

CHAPTER 106

SIGNS

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

(b) Design requirements.

- (1) *Monument signs and low-profile pole signs.* Monument signs or low-profile pole signs are the only permanent on-premise freestanding sign allowed, except on properties with IH 35 where pole signs are also permitted.
 - a. Monument signs.
 1. Monument signs shall have only two sign faces.
 2. The structure of monument signs shall be constructed of materials and colors compatible with those utilized on the primary building's facade.
 3. Monument signs located on the same property must be spaced a minimum of 100 feet apart from other freestanding signs for which a permit is required.
 4. A shared monument sign is encouraged. Such a monument sign must be located on one of the properties included in the sign text.

Section 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.