a building, or is located above the lowest point of a sloped roof, or is attached to a structure located on a roof.



SEGMENTED SIGN

A sign where the message surface contains deliberate visual demarcations used to divide the message area of the sign into separate message compartments.



SKYLINE SIGN

A flat-mounted sign located at the top floor of a building which does not project above the higher of the cornice or parapet of the building.



WINDOW SIGNS

- Shall not exceed in aggregate sign area 25% of the window frame area.
- Shall not be animated.
- Window signs in conformance with this Title shall not reduce otherwise allowed signage.
- Window signs include internal display of stock-in-trade if the display is located within 12in of a window and is visible from a public right of way.

