

3. Business signs shall be in accordance with the following regulations:

a. The total aggregate area of one face of all signs on the premises pertaining to any one business shall not exceed 50 square feet. However, if the portion of the building adjacent to the street-property line measures more than 50 feet, then the aggregate area of one face of all such signs on the premises may be increased in area at the rate of one square foot of sign area for each foot of building frontage in excess of 50 lineal feet; but the total aggregate area of one face of all such signs on the premises shall not exceed 100 square feet for each business. For corner buildings, only the main entrance frontage shall be so measured.

b. Free-standing identification signs shall be counted as a portion of the total aggregate sign area of the premises and shall be restricted to the following:

- (1) One free-standing identification sign for each street upon which the lot has frontage.
- (2) Maximum height shall be 35 feet.
- (3) Such signs shall have a maximum area of 24 square feet.
- (4) Such signs shall not be closer than 30 feet to any residential district.
- (5) A landscaped area shall be provided on site at the street frontage at the base of the free-standing sign, with said landscaped area to have a minimum area of 4 square feet for each square foot of sign area, and such sign shall be located at least 5 feet from any property line.