

1. Sign Ordinance Review Committee Agenda 2-15-2022

Documents:

[SIGN ORDINANCE REVIEW COMMITTEE AGENDA 2-15-2022.PDF](#)

2. Sign Ordinance Review Committee Meeting Summary 1 4 2022

Documents:

[SIGN ORDINANCE REVIEW COMMITTEE MEETING SUMMARY 1 4 2022.PDF](#)

3. Update Of The City Sign Ordinance (Section 164-121 To 164-123)

Documents:

[UPDATE OF THE CITY SIGN ORDINANCE \(SECTION 164-121 TO 164-123\).PDF](#)



Sign Ordinance Review Committee AGENDA

Tuesday, February 15, 2022, at 6:00 PM

https://www.youtube.com/channel/UCnaLV8N68x1twYyjn95_TrQ

<https://www.westminstermd.gov/>

I. Call to Order – (A. Gray, DCPD)

II. Approval of Minutes

January 4, 2022

III. Old Business

None

IV. New Business

Item A: Review and Discuss Draft Sign Code (Sections 164-121 to 164-123)

V. Adjournment

Next Meeting



SIGN ORDINANCE REVIEW COMMITTEE MEETING SUMMARY

Tuesday, January 4, 2022, at 6:00 PM
Virtual via Zoom
Broadcasted live on the City YouTube Channel

A meeting of the Westminster Sign Ordinance Review Committee was held via Zoom and broadcasted live on the City YouTube Channel, on January 4, 2022, at 6 PM.

Committee Members Mike McMullin, Patrick D'Anthony, Tyler Codd, and Dean Camlin, were present. City staff members Mark Depo and Andrew Gray were also present.

The following members of the public were present: None

Mr. Gray opened the meeting at 6:00 PM.

Mr. Gray requested a motion to approve the meeting summary from September 14, 2021. Committee member McMullin motioned to approve the meeting summary. Committee member Camlin seconded. The motion passed 4-0

Item A: Review and Discuss Draft Sign Code (Sections 164-117 to 164-120) - Mr. Gray provided a brief background of proposed sign code sections 164-117 to 164-120.

Committee member Camlin mentioned how the proposed text was easier to understand.

Discussion ensued on regulating temporary signs and sign brightness.

Staff will reach out to Baltimore City to get information on how they regulate holiday decorations.

The meeting adjourned at 7:00 PM.

Update of the City Sign Code (Sections 164-121 to 164-123)

Current Ordinance	New Code
<p>164-121 – On-premises business signs</p> <p><u>A.</u> Business signs pertaining to a use on the premises are permitted as an accessory use in the Business Zone, except the Central Business Zone, and in the I-R Restricted Industrial Zone, provided that they meet the following provisions: [Amended 9-11-1995 by Ord. No. 601]</p> <p><u>(1)</u> No such sign shall project over or into any street right-of-way or project more than 12 inches above the parapet wall or roofline.</p> <p><u>(2)</u> Any sign erected shall be located in such a manner that traffic visibility is not impaired.</p> <p><u>(3)</u> Such signs shall be integral with or attached to the building. Additionally, one freestanding sign located at the street right-of-way shall be permitted except as provided in Subsection <u>A(5)</u> hereof. Said freestanding sign shall not exceed 20 feet in total height. The area of all signs on the premises shall not exceed three square feet for each linear foot of the front building wall. No one sign shall exceed 64 square feet in total area except as provided in Subsection <u>A(5)</u> hereof. [Amended 2-9-1998 by Ord. No. 626]</p> <p><u>(4)</u> Where the lot adjoins any residential zone, a sign within 50 feet shall be attached flat against the front of the building, and no</p>	<p>164-121 Sign Permits (<i>Formally 164-123</i>)</p> <p>A. Except as provided in Section 164-120 of this Code, no sign shall be erected, structurally altered, or relocated without a sign permit issued by the Department of Community Planning and Development (DCPD). Structurally altering in no way implies changing the advertising (content) of the sign.</p> <p>B. The Application for Sign or Awning shall be completed and filed with DCPD for review, approval, or denial.</p> <p>C. Each Application for Sign or Awning shall be accompanied by design drawings showing the height, depth, area, and appearance of the sign, the method of illumination (if applicable), the exact location of the sign on the building or structure façade and on the property, and the method of construction and/or attachment of such sign to the building or structure.</p> <p>D. The Application for Sign or Awning shall be signed by the applicant and the owner of the property. If the owner of the property cannot sign the Application a signed Affidavit will suffice.</p> <p>E. All signs shall be fabricated and installed by qualified and experienced licensed professionals.</p> <p>F. A review fee shall be charged for each sign applied for by the applicant as provided in the General Fee Ordinance.</p> <p>G. A sign permit shall become null and void if the work for which the permit was issued has not begun within a period of six months after the date of permit issuance.</p> <p>H. All signs requiring permits shall display, in a place conspicuous to inspectors, evidence of the permit containing such data as may be supplied and designated by the Zoning Administrator.</p>

freestanding sign shall face any residential zone.

(5) Any sign or signs for property adjacent to any divided street or highway shall be permitted as follows. [Amended 9-28-2015 by Ord. No. 860[1]]

(a) Applications for signs which do not exceed 64 square feet in total area and which do not exceed 12.5 feet in height shall be approved by the Zoning Administrator. Applications for signs up to and including 125 square feet and/or up to and including 20 feet in height shall be approved by the Commission. In determining whether or not to approve an application, the Zoning Administrator or the Commission shall take into consideration the following factors: traffic and pedestrian safety; the size, configuration, elevation and location of the property; existing signs on the property and neighboring properties; aesthetics; and any other factors relating to the location, size, design, composition and specific character of the proposed sign deemed appropriate by the Zoning Administrator or the Commission. No sign shall be approved if the Zoning Administrator or the Commission finds that it would not achieve a maximum of compatibility, safety, efficiency and attractiveness.

- I. The City reviews proposed signage for conformance with this Code and the adopted Development Design Preferences. The Applicant attests by completing and filing the Application for Sign or Awning that the connections and the sign will be structurally sound and assumes full responsibility for the structural integrity of the signage and their compliance with the pertinent requirements of the applicable Carroll County building codes, as may be amended from time to time.
- J. All freestanding signs must receive a building and all illuminated signs must receive an electrical permit issued by Carroll County Government.

(b) One variable electronic message sign (VEMS) will be permitted per approved development site, provided it meets the following provisions:

[1] Animated, flashing, blinking, reflecting, revolving, full motion or any other similar message or transitional movement is prohibited;

[2] Only text messages shall be displayed, and the message shall not change more than once every 30 seconds;

[3] Advertisements for off-premises businesses or services are prohibited;

[4] A VEMS may only be used as part of a wall or monument sign;

[5] A VEMS must have automatic dimming capability that adjusts brightness to ambient light at all times, not to exceed 5,000 candelas per square meter during daylight hours and 500 candelas per square meter between dusk and dawn;

[6] The VEMS shall present a maximum of three colors and shall display a dark screen in the event of a sign malfunction;

[\[7\]](#) The VEMS shall not exceed 32 square feet, which area will be counted toward the maximum sign allowance; and

[\[8\]](#) The VEMS shall be subordinate to the business name portion of the sign (the VEMS may not be the predominant feature).

[\(c\)](#) On properties used exclusively for, or including, drive-through restaurants, service stations and other similar establishments serving motorists, one VEMS, as permitted under Subsection [A\(5\)\(b\)](#) above, and one illuminated electronic display will be permitted per establishment, provided that:

[\[1\]](#) The illuminated electronic display does not exceed eight inches in height or two feet in width or extend more than five feet above the ground; and

[\[2\]](#) Audio speakers shall not be audible beyond the property boundary. *Editor's Note: This ordinance provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.*

(6) On property used exclusively by a single tenant in a freestanding building with its own parking field, where the floor area of the building exceeds 70,000 square feet, individual building signs that exceed 125 square feet in area may be approved by the Planning and Zoning Commission, upon the request of the property owner, where such approval will not otherwise impair the purposes of this article. The area of all signs on the premises shall not exceed three square feet for each linear foot of the front building wall. [Added 10-24-2016 by Ord. No. 870]

B. Other standards.

(1) Signs located in the Central Business Zone shall conform to the standards set forth in the "Standards for Renovation Westminster," Chapter III, as adopted February 27, 1978, and as may be amended from time to time.

(2) Signs located outside of the Central Business Zone and within the Westminster Historic District as designated in the National Register of Historic Places shall conform to any and all standards as may be hereinafter adopted and amended from time to time.

C. Signs located in the Planned Regional Shopping Center Zone shall be permitted, provided that they meet the following provisions :
[Amended 11-26-2001 by Ord. No. 674]

(1) One freestanding identification sign shall be permitted per State Highway Administration-approved vehicular access to parking areas. Said freestanding sign shall not exceed 25 feet total height and shall not exceed 125 square feet in area.
[Amended 9-28-2015 by Ord. No. 860^[2]]

Editor's Note: This ordinance provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.

(2) A freestanding identification sign may include a VEMS, provided that: [Added 9-28-2015 by Ord. No. 860^[3]]

(a) Animated, flashing, blinking, reflecting, revolving, full motion or any other similar message or transitional movement is prohibited;

(b) Only text messages shall be displayed, and the message shall not change more than once every 30 seconds;

(c) Advertisements for off-premises businesses or services are prohibited;

(d) The VEMS may only be used as part of a wall or monument sign;

(e) The VEMS must have automatic dimming capacity that adjusts brightness to ambient light at all times, not to exceed 5,000 candelas per square meter during daylight hours and 500 candelas per square meter between dusk and dawn;

(f) The VEMS shall present a maximum of three colors and shall display a dark screen in the event of a sign malfunction;

(g) The VEMS shall not exceed 32 square feet, which area will be counted toward the maximum sign allowance; and

(h) The VEMS shall be subordinate to the business name portion of the sign (the VEMS may not be the predominant feature). *Editor's Note: This ordinance provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.*

(3) *On properties including drive-through restaurants, service stations, and other similar establishments serving motorists, one illuminated electronic display will be permitted per establishment, provided that:*
[Added 9-28-2015 by Ord. No. 860⁽⁴⁾]

(a) *The illuminated electronic display does not exceed eight inches in height or two*

feet in width or extend more than five feet above the ground; and

(b) Audio speakers shall not be audible beyond the property boundary. Editor's Note: This ordinance also provided for the redesignation of former Subsection C(2) through (6) as Subsection C(4) through (8), respectively, and further provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.

(4) One flat wall sign shall be permitted at each major pedestrian entrance into department stores over 30,000 square feet in leasable area. Said wall signs shall not exceed 150 square feet and shall not extend above the roofline.

(5) One flat wall sign shall be permitted at each major pedestrian entrance of the mall. Said wall sign shall not exceed 150 square feet and shall not extend above the roofline.

(6) One flat wall sign shall be permitted for each exterior wall of stores over 60,000 square feet in leasable area. Said wall signs shall not exceed 200 square feet and shall not extend above the roofline.

(7) Signs for separate standing buildings or stores not included in the mall structure

shall meet the provisions established for the Business Zone in Subsection [A](#).

[\(8\)](#) Any sign or signs other than those provided herein shall be permitted only after application and approval by the Planning Commission.

[D](#). Signs for special exception uses shall be in accordance with the pertinent provisions of this article and approved by the Board of Appeals upon the granting of a special exception. Such signs may be freestanding or attached to a building but shall not exceed 32 square feet in size, except as to signs provided by § [164-120C](#). Lighting for such signs shall not cause glare onto neighboring residential properties or uses and shall be approved upon consideration of the character of the neighborhood in which the special exemption is located. Signs for tourist homes, boardinghouses and home occupations shall not exceed two square feet in size on any one side.

*[E](#). Business signs pertaining to a use on the premises are permitted as an accessory use in the P-I Planned Industrial Zone, provided that they meet the following provisions:
[Added 9-22-1997 by Ord. No. 622]*

[\(1\)](#) No sign shall project over or into any street right-of-way or project more than 12 inches above the parapet wall or roofline.

(2) Any sign erected shall be located in such a manner that traffic visibility is not impaired.

(3) Signs shall be integral with or attached to the building. Additionally, one freestanding sign located at the street right-of-way shall be permitted as provided in Subsection [E\(5\)](#) hereof.

(4) Where the lot adjoins any residential zone, a sign within 50 feet shall be attached flat against the front of the building, and no freestanding sign shall face any residential zone.

(5) Any freestanding sign shall be permitted as follows. Applications for signs which do not exceed 64 square feet in total area and which do not exceed 20 feet in height shall be approved by the Zoning Administrator. Applications for signs up to and including 250 square feet and/or up to and including 40 feet in height shall be approved by the Commission. In determining whether or not to approve an application, the Zoning Administrator or the Commission shall take into consideration the following factors: traffic and pedestrian safety; the size, configuration elevation and location of the property; existing signs on the property and neighboring properties; aesthetics, and any other factors relating to the location, size, design, composition and specific character of the proposed sign deemed appropriate by the

Zoning Administrator or the Commission. No sign shall be approved if the Zoning Administrator or the Commission find that it would not achieve a maximum of compatibility, safety, efficiency and attractiveness.

F. Business signs pertaining to a use on the premises are permitted as an accessory use in the N-C Neighborhood Commercial Zone, provided that they have been approved as part of an integrated sign program approved by the Commission and meet the following provisions: [Added 9-25-2000 by Ord. No. 638]

(1) No such sign shall project over or into any street right-of-way or project more than 12 inches above the parapet wall or roofline.

(2) Any sign erected shall be located in such a manner that traffic visibility is not impaired.

(3) Such signs shall be integral with or attached to the building. The area of building-mounted signs shall not exceed one square foot for each linear foot of the front building wall, with a maximum size of 64 square feet.

(4) Additionally, one freestanding monument-style sign located at the street right-of-way shall be permitted; provided, however, that on sites greater than 14 acres in size, with at least 1,000 feet of frontage on a dual highway, one such additional sign shall be

permitted. Said freestanding monument-style sign shall not exceed 12.5 feet in total height and a maximum area of 64 square feet per face.

[Amended 1-14-2013 by Ord. No. 838]

(5) Said freestanding identification sign may include a VEMS, provided that: [Added 9-28-2015 by Ord. No. 860⁽⁵⁾]

(a) Animated, flashing, blinking, reflecting, revolving, full motion or any other similar message or transitional movement is prohibited;

(b) Only text messages shall be displayed, and the message shall not change more than once every 30 seconds;

(c) Advertisements for off-premises businesses or services are prohibited;

(d) The VEMS may only be used as part of a wall or monument sign;

(e) A VEMS must have automatic dimming capability that adjusts brightness to ambient light at all times, not to exceed 5,000 candelas per square meter during daylight hours and 500 candelas per square meter between dusk and dawn;

(f) The VEMS shall present a maximum of three colors and shall display a dark screen in the event of a sign malfunction;

(g) The VEMS shall not exceed 32 square feet, which area will be counted toward the maximum sign allowance;

(h) The VEMS shall be subordinate to the business name portion of the sign (the VEMS may not be the predominant feature); and

(i) The VEMS shall display one text message between 10:00 p.m. and 6:00 a.m.

Editor's Note: This ordinance provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.

(6) On properties used exclusively for, or including, drive-through restaurants, service stations, and other similar establishments serving motorists, one illuminated electronic display will be permitted per establishment, provided that:

[Added 9-28-2015 by Ord. No. 860⁽⁶⁾]

(a) The illuminated electronic display does not exceed eight inches in height or two feet in width or extend more than five feet above the ground; and

(b) Audio speakers shall not be audible beyond the property boundary. Editor's Note: This ordinance provided that it would be effective retroactively to 2-23-2012, except to the extent that it would impair a vested right of a property owner.

(7) Where the lot adjoins any residential zone, a sign within 50 feet shall be attached flat against the front of the building, and no freestanding sign shall face any residential zone.

(8) Any sign or signs other than those provided herein shall be permitted only after application to and approval by the Commission. This provision shall authorize the Commission to increase the square footage limitations of any sign not to exceed 125 square feet.

(9) In determining whether or not to approve an application, the Commission shall take into consideration the following factors: traffic and pedestrian safety; the size, configuration elevation and location of the property; existing signs on the property and neighboring properties; aesthetics; and any other factors relating to the locations, size, design, composition and specific character of the proposed sign deemed appropriate by the Commission. No sign shall be approved if the Commission finds that it would not achieve a

maximum of compatibility, safety, efficiency and attractiveness.

164-122 Outdoor Advertising signs

Outdoor advertising signs, commonly referred to as "billboards" or "poster panels," shall be subject to the following regulations:

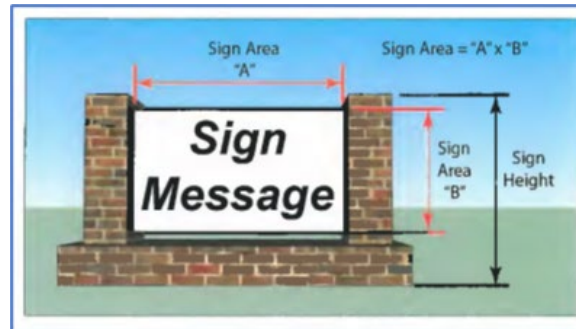
A. Outdoor advertising signs shall be permitted in the P-I, I-R and I-G Zones. No sign shall be located within 200 feet of any residential zone, nor shall such sign be located within 300 feet of an intersection on a two-lane or proposed two-lane highway or within 100 feet of any other intersection.

B. All outdoor advertising signs shall be spaced at least 300 feet apart. In the case of existing two-lane highways, each side of the two-lane highway shall be considered separately in determining spacing requirements. In the case of non-dual-lane highways, spacing shall be determined and measured between signs, regardless of the side of the highway on which they are located and proposed.

C. No outdoor advertising sign shall be closer than 100 feet to any property line nor located closer than 660 feet to the right-of-way line of any highway which is part of the interstate highway system nor closer than 200 feet to the right-of-way line of any other street or road.

164-122 Calculating Sign Area

A. Sign area is calculated by the outer dimensions of any letters, symbols, and area used to direct attention to the business, calculated by multiplying the sign area width by the sign area height.



B. The area of a monument sign that is not counted towards sign area would be the area that is part of the base or sides of the monument sign that is architecturally compatible to the principal building, not part of section A. above.

<p>D. Outdoor advertising signs shall be no higher than 30 feet.</p> <p>E. No sign shall exceed more than 260 feet in area.</p> <p>F. No outdoor advertising sign shall be permitted in the following scenic areas in a residential zone within the City along the following Maryland routes: Route Nos. 31, 97 and 140.</p>	<p>C. Only one side of a freestanding sign is calculated, if the two (2) sides of the freestanding sign are less than two feet in distance back-to-back or separated by an angle of forty-five (45) degrees or less.</p> <p>D. Where two (2) sides of a freestanding sign are not equal in size, the larger side shall be used for the total sign area calculation.</p> <p>E. The front building façade length shall determine how many square feet of signage each property receives.</p> <p>F. Where a property fronts on more than one street, only the square footage computed for each street frontage shall face that street.</p>
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164-123 Sign Permits

A. Except as provided in § [164-120](#), no sign shall be erected, altered or relocated without a sign permit issued by the Zoning Administrator.

B. The application for a sign permit shall be filed with the Zoning Administrator. The permit application shall be signed by the applicant, and when the applicant is any person other than the owner of the property, the permit application shall also be signed by the owner of the property and shall contain the location of the sign structure, the name and address of the sign owner and of the sign erector and drawings showing the design, dimensions and locations of the sign and such other pertinent information as the Zoning Administrator may require to ensure compliance with the laws of the City.

164-123 Sign Regulations

A. Signs in the City shall comply with the regulations in the following chart:

Zone	Maximum Size (Site)	Maximum Size (Each Sign)	Projection from Wall	Freestanding Allowed (How Many)
Business	Front Wall Length X 3	< = 64.0 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1)
Planned Regional Shopping Center	Front Wall Length X 3	< = 64 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1 per approved street entrance)
Planned Industrial	Front Wall Length X 1	< = 64.0 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1)

C. A fee shall be charged for each sign permit issued as provided in the General Fee Ordinance.¹⁴
 [Amended 11-24-2008 by Ord. No. 792]
Editor's Note: See Ch. [A175](#), Fees, Art. [J](#), General Fees.

D. A sign permit shall become null and void if the work for which the permit was issued has not begun within a period of six months after the date of the permit. A permit may be renewed, and no additional fee shall be charged for such renewal.

E. The following operations shall not be considered as creating a sign and shall not require a permit:

(1) Replacing copy: the changing of the advertising copy or message on an approved painted or printed sign or on a theater marquee and similar approved signs which are specifically designed for the use of replaceable copy.

(2) Maintenance: painting, repainting, cleaning and other normal maintenance and repair of a sign or a sign structure, unless a structural change is made.

F. All signs requiring permits shall display, in a place conspicuous to inspectors, evidence of the permit containing such data as may be supplied and designated by the Zoning Administrator.

Neighborhood Commercial	Front Wall Length X 2	< = 64.0 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1)
Downtown Business	Front Wall Length X 2	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	No (0)
Central Business	Front Wall Length X 2	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	No (0)
Mixed Use Infill	Front Wall Length X 2	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	No (0)
Central Commerce	Front Wall Length X 2	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	No (0)
Restricted Industrial	Front Wall Length X 1	< = 64.0 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1)
General Industrial	Front Wall Length X 1	< = 64.0 Sq. Ft. Staff Approval 64.1 to 125.0 Sq. Ft. PZC Approval	No more than 6 Inches	Yes (1)
All Residential	10.0 Sq.Ft.	< = 10.0 Sq. Ft. Staff Approval 10.1 Sq. Ft. = > Not Allowed	No more than 2 Inches	Yes (1) *

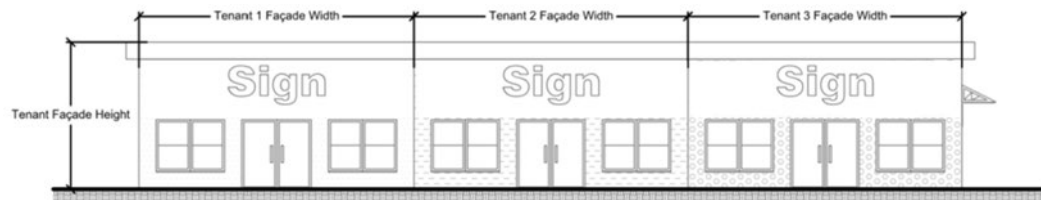
Conservation	64.0 Sq.Ft.	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	Yes (1)
Agriculture	64.0 Sq.Ft.	< = 64.0 Sq. Ft. Staff Approval 64.1 Sq. Ft. = > Not Allowed	No more than 6 Inches	Yes (1)

(PZC) Planning and Zoning Commission

* See Section 164-127C. below

B. Multi-Tenant building:

1. A Comprehensive Sign Plan must be approved by DCPD or the PZC for all new Multi-Tenant buildings. This plan will be used in the review and approval of all Application for Sign or Awnings for the Property.
2. Multi-tenant buildings must not exceed one building sign per tenant, and such tenant sign must only be attached to the façade of the building that provides primary access.
3. The amount of building signage allowed for an individual tenant is limited to the linear façade width of the tenant space.



- C. Signs on buildings located in the Downtown Business Zone, Central Business Zone, Central Commerce Zone, and the Mixed-Use Infill Zone, shall not be located above the first floor.
- D. Signs in the following Zones shall only be externally lit: Downtown Business Zone, Central Business Zone, Central Commerce Zone, Mixed-Use Infill Zone, all Residential Zones, Conservation Zone, and the Agriculture Zone. All external lighting shall not cause any glare on any building or structure except for the sign area itself.
- E. Signs are prohibited on all windows except otherwise allowed in this section.
- F. Signs located on or less than six inches from a show window surface shall not exceed 30 percent of the window surface area.
- G. Blade signs must comply with the following:
 - 1. The sign and related supporting structure must not project more than thirty-six (36) inches, as measured from the façade of the wall where the sign is attached and adjacent to.
 - 2. Blade signs shall be affixed to the face of a building not higher than one inch below the second story windowsill line. The minimum clearance underneath any part of the sign or supporting structure shall not be less than seven feet.
 - 3. Blade signs shall not be more than three square feet in size.
 - 4. Blade signs shall be at least two-foot minimum distance from any curb, lamppost, parking area, and street tree at any time.
 - 5. No blade sign shall be internally illuminated.
 - 6. Comply with Section 164-123A. above.



- H. On property used exclusively by a single tenant, in the B Business Zone, in a freestanding building with its own parking field, where the floor area of the building exceeds 70,000 square feet, individual building signs that exceed 125 square feet in area may be approved by the PZC, upon the request of the property owner, where such approval will not otherwise impair the purposes of this article. The area of all signs on the premises shall not exceed three square feet for each linear foot of the front building wall.
- I. Building signs shall be placed parallel to the face of the building.
- J. Separate cutout letters applied to the building face may be used.
- K. Signs painted directly on the building surface shall be permitted and reviewed as a building sign.