

## Sign Area Calculations

- (1) Projecting and free-standing. The area of a free-standing or projecting sign shall have only one face (the largest one) of any double-faced sign counted in calculating its area. The area of the sign shall be measured as follows.
  - (a) The area around and enclosing the perimeter of each module shall be summed and then totaled to determine total area. The perimeter of measurable area shall not include architectural embellishments such as pole covers, framing, decorative roofing, and the like, provided that there is no text on the architectural embellishments.
  - (b) If the sign is composed of more than two sign modules, the area enclosing the entire perimeter of all modules within a single, continuous geometric figure shall be the area of the sign. Pole covers and other embellishments shall not be included in the area of sign measurements if the pole cover, and the like, do not have text.
- (2) On a flat sign that is applied directly to a wall, within one module, or a marquee sign, the area shall be within a single continuous perimeter composed of any straight-line geometric figure(s) which encloses the extreme limits of the message. Where a sign is composed of individual letters, characters or symbols applied directly to a building, canopy, marquee, mansard, fascia, facade, parapet, or awning the area of the sign shall be the smallest continuous geometric shape which will enclose all of the letters, characters or symbols.