

(4) The maximum width of any element of any pole cover shall not exceed the width of the largest *sign face*.

(5) The maximum thickness of any pole cover shall not exceed the maximum thickness of the largest *sign face*.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 11-28-2005 by O-19444 N.S.; effective 2-9-2006.)

**§142.1245 Secondary Signs in Commercial and Industrial Zones**

The following regulations apply to secondary *signs* in all commercial and industrial zone *sign* categories, unless otherwise indicated.

(a) Secondary *signs* may be either permanent or temporary.

(b) The area for secondary *signs* is not included in the calculation for the allowable *sign* area for primary *signs* unless otherwise noted.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

**§142.1250 Permanent Secondary Signs in Commercial and Industrial Zones**

(a) Table 142-12I identifies the type of permanent secondary *signs* permitted in the different *sign* categories.

**Table 142-12I  
Permanent Secondary Signs**

Type of Permanent Secondary Sign	Sign Categories A, B, and C
Number and Size of Permanent Secondary Signs	
<b>High-rise Building Identification wall Signs</b>	
Number of Signs Permitted	One <i>sign</i> per facade on buildings that have a height of 100 feet or greater for building identification only
Additional Regulations	See Section 142.1250(b)
<b>Establishment Identification</b>	Permitted under certain conditions - See Section 142.1250 (c)
<b>Incidental</b>	
Number of Signs Permitted	Maximum four <i>signs</i> permitted per <i>ground sign structure</i> or building wall
Permitted Sign Area	Any one <i>sign</i> shall not exceed 6 square feet; the total area of all <i>signs</i> shall not exceed 10 square feet
Additional Regulations	See Section 142.1250(d)

Type of Permanent Secondary Sign	Sign Categories A, B, and C
	<b>Number and Size of Permanent Secondary Signs</b>
<b>Directional</b>	
Number of Signs Permitted	One sign permitted at each driveway
Permitted Sign Area	Each sign shall not exceed 12 square feet
Permitted Height	8 feet
Additional Regulations	See Section 142.1250(e)
<b>Window</b>	
Number of Signs Permitted	Permitted - See Section 142.1250(f)
Permitted Sign Area	Not to exceed 30 percent of the window area. Letters may not be greater than 6 inches in average height, and logos may not exceed 16 inches in any dimension
<b>Public Utility and Safety Signs Required by Law</b>	Permitted as required by law or ordinance - See Section 142.1250(g)
<b>Theater Lobby</b>	Permitted - See Section 142.1250(h)
<b>Signs Required by Law to Be Visible from the Public Right-of-way</b>	Exempt from this division provided that the signs do not exceed the minimum dimensions required by law. See Section 142.1250(i)
<b>Address Numbers</b>	
Exempt from this division if the numbers meet the following criteria:	
Permitted sign Area	4 square feet
Maximum height of Numbers	12 inches
Address numbers that do not meet the above criteria	See Section 142.1250(j)
<b>Directories</b>	
Number of Signs Permitted	One sign per entrance from a public street
Permitted Sign Area	24 square feet per sign face
Maximum Permitted Height	6 feet
Additional Regulations	See Section 142.1250(k)

## (b) High-Rise Building Identification Wall Signs

- (1) In Sign Category A only, buildings in excess of 100 feet in height shall be permitted additional wall sign copy area for building identification purposes subject to the following regulations.
  - (A) The high-rise building identification wall sign shall be placed on a building at a minimum height of 100 feet, above the uppermost row of windows, and not within 5 feet of the top of a parapet wall.
  - (B) The high-rise building identification sign copy area shall not be included in the calculation of primary wall sign area.
  - (C) A premises containing a building with a high-rise wall sign shall not be entitled to a roof sign.

- (D) High-rise *wall sign* area shall not be transferred from one *building facade* to any other *building facade*.
  - (E) High-rise *wall signs* shall not project more than 18 inches from a building wall, nor shall they be illuminated by self-supporting light fixtures that extend more than 18 inches over a *parkway*.
  - (F) The *sign* shall comply with area and *setback* requirements determined by reference to Table 142-12J.
  - (G) The *sign* shall be placed in its entirety within the Building Height Measurement Category in Table 142-12J. The height of the *sign* is measured from the average *grade* of the building immediately below the *sign* to the uppermost point of the *sign copy area*.
- (2) Table 142-12J provides the basis for calculating the high-rise building identification *wall sign copy area* and the minimum distance the *sign* must be set back from the building edge. The permitted *sign copy area* is based on the height of the building and the width of the *building facade* at the uppermost point of the *sign copy area*. The required *setback* is based on the height of the *sign*.

**Table 142-12J  
High-Rise Building Identification Wall Sign Calculations**

<b>Building Height Measurement Category</b>  Elevation at which uppermost point of <i>sign copy area</i> may be located.	<b>Sign Area Factor</b>  For <i>sign</i> area, multiply the width of the <i>building facade</i> at the uppermost point of the <i>sign copy area</i> , by the factor below that corresponds to the height of the <i>sign</i> .	<b>Sign Setback</b>  The minimum distance that the <i>sign</i> must be set back from each vertical edge of the <i>building facade</i> is based on the uppermost point of the <i>sign copy area</i> .
100 - 150 feet	5 square feet	5 feet
151 - 200 feet	6 square feet	6 feet
201 - 300 feet	7 square feet	7 feet
301 feet and greater	8 square feet	8 feet

- (c) Establishment identification *wall signs*, which identify the name or symbol of an establishment, the operation of an establishment, or the products or services available on the *premises*, shall not be included in the calculation of allowable primary *sign* area, provided that the following criteria are met:
  - (1) The *sign* has nonilluminated letters;
  - (2) The *sign* lettering does not exceed 3 inches in average height; and
  - (3) The *sign* area does not exceed 4 square feet.

- (d) Incidental *signs* that pertain to goods, products, services, or facilities that are available on the *premises* where the *sign* is located are permitted subject to the following regulations:
  - (1) Incidental *signs* may be located on *ground signs* or on a building wall.
  - (2) Incidental *signs* may not be attached perpendicularly to a wall.
  - (3) Incidental *signs* are limited to the following information:
    - (A) Trading stamps,
    - (B) Credit cards accepted,
    - (C) Notices of services or restrictions, and
    - (D) Trade affiliations or public interest messages.
- (e) Directional *signs*, which are for the sole purpose of directing traffic or pedestrians, shall have at least 50 percent of the *sign* area used for providing direction and shall observe *visibility area* restrictions.
- (f) Permanent window *signs* shall be permanently affixed to the exterior window.
- (g) *Public utility* and safety *signs* that are required by law are exempt from this division.
- (h) Theater lobby *signs* located on the walls of lobbies that are roofed and open on one side only shall not be calculated as permitted *wall sign* area, if any of the following circumstances exists:
  - (1) The *sign* is perpendicular to the fronting *public right-of-way* on the open side of the lobby;
  - (2) The open *side* of the lobby does not front a *public right-of-way*; or
  - (3) The *sign* is located within the lobby and is not intended to be visible to passing vehicular traffic.
- (i) *Signs* that are required by law to be visible from the *public right-of-way* are exempt from this division provided that the *signs* do not exceed the minimum dimensions required by law. *Signs* that exceed the minimum dimensions shall be subject to this division to the extent that the minimum dimensions are exceeded. *Signs* required by law other than *public utility* and safety *signs* that do not have specified minimum dimensions shall be subject to this division.
- (j) Address numbers that exceed the applicable height and area requirements from Table 142-12I shall be calculated as permitted *wall sign* area.
- (k) Directory *signs*, which list the names or uses in a building or on a *premises*, may be either primary *wall signs* or *ground signs* as permitted for the *premises*. Ground directory *signs* are subject to the minimum *setbacks* established by the applicable zones.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)  
(Amended 3-1-2006 by O-19468 N.S.; effective 4-1-2006.)