

Article IX. SIGN REGULATIONS

Section 01. In General

A. Statement of purpose

1. This Chapter 744 Article IX creates the legal framework for sign regulations that are intended to facilitate an easy and agreeable communication between people. It is recognized that signs serve an important function and, therefore, reasonable and adequate display of signs is permitted under the provisions of this Chapter 744 Article IX. This Chapter 744 Article IX recognizes that aesthetics and design quality cannot be satisfactorily legislated, as individual opinions vary and generally public opinions vary from one to another. It is recognized, however, that a great percentage of that which is unattractive can be eliminated by sensible quality control, through adequate maintenance and inspection and by reasonable guidelines formulated to minimize clutter.
2. The purpose of the sign regulations set forth in this Chapter 744 Article IX shall be to eliminate potential hazards to motorists and pedestrians; to encourage signs that, by their good design, are integrated with and harmonious to the buildings and sites they occupy; to eliminate excessive and confusing sign displays; to retain current residents and attract new residents to the city; to preserve and improve the appearance of the city as a place in which to live and work and act as an attraction to nonresidents who come to visit or trade; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; to supplement and be a part of the regulations imposed and the plan set forth under the Comprehensive Plan for Marion County; and to promote the public health, safety, morals and general welfare.

B. Application of regulations.

1. The regulations of this Chapter 744 Article IX shall apply to the location, erection, and maintenance of signs in all zoning districts within Marion County, Indiana.
2. Noncommercial messages may be displayed on any sign authorized to display commercial messages.

Section 02. General Regulations

A. General regulations.

The requirements, conditions, prohibitions and exceptions specified in Chapter 740 of the Zoning Ordinance shall apply to all signs and sign structures in all zoning districts in Marion County, Indiana.

B. Exemptions.

1. The following signs are permitted in any zoning district unless specifically limited to certain zoning districts in this section and are exempt from other provisions of this chapter, except the provisions to not encroach into clear sight triangular area as described in Section 740-304. The area of such signs shall not be included in the calculation of the area of signs permitted for any parcel or use. The requirements for Improvement Location Permits (ILPs) shall not apply to certain of the signs specifically referenced in this section:
2. **Building marker signs.** An ILP shall not be required if all standards are satisfied.
3. **Building outline lighting.** Outlining of structural/architectural elements of buildings such as roof lines, doors, windows or wall edges using neon, incandescent, similar type of lighting in any commercial and industrial district shall not be considered a sign, nor regulated by this Chapter 744 Article IX. Outlining of structural/architectural elements of buildings using neon, incandescent or similar type of lighting is prohibited in any protected district, and in no case shall it be permitted within 600 feet of a protected district. (See also 744-902.C. for restrictions on other types of outline lighting.) In no case, however, shall such building outlining flash or be animated.
4. **Bus shelter signs.**
 - a. In all zoning districts, 2 signs shall be permitted on the walls of a municipal bus shelter that is located within a public right-of-way.
 1. One sign, being no larger than 20 square feet, may be located on the walls of the municipal bus shelter subject to the following:
 - i. Sign may be double-faced;
 - ii. Sign shall not be internally illuminated;
 - iii. Sign shall not move or rotate, shall not include an EVMS component, and shall not flash or otherwise turn any illumination on and off repeatedly;
 - iv. Sign shall not be an advertising sign;
 - v. Sign shall not be less than 18 inches above grade level; and
 - vi. An ILP shall not be required if all standards are satisfied.
 2. One sign, being no larger than 4 square feet, may be located on the walls or inside the municipal bus shelter subject to the following:
 - i. Sign may be double-faced;
 - ii. Sign may be internally illuminated;
 - iii. Sign may be an EVMS;

- iv. Sign shall not be an advertising sign; and
 - v. An ILP shall not be required if the provisions noted above are satisfied.
- b. One sign, with a maximum horizontal dimension of 3.5 feet and a maximum vertical dimension of 5.5 feet (Refer to Sign Diagram 41), shall be permitted in addition to the signs indicated above in Section 744-902.B.4.a, subject to the following:
- 1. Sign shall only be located in the following zoning districts:
 - i. Commercial zoning districts;
 - ii. Industrial zoning districts;
 - iii. Central business district zoning districts;
 - iv. HD-1, UQ-1, SZ-1 and SZ-2 zoning districts;
 - v. D-6, D-6II, D-7, D-9, D-10 and D-11 zoning districts;
 - vi. Airport Special Use zoning districts; or
 - vii. Special use zoning district, except SU-1, SU-2, SU-3, SU-10, SU-37, and SU-38.
 - 2. Sign shall not be located:
 - i. Within 200 feet from a D-S, D-1, D-2, D-3, D-4, D-5, D-5II, or D-8 dwelling district measured along the centerline of the adjoining public right-of-way, or
 - ii. Adjacent to a lot improved with a legally-established single-family residence.
 - 3. Sign shall only be located on the far-side wall of a municipal bus shelter that is located either:
 - i. At a far-side municipal bus stop, or
 - ii. At least 150 feet from a street intersection (measured from the centerline of the intersecting street) (Refer to Diagrams 38 and 39).
 - 4. Sign shall only be located on a municipal bus shelter that enables an occupant of the shelter to see around the sign, such as a shelter provided with a convex mirror, or a shelter with a clear area along the side of the sign.
 - 5. Sign shall not be less than 18 inches above grade level.
 - 6. Sign shall not include an EVMS component; and the sign shall not consist of rotating panels, commonly known as Tri-vision.
 - 7. Sign may be an advertising sign.
 - 8. Sign may be internally illuminated and may be double-faced.
 - 9. If located within the Mile Square or in a Central Business District, sign size may be a maximum of 32 square feet with a maximum horizontal dimension of 4 feet and a maximum vertical dimension of 8 feet.
 - 10. Sign is subject to all requirements of any secondary zoning district that may apply.

11. Sign shall not be considered as or subject to the regulations for Off-premise (outdoor advertising) signs, as regulated in this Chapter 744 Article IX.
 12. An ILP shall be required and an encroachment license, as regulated in Chapter 645, Article V, shall be required for the sign.
5. **Bus bench signs.** One single-sided sign shall be permitted on a municipal bus bench that is located within a public right-of-way and located within 12 feet of a municipal bus stop without a municipal bus shelter (Refer to Diagram 40) subject to the following:
- a. Sign shall only be located in the following zoning districts:
 1. Any commercial zoning district;
 2. Any industrial zoning district;
 3. Any central business district zoning district;
 4. HD-1, UQ-1, SZ-1 and SZ-2 zoning district;
 5. D-6, D-6II, D-7, D-9, D-10 and D-11 zoning district;
 6. Airport Special Use zoning district; or
 7. Any special use zoning district, except SU-1, SU-2, SU-3, SU-10, SU-37, and SU-38.
 - b. Only one municipal bus bench with a sign shall be permitted at any one municipal bus stop.
 - c. Sign shall not be located adjacent to a lot improved with a legally-established single-family residence.
 - d. Sign shall only be located on a municipal bus bench located either:
 1. At a far-side municipal bus stop; or
 2. At least 150 feet from a street intersection (measured from the centerline of the intersecting street) (Refer to Sign Diagrams 38 and 39).
 - e. Maximum horizontal dimension of the sign shall not exceed 81 inches and the maximum vertical dimension of the sign shall not exceed 24 inches. Maximum height of the sign shall be 42 inches (Refer to Sign Diagram 41).
 - f. Sign shall not be internally illuminated.
 - g. Sign shall not move or rotate, shall not include an EVMS component, and shall not flash or otherwise turn any illumination on and off repeatedly.
 - h. Sign may be an advertising sign.
 - i. Sign shall not be considered as or subject to the regulations for Off-premise (outdoor advertising) signs, as regulated by this Chapter 744 Article IX.
 - j. An ILP shall be required, and an encroachment license, as regulated in Chapter 645, Article V, shall be required for the sign.
6. **Election-period Exemption for Yard signs.** During the 45-day period that precedes a national, state, or local government election, there shall be no limit on the number of yard signs permitted in any district, provided however, the maximum size

of any yard sign shall be 4 sq. ft. and no sign shall be in the right-of-way. An ILP shall not be required if all standards are satisfied.

7. **Flags, emblems, or insignia of any nation, state or political subdivision** shall be permitted, provided the setback requirements for signs in the applicable district are met. An Improvement Location Permit (ILP) shall not be required if all standards are satisfied.
8. **Governmental banners.** Temporary banners, located on permanent banner poles in the right-of-way or on street light standards structurally modified to accommodate banners, erected by the City of Indianapolis, shall be permitted in the CBD-1, CBD-2, CBD-3 and CBD-S Districts. Banners shall not exceed 30 inches wide and 85 inches long. An ILP shall not be required if all standards are satisfied.
9. **Government Signs and Official signs authorized by a government or governmental subdivision** designed for control of, or to provide information to, traffic, directional, or warning information, and signs of public service companies indicating danger and aids to service or safety that are erected by, or on the order of, a public officer in the performance of their public duty. An ILP shall not be required.
10. **Incidental signs.** An ILP shall not be required if all standards are satisfied.
11. **Interior signs.** Signs located:
 - a. Within the interior of any building, or within an enclosed lobby or court of any building;
 - b. Located within the inner or outer lobby, court or entrance of any theater that are not viewable or intended to be viewable from the public right-of-way and do not qualify as “window signs” as herein defined, are permitted.

An ILP shall not be required if all standards are satisfied.

12. **Public notices.** Official notices posted by public officers, employees or their agents in the performance of their duties, or as directed by such officers, employees or agents. An ILP shall not be required.
13. **Public signs.** Signs required or specifically authorized for a public purpose by any law, statute or ordinance, or Administrator's approval. The sign may be of any type, number, area, height above grade level, location or illumination required by the law, statute or ordinance under which the signs are erected.

Signs authorized by Administrator's approval shall:

- a. Not be applicable in any "protected district;"
- b. Be preceded by a petition for approval to the hearing examiner of the Metropolitan Development Commission with notice given to each neighborhood organization whose boundaries include all or some part of the subject request, and, including with respect to any petitions within the regional center, notice to all registered neighborhood organizations whose boundaries include all or part of the regional center.

Provided, the Administrator may approve public signs to be located temporarily, for a period not to exceed 60 days, within the Central Business District.

An ILP shall not be required.

14. **Tombstones.** An ILP shall not be required.

15. **Works of art.** Three-dimensional works of art (statuary, sculptures) and two-dimensional works of art (i.e., murals) that are clearly artistic in nature and which do not promote commercial interests are exempt from regulation under this Chapter 744 Article IX. An ILP shall not be required if the provisions noted above are satisfied.

16. **Yard sign.** An ILP shall not be required if all standards are satisfied.

C. Prohibited signs.

The following signs are prohibited in all zoning districts:

1. **Signs in the public right-of-way.** No sign or sign structure may be placed on or in the right-of-way of an alley or a street, with the exception of governmental and public signs and signs associated with an approved outdoor cafe within the Regional Center (as noted in Section 744-902.E.11), or projecting signs permitted by this Chapter 744 Article IX and having obtained an encroachment license from the proper governmental agency.
2. **Signs which interfere with official signs/traffic devices.**
 - a. No sign or sign structure shall be permitted which attempts or appears to attempt to direct the movement of traffic or which interferes with or obstructs the view of, or can be confused with, imitates, or resembles any official traffic sign, signal, or device. No rotating beam, beacon or flashing illumination resembling any emergency light shall be used in connection with any sign display.
 - b. No sign shall be permitted which prevents the driver of a vehicle from having a clear and unobstructed view, from an adequate and safe distance, of any official sign and approaching or merging traffic. (See Clear Sight Triangular Area)
3. **Interference with street intersections.** No sign or sign structure shall be located in such a manner as to materially impede the view of any street or highway intersection or in such a manner as to materially impede the view of the intersection of a street or highway with a railroad crossing. (See Clear Sight Triangular Area)
4. **Prohibition of signs affixed to utility poles, etc.** No sign or sign structure shall be affixed to, displayed, or located upon any utility pole, light standard, tree, public transportation or school bus passenger shelter or bench, traffic control device, or similar structure, equipment, or appurtenance located upon any public right-of-way, utility easement, or other public or private property unless authorized under Section 744-902.B.13 Public signs.
5. **Signs on natural features.** No signs shall be permitted to be painted on, attached to, or maintained upon trees, rocks or other natural features.
6. **Pennants.** Pennants shall not be permitted.
Exception: Temporary exception to this stipulation is noted in Section 744-904.G One-time event signs.
7. **Banners.** Banners shall not be permitted.
Exceptions:
 - a. Temporary exception to this stipulation is noted in Section 744-904.G One-time event signs.
 - b. Banners that are attached securely to the wall of a building on all 4 corners shall be considered and regulated as wall signs.

8. **Wind signs.** Wind signs shall not be permitted. Temporary exception to this stipulation is noted in Section 744-904.G One-time event signs.
9. **Portable signs.** Portable signs including but not limited to signs on trailer frames whether or not the trailer wheels have been removed, are prohibited. No person shall park any vehicle or trailer or truck trailer on a public right-of-way, public property or on private property which is visible from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity. This section is not intended to apply to standard advertising or identification practices where such signs or advertising devices are painted on or permanently attached to business or commercial vehicles such as buses or cabs.
10. **Outline lighting.** Outlining of property lines or open sales areas, whether flashing or constant, is prohibited.
11. **Balloon signs.** Lighter-than-air or gas-filled balloons or other similar devices used to advertise or define a fixed location are prohibited.

D. Computations.

1. **Computation of area of individual signs.** The area of a sign face (that is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, rectangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets Code regulations and is clearly incidental to the display itself. (Refer to Sign Diagram 1 for illustrative guides to computation methods.)
2. **Computation of area of multi-faced signs.** The sign area for a sign with more than one face shall be computed by adding together the sign area of all sign faces from any one point. When 2 identical sign faces are placed back to back, or at no greater than 15 degrees from one another, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces. (Refer to Sign Diagrams 1 and 2 for illustrative guides to computation methods.)
3. **Computation of height.** The height of a sign shall be computed as the distance from the base of the sign or sign structure at grade level to the top of the highest attached component of the sign. Grade level shall be construed to be the lower of either (1) existing grade prior to construction; or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the grade level cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the grade level at the base of the sign is equal to the elevation of the established street grade or the grade level of the land at the principal entrance to the principal structure on the lot, whichever is lower. (Refer to Sign Diagram 3 for illustrative guides to computation methods.)

E. General provisions.

1. **Applicability of regulations.** No sign or sign structure, or part thereof, shall be constructed, erected, converted, enlarged, extended, reconstructed or relocated except in conformity with these regulations.
2. **Consent of property owner.** No sign or sign structure shall be placed on private or public property without the expressed written consent of the owner or the owner's representative.
3. **Maintenance of signs.** All signs and sign structures shall be kept in good repair and in proper state of maintenance.
4. **Maintenance and restoration of legally established nonconforming signs and sign structures.** Any legally established nonconforming sign shall be permitted without alteration in size or location. Maintenance of such signs shall not include any changes made to the size, height or bulk of the sign or the temporary or permanent removal of the sign. If such sign is damaged exceeding two-thirds (2/3) of its replacement value, it shall not be rebuilt except in conformance with the provisions of this chapter; provided, however, that nothing herein shall prevent maintenance, repainting, or posting of legally established nonconforming signs.
5. **Number of faces permitted on a freestanding identification sign.** Unless specifically restricted by these sign regulations, a sign may contain more than one sign face, and may be two-sided, provided all other requirements of these regulations are met.
6. **Discontinuation of nonconformity.** Within 30 days after any lawful nonconforming sign or sign structure is no longer functional or is abandoned, the sign and sign structure shall be removed.
7. **Grade mounding.** Earth mounding, inconsistent with the ground level of the land surrounding the sign structure, which increases the elevation of the sign, shall be included in the measurement of the sign height. (Refer also to Section 744-902.D.3, computation of height and Sign Diagram 4.)
8. **Flashing or animated signs.** No flashing or animated sign shall be used in any dwelling, special use, C-1 and C-3 commercial, MU-1 mixed-use, or central business district and inside, or within 600 feet of, any protected district. The method of measurement from a protected district shall be from the leading edge of the sign to the zoning line of the protected district. (Refer to Sign Diagram 7.)

Exceptions to this provision are the following:

- a. This provision shall not apply if it can be determined that a commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district.
 - b. This provision shall not apply if it can be determined that the flashing or animated sign is visibly obstructed from the protected district.
9. **Lighting of signs.** No lighting shall be permitted to be used in any way in connection with a sign unless:
- a. It is effectively shielded so as to prevent beams or rays of light from being directed at vehicles travelling on a street; or

- b. Is of such low intensity or brilliance so as not to cause glare or to impair the vision of the driver of any motor vehicle, or to otherwise interfere with any driver's operation of a motor vehicle. Sign light reflectors must be within twelve (12) feet of a sign facing.

10. **Clear Sight Triangular Area.** No sign or sign structure shall be located within a clear sight triangular area as described in Section 740-304.

F. Sign height exception, tall signs.

1. If a street elevation to which the sign is oriented is more than 10 feet greater than the grade level elevation at the base of the sign structure, the street elevation may be used as the grade level elevation in determining the permitted sign and sign structure height; however:
 - a. in no case shall the height of the sign or sign structure above the actual grade level elevation at its base exceed 80 feet; and
 - b. the height of the sign and sign structure at the street's elevation shall not exceed the maximum noted for the sign in the applicable district (See "maximum sign height" provision in the applicable district).
2. Tall signs are permitted only in relation to interchanges on I-465 and the freeways between I-465 and the Marion County boundary lines.
3. Tall signs shall be located only on the premises of the referred use or activity.
4. The use to which the tall sign refers shall be located within 1,320 feet of the intersection of the centerline of the freeway or expressway to which it is oriented and the intersecting street. In no event shall the tall sign be closer to the right-of-way of the main-travelled way of the freeway or expressway than the minimum setback specified in Section 744-904.D.3.b.2.iii (refer to Sign Diagram 28).
5. The sign surface area for a tall sign shall not exceed the maximum sign area permitted for a freestanding sign in the applicable district.
6. Only one tall sign shall be permitted for any one use. Such sign shall constitute the only pole or pylon sign permitted on the premises of the referred use.
7. Tall signs shall not be permitted within 600 feet of any protected district, measured from the leading edge of the sign to the zoning line of the protected district.
8. Exception: This provision shall not apply if it can be determined that a commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district.

Refer to Sign Diagrams 6 and 7 for illustrative guides to these provisions.

G. Front sign setback exception.

Unless otherwise stated in this Chapter 744 Article IX, no part of any freestanding business sign shall be located closer to a street right-of-way line than 15 feet, except that if an established building setback line along such right-of-way within 200 feet of the base of such sign, and not beyond the limits of the nearest street intersection in each direction, is less than 15 feet from the right-of-way, the sign may be located so that no part of the sign is closer to the right-of-way than such building's setback line.

H. Required permits.

Any sign not exempted from the requirements of obtaining an Improvement Location Permit (ILP) as noted in Section 744-902.B Exemptions, or identified as a prohibited sign type shall be required to obtain an ILP as stated in Chapter 740 Article VIII of the Zoning Ordinance. Furthermore, any sign not identified as a permitted sign type in the tables in Section 744-905.A is prohibited.

This provision shall not be construed to require an ILP for the routine maintenance or changing of the parts or copy of a sign for which an ILP has previously been issued, including changing a sign face, provided that the maintenance or change of parts or copy of a sign does not alter the surface area, height, or otherwise render the sign nonconforming, or increase the existing degree of nonconformity, with the standards of this chapter.

Section 03. Specific Provisions

A. Basic design elements for all on-premises signs.

1. **Pole sign.** At its lowest point, the sign face of a pole sign shall be located a minimum of 9 feet above grade level (refer to Sign Diagram 8).
2. **Wall sign.** A wall sign shall not extend outward more than eighteen (18) inches from the building or structure wall. A wall sign may extend to a maximum of 4 feet upward above a roof or parapet line, provided that at least 50% of the area of the wall sign shall be located below the roof or parapet line (refer to Sign Diagram 9).
3. **Roof-integral sign.** A roof-integral sign shall not exceed 6 feet in height and shall not project more than 18 inches outward from the level of the roof measured horizontally from the sign's closest point to the roof. A roof-integral sign may extend up to the roof level line and not above the roof line or the top of the building or structure (as viewed in the elevation), provided the maximum height of the extended sign does not exceed 26 feet measured from grade level perpendicularly to the sign's highest point (refer to Sign Diagram 10).
4. **Pylon sign.** A sign face of a pylon sign may extend up from grade level provided the clear sight triangle provision of Section 744-902.E.10 is maintained.
5. **Projecting sign.** A projecting sign or sign structure may extend up to, but not above, the roof level line or the top of the building or structure, as viewed in the elevation (refer to Sign Diagram 11).

B. On-premises signs; dwelling districts.

1. Regulations for freestanding identification signs.
 - a. Where permitted.
 1. **Pole or pylon signs.** Pole or pylon signs shall not be permitted in any dwelling district, as noted in Table 744-905-2, Permitted sign types on-premises signs Dwelling districts.
 2. **Ground signs.** Ground signs shall be permitted if within a multifamily project or within a common area of a subdivision in the D-A, D-S, D-1, D-2, D-3, D-4, D-5, D-5II, D-6, D-6II, D-7, D-8, D-9, D-10, D-11, and D-P Dwelling Districts.
 - b. **Maximum sign height, ground signs.** No part of the sign face or the sign support structure of a ground sign shall be more than 4 feet above grade level, subject to the provisions of Section 744-902.E.7 Grade mounding. If signs are attached to fences or walls, such fences or walls shall meet all height requirements outlined in Chapter 744, Article II Lot and Building Dimensions relative to structural barriers.
 - c. **Minimum setbacks, front.** The minimum setback for all freestanding signs shall be 15 feet from the existing street right-of-way line unless subject to the provisions of Section 744-902.G, front sign setback exception, provided, however, the following provisions shall also be met in the location of minimum front setbacks: No freestanding sign shall be erected within any area designated by the Official Thoroughfare Plan as required for right-of-way for a public street unless the owner of such sign provides a written commitment to the Department of Metropolitan Development to relocate such sign out of the right-of-way at

his/her expense upon the acquisition of the property by the applicable governmental agency for transportation purposes and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign.

- d. Minimum setbacks, side and rear.
 1. If illuminated, no freestanding sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line. Exception: This provision shall not apply if it can be determined that the illuminated freestanding sign is visibly obstructed from the dwelling district.
 2. No freestanding sign shall be located closer than 5 feet to a side or rear property line.
 - e. *Maximum sign area.* The maximum sign area of a freestanding sign shall not exceed 40 square feet. If the sign is located on a fence or wall, only the area of the actual sign itself shall be calculated in determining the maximum sign area, not the fence or wall itself.
 - f. *Number of signs.* 2 freestanding ground signs shall be permitted at each entrance to a subdivision or project.
2. Regulations for building signs.
- a. Wall signs.
 1. *Maximum size for wall signs.* The maximum total sign area for a wall sign on a side of a building shall not exceed an amount equal to 3% of the building side or other architectural elevation to which the sign is oriented or 300 square feet, whichever is the lesser. The linear measurement of the sign shall not exceed 80% of the linear frontage of the facade of the building (refer to Sign Diagram 12).
 2. *Number of wall signs.* One wall sign shall be permitted for each building.
 3. *Wall signs on corner lots.* On buildings having more than one street frontage, the maximum allowable square footage of wall signs are permitted for each building's street frontage. Such maximum allowance, however, is not transferable either in whole or in part from one building frontage to another nor from one occupancy to another.
 4. *Distance from side or rear lot line when abutting a dwelling district.* If illuminated, wall signs facing the side or rear lot line of an abutting lot zoned as a dwelling district shall not be located within 50 feet of such side or rear lot line. Exceptions: This provision shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district.
 - ii. The illuminated wall sign is visibly obstructed from the dwelling district.
 - b. *Roof signs.* Roof signs shall not be permitted in any dwelling district, as noted in Table 744-905-2 Permitted sign types on-premise signs Dwelling districts.
 - c. *Roof-integral signs.* Roof-integral signs shall not be permitted in any dwelling district, as noted in Table 744-905-2 Permitted sign types on-premise signs Dwelling districts.

- d. *Projecting signs.* Projecting signs shall not be permitted in any dwelling district, as noted in Table 744-905-2 Permitted sign types on-premise signs Dwelling districts.
- e. *Awning or canopy signs.* Awning or canopy signs shall be permitted in the D-6, D-6II, D-7, D-8 (multifamily), D-9, D-10, and D-P Dwelling districts and shall:
 - 1. Be nonilluminated; and
 - 2. Comply with the provisions of Section 744-904.A.1 and 4 through 7, Awning and canopy sign regulations.
- f. *Marquee signs.* Marquee signs shall be permitted in the D-6, D-6II, D-7, D-8 (multifamily), D-9, D-10, D-11 and D-P Dwelling Districts and shall:
 - 1. Be nonilluminated; and
 - 2. Comply with the provisions of Section 744-904.B.1 and 3 through 6, Marquee sign regulations.
- g. *Suspended signs.*
 - 1. *Where permitted.* Suspended signs shall be permitted in the D-6, D-6II, D-7, D-8 (multifamily), D-9, D-10, D-11 and D-P Districts.
 - 2. *Maximum sign area.* The maximum sign surface area for a suspended sign shall not exceed 5 square feet.
 - 3. *Number of signs.* One suspended sign shall be permitted per each building side.
 - 4. *Clearance from grade level.* All portions of any suspended sign or sign structure (except for the supporting building) shall be not less than 8 feet above grade level.

Refer to Sign Diagram 13 for illustrative guides to these provisions.

3. Regulations for other signs.

Other signs shall be permitted in the dwelling districts in accordance with the following development standards:

- a. *Vehicle Entry Point signs.*
 - 1. The maximum height of a vehicle entry point sign shall not exceed 2.5 feet.
 - 2. The maximum sign surface area of a vehicle entry point sign shall not exceed 6 square feet.
 - 3. The vehicle entry point sign shall be set back a minimum of 2 feet from the existing street right-of-way.
 - 4. 2 such vehicle entry point signs shall be permitted at each ingress or egress point on a lot.
- b. *Incidental signs.*
 - 1. The maximum height of any freestanding incidental sign shall not exceed 4 feet.
 - 2. The maximum sign surface area of the sign shall not exceed 1.5 square feet.

3. The sign shall be set back a minimum of 10 feet from the existing street right-of-way.
- c. Ancillary signs.
 1. The ancillary signs may be either wall, ground or pylon signs.
 2. There shall not be more than one ancillary sign for each building.
 3. The aggregate gross surface area of an ancillary sign shall not exceed 16 square feet.
 4. The ancillary sign may be located within 2 feet of any right-of-way, provided the requirement of Section 744-902.E.10, Clear sight triangular area, is maintained.
 5. An ancillary sign shall not project higher than 10 feet, as measured from the base of the building or the ground to which the sign is to be affixed.
- d. Yard signs.
 1. Maximum height of a yard sign shall not exceed 4 feet.
 2. Maximum sign surface area of a yard sign shall not exceed 4 square feet.
 3. Yard signs shall not be located in any right-of-way.
 4. Yard signs shall not be illuminated.
- e. Building Marker signs.
 1. Maximum height of a freestanding building marker sign shall not exceed 4 feet.
 2. Maximum sign surface area of any building marker sign shall not exceed 2 square feet.
 3. Building marker signs shall not be located in any right-of-way.
 4. Maximum number of building marker signs shall be 3 per building.
 5. Building marker signs may be illuminated.
4. Regulations for window signs.
 - a. *Where permitted.* Window signs shall be permitted in any dwelling district as noted in Table 744-905-2 Permitted sign types--on-premise signs—Dwelling districts."
 - b. *Maximum sign copy area.* The sign copy area shall not exceed 20% of the window surface area on which it is placed or through which it is viewed. However, in no case shall the sign copy area exceed a maximum of 6 square feet.
 - c. *Number of window signs.* One window sign shall be permitted for each building.
 - d. *Illumination.* Window signs shall be non-illuminated.

The sign surface area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.

C. On-premises signs; Signs in the Commercial, Mixed-Use and Industrial districts

1. Freestanding signs.

a. Maximum sign height, pole and pylon signs.

1. *Single use.* The maximum height of a freestanding pole or pylon sign and its supporting structure shall not exceed the heights noted in Table 744-903-1. These signs shall be measured from grade level at the base of the sign structure.

Table 744-903-1: Maximum Sign Height, Pole and Pylon Signs, Single Use	
Zoning District	Permitted Maximum Height
C-1*, MU-1*, MU-2* [1]	25 feet [1]
C-3, C-4, C-5, C-7	40 feet
Any industrial district	40 feet
Note: [1] Pole or pylon signs shall not be permitted within 600 feet of a Protected District. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the protected district (refer to Sign Diagram 7).	

* Pole or pylon signs shall not be illuminated within 600 feet of a protected district. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the Protected District (refer to Sign Diagram 7).

2. Exceptions: The provision prohibiting pole or pylon signs within 600 feet of a protected district shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district; or
 - ii. The sign is visibly obstructed from the protected district.
 3. *Integrated centers.* The maximum height of a freestanding pole or pylon sign and its supporting structure identifying an integrated center shall not exceed 40 feet above grade level at the base of such structure.
- b. *Maximum sign height ground sign.* No part of the sign face and the sign support structure of a freestanding ground sign shall be more than 4 feet above grade level (refer to Sign Diagram 14).
- c. *Minimum setbacks, front.* The minimum setback for all freestanding signs shall be 15 feet from the existing street right-of-way line, unless subject to the provisions of Section 744-902.G, front sign setback exception. Provided, however, the following provisions shall also be met in the location of minimum front setbacks: No freestanding sign shall be erected within any area designated by the Official Thoroughfare Plan as required for right-of-way for a public street unless the owner of such sign provides a written commitment to the Department of Metropolitan Development to relocate such sign out of the right-of-way at his/her expense upon the acquisition of the property by the applicable

governmental agency for transportation purposes and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign.

- d. Minimum setbacks, side or rear.
 - 1. No freestanding sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line. Exception: This provision shall not apply if it can be determined that a commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district.
 - 2. No freestanding sign shall be located closer than 5 feet to a side or rear property line.
- e. Maximum sign area.
 - 1. Freestanding signs not a part of an integrated center.
 - i. The sign surface area of a freestanding sign shall not exceed that specified in Table 744-903-2.

Table 744-903-2: Freestanding Sign Single Use	
Frontage (to which the sign oriented)	Maximum Sign Area
a. Up to 50 linear feet	150 square feet
b. Between 50 and 110 linear feet	1.5 additional square feet of sign area per each additional linear foot of frontage over 50 feet to which the sign is oriented
c. Between 110 and 300 linear feet	No additional square feet of sign area than that allowed by b. above
d. Between 300 and 500 linear feet	0.75 additional square foot of sign area per each additional linear foot of frontage over 300 feet to which the sign is oriented. In no case shall the sign area exceed 390 square feet
e. Over 500 linear feet	390 square feet

- ii. On lots with a linear frontage oriented to the same street in excess of 300 linear feet, a second freestanding sign may be utilized (see Section 744-903.C.1.f below, number of signs, for additional provisions). If 2 freestanding signs are utilized, however, the combined area (in square feet) of both signs shall not exceed that allowed based upon the linear street frontage to which the sign is oriented or 390 square feet, whichever is the lesser (refer to Sign Diagram 15).
- 2. Freestanding signs for integrated centers.
 - i. The sign surface area of a freestanding sign for an integrated center shall not exceed that specified in Table 744-903-3.

Table 744-903-3: Freestanding Sign Integrated Centers	
Frontage (to which the sign is oriented)	Maximum Sign Area
a. Up to 50 linear feet	200 sq. ft.
b. Between 50 and 350 linear ft.	One additional sq. ft. of sign area per each additional linear foot of frontage over 50 ft. to which the sign is oriented
c. Between 350 and 500 linear ft.	No additional sq. ft. of sign area than that allowed by b. above
d. Between 500 and 1,100 linear ft.	0.75 additional sq. ft. of sign area per each additional linear foot of frontage over 500 to which the sign is oriented. In no case shall the sign area exceed 900 sq. ft.
e. Over 1,100 linear ft.	900 sq. ft.

ii. On lots with a linear frontage oriented to the same street in excess of 500 linear feet, a second freestanding sign for an integrated center may be utilized (see Section 744-903.C.1.f below, number of signs, for additional provisions). If 2 freestanding signs are utilized, however, the combined area (in square feet) of both signs shall not exceed that allowed based upon the linear street frontage to which the sign is oriented or 900 square feet, whichever is the lesser. Provided, however, the sign surface area of a freestanding sign for an integrated center shall not exceed a maximum of 500 square feet for a sign oriented to a secondary arterial, collector, local, marginal access or private streets.

f. *Number of signs.* One freestanding sign shall be allowed on a lot for each frontage on a separate street.

Exceptions:

1. *Extensive frontage.* Where a lot has in excess of 300 linear feet of street frontage on the same street, one additional freestanding sign shall be allowed for each additional 300 linear feet of street frontage on that street. Such additional signs shall be subject to all other provisions of this chapter. In no event shall an additional freestanding sign as permitted in this section be located any closer than 300 feet to any other freestanding sign on the same lot (refer to Sign Diagram 15).
2. *Corner lots.* On corner lots the maximum number and square footage of freestanding signs shall be permitted for each street frontage. Such maximum allowances, however, shall not be transferable either in whole or in part from one street frontage to another.

2. Building signs.

a. Maximum surface area for building signs.

1. The maximum sign surface area for building signs shall not exceed 20% of the area of the front facade, 15% of the area of the side of the building (each side shall be calculated separately) and 10% of the rear side of the building (refer to Sign Diagram 16).
2. Any combination of building signs may be utilized, so long as the total surface area of signs on a particular building side does not exceed the percentage

noted in Section 744-903.C.2.a.1 above, and subject to any additional provisions of Section 744-903.C.2, building signs.

b. Wall signs.

1. *Maximum size for wall signs.* In addition to Section 744-903.C.2.a above, the linear measurement of the sign shall not exceed 80% of the linear frontage of the facade of the structure or tenant space (see Sign Diagram 16).
2. *Number of wall signs.* There shall be no limit on the number of wall signs allowed, provided the provisions of Section 744-903.C.2.a above are not exceeded on the side of the building on which the signs are located.
3. *Wall signs on corner lots.* On buildings having more than one street frontage, the maximum allowable square footage of wall signs are permitted for each building frontage or occupancy. Such maximum allowance, however, is not transferable either in whole or in part from one building frontage to another nor from one occupancy to another occupancy.
4. *Distance from side or rear lot line when abutting a dwelling district.* An illuminated wall sign shall not be permitted within 50 feet of a side or rear lot line of an abutting lot line zoned as a dwelling district when such sign faces such side or rear lot line.
5. Exceptions: This provision shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as dwelling district; or
 - ii. The illuminated wall sign is visibly obstructed from the dwelling district.

c. *Roof signs.* Roof signs shall not be permitted.

d. Roof-integral signs.

1. *Where permitted.* Roof-integral signs shall be permitted in any commercial or industrial districts.
2. *Maximum sign area.* Same as Section 744-903.C.2.a.
3. *Number of signs.* One roof-integral sign shall be permitted per each building side (if a single use) or tenant space (if an integrated center), subject to the provisions of Section 744-903.C.2.a.2.
4. *Distance from side or rear lot line when abutting a dwelling district.* An illuminated roof-integral sign shall not be permitted within 50 feet of a side or rear lot line of an abutting lot line zoned as a dwelling district when such sign faces such side or rear lot line.
5. Exceptions: This provision shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as dwelling district; or
 - ii. The illuminated roof-integral sign is visibly obstructed from the dwelling district.

e. Projecting signs.

1. *Where permitted.* Projecting signs shall be permitted in any commercial or industrial districts.
 2. *Maximum sign area.* Same as Section 744-903.C.2.a.
 3. *Number of signs.* One projecting sign shall be permitted per each building side (if a single use) or grade level tenant space (if an integrated center), subject to the provisions of Section 744-903.C.2.a.2.
 4. *Maximum projection from a building.* No projecting sign or sign structure shall extend more than 8 feet from or beyond its supporting building.
 5. *Clearance from grade level.* All portions of any projecting sign or sign structure shall be not less than 8 feet above grade level (see Sign Diagram 11).
 6. *Minimum setback, front.* The horizontal projection of any projecting sign may extend to a point not closer than 2 feet from an imaginary perpendicular vertical plane at the street pavement line, curb or outside edge of the sidewalk.
- f. Suspended signs.
1. *Where permitted.* Suspended signs shall be permitted in any commercial or industrial districts.
 2. *Maximum sign area.* The maximum sign surface area for a suspended sign shall not exceed 5 square feet. In addition, the provisions of Section 744-903.C.2.a shall apply.
 3. *Number of signs.* One suspended sign shall be permitted per each building side (if a single use) or grade level tenant space (if an integrated center).
 4. *Clearance from grade level.* All portions of any suspended sign or sign structure shall be not less than 8 feet above grade level.
- Refer to Sign Diagram 13 for illustrative guides to these provisions.
- g. *Awning and canopy signs.* See Section 744-904.A Awning and canopy sign regulations.
- h. *Marquee signs.* See Section 744-904.B Marquee sign regulations.

3. ***Other signs.***

Other signs shall be permitted by sign type in those districts identified in Table 744-905-1 in accordance with the following development standards:

- a. Vehicle Entry Point signs.
 1. The maximum height of a vehicle entry point sign shall not exceed 2.5 feet.
 2. The maximum sign surface area of a vehicle entry point sign shall not exceed 6 square feet.
 3. The vehicle entry point sign shall be set back a minimum of 2 feet from the existing street right-of-way.
 4. Two such vehicle entry point signs shall be permitted at each ingress or egress point on a lot.
- b. Incidental signs.

1. The maximum height of any freestanding incidental sign shall not exceed 4 feet.
2. The maximum sign surface area of the sign shall not exceed 1.5 square feet.
3. The sign shall be set back a minimum of 10 feet from the existing street right-of-way.

c. *Ancillary signs.*

1. The ancillary signs may be either wall, ground or pylon signs.
2. There shall not be more than one ancillary sign for each office, industrial, and institutional building.
3. The aggregate gross surface area of an ancillary sign shall not exceed 16 square feet.
4. The ancillary sign may be located within 2 feet of any right-of-way, provided the requirement of Section 744-902.E.10 Clear sight triangular area, is maintained.
5. An ancillary sign shall not project higher than 10 feet, as measured from the base of the building or the ground to which the sign is to be affixed.

d. *Building Marker signs.*

1. Maximum height of a freestanding building marker sign shall not exceed 4 feet.
2. Maximum sign surface area of any building marker sign shall not exceed 4 square feet.
3. Building marker signs shall not be located in any right-of-way.
4. Maximum number of building marker signs shall be 1 per pedestrian entrance.
5. Building marker signs may be illuminated.

4. Window signs.

The sign copy area shall not exceed 25% of the window surface area on which it is placed or through which it is viewed, however, in no case shall the sign copy area exceed 100 square feet. The sign surface area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.

D. On-premises signs; special zoning districts.

The following regulations shall pertain to on-premises business signs in all special zoning districts where permitted by Table 744-905-3 and this Section 744-903.D. Off-premises (outdoor advertising) signs shall not be permitted in any special zoning district.

1. Regulations for freestanding signs.

a. Where permitted.

1. Pole or pylon signs. Pole or pylon signs shall be permitted in any special use (SU) district, the HD-1 and HD-2 Districts (Hospital District One and Two), the PK-2 District (Park District Two), and UQ-1 District (University Quarter One).

Provided, however, pole or pylon signs shall not be permitted within 600 feet of a Dwelling district. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the dwelling district (refer to Sign Diagram 7).

Exceptions: The provision prohibiting pole or pylon signs within 600 feet of a dwelling district shall not apply if it can be determined that:

- i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district; or
 - ii. The sign is visibly obstructed from the protected district.
2. *Ground signs.* Ground signs shall be permitted in any special use (SU) district, the HD-1 and HD-2 Districts (Hospital District One and Two), the PK-1 and PK-2 Districts (Park District One and Two) and the UQ-1 and UQ-2 Districts (University Quarter District One and Two).
- b. Maximum sign height.
1. *Pole or pylon signs.* The maximum height of a freestanding pole or pylon sign and its supporting structure shall not exceed 25 feet above grade level at the base of the structure.
 2. *Ground signs.* No part of the sign face or the sign support structure of a ground sign shall be more than 4 feet above grade level, subject to the provisions of Section 744-902.E.7 Grade mounding (refer to Sign Diagram 14).
- c. *Minimum setbacks, front.* Subject to the provision of Section 744-902.E.10, Clear sight triangular area, the minimum setback for all freestanding signs shall be 15 feet from the existing street right-of-way line unless subject to the provisions of Section 744-902.G, front sign setback exception, provided, however, the following provisions shall also be met for the location of the minimum front setbacks: No freestanding sign shall be erected within any area designated by the Official Thoroughfare Plan as required for right-of-way for a public street unless the owner of such sign provides a written commitment to the Department of Metropolitan Development to relocate such sign out of the right-of-way at his/her expense upon the acquisition of the property by the applicable governmental agency for transportation purposes and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign.
- d. Minimum setbacks, side and rear.
1. If illuminated, no freestanding sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line.

Exceptions: This provision shall not apply if it can be determined that:

- i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district.
- ii. The illuminated freestanding sign is visibly obstructed from the dwelling district.

2. No freestanding sign shall be located closer than 5 feet to a side or rear property line.
- e. *Maximum sign area.* The maximum sign area of a freestanding sign shall not exceed an amount equal to 3% of the building side or other architectural elevation to which the sign is oriented, or 240 square feet, whichever is the lesser.
- f. *Number of signs.* One freestanding sign shall be allowed for each frontage on a separate street.

Exceptions:

1. *Extensive frontage.* Where a lot has in excess of 300 feet of street frontage on the same street, one additional freestanding sign shall be allowed for each additional 300 feet of street frontage on that street. Such additional signs shall be subject to all other provisions of this chapter. In no event shall an additional freestanding sign, as permitted in this section, be located any closer than 300 feet to any other freestanding sign on the same lot (refer to Sign Diagram 15).
2. *Corner lots.* On corner lots, the maximum number and square footage of freestanding signs shall be permitted for each street frontage. Such maximum allowances, however, shall not be transferable either in whole or in part from one street to another.

2. Regulations for building signs.

- a. Maximum surface area for all building signs.
 1. The maximum sign surface area for building signs shall not exceed an amount equal to 3% of the building side or other architectural elevation to which the sign is oriented. The linear measurement of the sign shall not exceed 80% of the linear frontage of the facade of the structure or tenant space (refer to Sign Diagram 12).
 2. Any combination of building signs permitted in this section may be utilized, so long as the total surface area of signs on a particular side of the building does not exceed the percentage noted in subsection 1 above, and subject to any additional provision of this section.
- b. Wall signs.
 1. *Number of wall signs.* There shall be no limit on the number of wall signs allowed, provided the provisions of Section 744-903.D.2.a above are not exceeded on the side of the building on which the signs are located.
 2. *Wall signs on corner lots.* On buildings having more than one street frontage, the maximum allowable square footage of wall signs are permitted for each building frontage or occupancy. Such maximum allowance, however, is not transferable either in whole or in part from one building frontage to another nor from one occupancy to another occupancy.
 3. *Distance from side or rear lot line when abutting a dwelling district.* If illuminated, no wall sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line.

Exceptions: This provision shall not apply if it can be determined that:

- i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district; or
 - ii. The illuminated wall sign is visibly obstructed from the dwelling district.
- c. *Roof signs.* Roof signs shall not be permitted in any special zoning district, as noted in Table 744-905-3, Permitted sign types on-premise signs, development plan and special use districts.
- d. Roof-integral signs.
1. *Where permitted.* Roof-integral signs shall be permitted in the HD-2 District, and in the PK-2 District for all but residential uses.
 2. *Maximum sign area.* Same as Section 744-903.D.2.a above.
 3. *Number of signs.* One roof-integral sign shall be permitted per each building side (if a single use) or grade level tenant space (if an integrated center), subject to the provisions of Section 744-903.D.2.a.2 above.
- e. Projecting signs.
1. *Where permitted.* Projecting signs shall be permitted in any special use (SU) district.
 2. *Maximum sign area.* Same as Section 744-903.D.2.a above.
 3. *Number of signs.* One projecting sign shall be permitted per each building side (if a single use) or grade level tenant space (if an integrated center), subject to the provisions of Section 744-903.D.2.a.2 above.
 4. *Maximum projection from a building.* No projecting sign or sign structure shall extend more than 8 feet from or beyond its supporting building.
 5. *Clearance from grade level.* All portions of any projecting sign or sign structure shall be not less than 8 feet above grade level.
 6. *Minimum setbacks, front.* The horizontal projection of any projecting sign may extend to a point no closer than 2 feet to an imaginary perpendicular vertical plane at the street pavement line, curb or outside edge of the sidewalk. Refer to Sign Diagram 11 for illustrative guides to these provisions.
- f. *Awning or canopy signs.* Awning or canopy signs shall be permitted in any special use (SU) district, the HD-1 and HD-2 Districts (Hospital District One and Two), and the PK-2 District (Park District Two), and shall:
1. Be nonilluminated; and
 2. Comply with the provisions of Section 744-904.A.1 and 4 through 7, Awning and canopy sign regulations, and the provisions of Section 744-903.D.2.a.2 above.
- g. *Marquee signs.* Marquee signs shall be permitted in any special use (SU) district, the HD-1 and HD-2 Districts (Hospital District One and Two), and the PK-2 District (Park District Two), and shall:
1. Be nonilluminated; and

2. Comply with the provisions of Section 744-904.B.1 and 4 through 7, Awning and canopy sign regulations, and the provisions of Section 744-903.D.2.a.2 above.
- h. Suspended signs.
 1. *Where permitted.* Suspended signs shall be permitted in any special zoning district as noted in Table 744-905-3 Permitted sign types on-premise signs, development plan and special use districts.
 2. *Maximum sign area.* The maximum sign surface area for a suspended sign shall not exceed 5 square feet.
 3. *Number of signs.* One suspended sign shall be permitted per each building side (if a single use) or grade level tenant space (if an integrated center).
 4. *Clearance from grade level.* All portions of any suspended sign or sign structure shall be not less than 8 feet above grade level. Refer to Sign Diagram 13 for illustrative guides to these provisions.

3. Regulations for other signs.

Other signs shall be permitted in any special zoning district subject to the regulations of Section 744-903.C.3 Other signs.

4. Window signs.

- a. *Where permitted.* Window signs shall be permitted in any special zoning district as noted in Table 744-905-3.
- b. *Maximum sign area.* The sign copy area of window signs shall not exceed 25 percent of the window surface area on which it is placed or through which it is viewed, however, in no case shall the sign copy area exceed 100 square feet.
- c. The sign surface area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.

E. On-premises signs; central business districts (CBD-1, CBD-2, CBD-3, CBD-S)

The following regulations shall pertain to on-premises business signs in all CBD districts where permitted by Table 744-905-4, and this section. Off-premises (outdoor advertising) signs in the CBD districts also shall follow the regulations of Section 744-903.F. Any on-premises business sign erected on a building or lot located within a locally designated historic preservation area as established by, and under the jurisdiction of, the Indianapolis Historic Preservation Commission (IHPC) shall be exempt from the provisions of this section of this chapter. The type, number, area, height, illumination and location of such signs located within such historic preservation areas shall be as determined by the IHPC. The specific standards and requirements for on-premises business signs shall be as set forth in and specified by the grant of a certificate of appropriateness following all procedures set forth by the IHPC.

1. Regulations for freestanding signs.

- a. Where permitted.
 1. Pole or pylon signs:

- i. Shall be permitted only for surface parking lots in the CBD-1 and CBD-2 Districts.
 - ii. Shall be permitted in the CBD-3 District only for surface parking lots. In no case, however, shall pole or pylon signs be permitted on the street frontage of any lot abutting American Legion Mall, Veterans Memorial Plaza, the Indiana War Memorial or University Park.
 - iii. Shall be permitted in the CBD-S District.
 2. Ground signs shall be permitted in all CBD districts.
- b. Maximum sign height.
 1. *Pole or pylon signs*: The maximum height of a pole or pylon sign and its supporting structure shall not exceed 20 feet above grade level at the base of such structure, subject to the provisions of Section 744-902.E.7 Grade mounding.
 2. *Ground signs*: No part of the sign face or the sign support structure of a ground sign shall be more than 4 feet above grade level, subject to the provisions of Section 744-902.E.7 Grade mounding.
- c. Minimum setbacks, front.
 1. The minimum setback for freestanding pole or pylon signs shall be 10 feet from the existing street right-of-way line, provided, however, the provisions of Section 744-903.E.1.c.3 below shall also be met.
 2. The maximum setback for freestanding ground signs shall be zero feet from the existing street right-of-way line, provided, however, the provisions of Section 744-903.E.1.c.3 below shall also be met.
 3. No freestanding sign shall be erected within any area designated by the Official Thoroughfare Plan as required for right-of-way for a public street unless the owner of such sign provides a written commitment to the Department of Metropolitan Development to relocate such sign out of the right-of-way at his or her expense upon the acquisition of the property by the applicable governmental agency for transportation purposes and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign.
- d. Minimum setbacks, side and rear. If illuminated, no freestanding sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line. Exception: This provision shall not apply if it can be determined that:
 1. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district.
 2. The illuminated sign is visibly obstructed from the dwelling district.
- e. **Maximum sign area**. The sign surface area of a freestanding sign shall not exceed one square foot in sign surface area for each lineal foot of that lot's street frontage (to which the sign is oriented). In no case, however, shall the maximum sign surface area exceed 100 square feet.

- f. **Number of signs.** One freestanding sign shall be allowed for each frontage on a separate street.

Exceptions:

1. *Extensive frontage.* Where a lot has in excess of 300 feet of street frontage on the same street, one additional freestanding sign shall be allowed for each additional 300 feet of street frontage on that street. Such additional signs shall be subject to all other provisions of this chapter. In no event shall an additional freestanding sign, as permitted in this section, be located any closer than 300 feet to any other freestanding sign on the same lot (refer to Sign Diagram 15).
2. *Corner lots.* On corner lots, the maximum number and square footage of freestanding signs shall be permitted for each street frontage. Such maximum allowances, however, shall not be transferable either in whole or in part from one street to another.

2. Regulations for building signs.

a. Lower level building signs.

1. Lower level building signs are signs located on:
 - i. The first 26 feet of building height; or
 - ii. The actual building height, whichever is lesser (measured from grade level), shall be considered lower level building signs and shall conform to the following regulations.
2. *Maximum size for lower level building signs.* The maximum sign surface area for lower level building signs shall not exceed 20% of the side of the building as noted in the formula below:

Maximum permitted sign surface area = 20% (A × B)

A = 26 feet or the height of the building, whichever is lesser.

B = Width of the side of the building (measured in feet) on which the sign is to be placed.

(The application of this provision is illustrated in Sign Diagram 17).
3. *Number of lower level building signs.* One sign for each basement, grade level or second story occupant of the building shall be permitted. *Exception:* Buildings in which a single tenant occupies the entire basement, grade level or second story leasable space, or a leasable space with 200 or more linear feet of street frontage, may have an additional lower level building sign on that street frontage only. Provided, the maximum sign surface area permitted for that side of the building, as noted in Section 744-903.E.2.a.2 above shall not be exceeded for the total number of lower level building signs.
4. *Location of lower level building signs.* Lower level wall signs shall be located only on facades that front on a street.
5. *Lower level building signs on corner lots or lots that have multiple street frontages.* On buildings having more than one street frontage, the maximum allowable square footage of lower level building signs shall be permitted for each building frontage. Such maximum allowance, however, is not

transferable either in whole or in part from one building to another nor from one occupancy to another occupancy.

6. *Distance from side or rear lot line when abutting a dwelling district.* If illuminated, no building sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within 50 feet of such side or rear lot line. *Exception:* This provision shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a dwelling district; or
 - ii. The illuminated sign is visibly obstructed from the dwelling district.
- b. **Upper level building signs.** Signs located on a building side above 26 feet in height, measured from grade level, shall be considered upper level building signs and shall conform to the following regulations:
 1. *Placement.* Upper level building signs shall be located on a side of the building above a height of 26 feet, measured from the grade level.
 2. *Maximum size for upper level building signs.* The maximum sign surface area for upper level building signs shall not exceed 10% of the side of the building as noted in the formula below:

Maximum permitted sign surface area = 10% (A × B).

A = height of building (measured from grade level, in feet). This figure shall be reduced by subtracting the first 26 feet in height of the building, measured from grade level.

B = width of the side of the building (measured in feet) on which the sign is to be placed.

(The application of this provision is illustrated in Sign Diagram 17).
 3. *Number of upper level building signs.* One sign for each side of the building shall be permitted, provided the maximum sign surface area permitted for that side of the building, as noted in Section 744-903.E.2.b.2 above is not exceeded.
 4. *Location of upper level building signs.* Upper level building signs shall be located on any side or architectural elevation of the building. Provided, however, that on buildings having upper level building signs on more than one side of the building, the maximum allowance for a side is not transferable either in whole or in part from one building to another nor from one occupancy to another occupancy.
- c. **Wall signs.** Wall signs shall be of individual letter construction in the CBD-1 and CBD-3 Districts. Where construction materials/methods of buildings would pose practical difficulties for the erection of individual letter wall signs, raceways can be used on which the individual letters can be mounted.
- d. **Roof signs.** Roof signs shall not be permitted in any CBD district. *Exception:* Signs that are painted on, or otherwise attached flat and directly to, the roof structure, and that do not extend vertically from the roof structure, shall be permitted on public buildings (those buildings owned, operated, controlled or under some jurisdiction of a unit of federal, state or local government). Signs

permitted under this exception shall be regulated as upper level business signs for purposes of sign surface area and number.

e. Roof-integral signs.

1. *Where permitted.* Roof integral signs shall be permitted in the CBD-2, CBD-3 and CBD-S Districts.
2. *Maximum sign area.* Same as Section 744-903.C.2.a.
3. *Number of signs.* One roof-integral sign shall be permitted per each building side of the building (if a single use) or tenant space (if an integrated center), subject to the provisions of Section 744-903.C.2.a.2.
4. *Distance from side or rear lot line when abutting a dwelling district.* An illuminated roof-integral sign shall not be permitted within 50 feet of a side or rear lot line of an abutting lot line zoned as a dwelling district when such sign faces such side or rear lot line. *Exception:* This provision shall not apply if it can be determined that:
 - i. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as dwelling district.
 - ii. The illuminated roof-integral sign is visibly obstructed from the dwelling district.

f. Projecting signs.

1. *Where permitted.* Projecting signs shall be permitted in any CBD district, except in the CBD-1 District on lots that front Monument Circle. Projecting signs shall be permitted as lower level signs only for basement, grade level or second story occupants of the building.
 2. *Maximum sign area.* The sign surface area of a projecting sign shall not exceed 24 square feet.
 3. *Number of signs and placement.* One projecting sign shall be permitted per tenant space, to be placed on the building facade from which the tenant gains direct access into their business.
 4. Maximum projection from a building and minimum front setback.
 - i. No projecting sign or sign structure shall extend more than 8 feet from or beyond its supporting building. *Exception:* A projecting sign or sign structure shall not extend more than 3 feet from or beyond its supporting building when such sign or structure is located on and oriented toward East or West Market Street between Capitol Avenue and Alabama Street.
 - ii. The horizontal projection of any projecting sign may extend to a point not closer than 2 feet from an imaginary perpendicular vertical plane at the street pavement line, curb or outside edge of the sidewalk. Refer to Sign Diagram 11 for illustrative guides to these provisions.
 5. *Clearance from grade level.* All portions of a projecting sign or sign structure shall be not less than 8 feet above grade level.
- g. Awning or canopy signs.** Awning or canopy signs shall be permitted in any CBD district subject to the regulations of Section 744-904.A Awning and canopy

sign regulations. *Exception:* An awning or canopy sign or sign structure shall not extend more than 3 feet from or beyond its supporting building when such sign or structure is located on and oriented toward East or West Market Street between Capitol Avenue and Alabama Street.

- h. **Marquee signs.** Marquee signs shall be permitted in any CBD district subject to the regulations of Section 744-904.B Marquee sign regulations. *Exception:* A marquee sign or sign structure shall not extend more than 3 feet from or beyond its supporting building when such sign or structure is located on and oriented toward East or West Market Street between Capitol Avenue and Alabama Street.
- i. **Suspended signs.**
 - 1. *Where permitted.* Suspended signs shall be permitted in any CBD district.
 - 2. *Maximum sign area.* The maximum sign surface area for a suspended sign shall not exceed 5 square feet.
 - 3. *Number of signs.* One suspended sign shall be permitted per each building side of the building (if a single use) or grade level tenant space (if an integrated center).
 - 4. *Clearance from grade level.* All portions of any suspended sign or sign structure shall be not less than 8 feet above grade level.

Refer to Sign Diagram 13 for illustrative guides to these provisions.

3. Regulations for other signs.

Other signs shall be permitted in any CBD district subject to the regulations of Section 744-903.C.3 Other signs.

4. Window signs.

- a. *Where permitted.* Window signs shall be permitted in any CBD District.
- b. *Maximum sign area.* The sign copy area of window signs shall not exceed 20% of the window surface area on which it is placed or through which it is viewed, however, in no case shall the sign copy area exceed 100 square feet.
 - 1. The sign surface area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.
 - 2. The administrator, upon request by the applicant, shall have the power to modify the requirements of this provision and approve alternatives for those requirements as long as the alternative plan is appropriate for the site and its surroundings and is compatible and consistent with the intent of the stated standards. Such modification shall be noted on the alternative plan, stamped approved by the administrator and become a part of the requirements for the Improvement Location Permit. Under no circumstances, however, shall the administrator modify the content of a sign.

F. Off-premises (outdoor advertising) signs.

General regulations. The following regulations shall pertain to off-premises signs (also known as outdoor advertising signs) in all districts where permitted by this Section 744-903.F, Table 744-903-7. Also, refer to Section 744-904.D Signs on freeways and expressways, for additional requirements.

1. **Proportional regulations.** The size of an outdoor advertising sign on a lot shall not exceed the size specified in Table 744-903-4:

TABLE 744-903-4 Proportional Regulations	
Lot Size (in square feet)	Maximum Sign Dimensions (vertical by horizontal)
Up to 10,000	6 ft. by 12 ft.
10,000+--20,000	12 ft. by 12 ft.
20,000+--43,560	12 ft. by 25 ft.
43,560+	10.5 ft. by 36 ft. plus extensions or 12 ft. by 50 ft. or 14 ft. by 48 ft. plus extensions

Extensions. Elements of an outdoor advertising sign may be permitted to extend beyond the horizontal or vertical sign edge. The maximum length of an extension shall not be greater than four feet beyond the top edge of the sign and one foot along all other sign edges. The maximum width of an extension shall not be greater than 45% of the linear length of the horizontal or vertical dimension of the outdoor advertising sign (See Table 744-903-5 below and refer to Extension Sign Diagram 35).

Table 744-903-5: Extensions				
Sign Size (Feet)	Maximum Extension Length (Top)(Feet)	Maximum Extension Length (Sides and Bottom) (Feet)	Sign Dimension (Feet)	Extension Width (Feet)
10.5 by 36	4	1	10.5 by 36	4.725 by 16.2
14 by 48	4	1	14 by 48	6.3 by 21.6

2. **Outdoor advertising sign size.** The face of an outdoor advertising sign shall not be greater than 14 feet in vertical dimension nor greater than 50 feet in horizontal dimension, except where specifically regulated by Section 744-904.D and shall not contain more than 2 advertising signs per facing.
3. **Flashing, intermittent or moving lights.** No advertising sign shall be permitted which contains, includes, or is illuminated by a flashing, intermittent or moving light or lights.
4. **Animation.** No advertising sign shall be permitted which has animated or moving images.
5. **[Advertising sign].** Advertising sign faces consisting of three or less panels that rotate to present a single fixed display at a time, commonly known as Tri-vision signs, are permitted, provided that the rotation of one display to another is no more frequent than every 15 seconds.

6. **Video, LED, (light emitting diode), LCD (liquid crystal display) or electrically powered.** No advertising sign shall be permitted which displays video or emitting graphics.
7. **Distance between outdoor advertising signs.** Except as otherwise provided for signs in the protected areas along highways, freeways and expressways (see Section 744-904.D), the minimum distance between outdoor advertising signs shall be as specified below. The applications of these provisions are illustrated in Sign Diagrams 18 and 19:

Radial spacing between outdoor advertising signs. In no event shall any point of an outdoor advertising sign or sign structure be closer than 1,000 feet from any point of any other outdoor advertising sign or sign structure.
8. **Outdoor advertising signs adjacent to protected districts.** In no event shall any point of an outdoor advertising sign be closer than 300 feet from a protected district. For the purposes of this section, a protected district shall include any dwelling district, parks district, university quarter district, SU-1 (church) district or SU-2 (school) district. (The applications of these provisions are illustrated in Sign Diagram 20.)
9. **Outdoor advertising signs inside I-465.** No portion of an outdoor advertising sign shall be erected or otherwise located within 660 feet of the right-of-way of a freeway or expressway, as herein defined, located within the entire area circumscribed by the interior right-of-way line of the Outer Belt Freeway commonly identified as I-465. (The application of these provisions is illustrated in Sign Diagram 21.)
10. **Signs on freeways and expressways.** In addition to the requirements of this section, outdoor advertising signs shall further comply with Section 744-904.D when located on freeways and expressways.
11. **Roof top outdoor advertising signs.** Roof top outdoor advertising signs shall not be permitted in any zoning district.
12. **Advertising sign on or appurtenant to buildings.** Advertising signs shall not be located on, above or below any portion of primary buildings.
13. **Outdoor advertising sign setback.** Signs or sign structures shall be set back in accordance with the building setback lines required by the applicable zoning district. Advertising signs shall not be eligible for setback averaging exceptions. (See Table 744-903-6 below).

Table 744-903-6: Setbacks			
Zoning District	Freeways	Primary/Secondary	Collector/Local Streets
Commercial Districts	60 feet	10 feet from proposed R.O.W.	10 feet from proposed R.O.W.
Industrial Districts - Compact Context Area	60 feet	30 feet from proposed R.O.W.	20 feet from proposed R.O.W.
Industrial Districts - Metro Context Area	60 feet	30 feet from proposed R.O.W.	50 feet from proposed R.O.W.

14. **Maximum and minimum height** of outdoor advertising signs and sign structures.
 - a. The maximum height of signs and sign structures shall not exceed 40 feet above grade level at the base of such sign or sign structure.

b. No outdoor advertising sign or sign structure (except for the supports, building, structure or column) shall be at its lowest point less than 9 feet above grade level. Ground signs, where permitted, shall not exceed 4 feet in height above grade level.

15. **Construction of outdoor advertising signs.** The supports, uprights, bracing and framework of an outdoor advertising sign shall be of steel construction.

16. Districts permitted and allowable square footage. (Refer to Table 744-903-7 below)

Table 744-903-7: Districts Permitted								
Zoning Classification	Dwelling	Commercial and Mixed-Use				Industrial	Special Use	CBD/RC
District	All Districts	C-1, MU-1	C-3, MU-2	C-4, C-5, C-7	C-S	All Districts	All Districts	All Districts
Maximum Square Footage	NP	NP	378*	672*	NP	672*	NP	NP

Key/Note:
 NP: Not Permitted
 •Extensions available if requirements met
 •Advertising signs shall not be permitted in HP-C Districts

Section 04. Special Provisions

A. Awning and canopy sign regulations

Awnings and canopies on which signs are placed, both nonilluminated and illuminated, shall comply with the requirements of this Section 744-904 in addition to all other provisions of this Chapter 744 Article IX.

1. Awning or canopy signs shall be permitted as specified in the permitted sign types lists, Tables 744-905-1 through 4.
2. Illuminated awning or canopy signs shall be located at least 600 feet from a Protected District. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the protected district (refer to Sign Diagram 7).
Exceptions: This provision shall not apply if it can be determined that:
 - a. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a Protected District; or
 - b. The illuminated awning or canopy is visibly obstructed from the protected district.
3. The total area of an awning or canopy on which sign content or copy is placed shall not exceed the maximum surface area limits as set forth for wall signs as noted in Section 744-903.C.2.a.1.
4. The total sign content or copy area of awning or canopy signs shall not exceed 45% of the area of the awning or canopy on which it is placed (refer to Sign Diagram 22).
5. The computation of the sign copy area of the awning or canopy sign shall be limited only to the area of the awning or canopy which contains the graphics or sign (refer to Sign Diagram 22).
6. Awnings and canopies on which signs have been placed shall further comply with the following:
 - a. Awnings:
 1. When the width of all awnings along the direction of a particular building side is 10 feet or less, the horizontal projection of such awnings shall not exceed 6 feet from the wall of any supporting building (refer to Sign Diagram 22). The vertical distance from the top to the bottom of such awnings shall not exceed 6 feet, including any valance (refer to Sign Diagram 22).
 2. When the width of all awnings along the direction of a particular building side exceeds 10 feet, the horizontal projection of such awnings shall not exceed 4 feet from the wall of any supporting building (refer to Sign Diagram 22). The vertical distance from the top to the bottom of such awnings shall not exceed 4 feet, including any valance (refer to Sign Diagram 22).
 3. The horizontal projection of any awning may extend to a point not closer than 2 feet from any street curb, pavement edge, or edge of an interior access drive.
 - b. Canopies:
 1. The maximum width of any canopy shall be 10 feet (refer to Sign Diagram 23).

2. The horizontal projection of any canopy may extend to a point not closer than 2 feet from any street curb, pavement edge, or edge of an interior access drive (refer to Sign Diagram 23).
3. The outer column support shall be located in the outer one-third (1/3) of the walk area (refer to Sign Diagram 23).
4. In no case shall the minimum distance between the entry and the column support be less than 4 feet.
5. The vertical distance from the top to the bottom of the canopy shall not exceed an average of 4 feet, including any valance. The highest point of the canopy shall not be higher than 4 feet above the door opening or 16 feet above grade level, whichever is less (refer to Sign Diagram 23).
6. Canopies shall not be spaced closer than 20 feet from each other, measured from centerline to centerline (refer to Sign Diagram 23).
7. All portions of any awning or canopy, excluding the column supports for a canopy, shall be not less than 9 feet above grade level (refer to Sign Diagram 22 and 23).
Exception: An awning or canopy valance shall be not less than 8 feet above grade level.

B. Marquee sign regulations

Marquees on which signs are placed, both nonilluminated and illuminated, shall comply with the following regulations:

1. Marquee signs shall be permitted as specified in the permitted sign types lists, Tables 744-905-1 through 4.
2. Illuminated marquee signs shall be located at least 600 feet from a Protected District. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the protected district (refer to Sign Diagram 7). Exceptions: This provision shall not apply if it can be determined that:
 - a. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district; or
 - b. The illuminated awning or canopy is visibly obstructed from the protected district.
3. The total combined area of signs on a marquee shall not exceed the square footage limits as set forth for wall signs.
4. The total sign area of marquee signs shall not exceed 75% of the area of the marquee on which it is placed.
5. The computation of the sign copy area of the marquee sign shall be limited to the area of the marquee which contains the graphics or sign.
6. Marquees on which signs have been placed shall further comply with the following:
 - a. When the width of a marquee along the direction of a particular building side is 10 feet or less, the horizontal projection of such marquees shall not exceed 6 feet from the wall of any supporting building (refer to Sign Diagram 24).

- b. When the width of a marquee along the direction of a particular building side exceeds 10 feet, the horizontal projection of such marquees shall not exceed 4 feet from the wall of any supporting building (refer to Sign Diagram 24).
- c. The vertical distance from the top to the bottom of such marquees shall not exceed 6 feet, including any valance (refer to Sign Diagram 24).
- d. The horizontal projection of any marquee may extend to a point not closer than 2 feet from any street curb, pavement edge, or edge of an interior access drive (refer to Sign Diagram 24).

C. Automobile Fueling Station/convenience market signs

The following additional signs and standards shall apply to Automobile Fueling Stations and those convenience markets selling fuel.

1. *Pole or pylon sign.* One pole or pylon sign shall be permitted per street frontage. The maximum height and area of such signs is regulated by Tables 744-903-1 and 2. However, no pole or pylon sign shall be permitted where a ground sign exists on a particular frontage.
2. *Ground sign.* One ground sign, not to exceed 20 square feet per each street frontage, shall be permitted in the required landscape area of the property. Such signs are to be installed as stationary, fixed structures, not subject to being dislodged by high winds, and not as portable or temporary structures. However, no ground sign shall be permitted where a pole or pylon sign exists on a particular frontage.
3. *Wall signs.* Wall signs shall be permitted on a lot as specified in Section 744-903.C.2.
4. *Pump island canopy signs.* Signs shall not exceed 25% of the particular side area of the canopy on which it is located. This calculation shall not include the open area beneath the face of the pump island canopy (refer to Sign Diagram 25).
5. *Pump island signs.* Signs on pump islands shall not exceed 16 square feet. The calculation of the sign area for pump island signs shall be the calculation of the area of a single face of the sign. Pump island signs shall be permitted only if spandrel signs are not used on site.
6. *Spandrel signs.* Signs shall be permitted on spandrels if there are no pump island signs on site. The spandrel sign area shall not exceed 25% of the spandrel's structural area (refer to Sign Diagram 25).
7. *Other signs*
 - a. No pennants or other similar attracting or advertising devices shall be permitted except as noted in Section 744-904.G. One-time Event Signs.
 - b. Signs on fences. Where a fence is required to be installed to screen the use from a protected district, no signs shall be permitted to be attached to or form an integral part of such fence.
 - c. Perimeter pole signs. Signs placed on perimeter light poles or other structures or that are not expressly permitted in this section shall be strictly prohibited.
8. *Window signs.* Window signs shall be permitted provided they do not exceed 25% of the window area on which it is placed or through which it is viewed. The sign surface

area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.

D. Signs on freeways and expressways.

All signs within 660 feet of the right-of-way of freeways and expressways, as shown on the Official Thoroughfare Plan shall comply with the requirements of this section in addition to all other provisions of this Chapter 744 Article IX.

1. *Permitted signs.* Unless prohibited by local, state or federal law, erection or maintenance of the following signs shall be permitted in Protected Areas.
 - a. *Official signs.* Directional or other official signs or notices erected and maintained by public officers or agencies pursuant to and in accordance with direction or authorization contained in local, state, or federal law, for the purpose of carrying out an official duty or responsibility.
 - b. *On-premises (business) signs.* However, not more than one freestanding identification sign shall be permitted to be located on each premises.
 - c. *Off-premises (advertising) signs.*
2. *General provisions.* No off-premises signs shall be permitted to be erected or maintained in any manner inconsistent with the following:
 - a. *Flashing, intermittent or moving lights.* No sign shall be permitted which contains, includes, or is illuminated by a flashing, intermittent or moving light or lights.
 - b. *Animation .* No sign shall be permitted which moves or has any animated or moving parts.
 - c. *Rotating, louvered (Vertical and or Horizontally), moving or other elements.* Advertising signs with rotating, louvered (vertical and/or horizontally), moving parts or elements shall not be permitted.
 - d. *Video, LED (light emitting diode), LCD (liquid crystal display) or electrically powered.* No sign shall be permitted which displays video or emitting graphics.
 - e. *Measurement of distance.*
 1. The distance from the edge of a right-of-way shall be measured horizontally along a line normal or perpendicular to the centerline of the freeway or expressway.
 2. All dimensions parallel to the alignment of the freeway or expressway shall be measured along the centerline of the freeway or expressway between 2 vertical planes which are normal or perpendicular to and intersect the centerline of the freeway or expressway, and which pass through the termini of the measured distance.
3. Regulations for off-premises (advertising) signs.
 - a. *Off-premises signs within informational sites.* If the Indiana Department of Transportation (IDOT) constructs an Informational Site, on the freeway system in Marion County, control over off-premises signs within such site shall be the responsibility of that Department.
 - b. *Off-premises signs outside of informational sites.*

1. The erection or maintenance of the following signs shall be permitted within protected areas outside of informational sites: off-premises signs which are located within 660 feet of a freeway or expressway, as herein defined.
2. The erection or maintenance of off-premises signs permitted under Section 744-904.D.3.a shall not be permitted in any manner inconsistent with the following:
 - i. *Sign spacing*: Subject to the other provisions of this Section 744-904.D.3, within protected areas adjacent to freeway or expressway rights-of-way, no part of any off-premise sign structure shall be located within 1,500 feet of any other off-premises sign structure located adjacent to said freeway or expressway. Said 1,500 feet distance shall be measured linearly along the centerline of the freeway or expressway. (The application of this provision is illustrated in Sign Diagrams 26 and 27).
 - ii. *Maximum sign dimensions*: The maximum size of any sign shall not exceed 14 feet in vertical dimension and 48 feet in horizontal dimension, plus extensions as defined in Section 744-903.F.
 - iii. *Sign setback*: Signs shall not be located closer than 60 feet to the right-of-way of the freeway or expressway.
 - iv. *Sign clearance*: Signs shall not be less than 9 feet above grade level at the lowest point, except for the supporting structure.
 - v. *Maximum sign height*: The maximum height of signs and sign structures shall not exceed 40 feet above grade level at the base of such sign structure.
 - vi. *Entrance or exit roadway limitation*: Signs shall not be permitted in protected areas adjacent to any freeway or expressway right-of-way upon any part of the width of which is constructed an entrance or exit roadway. No sign shall be permitted within 500 feet from the point of intersection between the traveled way of such entrance or exit roadway and the main traveled way of the freeway or expressway. Said 500 feet distance shall be measured to the nearest point of the intersection of the traveled way of the entrance or exit roadway and the main-traveled way of the freeway or expressway (Refer to Sign Diagram 26).

E. Rotating signs.

Rotating signs shall comply with the requirements of this Section 744-904.E in addition to all other provisions of this Chapter 744 Article IX.

1. *Districts permitted*. Rotating signs shall be permitted as a freestanding pole or pylon sign in the C-4, C-5, C-7, and C-S Commercial districts, as well as any industrial district.
2. Additional development standards for rotating signs in permitted commercial and industrial districts.
 - a. A rotating sign shall be permitted on corner lots only and shall be the only freestanding sign permitted on the lot.
 - b. A rotating sign shall be located at least 600 feet from a Protected District. This method of measurement shall be taken from the leading edge of the sign to the

zoning line of the protected district (refer to Sign Diagram 7). Exceptions: This provision shall not apply if it can be determined that:

1. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district; or
 2. The rotating sign is visibly obstructed from the protected district.
- c. A rotating sign shall not rotate at a rate of more than 6 revolutions per minute.

F. Electronic variable message signs (EVMS).

Electronic variable message signs (EVMS) shall comply with the requirements of this Section 744-904.F in addition to all other provisions of this Chapter 744 Article IX.

1. *Districts permitted.* Electronic variable message signs shall be permitted as a component of a sign in the C-4, C-5, C-7, and C-S Commercial Districts, as well as in any industrial district.
2. Additional development standards for EVMS in permitted commercial and industrial districts.
 - a. *Where permitted.* EVMS shall be permitted as a component of a sign for any freestanding use or integrated center.
 - b. *Permitted sign types.* EVMS shall be permitted as a component of any pole, ground or pylon sign for freestanding uses or integrated centers. In addition, freestanding uses shall also be permitted EVMS as a component of wall signs.
 - c. *Amount of a sign that can contain an EVMS.* The portion of a sign dedicated for an EVMS shall not exceed 40% of the sign size.
 - d. *Distance separation from a protected district.* No sign containing an EVMS as a component shall be located within 600 feet of any protected district, measured from the leading edge of the sign to the zoning line of the protected district (refer to Sign Diagram 7). Exceptions: This provision shall not apply if it can be determined that:
 - e. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district; or
 - f. The EVMS is visibly obstructed from the protected district.
 - g. *Distance separation from a signalized intersection of a street designated as a thoroughfare in the Official Thoroughfare Plan for Marion County, Indiana.* No sign containing an EVMS as a component shall be located within 125 feet of any signalized intersection of 2 or more streets if any of these streets is designated as a thoroughfare in the Official Thoroughfare Plan for Marion County, Indiana. The distance shall be measured from the point where the existing right-of-way lines of the intersecting streets meet. In a case where a round or cut property corner exists, this measurement shall be taken from the point of the intersection of the existing rights-of-way lines, as extended. The distance shall be measured along the right-of-way line from the point of intersection (refer to Sign Diagram 29).
3. Performance standards for EVMS.

- a. EVMS shall not display any copy or message that moves, appears to move or flashes or otherwise turn any illumination on and off more frequently than 15 seconds.
- b. Display of copy or message shall last at least 15 seconds.
- c. EVMS shall contain a default design that freezes the sign in a dark or blank position if a malfunction occurs.
- d. Light intensity of the EVMS shall not cause glare. The sign shall be equipped with adjustable light sensors capable of adjusting light intensity according to ambient light levels (i.e., day and night). If the light intensity of the EVMS is glaring, the Department shall notify the owner or owner’s representative and the light intensity shall be corrected within 24 hours of notification to the owner or owner’s representative. Owner shall maintain at all times current notification contact information with the City of Indianapolis’ Department of Metropolitan Development, Department of Code Enforcement, and their successors.

G. One-time Event signs.

1. If permitted, one-time event signs are subject to the following additional regulations in addition to all other provisions of this Chapter 744 Article IX:
 - a. Must display an authorization indicator as provided by City of Indianapolis. Failure to display authorization indicator is prima facia evidence of a violation and subject to immediate removal of the sign.
 - b. Must not be located in any right-of-way.
 - c. Must be securely fastened to withstand displacement by the wind. Signs that have been displaced by the wind or located in the right-of-way are subject to immediate removal.
 - d. Must not block any sidewalk, walkway, pedestrian ramp or any driveway.
 - e. Subject to all requirements of any secondary zoning district that may apply.
 - f. No portion of the sign may be higher than 2.5 feet above grade level of the roadway if located in the clear sight triangular area.
 - g. Must not be illuminated; must not be electronic variable message (EVMS).
 - h. In dwelling districts, one-time event signs may be an off-premise sign.
2. In D-S, D-1, D-2, D-3, D-4, D-5, D-5II, D-8 (on single- or two-family lots) districts, the following sign types are permitted as One-time Event signs in accordance with the following and are exempt from the authorization requirement of Section 744-904.G.1.a:

TABLE 744-904-1: One-time signs in D-S, D-1, D-2, D-3, D-4, D-5, D-5II, D-8 districts					
	Sign Type				
Standards	Yard	Yard (large)	Air-filled	Pennants	Flags
Maximum Number	1 per frontage	1	1	50 linear ft. maximum	No limit
Maximum Duration	3-day	3-day	3-day	3-day	No limit
Maximum Size	4 sq. ft	32 sq. ft.	20 ft. in height	50 linear ft. maximum	No limit

TABLE 744-904-1: One-time signs in D-S, D-1, D-2, D-3, D-4, D-5, D-5II, D-8 districts					
	Sign Type				
Standards	Yard	Yard (large)	Air-filled	Pennants	Flags
Location limitations	Within the yard	Yard; minimum 5 ft. setback from all lot lines and at least 25 ft. from any intersection	Must be setback equal distance as the height of the sign	2 ft.	2 ft.
Frequency allowed	Once a month	Once a calendar year	Once a calendar year	Once a calendar year	No limit

3. In D-A, D-6, D-6II, D-7, D-8 (non-single-family lots) D-9, D-10, D-11 districts, the following sign types are permitted as One-time Event signs in accordance with the following:

TABLE 744-904-2: One-time signs in D-A, D-6, D-6II, D-7, D-8 (non-single-family lots) D-9, D-10, D-11 districts					
	Sign Type				
Standards	Yard	Yard (large)	Air-filled	Pennants	Flags
Maximum Number	1 per frontage	2	Not permitted	Not permitted	4
Maximum Duration	3-day	3-day			10-day
Maximum Size	4 sq. ft	32 sq. ft.			20 ft. in height
Location limitations	Within the yard	minimum 5 ft. setback from all lot lines			minimum 5 ft. setback from all lot lines
Frequency allowed	Once a month	Once a calendar year			Twice a calendar year

4. In commercial and industrial districts, the following sign types are permitted as One-time Event signs in accordance with the following:

TABLE 744-904-3: One-time signs in commercial, mixed-use, industrial and central business districts					
	Sign Type				
Standards	Yard	Banner	Air-filled	Pennants	Flags
Maximum Number	Not permitted	1 per frontage	Not permitted	Not permitted	Not permitted
Maximum Duration		10-day			
Maximum Size		9 sq. ft.			
Location limitations		Must be fastened on all corners to a permanent structure			
Frequency allowed		Once a calendar year			

5. In SU-1, SU-2, SU-7 and SU-16 districts, the following sign types are permitted as One-time Event signs in accordance with the following:

TABLE 744-904-4: One-time signs in SU-1, SU-2, SU-7 and SU-16 districts					
	Sign Type				

Standards	Yard	Banner	Air-filled	Pennants	Flags
Maximum Number	1 per frontage	1 per frontage	1	50 linear ft. maximum	3
Maximum Duration	3-day	10-day	3-day	3-day	3-day
Maximum Size	4 sq. ft	9 sq. ft	20 ft. in height	50 linear ft. maximum	20 ft. in height
Location limitations	Within the yard	Within the yard; may be on a fence or wall	Must be setback equal distance as the height of the sign	2 ft.setback	2 ft. setback
Frequency allowed	Once a month	Once a month	Once a month	Once a month	Once a month

H. Pedestrian signs.

Pedestrian signs shall comply with the requirements of this Section 744-904.H in addition to all other provisions of this Chapter 744 Article IX.

1. Must be located within 20 feet of a pedestrian entrance.
2. Must not be located in any vehicle area, street or pedestrian ramp.
3. If located on a walkway, must provide for a minimum walkway width of 5 feet.
4. Must be removed when the pedestrian entrance is not open to the public.
5. Must be weighted or anchored to prevent the wind from moving the sign.

Section 05. Tables

All signs shall comply with the provisions of this Section 744-905

A. Tables

Table 744-905-1: Permitted Sign Types – On-premises Signs Commercial, Mixed-Use, Central Business, and Industrial Districts								
Sign Types	Sign Structures	C-1, MU-1	C-3,4,5,7	MU-2	CBD-1, CBD-2	CBD-3	CBD-S	All Industrial Districts
FREESTANDING:								
	1. Pole	P*	P	P*	P1	P2	P	P
	2. Pylon	P*	P	P*	P1	P2	P	P
	3. Ground	P	P	P	P	P	P	P
IDENTIFICATION								
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Roof	NP	NP	NP	NP	NP	NP	NP
	3. Roof-Integral	P	P	P	NP1	P	P	P
	4. Projecting	P	P	P	P3	P	P	P

Table 744-905-1: Permitted Sign Types – On-premises Signs								
Commercial, Mixed-Use, Central Business, and Industrial Districts								
Sign Types	Sign Structures	C-1, MU-1	C-3,4,5,7	MU-2	CBD-1, CBD-2	CBD-3	CBD-S	All Industrial Districts
	5. Awning	P	P	P	P	P	P	P
	6. Canopy	P	P	P	P	P	P	P
	7. Marquee	P	P	P	P	P	P	NP
	8. Suspended	P	P	P	P	P	P	P
	9. Window	P	P	P	P	P	P	P
FREESTANDING:								
	1. Pole	P*	P*	P*	P1	P2	P	P*
	2. Pylon	P*	P*	P*	P1	P2	P	P*
	3. Ground	P	P	P	P	P	P	P
INCIDENTAL								
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Roof	NP	NP	NP	NP	NP	NP	NP
	3. Roof-Integral	NP	NP	NP	NP	NP	NP	NP
	4. Projecting	NP	NP	NP	NP	NP	NP	NP
	5. Awning	NP	NP	NP	NP	NP	NP	NP
	6. Canopy	NP	NP	NP	NP	NP	NP	NP
	7. Marquee	NP	NP	NP	NP	NP	NP	NP
	8. Suspended	P	P	P	P	P	P	P
	9. Window	P	P	P	P	P	P	P
FREESTANDING:								
	1. Pole	P*	P*	P*	P1	P2	P	P*
	2. Pylon	P*	P*	P*	P1	P2	P	P*
	3. Ground	P	P	P	P	P	P	P
TEMPORARY								
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Suspended	P	P	P	P	P	P	P
	3. Window	P	P	P	P	P	P	P
OTHER:								
	1. Flags	P	P	P	P	P	P	P
	2. Building Marker	P	P	P	P	P	P	P
	3. Fuel Pricing	NP	P	NP	NP1	NP	NP	NP
	4. Pump Island	NP	P	NP	NP1	NP	NP	NP
Key/Notes								
P = Permitted NP = Not Permitted NP1 = Permitted only in CBD-2 district								
1 = Surface parking lots only 2 = Surface parking lots only (not fronting on plaza)								

Table 744-905-1: Permitted Sign Types – On-premises Signs Commercial, Mixed-Use, Central Business, and Industrial Districts								
Sign Types	Sign Structures	C-1, MU-1	C-3,4,5,7	MU-2	CBD-1, CBD-2	CBD-3	CBD-S	All Industrial Districts
3 = Not permitted on lots fronting Monument Circle * = Height limitation								

Table 744-905-2: Permitted Sign Types – On-premises Signs Dwelling Districts				
Sign Types	Sign Structures	D-A	D-5-D-5II, D-8(SF)	D-6, D-6II, D-7, D-8(MF) D-9, D-10, D-11, D-P
FREESTANDING:				
	1. Pole	NP	NP	NP
	2. Pylon	NP	NP	NP
	3. Ground	P3	P3	P3
IDENTIFICATION				
BUILDING:				
	1. Wall	P	P	P
	2. Roof	NP	NP	NP
	3. Roof-Integral	NP	NP	NP
	4. Projecting	NP	NP	NP
	5. Awning	NP	NP	P1
	6. Canopy	NP	NP	P1
	7. Marquee	NP	NP	P1
	8. Suspended	NP	NP	P2
	9. Window	P	P	P
FREESTANDING:				
	1. Pole	NP	NP	P*
	2. Pylon	NP	NP	P*
	3. Ground	P	P	P
INCIDENTAL				
BUILDING:				
	1. Wall	NP	NP	P
	2. Roof	NP	NP	NP
	3. Roof-Integral	NP	NP	NP
	4. Projecting	NP	NP	NP
	5. Awning	NP	NP	NP
	6. Canopy	NP	NP	NP
	7. Marquee	NP	NP	NP
	8. Suspended	NP	NP	P
	9. Window	NP	NP	P
FREESTANDING				

Table 744-905-2: Permitted Sign Types – On-premises Signs				
Dwelling Districts				
Sign Types	Sign Structures	D-A	D-5-D-5II, D-8(SF)	D-6, D-6II, D-7, D-8(MF) D-9, D-10, D-11, D-P
	1. Pole	P*	P*	P*
	2. Pylon	P*	P*	P*
	3. Ground	P	P	P
TEMPORARY				
	BUILDING:			
	1. Wall	P	P	P
	2. Suspended	P	P	P
	3. Window	P	P	P
OTHER:				
	1. Flags	P	P	P
	2. Building Marker	P	P	P
Key/Notes P = Permitted P1 = Permitted, Not illuminated P2 = Not permitted in D-11 P3 = Permitted only for Project or Subdivision Identification Signs NP = Not Permitted * = Height limitation				

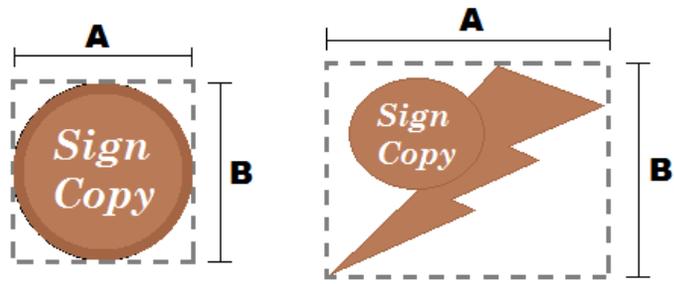
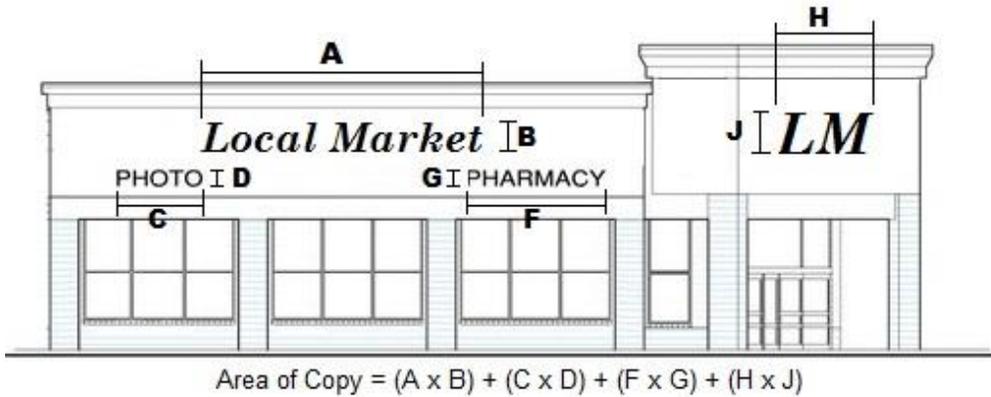
Table 744-905-3 Permitted Sign Types – On-premises Signs Development Plan and Special Use Districts								
Sign Types	Sign Structures	All SU	HD-1	HD-2	PK-1, UQ-2	PK-2	UQ-1	Any Other Districts
FREESTANDING:								
	1. Pole	P*	P*	P*	NP	P*	P*	P*
	2. Pylon	P*	P*	P*	NP	P*	P*	P*
	3. Ground	P	P	P	P	P	P	P
IDENTIFICATION								
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Roof	NP	NP	NP	NP	NP	NP	NP
	3. Roof-Integral	NP	NP	P	NP	P	NP	NP
	4. Projecting	P	NP	NP	NP	NP	NP	NP
	5. Awning	P1	P1	P1	NP	P1	NP	NP
	6. Canopy	P1	P1	P1	NP	P1	NP	NP
	7. Marquee	P1	P1	P1	NP	P1	NP	NP
	8. Suspended	P	P	P	P	P	P	P
	9. Window	P	P	P	P	P	P	P
FREESTANDING:								
	1. Pole	P*	P*	P*	NP	P*	NP	NP
	2. Pylon	P*	P*	P*	NP	P*	NP	NP
	3. Ground	P	P	P	P	P	P	P
INCIDENTAL								
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Roof	NP	NP	NP	NP	NP	NP	NP
	3. Roof-Integral	NP	NP	NP	NP	NP	NP	NP
	4. Projecting	NP	NP	NP	NP	NP	NP	NP
	5. Awning	NP	NP	NP	NP	NP	NP	NP
	6. Canopy	NP	NP	NP	NP	NP	NP	NP
	7. Marquee	NP	NP	NP	NP	NP	NP	NP
	8. Suspended	P	P	P	P	P	P	P
	9. Window	P	P	P	P	P	P	P
FREESTANDING:								
	1. Pole	P*	P*	P*	P*	P*	P*	P*
	2. Pylon	P*	P*	P*	P*	P*	P*	P*
	3. Ground	P	P	P	P	P	P	P
TEMPORARY								

Table 744-905-3 Permitted Sign Types – On-premises Signs Development Plan and Special Use Districts								
Sign Types	Sign Structures	All SU	HD-1	HD-2	PK-1, UQ-2	PK-2	UQ-1	Any Other Districts
BUILDING:								
	1. Wall	P	P	P	P	P	P	P
	2. Suspended	P	P	P	P	P	P	P
	3. Window	P	P	P	P	P	P	P
OTHER								
	1. Flags	P	P	P	P	P	P	P
	2. Building Marker	P	P	P	P	P	P	P
	3. Fuel Pricing	NP	NP	NP	NP	P*	NP	NP
	4. Pump Island	NP	NP	NP	NP	P*	NP	NP
Key/Notes P = Permitted P1 = Permitted, Not illuminated NP = Not Permitted * = Height Limitation								

Section 06. Referenced Sign Diagrams

Sign Diagram 1	Sign Area	Sign Diagram 22	Awning Signs
Sign Diagram 2	Computation of Area of Multifaced Signs	Sign Diagram 23	Canopy Signs
Sign Diagram 3	Computation of Sign Height	Sign Diagram 24	Marquee Signs
Sign Diagram 4	Grade Mounding	Sign Diagram 25	Pump Island Canopy/Automobile Fueling Station/Convenience Market Signs
Sign Diagram 5	Reserved	Sign Diagram 26	Signs on Interstate Freeways and Expressways - Measurement of Separation for Off-Premise Signs
Sign Diagram 6	Sign Height Exception	Sign Diagram 27	Signs on Interstate Freeways and Expressways - Entrance Roadway Limitation
Sign Diagram 7	Sign Separation From a Protected District	Sign Diagram 28	Tall Signs at Freeway and Expressway Interchanges
Sign Diagram 8	Pole Sign Clearance	Sign Diagram 29	Distance From Signalized Intersections – for EVMS
Sign Diagram 9	Wall Sign	Sign Diagram 30	Sign Types I: a. A-frame Sign b. Fixed Balloon Sign c. Banner d. Pennant e. T-frame Sign f. Wind Sign
Sign Diagram 10	Roof-Integral Sign	Sign Diagram 31	Sign Types II: a. Ground Sign b. Pole Sign c. Projecting Sign d. Pylon Sign e. Roof Sign f. Roof-Integral Sign
Sign Diagram 11	Projecting Sign	Sign Diagram 32	Sign Types III: a. Suspended Sign b. Wall Sign c. Window Sign
Sign Diagram 12	Wall Sign/Maximum Sign Area (Dwelling and Special Zoning Districts)	Sign Diagram 33	Sign Clearance
Sign Diagram 13	Suspended Sign -Clearance from grade	Sign Diagram 34	Reserved
Sign Diagram 14	Ground Sign -Maximum Sign Height	Sign Diagram 35	Advertising Sign Size Parameters & Extension
Sign Diagram 15	Number of Freestanding Signs - Extensive Frontage	Sign Diagram 36	Reserved
Sign Diagram 16	Maximum Surface Area for Wall Signs and Maximum Size for Wall Signs (Commercial, Mixed-Use and Industrial Districts)	Sign Diagram 37	Reserved
Sign Diagram 17	Lower and Upper Level Wall Signs (CBD Districts)	Sign Diagram 38	Eligible Locations for Bus Bench with Sign
Sign Diagram 18	Linear Spacing Between Outdoor Advertising Signs	Sign Diagram 39	Eligible Locations for Bus Shelters & Benches with Advertising Sign
Sign Diagram 19	Radial Spacing Between Outdoor Advertising Signs	Sign Diagram 40	Sign Distance from Bus Stop Sign
Sign Diagram 20	Outdoor Advertising Signs Adjacent to Protected Districts	Sign Diagram 41	Municipal Bus Stop Bench & Shelter Sign
Sign Diagram 21	Outdoor Advertising Signs Inside I-465		

Sign Diagram 1. Sign Area



Sign Area = A x B

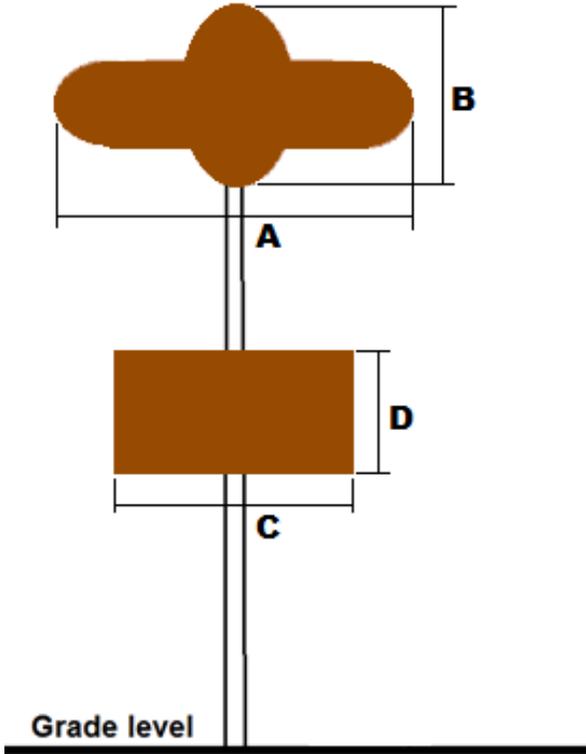
Area of Copy

The entire area within a single, continuous perimeter composed of squares or rectangles, which enclose the extreme limits of the advertising message, announcement or decoration on a fascia or wall sign

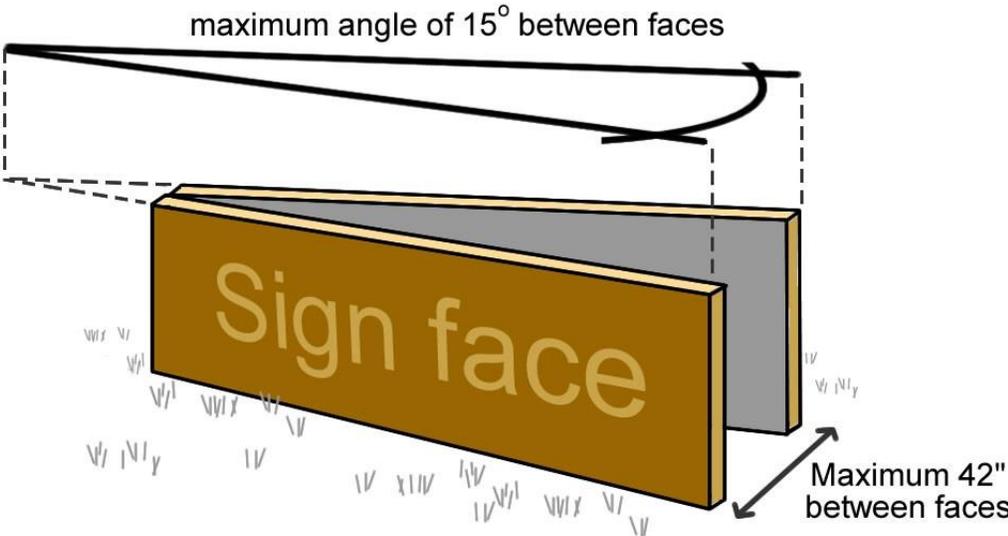
Area of Sign

The area of the largest single face of the sign within a perimeter which forms the outside shape including any frame, forms an integral part of the display, but excluding the necessary supports or uprights on on the sign may be placed. If the sign consists of more than one section or module, all areas will be calculated.

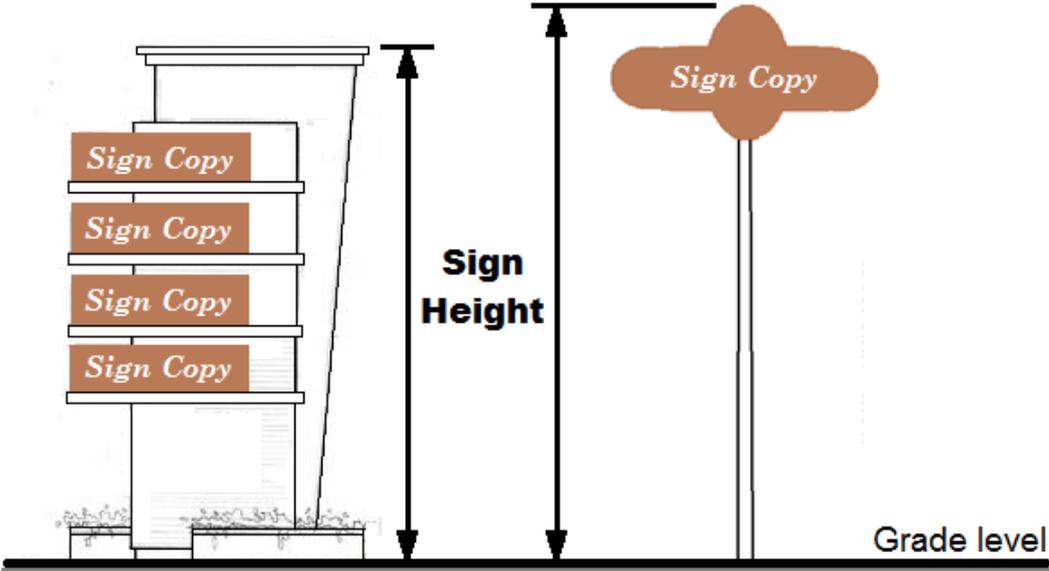
Sign Diagram 2. Computation of Area of Multifaced Signs



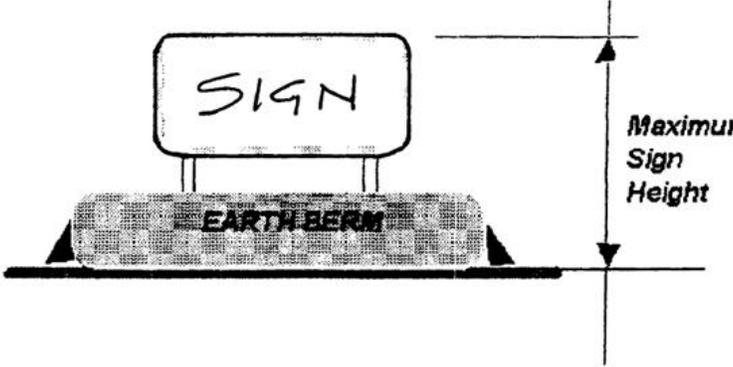
$(A \times B) + (C \times D) = \text{Sign Area}$



Sign Diagram 3. Computation of Sign Height

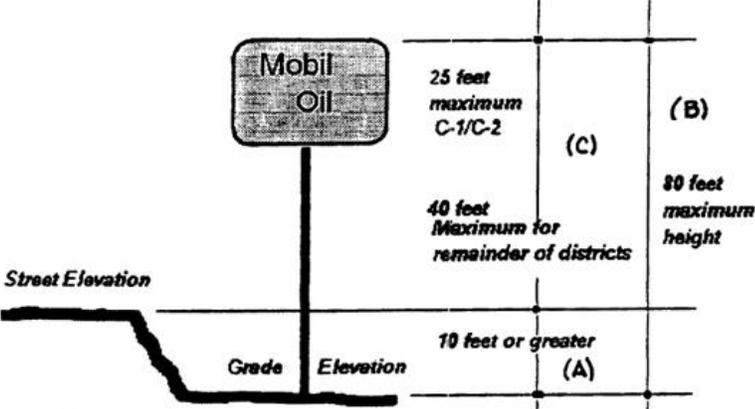


Sign Diagram 4. Grade Mounding



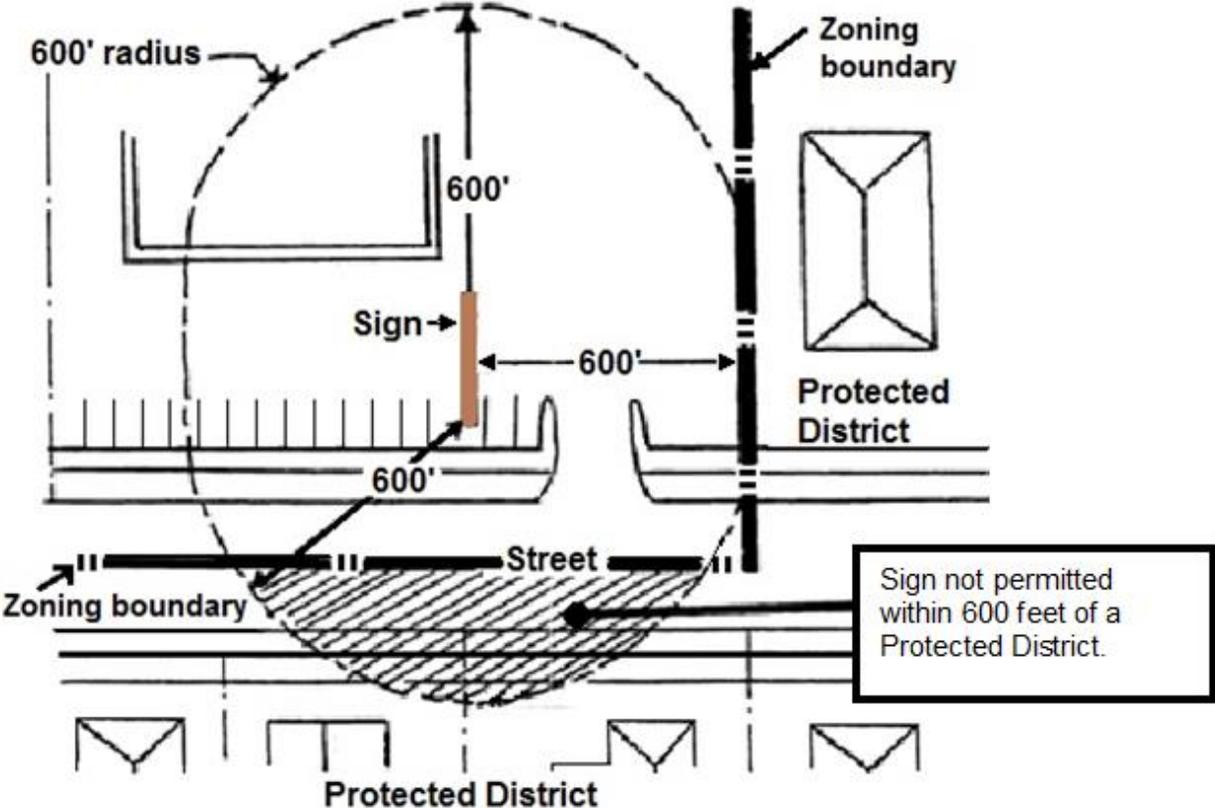
Sign Diagram 5. (Reserved)

Sign Diagram 6. Sign Height Exception

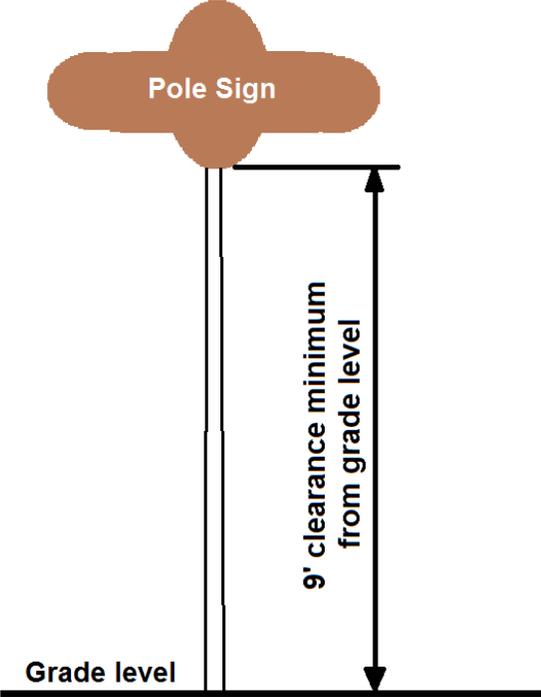


- (A) Must be 10' or greater
- (B) Cannot exceed 80'
- (C) Cannot exceed heights specified.

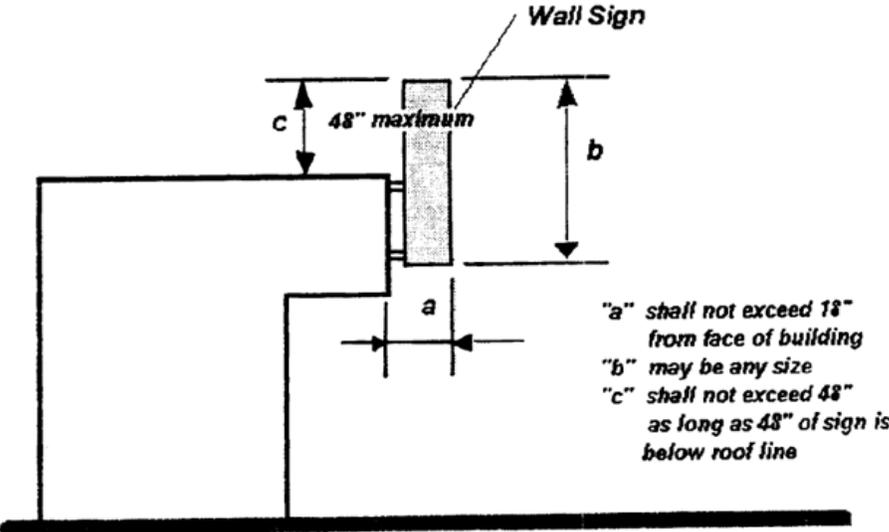
Sign Diagram 7. Sign Separation From a Protected District



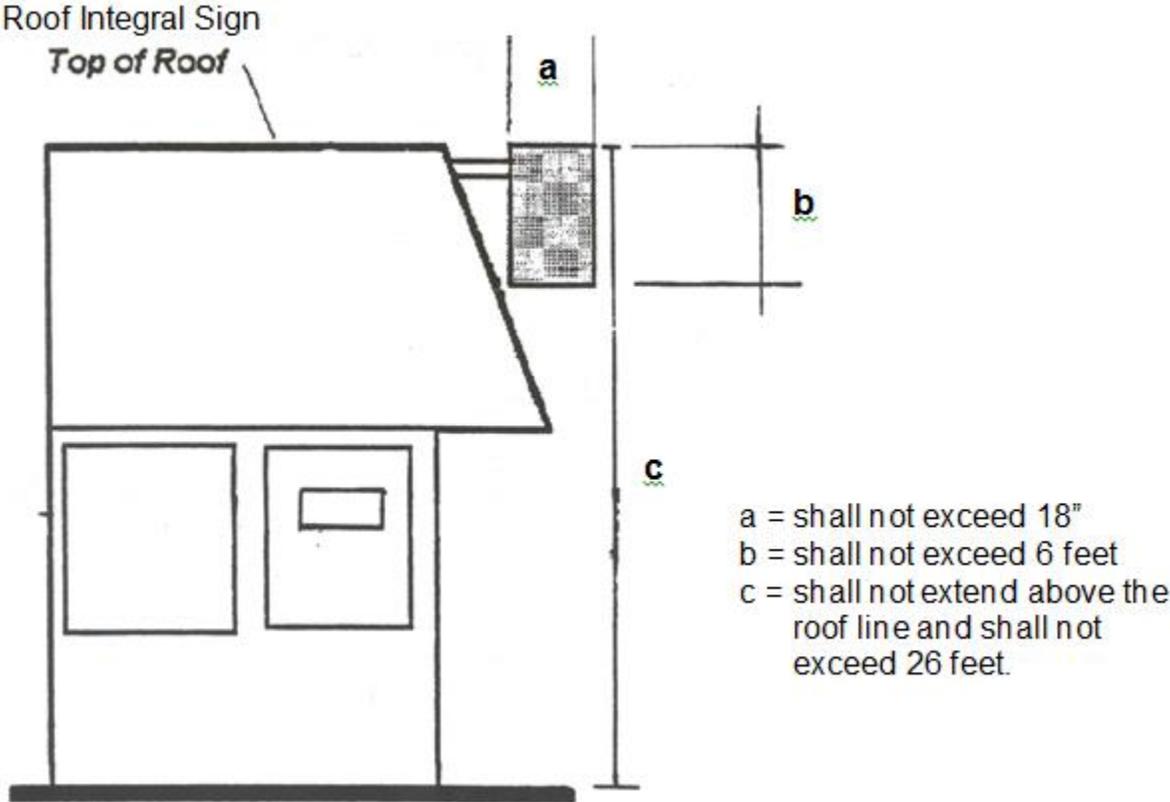
Sign Diagram 8. Pole Sign



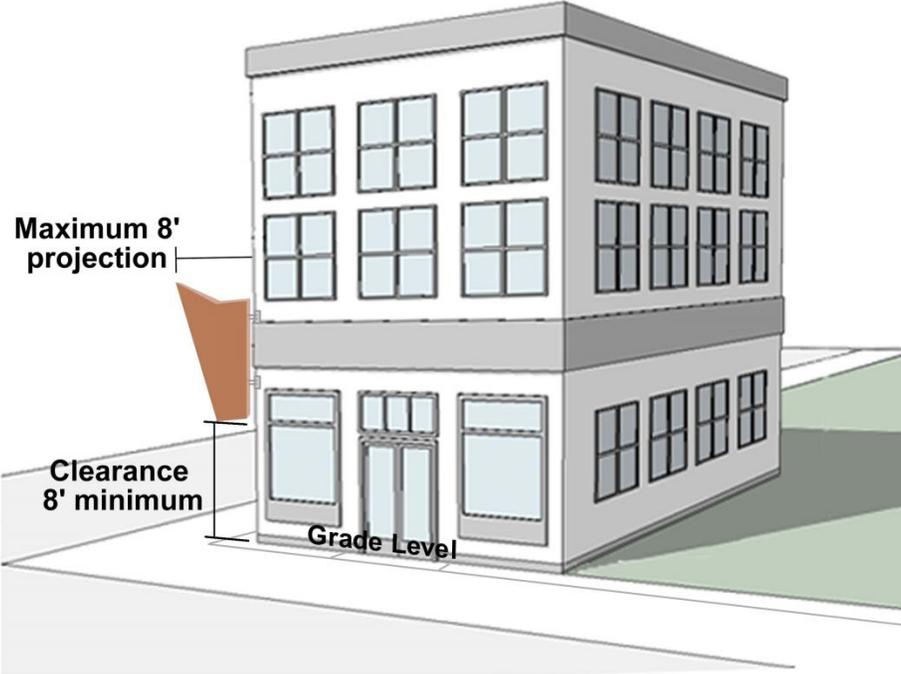
Sign Diagram 9. Wall Sign



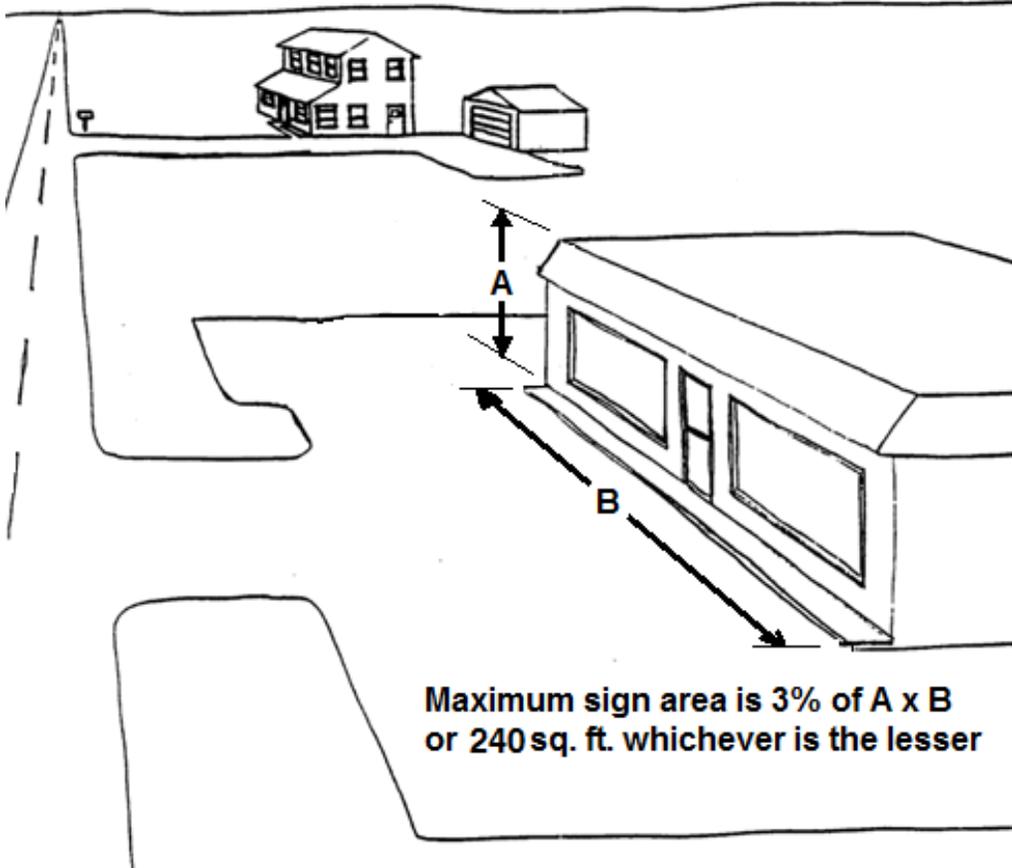
Sign Diagram 10. Roof Integral Sign



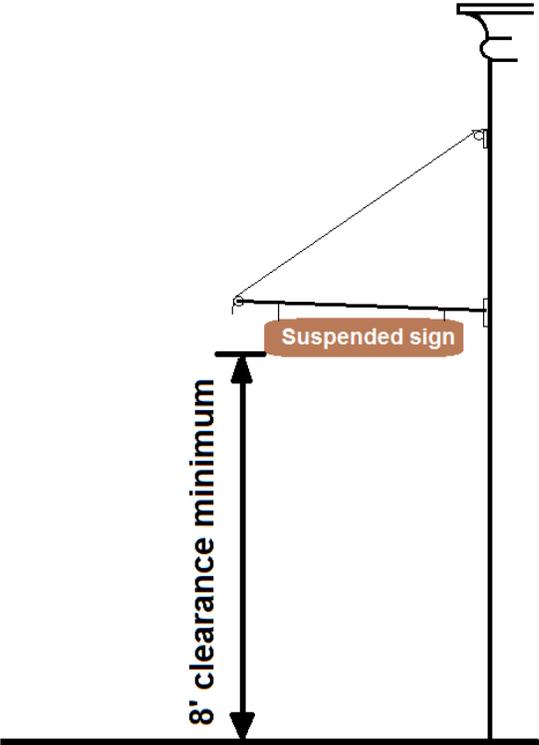
Sign Diagram 11. Projecting Sign



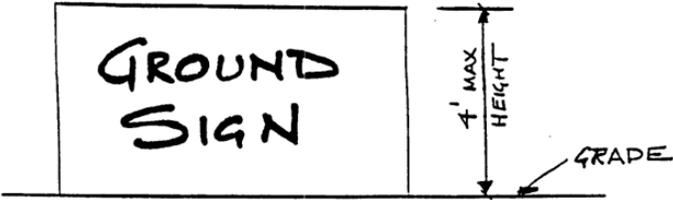
Sign Diagram 12. Wall Signs: Maximum Surface Area in Dwelling and Special Districts



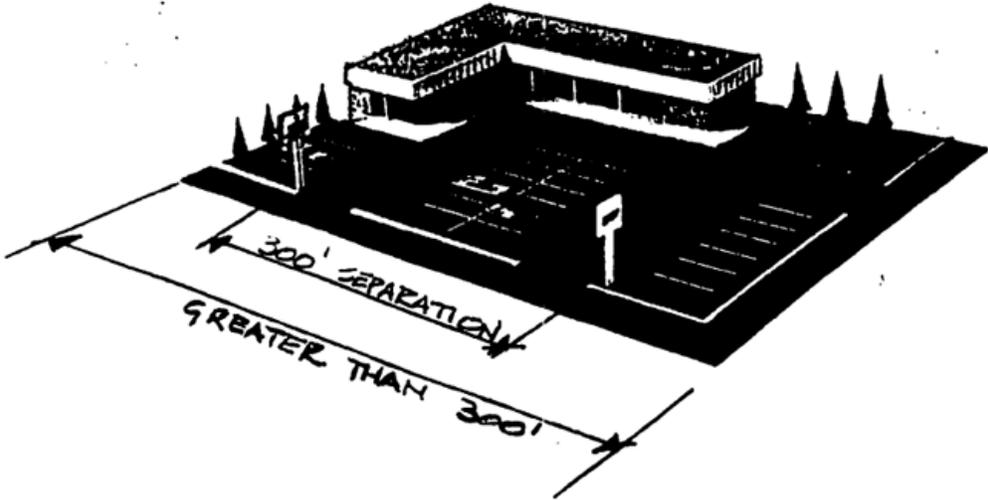
Sign Diagram 13. Suspended Sign –Clearance from Grade



Sign Diagram 14. Ground Sign – Maximum Sign Height

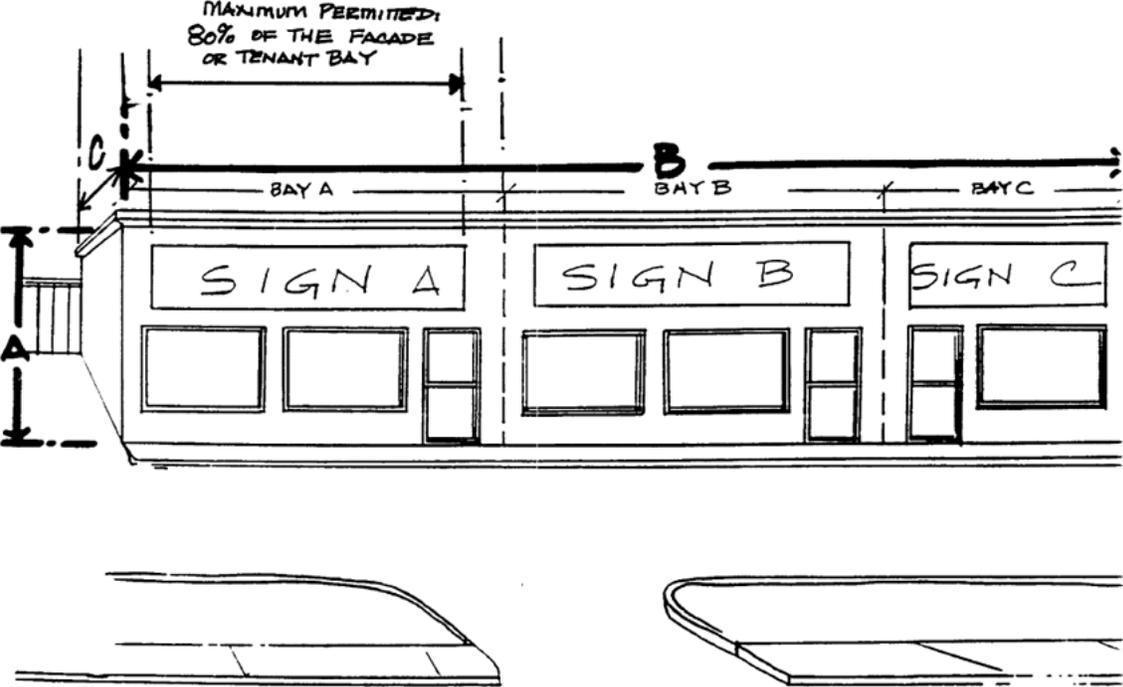


**Sign Diagram 15. Number of Freestanding Identification Signs
(Extensive Frontage)**



Where a parcel has in excess of 300 feet of frontage, one additional free-standing sign may be erected for each additional 300 feet of street frontage in excess of the first 300 feet of street frontage abutting the developed portion of said parcel.

Sign Diagram 16. Wall Signs: Maximum Surface Area (Commercial Mixed-Use and Industrial Districts)



Maximum Sign Permitted Surface Area

Front Façade = 20% (A x B)

Side Façade = 15% (A x C)

Rear Façade = 10% (A x B)

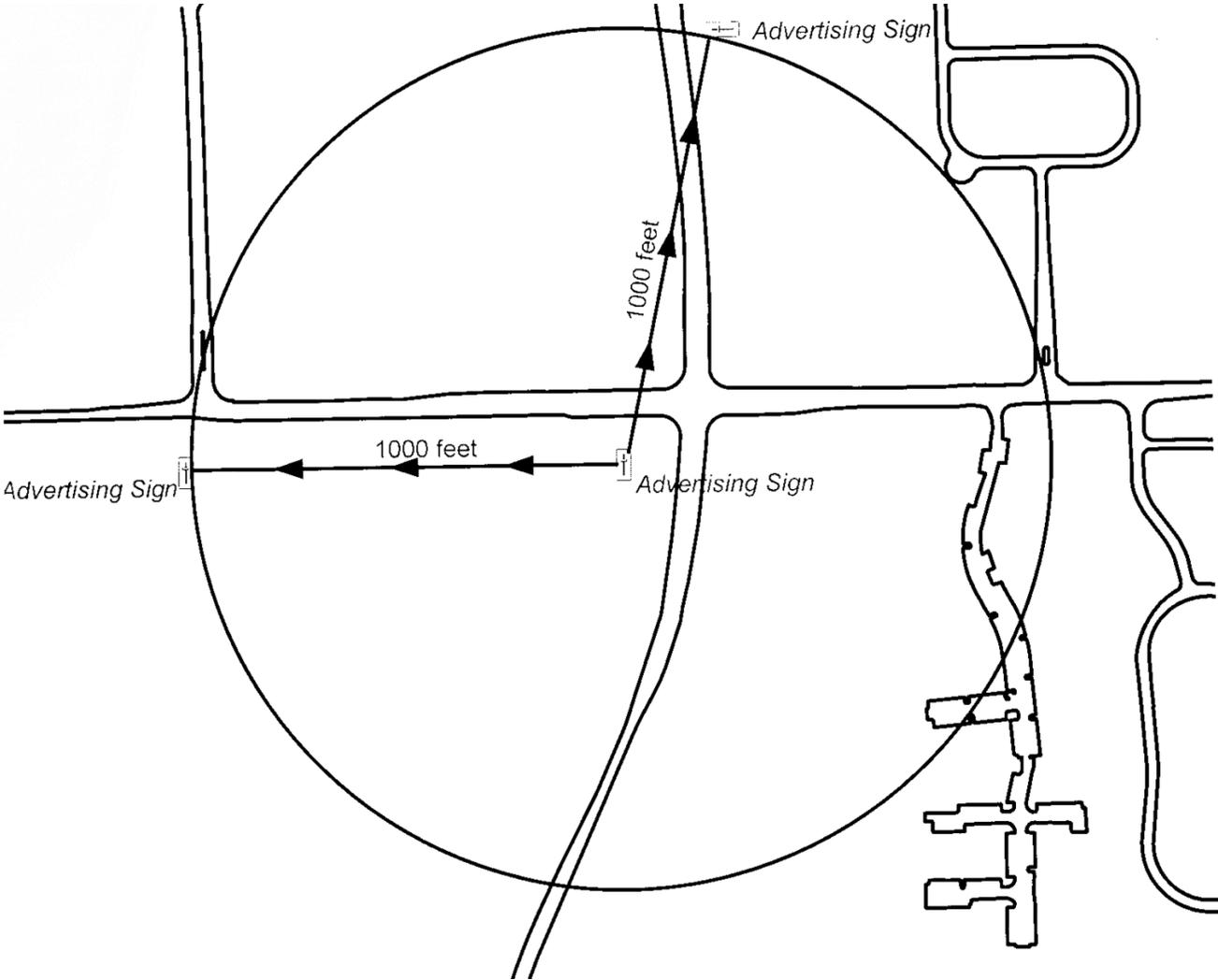
Sign Diagram 17. Upper and Lower Level Wall Signs in CBD Districts



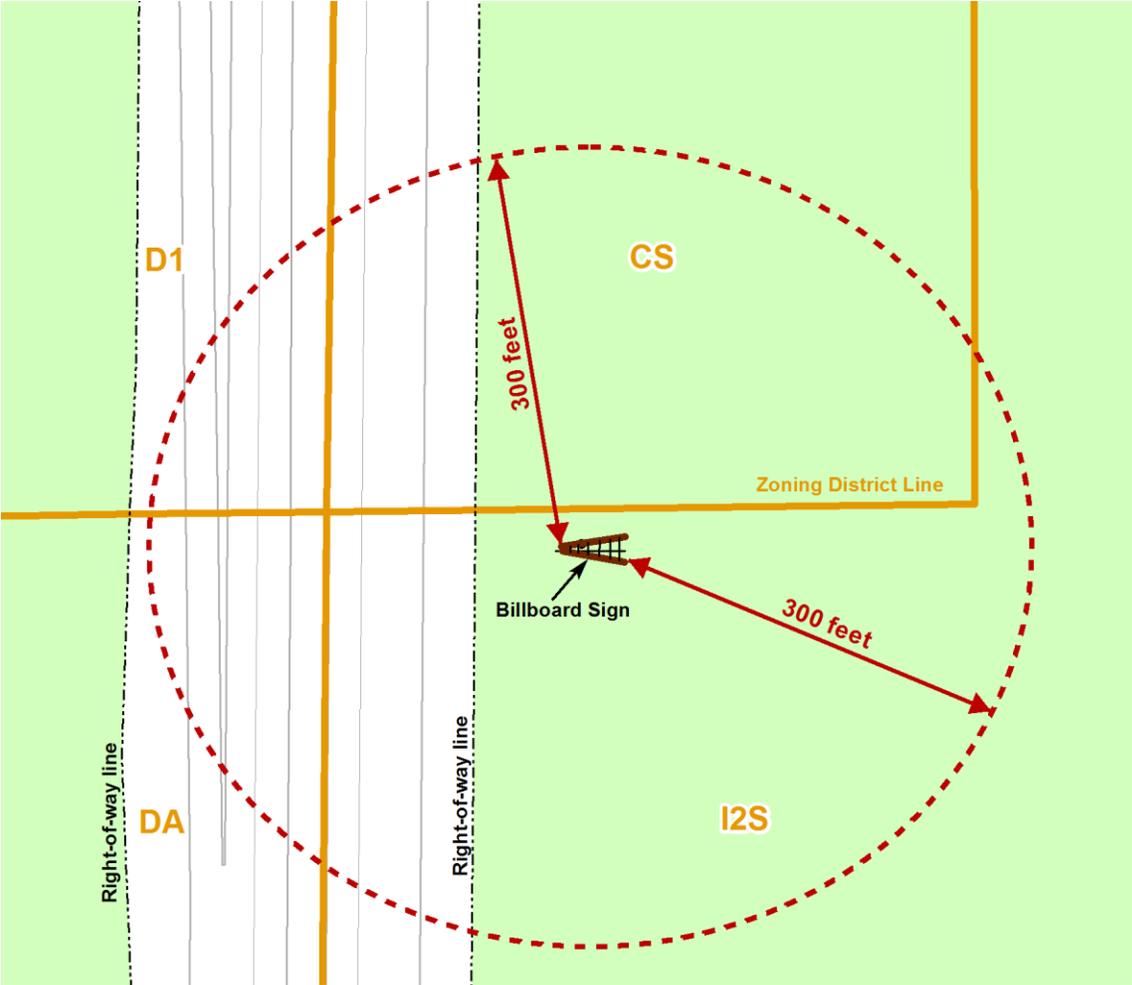
Upper Level = 44'(A) x 50'(B) or 2,200 sq. ft x 10% = 220 Sq. Ft. Sign Surface Area
Sign shown is 220 Sq. ft.

Lower Level = 26'(C) x 50'(B) or 1,300 sq. ft x 20% = 260 Sq. Ft. Sign Surface Area
Sign shown total 260 Sq. ft.

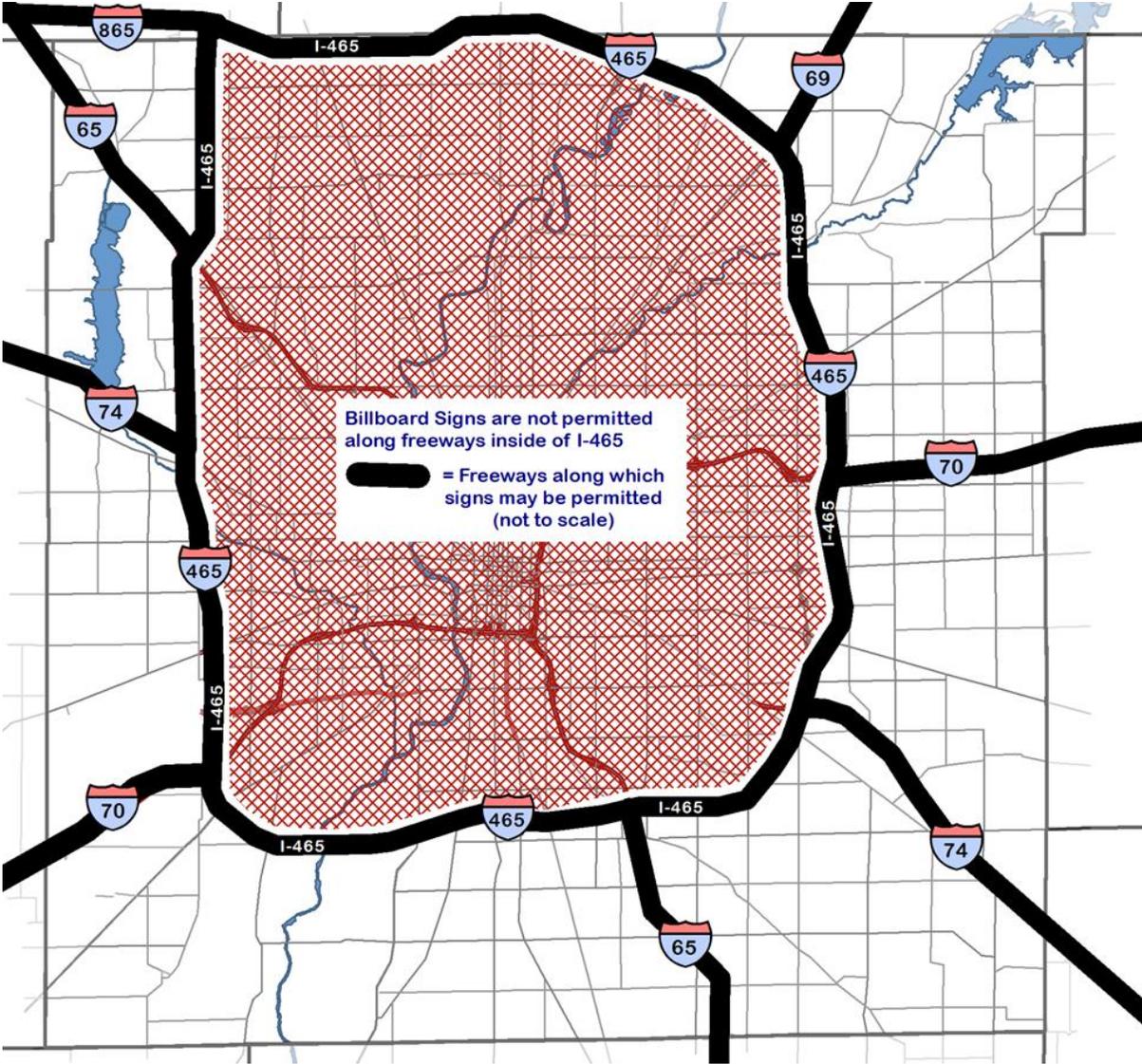
Sign Diagrams 18 and 19. Measurement of Distance between Advertising Signs



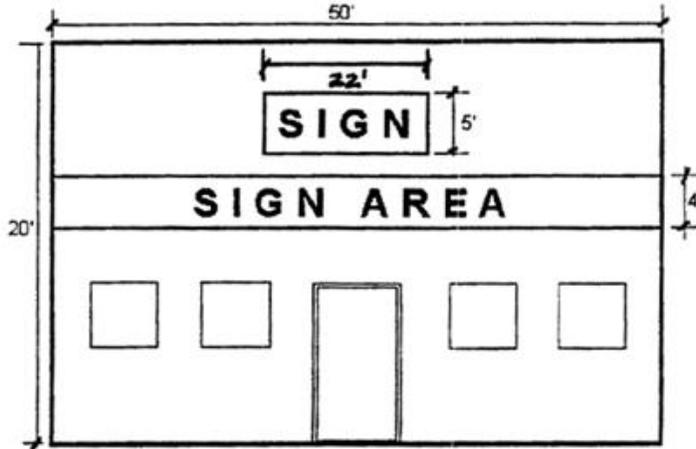
Sign Diagram 20. Measurement of Distance between Advertising Signs and Protected Districts



Sign Diagram 21. Outdoor Advertising Signs Inside I-465

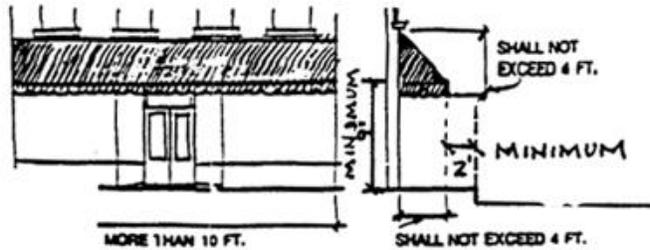
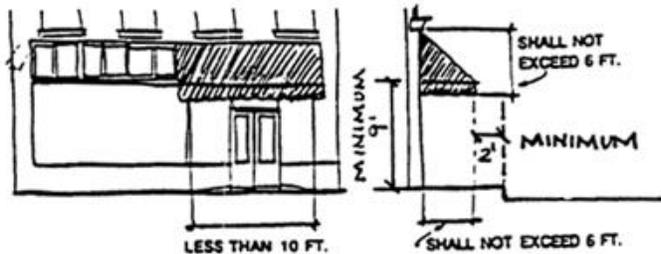
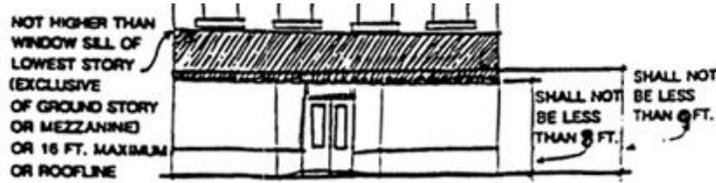


Sign Diagram 22. Awning Sign Calculation

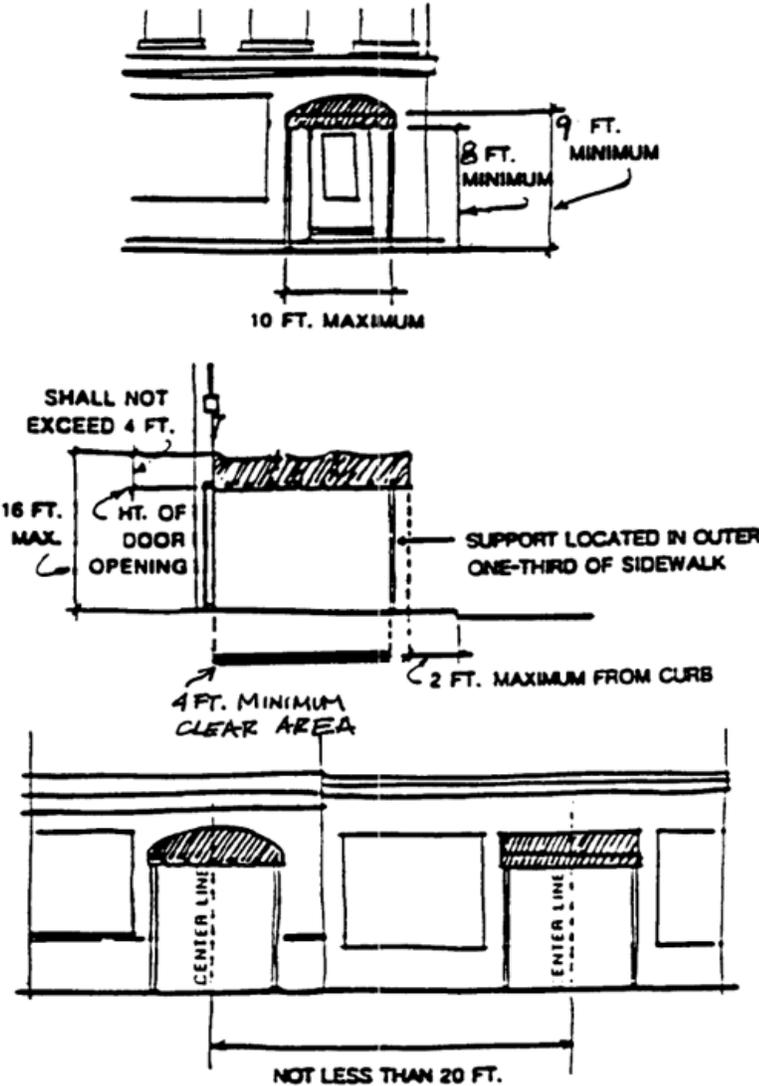


1000 sq. ft. Façade (20 feet x 50 feet)
 20% of Façade = 200 sq. ft. (Awning is 50' x 4') or 200 sq. ft.
 45% of Awning can be copy = 90 sq. ft.
 Remaining sq. ft. for wall sign copy = 110 sq. ft.
 Wall sign above awning = 22' x 5' = 110 sq. ft.

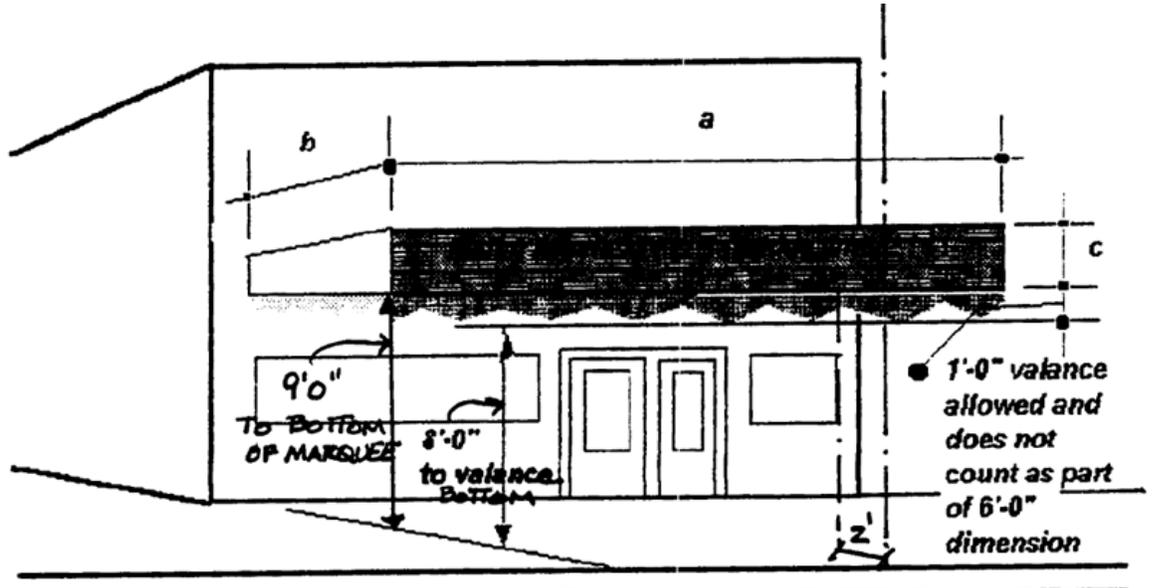
Total Sign Copy Area = 200 sq. ft. (20% of facade)



Sign Diagram 23. Canopy Signs

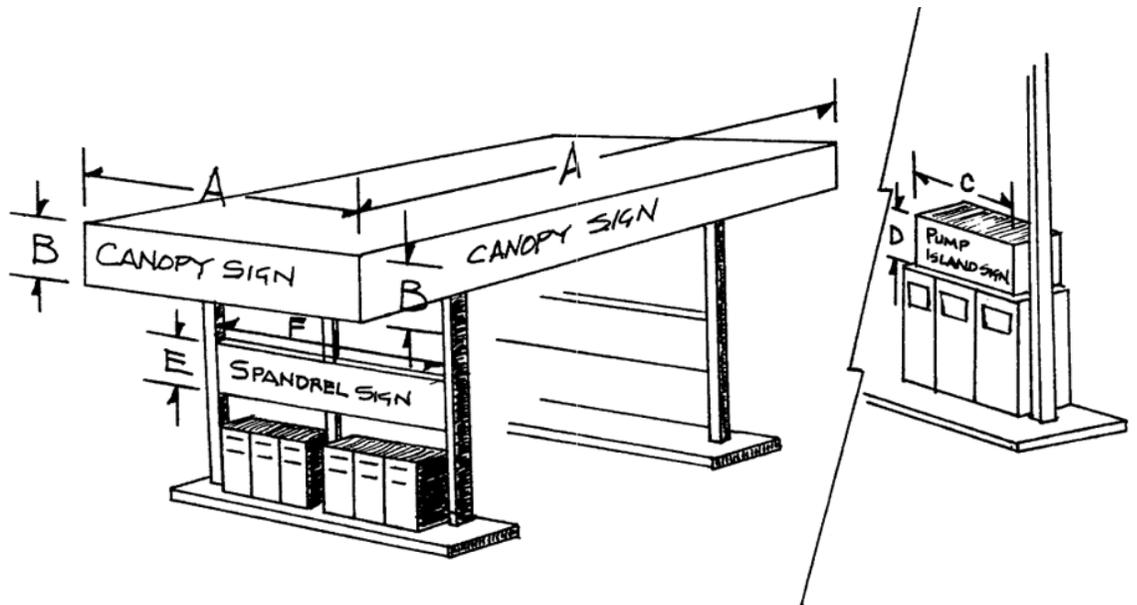


Sign Diagram 24. Marquee Signs

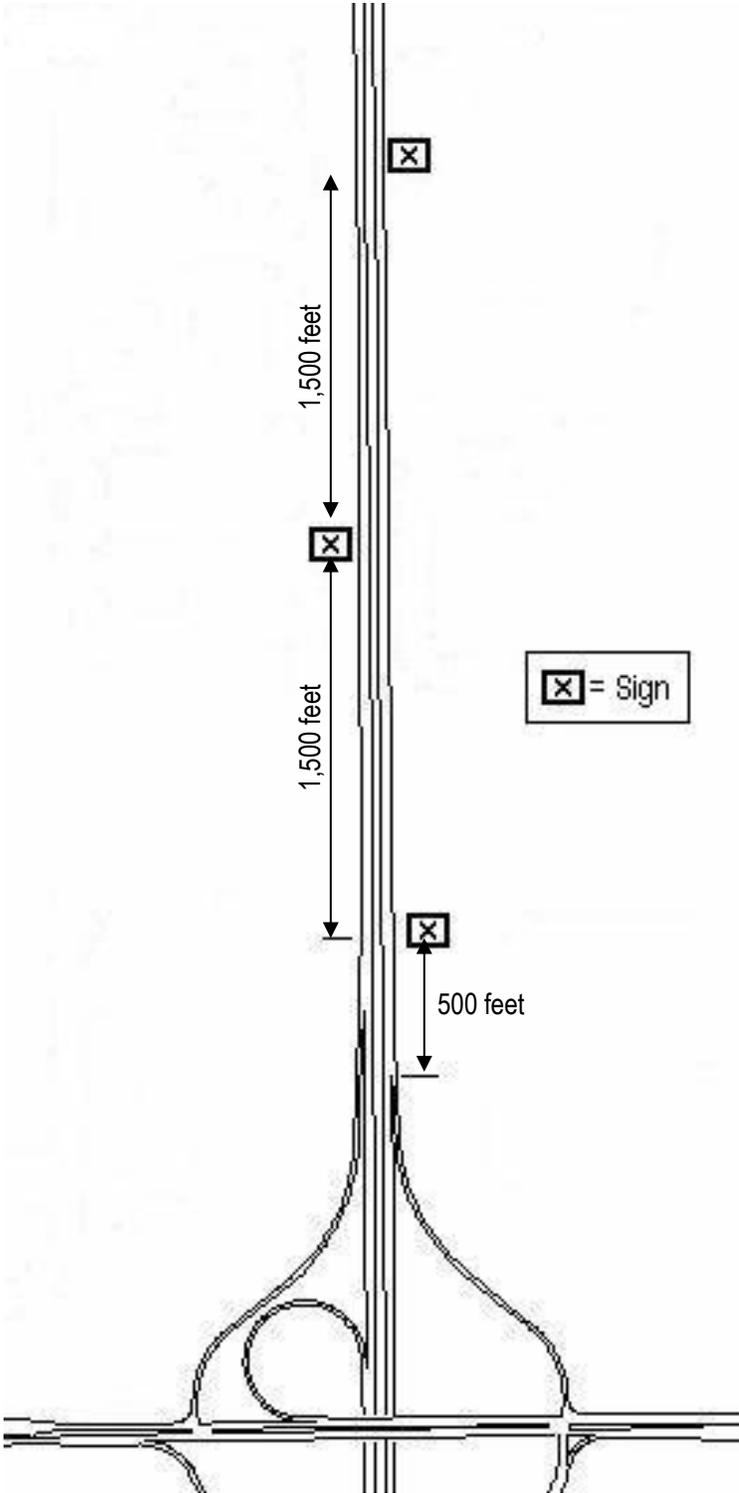


*When (a) is 10'-0" or less (b) shall not exceed 6'-0".
(c) shall not exceed 6'-0".*

Sign Diagram 25. Pump Island Canopy / Automobile Fueling Station / Convenience Market Signs (Canopy Signs; Pump Island Signs; Spandrel Signs)

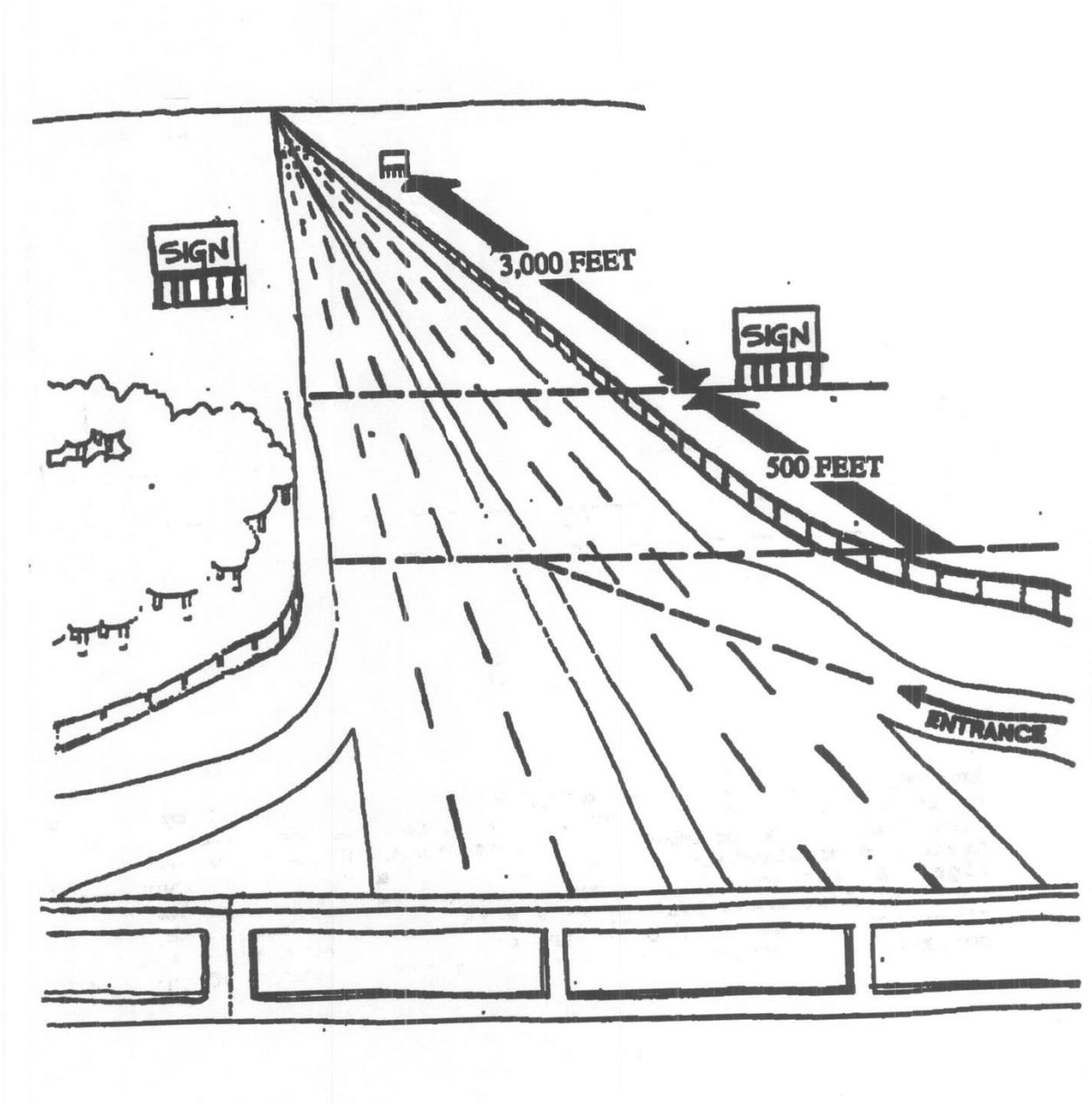


**Sign Diagram 26. Signs on Interstate Freeways and Expressways:
Measurement of Separation for Off-Premise Signs**



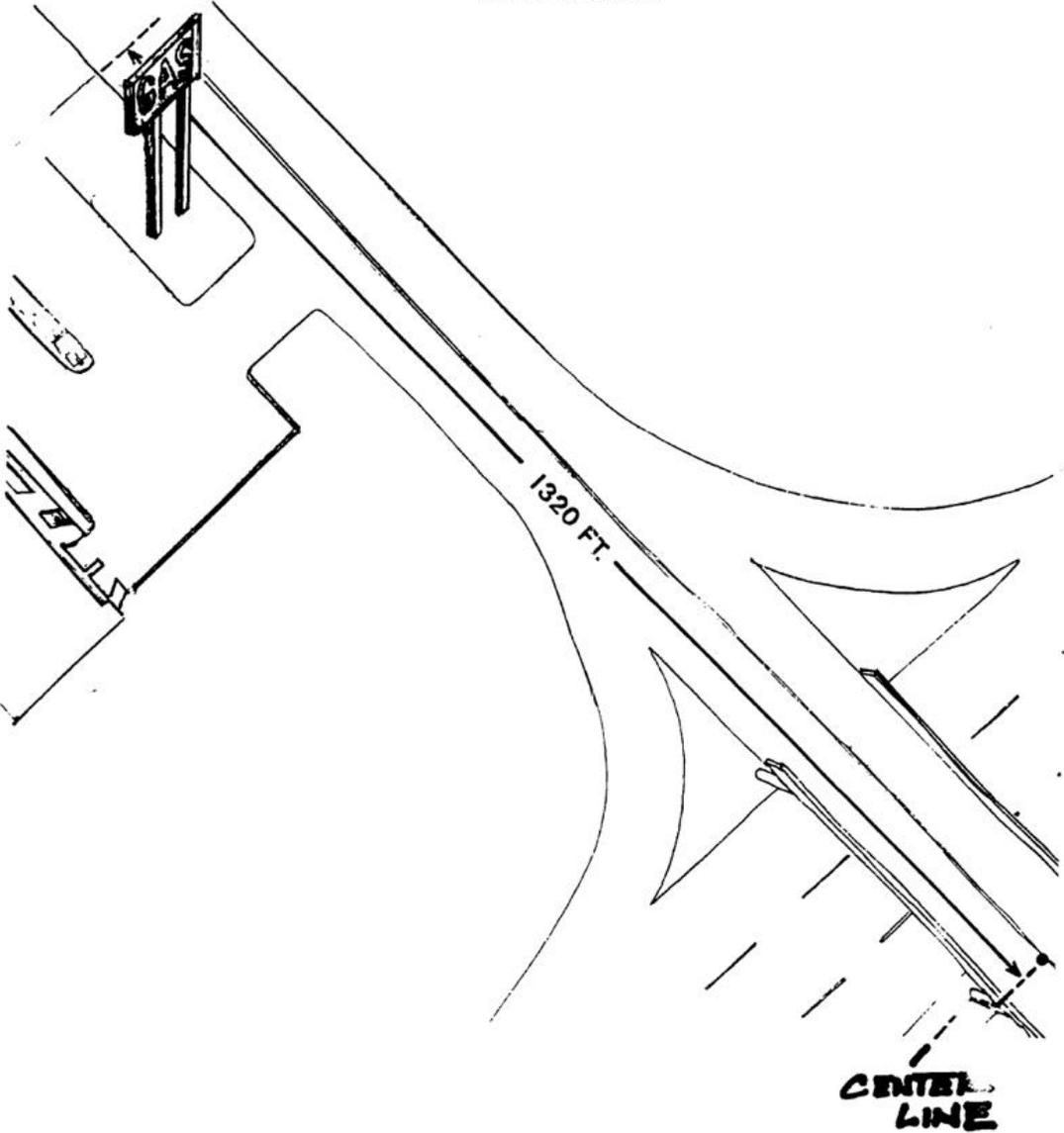
The specified distances shall be measured to the nearest point of the intersection of the traveled way of the exit roadway and the main-traveled way of the Interstate Freeway or Expressway.

**Sign Diagram 27. Signs on Interstate Freeways and Expressways:
Entrance Roadway Limitation**

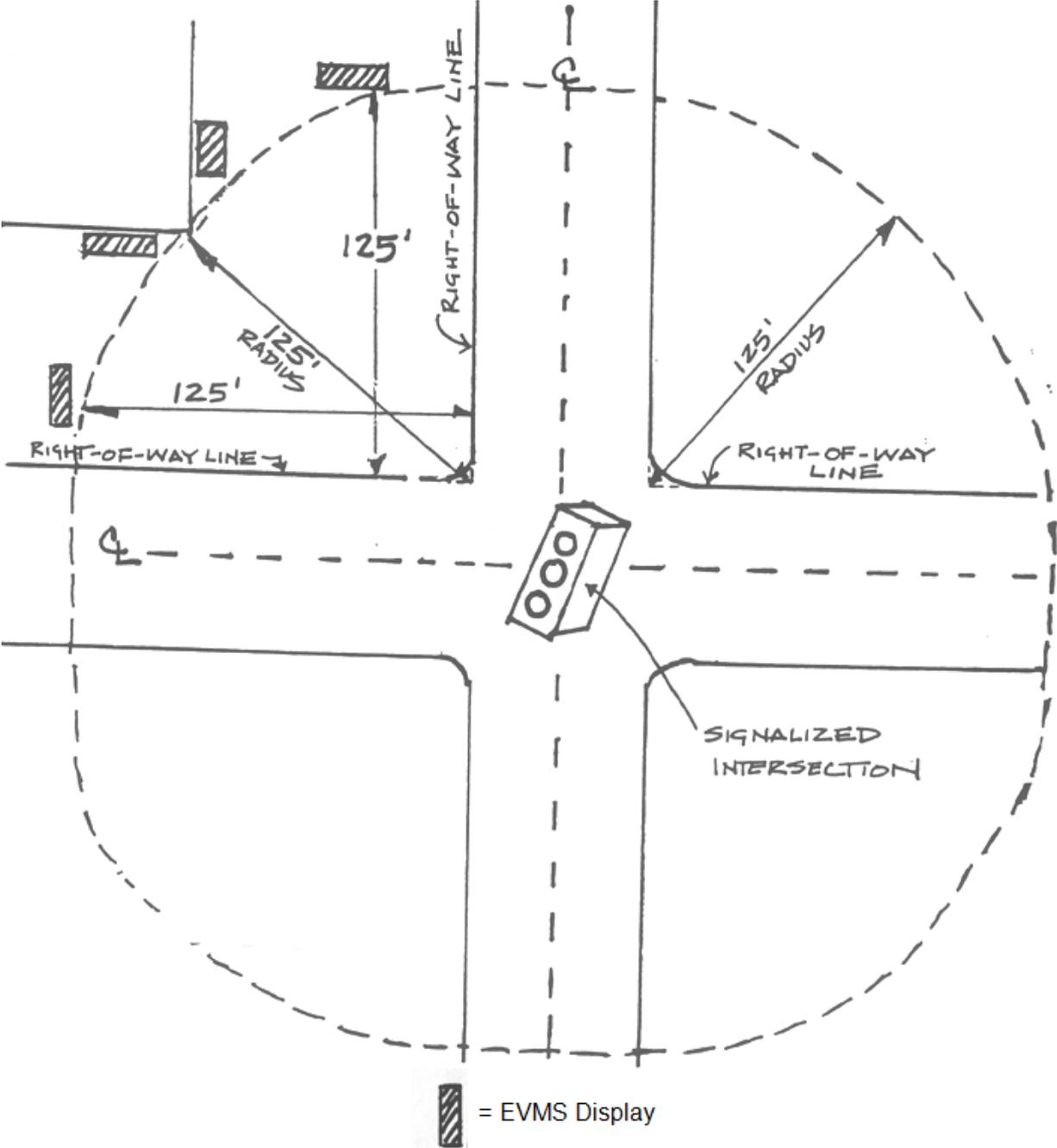


Sign Diagram 28. Tall Signs at Freeway and Expressway Interchanges

TALL SIGNS AT FREEWAY AND EXPRESSWAY INTERCHANGES



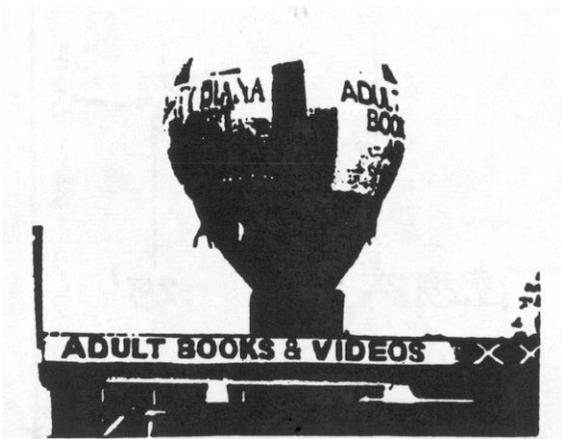
Sign Diagram 29. Distance from Signalized Intersections for EVMS



Sign Diagram 30. Sign Types I



A. A-frame Sign



B. Balloon Sign



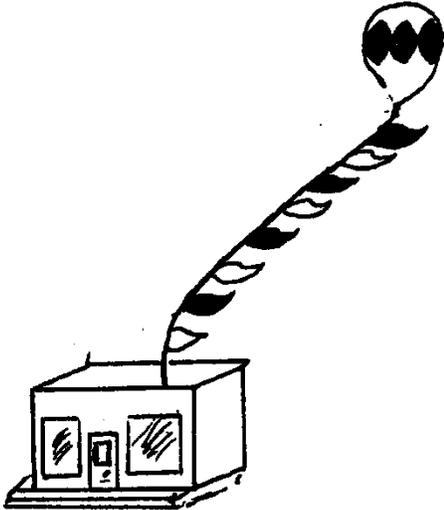
C. Pennants



D. Banner Sign

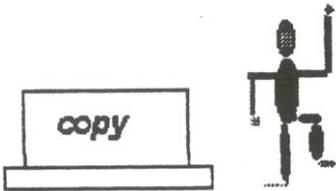


E. T-frame Sign



F. Wind Sign

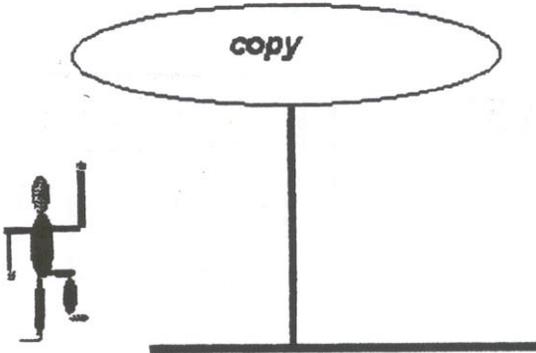
Sign Diagram 31. Sign Types II



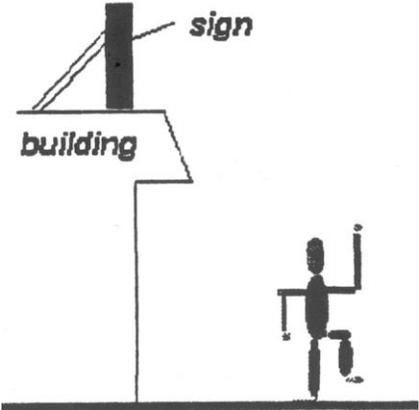
A. Ground Sign



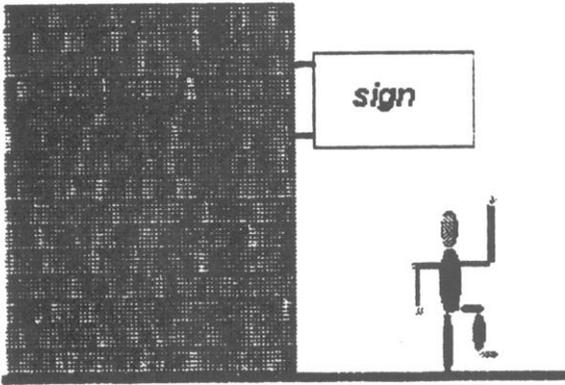
D. Pylon Sign



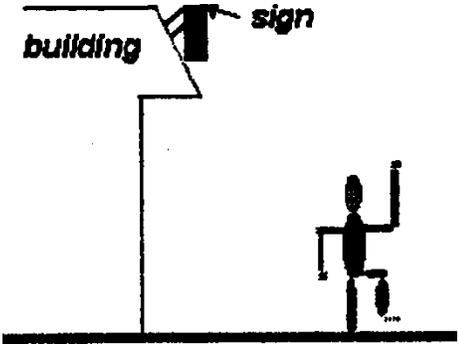
B. Pole Sign



E. Roof Sign

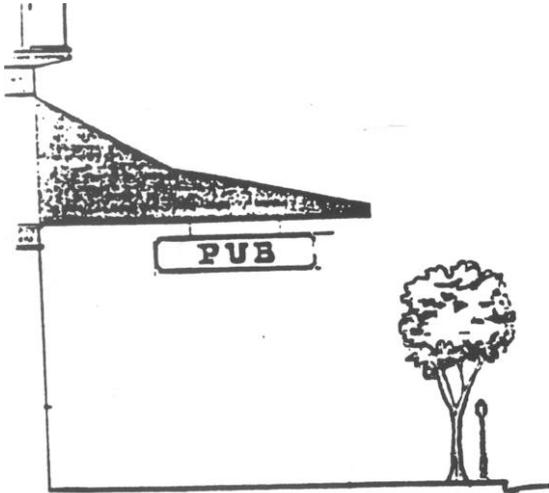


C. Projecting Sign

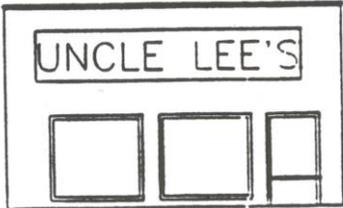


F. Roof-Integral Sign

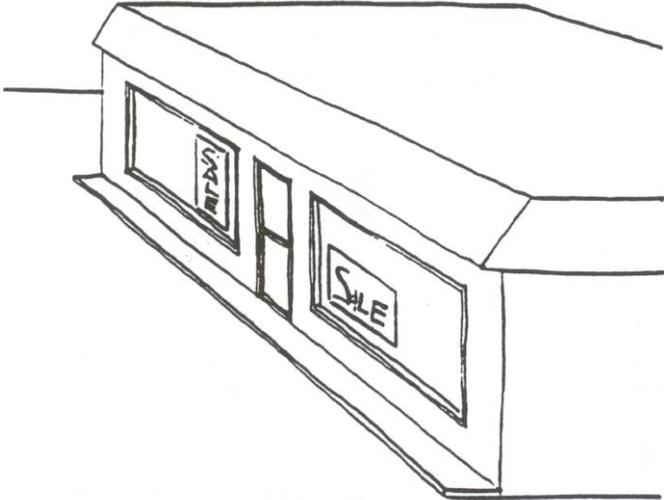
Sign Diagram 32. Sign Types III



A. Suspended Sign

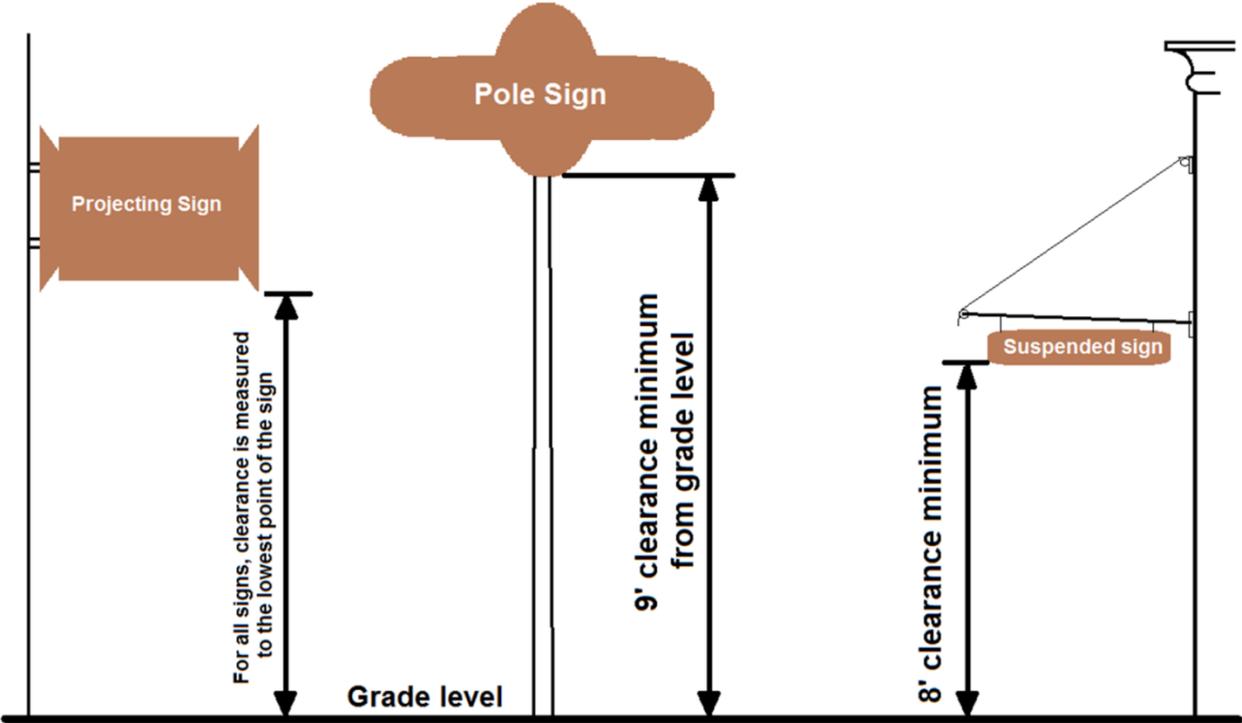


B. Wall Sign



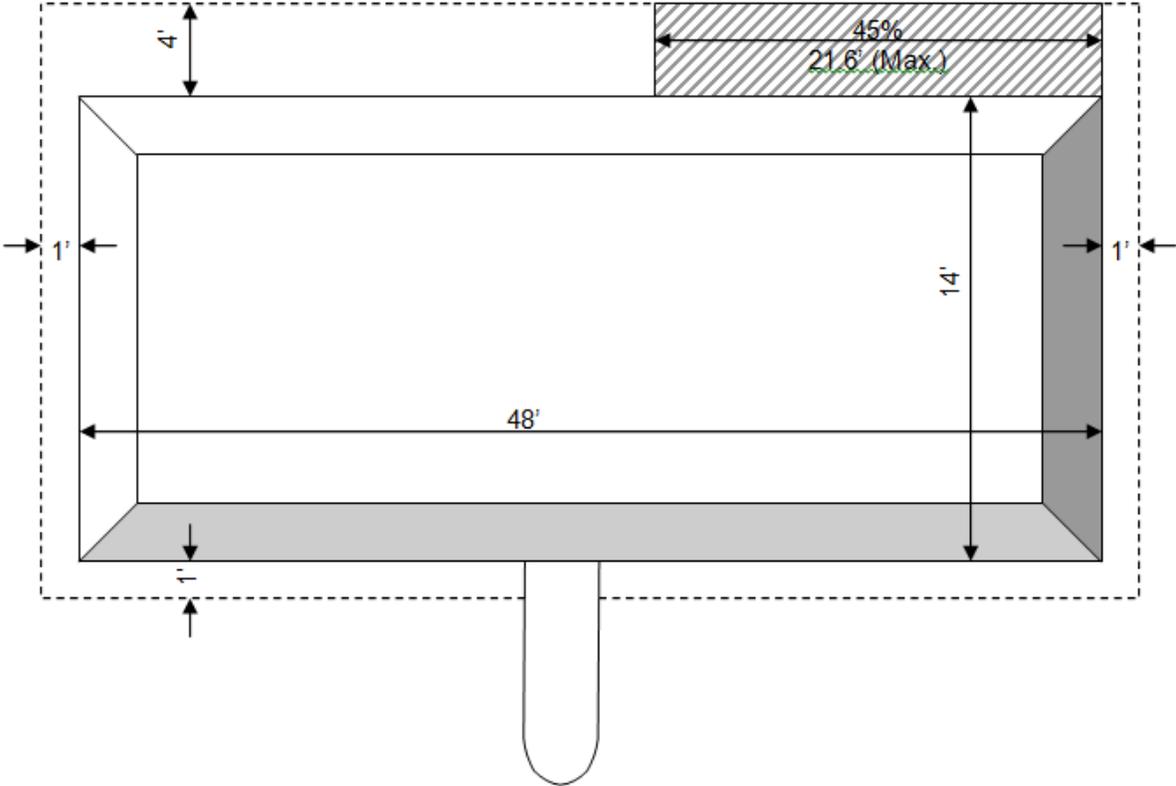
C. Window Sign

Sign Diagram 33. Sign Clearance



Sign Diagram 34. (Reserved)

Sign Diagram 35. Advertising Sign Parameters & Extension

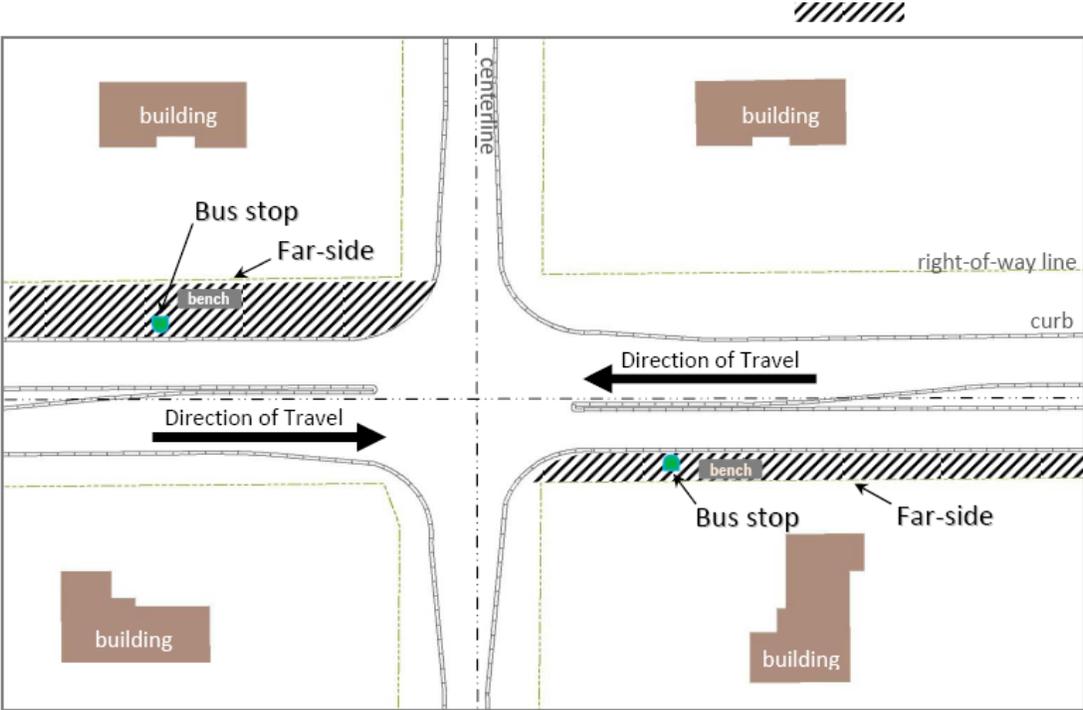


Any vertical or horizontal embellishment to a 10.5 foot by 36 foot or 14 foot by 48 foot advertising sign designed as a part of and integrally incorporated into the announcement, declaration, device, demonstration or insignia used as a part of an advertising sign. An extension shall have a maximum vertical dimension of four (4) feet above the top of a sign, a maximum horizontal dimension of one (1) foot to the sides of the sign and a maximum horizontal dimension of one (1) foot to the bottom of the sign.

Sign Diagram 36. (Reserved)

Sign Diagram 37. (Reserved)

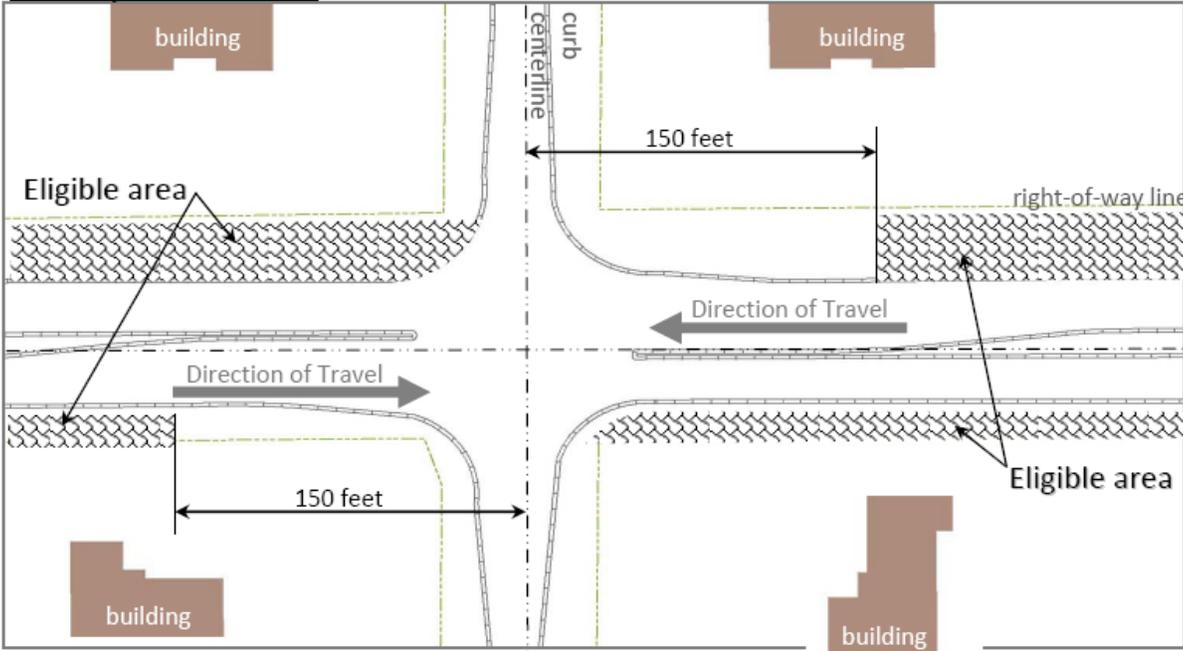
Sign Diagram 38. Eligible Locations for Bus Bench with Advertising Sign



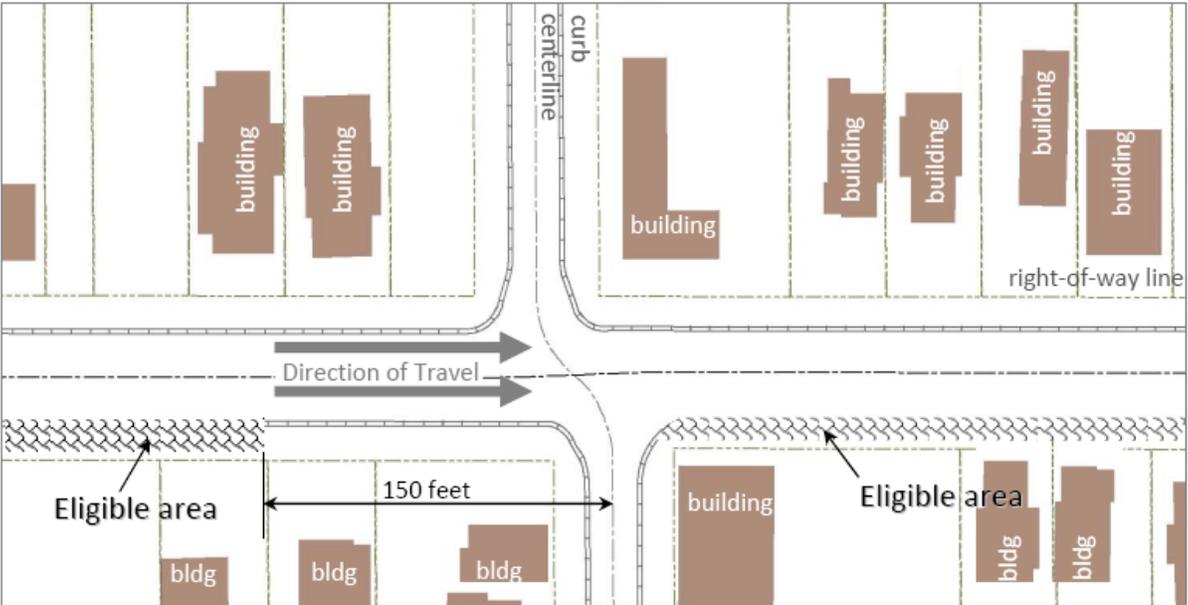
Sign Diagram 39. Eligible Locations for Municipal Bus Shelters or Benches with Advertising Sign

Eligible areas are illustrated with the pattern: 

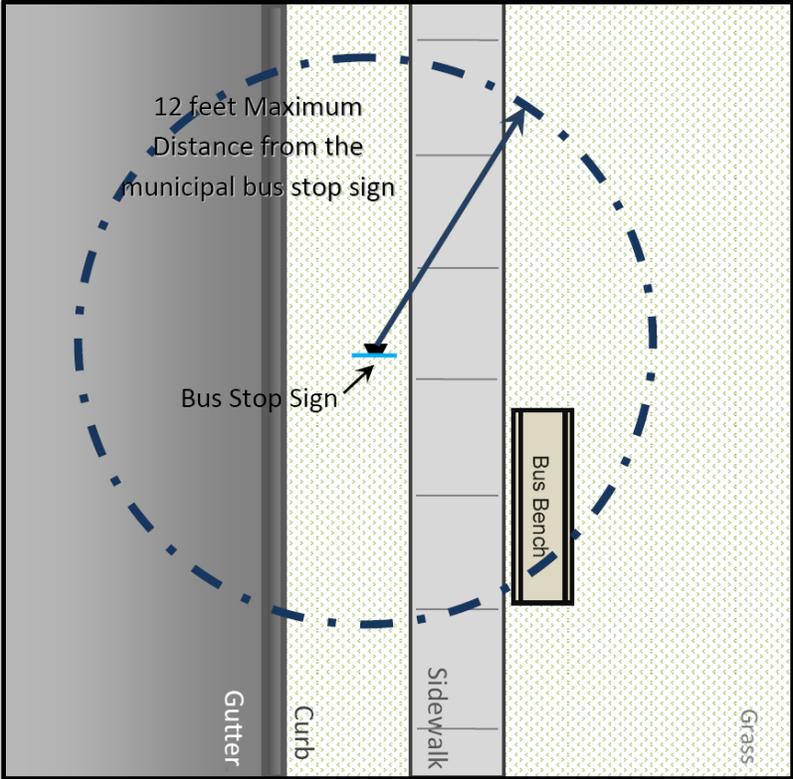
Two-way traffic situation



One-way traffic situation



Sign Diagram 40. Sign Distance from Bus Stop Sign



Sign Diagram 41. Bus Bench & Shelter Sign Size

