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## Sec. 12-29-4. Provisions for business zoning districts.

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(B) Effective area: Attached signs shall not exceed the following:

- i. For buildings and leaseholds with one front facade, (front facade being defined as the building surface directly facing a dedicated street, or where street frontage does not exist, it shall be defined as the width of the lease space which contains the main entry), attached signs located at a height of 36 feet or less are permitted a maximum aggregate effective area equal to one-square foot per lineal foot of building or leasehold frontage as applicable, or 300 square feet, whichever is less.
- ii. For buildings and leaseholds with one front facade, (front facade being defined as the building surface directly facing a dedicated street, or where street frontage does not exist, it shall be defined as the width of the lease space which contains the main entry), attached signs located at a height of 36 feet or less are permitted a maximum aggregate effective area equal to one square foot per linear foot of building or leasehold frontage as applicable, or 300 square feet, whichever is less. If a building or business has multiple facades that face two public streets, the signs can have an aggregate effective area equal to ~~0.5~~1 square foot per aggregate linear foot of footage on all streets. In no case shall any sign exceed a 1 square foot per linear foot facade width ratio. The total shall not exceed 300 square feet. The signage may be placed on both facades. A leasehold may not use this provision and the expanded area allowed by Subsection IV of this Section.
- iii. Attached signs located at a height above 36 feet shall be permitted an increase in maximum effective area. Such increase shall not exceed four square feet of effective area for each additional one foot of height above 36 feet measured from the base of the sign. Such signs may be increased to a maximum effective area of 400 square feet.
- iv. Attached signs for lease spaces less than 5,000 square feet which are in retail buildings whose facade is located greater than 300 feet from a right-of-way in which it fronts, may increase the size of the attached sign up to ten percent over the maximum aggregate effective area as permitted based on the ratio of one-square foot per lineal foot of building or leasehold frontage as applicable. A leasehold may not use this provision and the allowances under Subsection ii. of this section.