

CHAPTER 7

DIMENSION MEASUREMENT

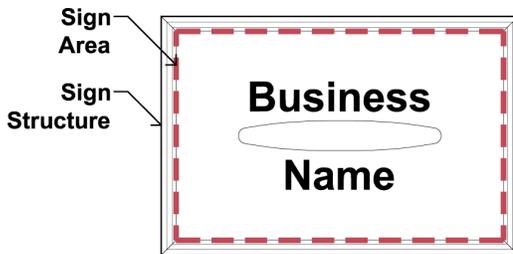
SECTION:

12-7-1 DIMENSION MEASUREMENT

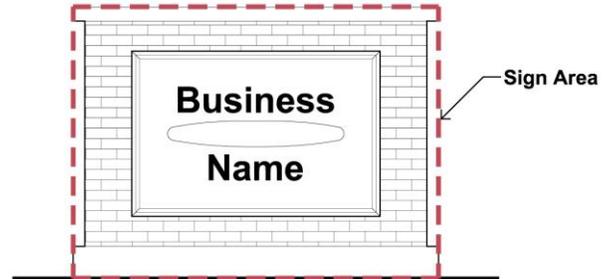
A. Computation of Sign Area

Sign area is calculated as described in this Section.

1. For signs on a background, the entire area of the background shall be calculated for sign area, including any material or color forming the Sign Face or background used to differentiate the sign from the backdrop or structure against which it is placed. For Monument Signs, Sign Area includes any supporting framework, bracing or structure. For all other sign types, Sign Area does not include any supporting framework or bracing, unless such framework, bracing or structure contains part of the message, Sign Face or Copy.



*Illustration of sign area for 12-7-1-A-1,
Non-monument sign*



*Illustration of sign area for 12-7-1-A-1,
Monument sign*

2. For a double-post sign, two (2) separate area calculations are necessary, one (1) for the sign area and one (1) for the total area of the structure including both sign posts. The sign area includes the entire area of the sign, including any material or color forming the sign face or background used to differentiate the sign from the backdrop or structure against which it is placed. Sign area does not include any supporting framework or bracing, unless such framework or bracing is part of the message or sign face. The area of the sign structure is calculated by means of the smallest rectangle that will encompass the extreme limits of the supporting posts, framework or bracing of the sign.

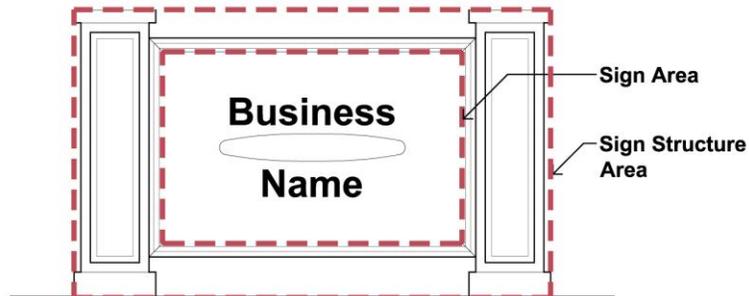


Illustration of double-post sign for 12-7-1-A-2

- For signs consisting of freestanding letters or logos, the area of a sign face ("sign area") is calculated by means of the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem or other display. Sign area does not include any supporting framework or bracing, unless such framework or bracing contains part of the message, Sign Face or Copy.

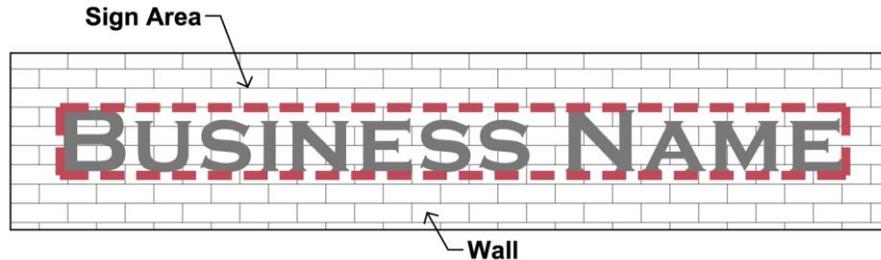


Illustration of sign area for 12-7-1-A-3

- The sign area of free-form or sculptural (non-planar) signs is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the sign.

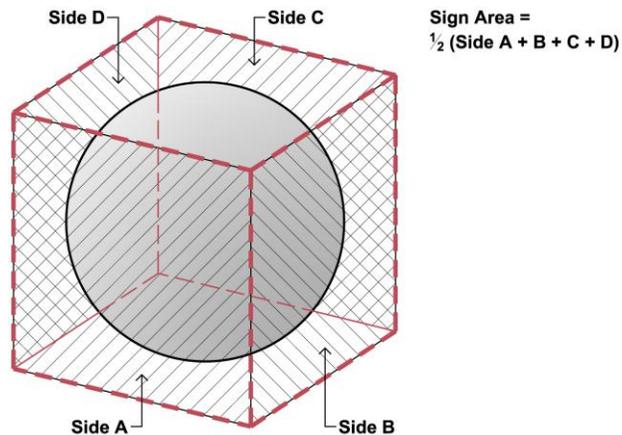


Illustration of sign area for 12-7-1-A-4

- For a Double-Faced Sign, the sign area is computed as the area of one (1) face only. For a Sign where the angle between two (2) sign faces is greater than 30 degrees (30°), the sign area is computed as the sum of the areas of the two (2) faces.

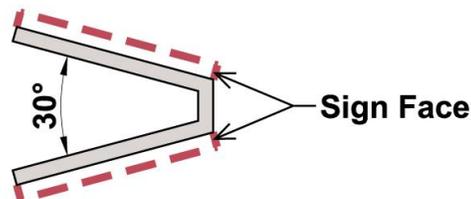


Illustration of double-faced sign for 12-7-1-A-5

B. Measurement of Sign Height

Sign height is measured as described below. In terms of measuring sign height, the height of the entire structure, including decorative elements, must be included.

1. Ground Signs: The vertical distance measured from grade to the highest point of the sign, which shall also include any berming or mounding at the base of the sign.

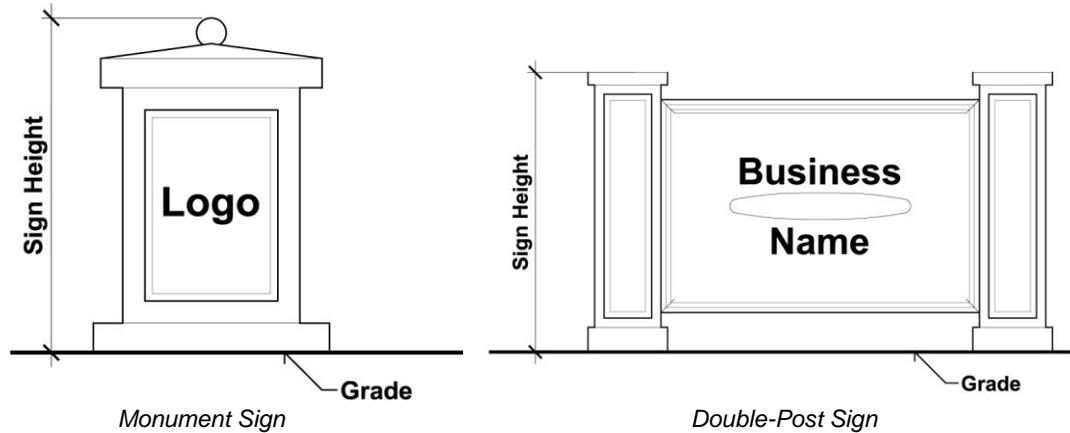


Illustration of sign height for 12-7-1-B-1

2. Signs attached to buildings: The vertical distance from the grade, as used to measure Building Height in Title 6, of the building to which a sign is attached to the highest point of the sign structure.