

## CHAPTER 106 SIGNS

### Section 106-14 Permanent On-premise Sign Regulations

#### (b) *Design requirements.*

- (7) *Multi-tenant signs.* Developments containing two or more businesses, whether in a single building or multiple buildings, shall share a sign structure for advertisement of multiple businesses located within the development. This provision is applicable to businesses located on the same lot upon which the sign is located as well as to businesses located upon different lots within the development. Such signs shall comply with the following:
- a. The lot or lots involved must be contiguous with one another, and constitute a single cohesive development;
  - b. The sign(s) must be located on a lot that one of the advertised businesses occupies;
  - c. The sign shall be designed in the overall architectural style of the buildings within the development;
  - d. The signs may be any sign type that is otherwise allowed by this chapter;
  - e. Private streets within the boundaries of the development are treated as public rights-of-way for purposes of determining allowable signage;
  - f. Individual pad or lease sites, defined in the approved site plan, are treated as separate lots for purposes of determining allowable signage;
    - 1. Businesses shall not be allowed advertising on both the multiple tenant (shared) sign and another free standing business identification sign;
    - 2. Monument signs, used as multi-tenant signs for developments with four or more tenants, may have an allowable sign area not to exceed 64 square feet.
  - g. In addition to signage that would otherwise be allowed on a lot for business identification purposes, one additional monument sign not exceeding five feet in height and 32 square feet in area may be located at each intersection of public roadways and/or private roadways for purposes of directing traffic to various areas and businesses within the development;
  - h. All other provisions of this chapter shall be applicable to this sign category, including but not limited to, allowed number based on road frontage (multiple lot developments are treated as a single lot for this purpose), allowable size as a function of zoning district, spacing, illumination, materials, etc.

## **Sec. 106-15. - Principles of sign area computation.**

The following principles shall control the computation of sign area and sign height.

- (1) *Computation of area of individual signs.*
  - a. The area of a sign shall be computed as the entire advertising area of the sign, including any framing or trim, contained within the respective sign cabinet. For the purposes of this computation the sign cabinet shall be defined as the structure or border used to differentiate a sign face from the structure against which a sign face is placed.
  - b. Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning or wall and all such elements are located in the same plane; the sign area shall be the area of the smallest geometrical shape that completely encompasses all such letters, words or symbols. Where such sign includes multiple words, each word located in the same plane shall be computed separately.
  - c. Embellishments that do not exceed 15 percent of the sign face area are allowed and are not counted toward the area of a sign.
  - d. The permitted area for all monument signs, pursuant to table 106.14.1, shall be inclusive of the sign structure. In no case shall the overall sign structure, exceed the maximum allowed height nor the maximum allowed sign area. In no case shall the sign face of a monument sign exceed 50 percent of the overall sign structure and the sign base shall not be more than 50 percent wider than the sign structure.