



Sign Type Example: Poster Marquee



Sec. 18-96. Sign Types described.

(25) POSTER MARQUEE

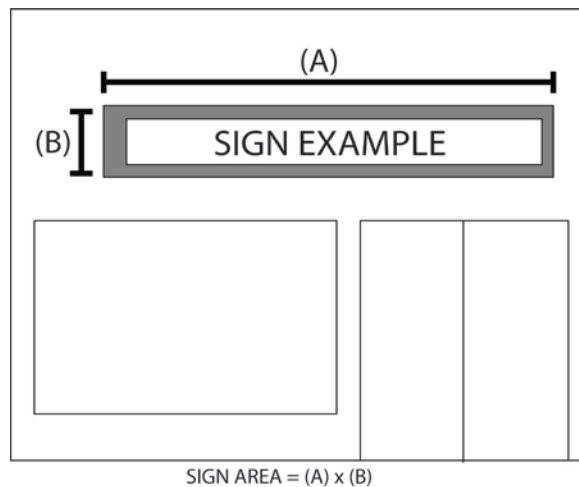
- a. **Definition/Purpose:** A picture, print or similar product that inserted within a frame that is permanently mounted directly to the exterior of a building, is intended to be periodically changed, and is designed to advertise or inform about an activity, place, product, person, organization, business, service, or merchandise program.
- b. **Size:**
 - i. The area of all window and poster marquee signs cannot exceed 25% of the tenant's window area on that elevation.
 - ii. Poster marquee signs are prohibited on elevations without windows.
 - iii. Maximum of 30 square feet per poster marquee sign.
- c. **Number:** Maximum of 2 per elevation
- d. **Location:** Retail, Commercial zoning districts
- e. **Landscaping:** N.A.
- f. **Design:**
 - i. Shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces.
 - ii. Posters or similar inserts must be completely protected from the elements.
 - iii. Signs must be maintained in a good condition to prevent deterioration, tearing, tattering, or other unsightly condition.
- g. **Permit Required:** Yes. When the frame is initially attached.



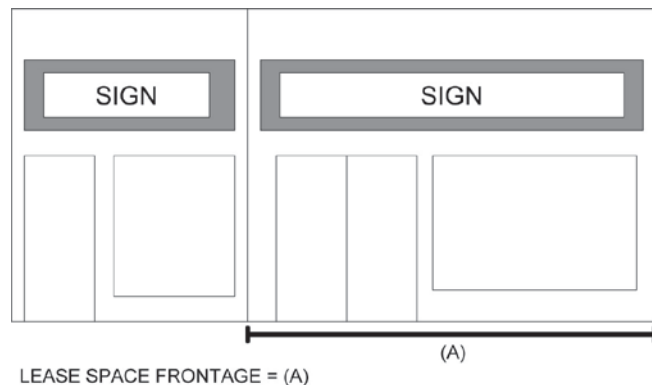
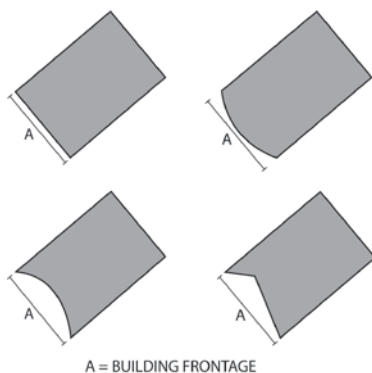
Sec. 18-123. Sign Calculations.

(1) **Attached Signs:** The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.

- a. **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



- d. **Measurement of Building Frontage:** The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.





- e. **Wall Area:** The wall area shall be calculated by the width of the exterior wall and height of the wall.

