

20-122. Computation of sign area and power line setbacks.

(1) In computing the area of all signs permitted under this chapter, the same shall be computed as follows: (a) When two (2) signs of the same shape and dimensions are mounted or displayed back-to-back and parallel, only one (1) such face shall be included in computing the total display surface area of the sign. When two (2) signs of the same shape and dimensions are mounted or displayed in a V-shape, not back-to-back and parallel, each such face shall be included in computing the total display surface area of the sign.

The display surface area of an attached sign consisting of word(s), image(s), logo(s) or trademark(s) not enclosed by a box or outline shall be the sum of the area(s) within an imaginary rectangular box around each word, image, logo or trademark, with the size of the box being the area within same, calculated by multiplying the height by the width. The height of the box shall be the vertical distance between the tallest and lowest letter or image, logo, or word; or the distance between the top and bottom of an image, logo, or trademark which is not part of a word. The width shall be the horizontal distance between the outermost distant letter(s), image(s), logo(s), trademark(s) or combination thereof within a word; or the horizontal distance between the outermost edge of any image, logo or trademark not a part of a word.

(b) The display surface area of a sign consisting of connected letters or letters enclosed by a box or outline of any kind shall be the total area of the sign including the background, box or outline.

Example: +-----+
 | S I G N |
 +-----+

(c) The display surface area of a multi-faced sign shall be one- half of the sum of all surface area forming a part of the display.

(2) Sign height measurement: Sign height shall be measured from the ground at the center of the sign to the highest point of the highest element of the sign, excluding any incidental structural element. Notwithstanding any other provision of this chapter, when a sign is located within two hundred (200) feet of a residential zone, the maximum height for the sign shall be sixteen (16) feet. Ground signs shall not exceed the height requirements as set forth in Section 20-126. However, when calculating the minimum height of a sign, the measurement is to the lowest part of the sign face; and, when calculating the minimum height of a canopy, the measurement is to the lowest part of the canopy that is not part of a support.

(3) Clearance from electrical power lines. The closest part of a sign shall not be any closer than eight (8) feet from primary conductor(s). The closest part of a sign shall not be any closer than eight (8) feet from a conductor not attached to the sign.

As an exception to the foregoing, when the measurement is from the sign to an insulated secondary conductor not exceeding six hundred (600) volts, no portion of the sign may be within eight (8) feet of the insulated secondary conductor measured horizontally, vertically or diagonally.

(4) When: (a) a zone lot is adjacent to a frontage road satisfying the conditions herein, has a minimum of one hundred (100) feet frontage on the frontage road, and the principal entrance to the building faces the major thoroughfare;

(b) the permissible square footage of the signage varies based upon the distance from the street right-of-way;

(c) there is a frontage road substantially parallel to a major thoroughfare, which major thoroughfare is a minimum of four (4) lanes; and

(d) the frontage road right-of-way is adjacent to the major thoroughfare right-of-way, then for the purpose of measuring the distance from the street right-of-way in order to determine the maximum number of square feet of attached signage, the right-of-way of the major thoroughfare shall be used rather than the right-of-way of the frontage road.

When the right-of-way between the frontage road and major thoroughfare is indistinguishable, then the frontage road shall be assumed to have a fifty (50) foot right-of-way and the centerline of the frontage road is presumed to be the center of the frontage road right-of-way for purposes of measurement. (as added by Ord. #01-2271, April 2003)