

Chapter 16.26 SIGN REGULATIONS.

Section 16.26.15 Measurement of Regulated Sign Area.

(1) Wall Signs. Sign copy mounted or painted on a background panel or area painted, textured or constructed as a background for the sign copy shall be measured as that area contained within the outside dimensions of the background panel or surface which contains sign copy, logos, etc. They are by definition wall signs in their entirety and as such may not exceed fifteen (15) percent of the wall area. For sign copy mounted as individual letters and/or graphics against a wall or fascia of a building or other structure that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy the area shall be defined as the area included within the smallest six (6) sided polygon that will enclose all Sign Area. For Sign Area on an illuminated sign or illuminated architectural element of a building, the entire illuminated surface or illuminated architectural element that contains sign copy shall be counted as Sign Area.

(2) Monument Signs. The regulated area of a monument sign shall include all parts of the sign or structure that contains identification and information, or if illuminated, the entire illuminated area.

(3) Multiple Face Signs.

(a) Single Panel. Measure the area of the single face only.

(b) Double Panel. If the interior angle between the two (2) faces is forty five (45) degrees or less, the area to be measured will be the area of one (1) face only (the largest). If the angle between the two (2) sign faces is greater than forty five (45) degrees, the Sign Area to be measured will be the sum of the area of the two (2) faces.

(c) Three or More. The Sign Area shall be the sum of the areas of the three (3) or more faces.

(4) Freestanding Signs. The regulated area of a freestanding sign shall include all parts of the sign or structure that contains words or symbols and information. The height of a freestanding sign shall be the distance from the highest point of the sign to the top of the curb or sidewalk or crown of the street when there is no curb or sidewalk.

(5) Other Sign Shapes. Allowed but not encouraged. For spherical, free-form, sculptural or other non-planer signs, special approval must be granted by the Planning Commission and the area shall be the sum of the areas of the four (4) vertical sides of the smallest polyhedron that will encompass the sign structure.