

506 RULES OF MEASUREMENT

506.A Sign Area

Sign area is the total area of sign copy as applied to any background and including any background with color, material, or texture differentiation. The structure supporting the sign shall be excluded from sign area measurement unless otherwise determined by the Director. Sign area shall be expressed as the sum of the geometrically computed shape or shapes encompassing separate individual letters, words, color differentiation, or graphic elements according to the following rules. Signs separated by six inches or more shall have separate sign areas.

1. Differentiated Background

Sign area shall include all copy, graphics, and the limits of any differentiated background that can be enclosed by no more than 12 [connecting lines](#). ~~straight lines connecting at 90-degree angles.~~ See Figure 506-1.

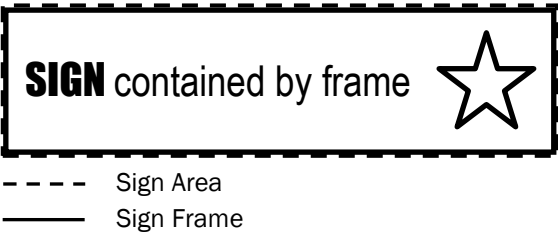
Figure 506-1. Sign Area, Differentiated Background



2. Framed Sign

The area measurement of a sign contained within a cabinet, border, or frame shall include the total area of the sign copy and the cabinet, border, or frame to the outer extent of the sign. See Figure 506-2.

Figure 506-2. Sign Area, Framed Sign



3. Irregular Sign Area

The area measurement of a sign that includes individual letters shall be determined by encompassing all letters, shapes, and any differentiated background in a geometric form of no more than 12 [connecting lines](#). ~~straight lines connecting at 90-degree angles.~~ See Figure 506-3. and Figure 506-4.

Figure 506-3. Irregular Sign Area

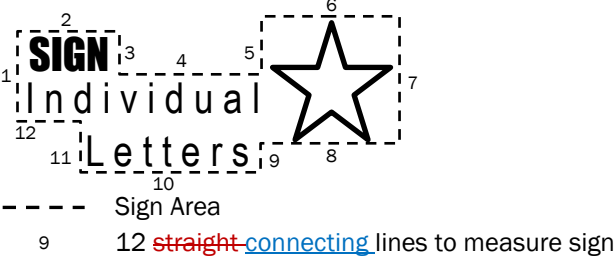


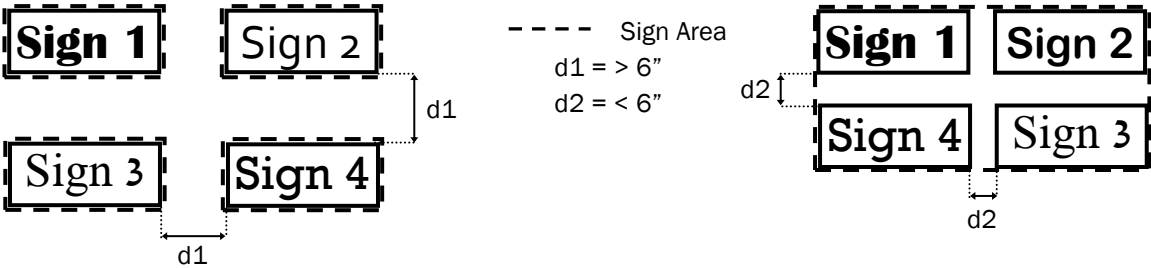
Figure 506-4. Irregular Sign Area, No Dif-



4. Sign Area for more than one sign

The total sign area for multiple signs includes sign frames and vertical and horizontal spacing between signs. See Figure 506-5.

Figure 506-5. Multiple Sign Area



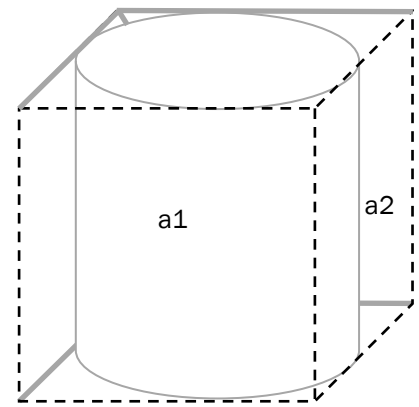
## 5. Free Form Sign Area

The sign area of a Free Form Sign shall be the sum of two adjacent vertical faces, as seen at the same time from a viewer's perspective, of the smallest cube that can encompass the sign. See Figure 506-6.

$$\text{Area 1} + \text{Area 2} = \text{Free Form Sign Area}$$

----- Sign Area  
a1 Area 1  
a2 Area 2

Figure 506-6. Free Form Sign Area



## 6. Freestanding Sign Area

The sign area of a freestanding sign shall include the extent of sign copy and outer extent of any frame, excluding the poles and base. If copy is placed as a rider attached to the sign the additional area of copy and outer extent of any frame will be included in total sign area. See Figure 506-7, 506-8, and 506-9.

Figure 506-7. Freestanding Sign Area



Figure 506-8. Freestanding Sign Area with rider

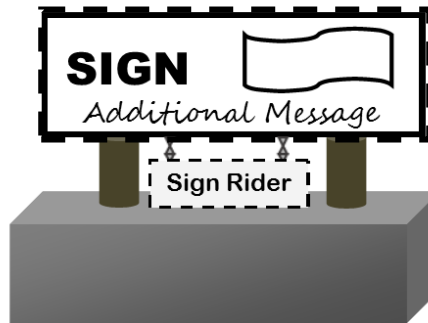


Figure 506-9. Yard Sign with rider



----- Sign Area    Sign Base    Sign Face with Frame

## 7. Parallel Faces.

The sign area of a sign that has two parallel faces shall be measured as one sign area.

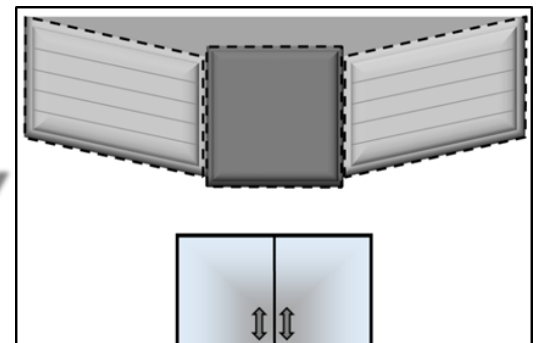
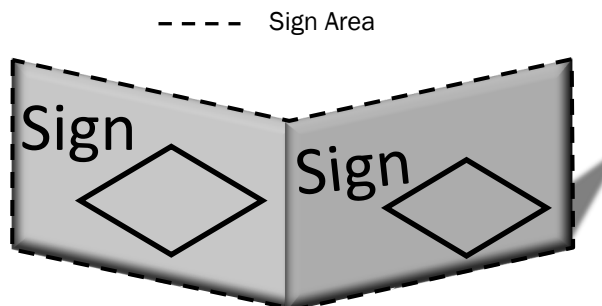
## 8. Faces that are not parallel.

The sign area of a sign that has two or more faces that are not parallel, with an angle of greater than 45 degrees between the sign faces, shall be measured as two (or more) sign areas. The area of all sign faces shall be included in total sign area. See Figure 506-10. and Figure 506-11.

Figure 506-10. Faces that are not parallel, angle  $\leq 45$  degrees



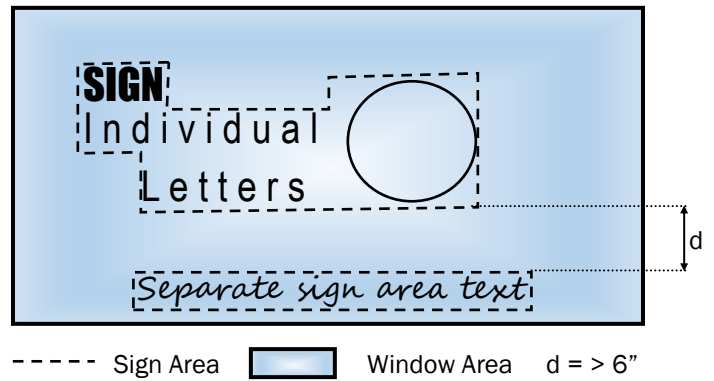
Figure 506-11. Faces that are not parallel, angle  $\geq 45$  degrees



## 9. Window Area

Window area shall be calculated as the area of glass within the structure surrounding the window. See Figure 506-12.

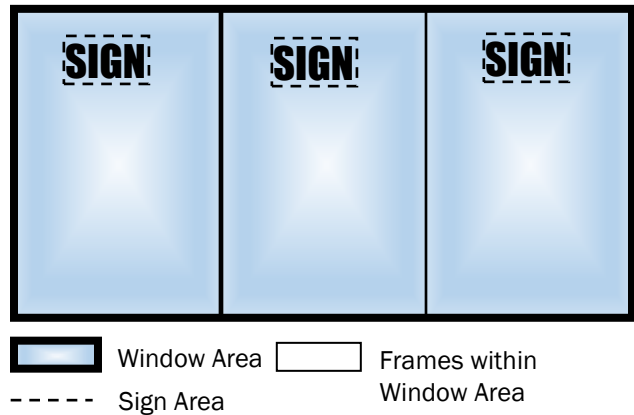
Figure 506-12. Window Sign Area within Window Area



## 10. Window with more than one frame.

If a window includes multiple areas or frames, the outer most frame will determine the extent of the Window Area. See Figure 506-13.

Figure 506-13. Window with more than one frame



## 11. Angled Windows

Windows that are angled at 90 degrees or greater, shall be separate windows for Window Area calculations.

## 12. Allowable Window Sign Area

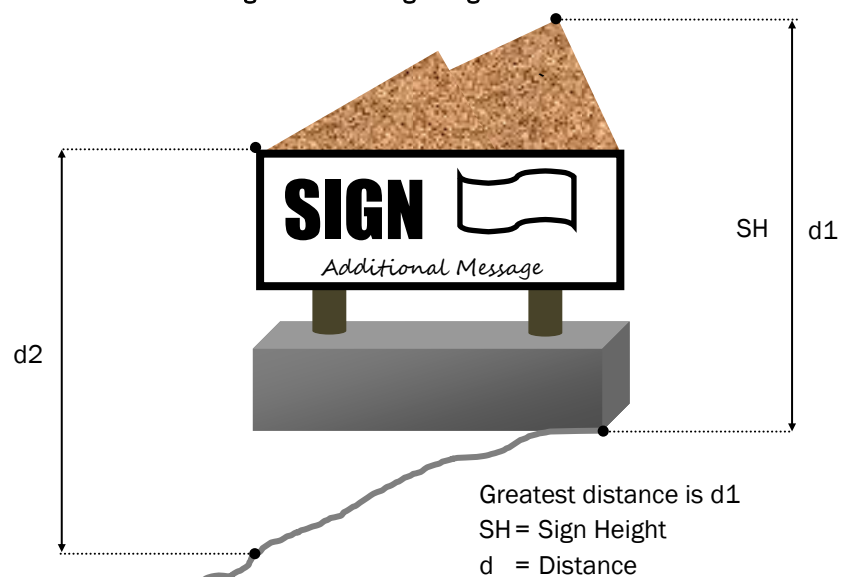
Allowable window sign area shall be total window sign area of all window signs divided by window area. Allowable Window Sign Area is conveyed as a percent.

$$\text{Allowable Window Sign Area} = \text{Total Window Sign Area} / \text{Window Area}$$

## 506.B Sign Height

Sign height is the greatest distance, measured vertically plumb, between the elevation of any point on the sign and the existing grade directly below that point. See Figure 506-14.

Figure 506-14. Sign Height



## 506.C Frontage

For purposes of this Article, frontage shall be designated according to the following rules.

### 1. Primary Frontage

Primary frontage is:

- A Pedestrian-Active Building Frontage as defined and measured in accordance with Section 801 Rules of Designation and Measurement; or
- In the case of a use, lot, or project area without a principal building, the front lot line.

### 2. Secondary Frontage

Secondary frontage is frontage on an alley, access easement, drive aisle, private access, lower classified street, a Story that is not at Pedestrian Level, or other frontage that is not primary as determined by the Planning Director.

### 3. Multiple Primary Frontages

If a use, lot, or project area has more than one pedestrian-active building frontage or front lot line, the frontage facing or abutting the higher classified street shall be designated the primary frontage. All other frontages shall be designated secondary frontage unless otherwise determined by the Planning Director.

### 4. Uses Without Pedestrian-Active Building Frontage Area

If a use is located within a building but not within the building's Pedestrian-Active Building Frontage area, signage may be placed on a secondary frontage or on the primary frontage of the same building where the use is located, subject to all applicable standards. If the standards cannot be achieved, a Sign Plan is required.

### 5. Frontage Substitution

Signage allowed on a primary frontage may be placed on a secondary frontage, in lieu of the primary frontage, unless explicitly prohibited by this Article. Frontage substitution does not require an adjustment and shall be indicated on the Sign Permit.

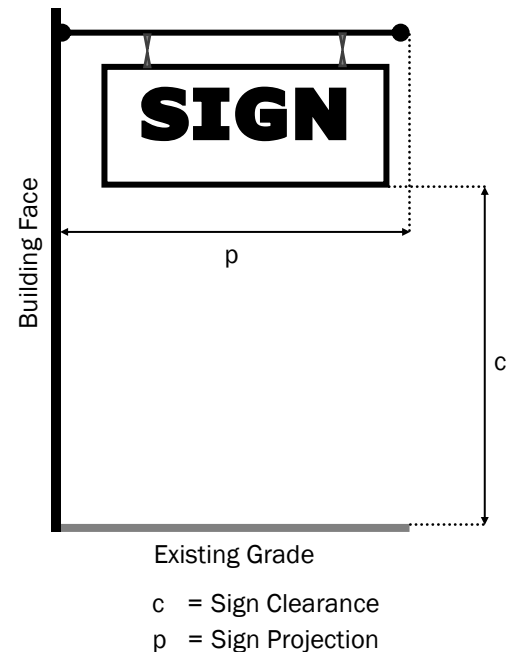
## 506.D Sign Clearance

Sign clearance is the distance, measured vertically plumb, between the lowest point of the sign or sign structure and the existing grade directly below that point. See Figure 506-15.

## 506.E Sign Projection

Sign Projection is the distance measured horizontally from the face of a building to the outer extent of the sign structure. See Figure 506-15.

Figure 506-15. Sign Clearance, Sign Projection



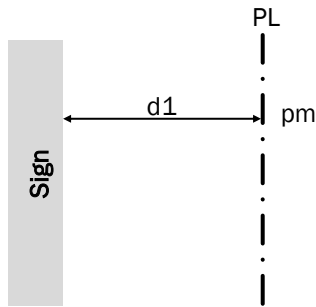
## 506.F Illuminance

Illuminance is the measure of the projection of light into surrounding space, such as light cast by a sign onto a property line or ground surface. Illuminance is measured in foot-candles. Illuminance is typically used to evaluate light trespass.

### 1. General Rules

- Illuminance shall be measured in all directions. ~~using the measurement distance formula indicated in Table 506-1.~~
- Foot-candle measurement shall be taken with ambient light only and then with the sign illuminated.
- Illuminance shall be measured with an illuminance meter.
- ~~Illuminance shall be measured for all points of illumination at the measurement distance.~~
- ~~Illuminance shall be measured in all directions.~~

Figure 506-16. Sign Illuminance Measurement



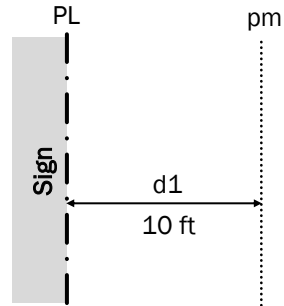
Example 1: Illuminance measured at property line as greatest distance, d1

PL = Property Line at primary or secondary frontage

d = Distance

pm = Point of Measure

Figure 506-17. Sign Illuminance Measurement



Example 2: Illuminance measured at 10 ft as greatest distance, d1

PL = Property Line at primary or secondary frontage

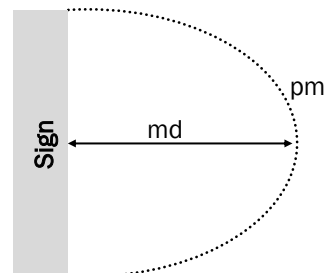
d = Distance

pm = Point of Measure

## 2. Special Rules

In the case where a sign legally projects across a property line, [illuminance measurement](#) the measurement distance shall be taken 10 feet from the edge of the sign or sign structure. See Figure 506-19.

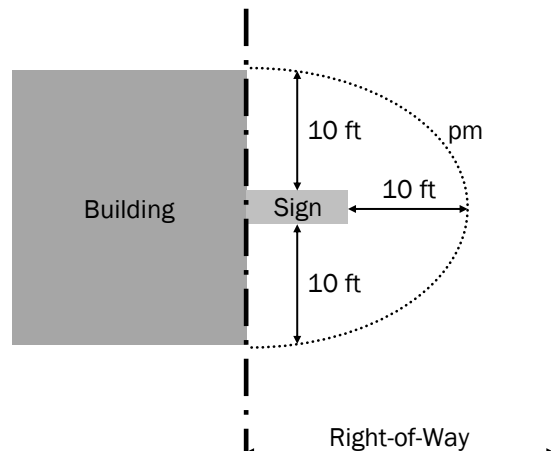
Figure 506-18. EMC Illuminance Measurement Distance



md = Measurement Distance

pm = Point of Measure

Figure 506-19 Projecting Sign Illuminance Measurement



pm = Point of Measure

..... Point of Measure

- - - Property Line