ARTICLE 23. SIGN REQUIREMENTS

3A. Gross Area of the Sign: Gross area shall include the entire area within a single, continuous perimeter enclosing the extreme limits of the sign, exclusive of the base on which it is mounted or from which it is suspended.

1) If more than one side of a sign is used is a sign, then the area of each sign face shall constitute a separate sign for purposes of computing the maximum gross surface area allowed on the lot or tract.
2) On lots where more than one sign is permitted, the total gross area of all signs shall not exceed the maximum gross area permitted in this regulation.
3) For computing the gross area of any wall sign which consists of letters or symbols mounted or painted on a wall, the area shall be deemed to be the area of the smallest rectangular figure which can encompass all of the letters or symbols.
4) Multiple signs mounted on a single structure:
   a) The size of each sign shall not exceed the maximum allowed for any single sign in the zoning district.
   b) The total area of all signs supported thereon may not exceed the maximum gross surface area allowed on the lot or tract.
   c) The number of signs on a single structure shall not be limited, as in a shopping center, provided the maximum gross surface area and other provisions are in compliance with this Article.

6.B.2)b) Ground Signs and Pole Signs: Two (2) per zoning lot with two (2) sign faces each.

6.B.2)c) Projecting Signs: One (1) per zoning lot with (2) sign faces.

6.C.2)c) Ground signs, pole signs and monument signs: One (1) per zoning lot with (2) sign faces each.

6.D.2) Number of Signs Permitted: Two (2) per zoning lot provided that ground signs, pole signs and projecting signs may have (2) sign faces each.

3.C.3) Electronic Message Centers: Such signs are permitted only in commercial districts providing that the mode of operation shall not be confused with an official traffic sign.

3.C.4) Flashing signs…(repeal)