A. Sign Cabinets.
   The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face (See Figure 2).
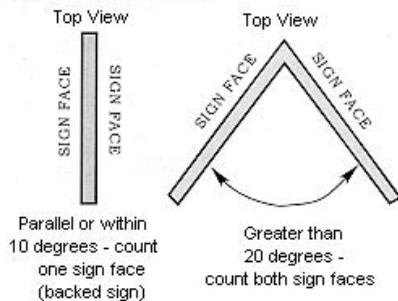
FIGURE 2
Sign Face Measurement

Sign Face Area = [A][B]   Sign Face Area = $3.14R^2$
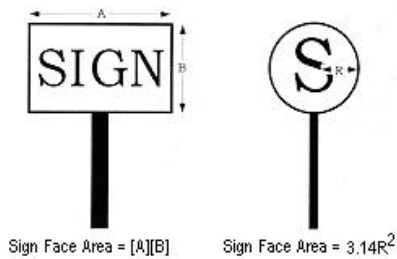
B. Backed Signs.
   Only one side of a backed sign is counted in determining the area of sign faces. Where the two sides are not of equal size, the larger of the two sides is used for the determination of sign area (See Figure 3).

FIGURE 3
Sign Face Measurement

Parallel or within 10 degrees - count one sign face (backed sign)   Greater than 20 degrees - count both sign faces

C. Multiple Cabinets.
   For freestanding and projecting signs that contain multiple cabinets on one structure and oriented in the same direction, the modules together are counted as one sign face (See Figure 4).

FIGURE 4
Sign Face Measurements


Sign Face Area = [D][E] + [F][G] + [H][I]

D. Round Signs.
The maximum surface area visible at one time of a round, three dimensional, or three or more sided sign is counted to determine sign area.

E.   Background panel or surface. Sign copy mounted, affixed or painted on a background panel or surface distinctively painted, textured or constructed as a background for the sign copy, is measured as that area contained within the smallest rectangle, parallelogram, triangle, or circle that will enclose the sign copy and the background, as shown in Figure 6~~Signs On a Base Material.~~
~~When a sign is on a background panel and attached without a cabinet, such as a wood board or Plexiglas background panel, the dimensions of the background panel are to be used~~.
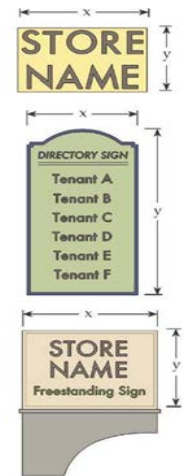
E.F.   Individual Elements.
~~When signs are constructed of individual elements attached to a building wall, the sign area is determined by calculating the area of an imaginary rectangle drawn around the sign elements (See Figure 5). Sign elements will be measured as one unit when the distance between the elements is less than the dimension of the smallest element (See Figure 6).~~<u>Individual letters or graphics. Sign copy mounted as individual letters or graphics against a wall of a building or surface of another structure, that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy, is measured as the sum of the smallest square, rectangle, parallelogram, triangle or circle that will enclose each word, sentence and complete message, and each graphic in the sign (See Figure 5).</u>

FIGURE 5
Sign Face Measurements
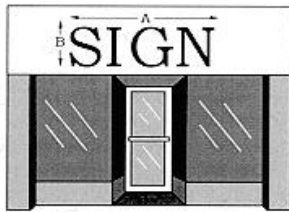
Sign Face Area = [A][B]

F.G.   Painted Wall Signs.
Painted wall signs are measured ~~by drawing an imaginary rectangle around the edge of each of the sign elements.~~ <u>as the sum of the smallest square, rectangle, parallelogram, triangle or circle that will enclose each word, sentence and complete message, and each graphic in the sign.</u>~~Sign elements will be measured as one unit when the distance between the elements is less than two times the length of each element (See Figure 6). Visible wall area includes windows and doors, but not openings such as loading entrances.~~

G.H.   Awnings and Marquees.
When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awnings or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.

FIGURE 6
Multiple Elements in a Painted Wall Sign or Fascia Sign
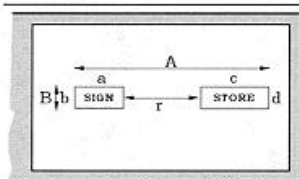
Sign elements counted as two sign faces
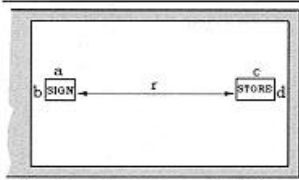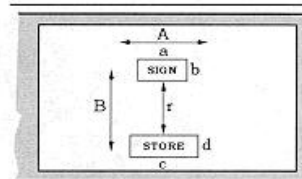

r > the dimension of the smallest element
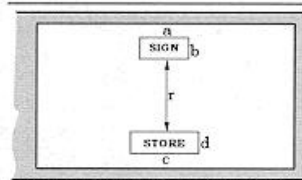
r > the dimension of the smallest element

Sign elements counted as one sign face

r < the dimension of the smallest element

r < the dimension of the smallest element