

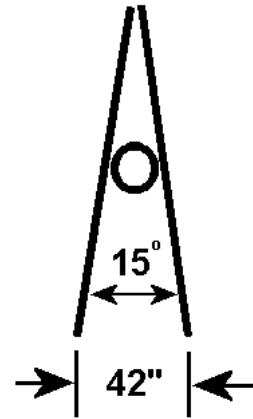
## Section 21-07.03 Sign Regulations.

### (g) General Sign Regulations.

#### (1) Calculation of Sign Surface Area.

##### (A) Multifaced Signs.

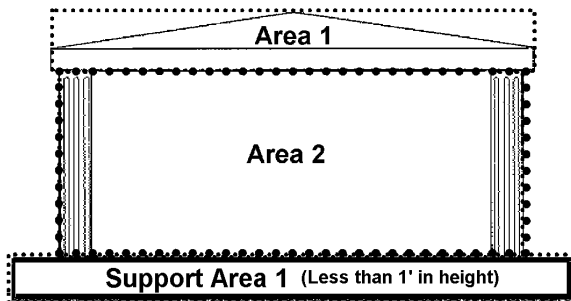
The *sign surface area* for a *sign* with more than one (1) *sign face* shall be computed by adding together the *sign surface area* of all *sign faces* visible from any one point. When two (2) *sign faces* are placed back to back, or at no greater than fifteen (15) degrees from one another, so that both faces cannot be viewed from any point at the same time, the *sign surface area* shall be computed by the measurement of one (1) of the *sign faces*. In addition, except for *off-premise signs*, such *sign faces* that are part of the same *sign structure* shall not be more than forty-two (42) inches apart.



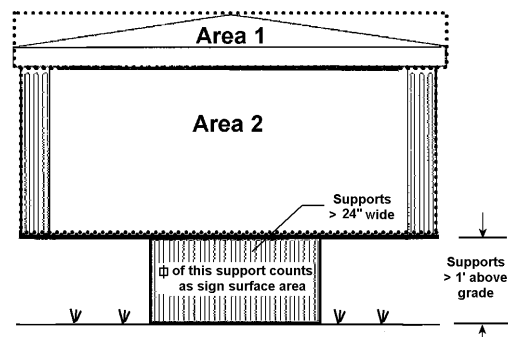
Sign Face Angle and Separation

##### (B) Monument Sign Support Base as Sign Surface Area.

In the case of a *freestanding monument sign* with an ornamental shell or external support *structure* in excess of twenty-four (24) inches in width and in excess of one (1) foot in height above *grade* to the base of the *sign face*, the ornamental shell or external support *structure* shall be considered to be the background of the display used to differentiate the *sign* from the backdrop and the area of ornamental shell or external support *structure* shall be included in the calculation of *sign surface area*.



Support Base – Not Sign Surface Area



Support Base – Part of Sign Surface Area

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(C) *Sign Surface Area Determinations.*

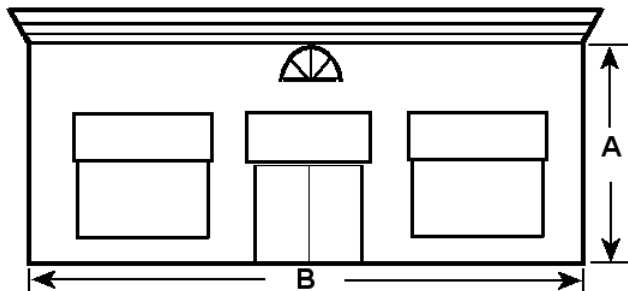
When calculating the *sign surface area* of any *sign*, a maximum of three (3) distinct and abutting "Areas" made up of circles, ovals squares or rectangles may be used to encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming 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.



Areas Used to Determine Sign Surface Area

In the case of a *freestanding monument sign* with a base or pole cover not in excess of twenty-four (24) inches in width and not in excess of one (1) foot in height above *grade* to the base of the *sign face*, a maximum of two (2) "Support Areas" shall be permitted which shall not be included in the count of the maximum number of "Areas". Any such additional "Support Areas", or "Support Areas" in excess of twenty-four (24) inches in width and in excess of one (1) foot in height above *grade* to the base of the *sign face*, shall be included in the overall calculation of *sign surface area*.

(D) *Façade Area Calculations for Building Signs* – When calculating the area of a façade upon which a *building sign* may be placed, the following regulations shall be followed to determine the area of the façade:

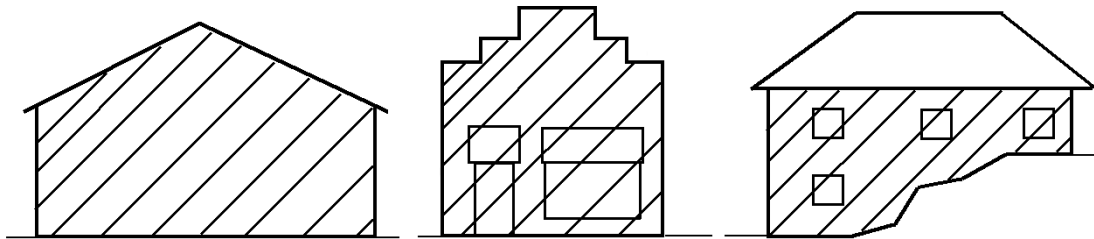


Façade Area = A X B

Façade Area Calculations – Square or Rectangular Shaped Façade

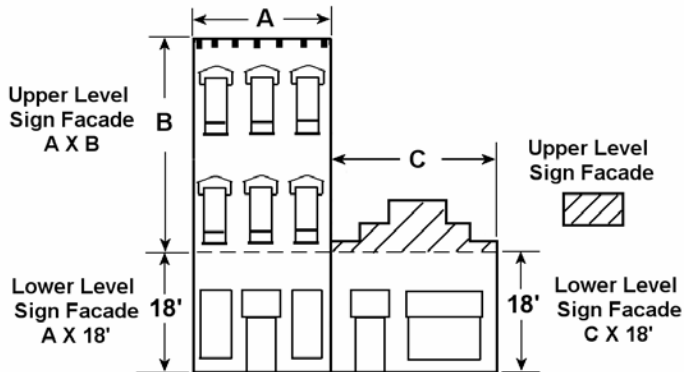
- i. Square or Rectangular Shaped Façade – The area of the façade of the *building* or tenant space shall be the length of the *building* or tenant space times the height of the *building* or tenant space.
- ii. Irregular Shaped Façade – The area of the façade shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the top of the wall.

 – **Façade Area**



Façade Area – Irregular Shaped Façade

- iii. Lower Level Signs In the MU *Districts* or CBD *Districts* – The area of the façade for lower level *building signs* shall be the actual surface area of the façade of the *building* or tenant space above grade and beneath the lesser of top of the wall or eighteen (18) feet above grade.
- iv. Upper Level Signs in the MU *Districts* or CBD *Districts* - The area of the façade for upper level *building signs* shall be the actual surface area of the façade of the building or tenant space located above eighteen (18) feet above grade.

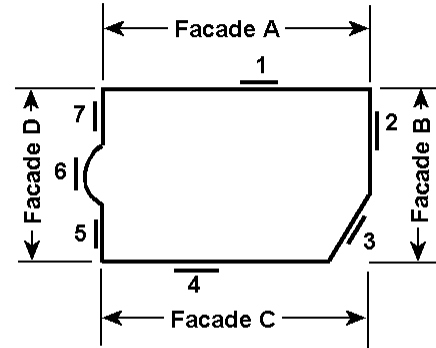


Façade Area – Upper and Lower Level Signs

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- v. Buildings With Irregular Footprints – The area of the façade shall be determined by the smallest two dimensional area, pursuant to the above regulations, from which the façade, or portion thereof, may be viewed.

- (E) Signs on Ornamental, Decorative Fence or Masonry Wall – The *sign surface area* of a *sign face* located on an ornamental, decorative fence or masonry wall shall be limited to the area of the *sign face* only if the fence or wall has a length of not less than three (3) times the width of the *sign* or message element. If a fence or wall is less than three (3) times the width of the *sign* or message element, the fence or wall shall be deemed to be part of the background of the display used to differentiate the sign from the backdrop and the entire area of the fence or wall shall be considered part of the *sign surface area*.



Facade A - Sign 1  
 Facade B - Signs 2 & 3  
 Facade C - Sign 4  
 Facade D - Signs 5, 6 & 7

Façade Area for Buildings  
 with Irregular Footprints



Ornamental, Decorative Fence or Masonry Wall Greater Than Three Times Length of Sign

- (2) *Freestanding Signs as Accessory Structures.*

*Freestanding signs and sign structures are hereby declared to be accessory structures. As accessory structures, freestanding signs and sign structures may not occupy a lot without a primary use or building also being legally located on the lot, unless in compliance with the regulations of this ordinance for temporary signs or off-premise signs.*

(3) Removal of *Freestanding Signs*.

Notwithstanding anything contained in Section 21-01.03 (j) – Legally Established Nonconforming Signs to the contrary, *freestanding on-premise signs* and *sign structures*, shall be subject to the following removal provisions:

- (A) When the *building*, or any activity, business, entertainment, commodity, product, profession or service conducted, manufactured, offered or sold on the premise not located in a *building*, is removed, any *sign* and *sign structure* located on the *lot* and accessory to such *building*, or activity, business, entertainment, commodity, product, profession or service shall also be removed coincidentally with the removal of such *building*, or activity, business, entertainment, commodity, product, profession or service. Any new *sign* or *sign structure* located after such coincident removal, shall be located in compliance with the provisions of this Ordinance.
- (B) When a *legally established nonconforming building*, or any activity, business, entertainment, commodity, product, profession or service not located in a *building*, suffers a partial destruction in excess of the value specified in Section 21-01.03 (j) – Legally Established Nonconforming Signs of this Ordinance and such *building*, or activity, business, entertainment, commodity, product, profession or service must be removed and brought into compliance with the terms of this Ordinance, any *sign* or *sign structure* located on the *lot* shall also be brought into compliance with the terms of this Ordinance.

(4) Cutting of Trees or Shrubs.

No person, for the purpose of increasing or enhancing the visibility of any *sign*, shall damage, trim, destroy, or remove any trees, shrubs or other vegetation located:

- (A) Within any *public street right-of-way* unless the work is done pursuant to the express written authorization of the governmental department having jurisdiction over said *public street*;
- (B) On property that is not under ownership or control of the person doing or responsible for such work unless the work is done pursuant to the express authorization of the person owning the property where such trees or shrubs are located; or,

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(C) In any area where such trees or shrubs are required to remain under a permit issued under this Ordinance.

(5) *Illuminated Signs.*

(A) Lighting directed towards a *sign* shall be shielded so that it illuminates only the *sign surface* and does not shine on, cause glare to or otherwise impair the vision of the driver of any motor vehicle traveling on a *public right-of-way*.

(B) This sub-Section shall not apply to *signs* that are an integral part of a vending machine, telephone booth or, do not exceed two (2) square feet in *sign surface area*.

(6) *Changeable Copy Signs.*

*Changeable copy signs* shall be permitted as part of an otherwise permitted *sign*, provided that:

(A) If a *single use site*, a maximum of one (1) *changeable copy sign* shall be permitted which may be part of either a *freestanding sign* or a *wall sign*;

(B) If an *integrated center*, either one (1) *changeable copy sign* shall be permitted as part of a *freestanding sign*, or each individual *use* within an *integrated center* shall be permitted one (1) *changeable copy sign* as part of a permitted *wall sign*;

(C) A *changeable copy sign* may be used as part of either a *freestanding sign* or as part of a *wall sign*, but not both; and,

(D) The *changeable copy sign* shall not exceed forty (40) percent of the *sign surface area* of the permitted *sign*.

(7) *Gasoline Service Station Signs.*

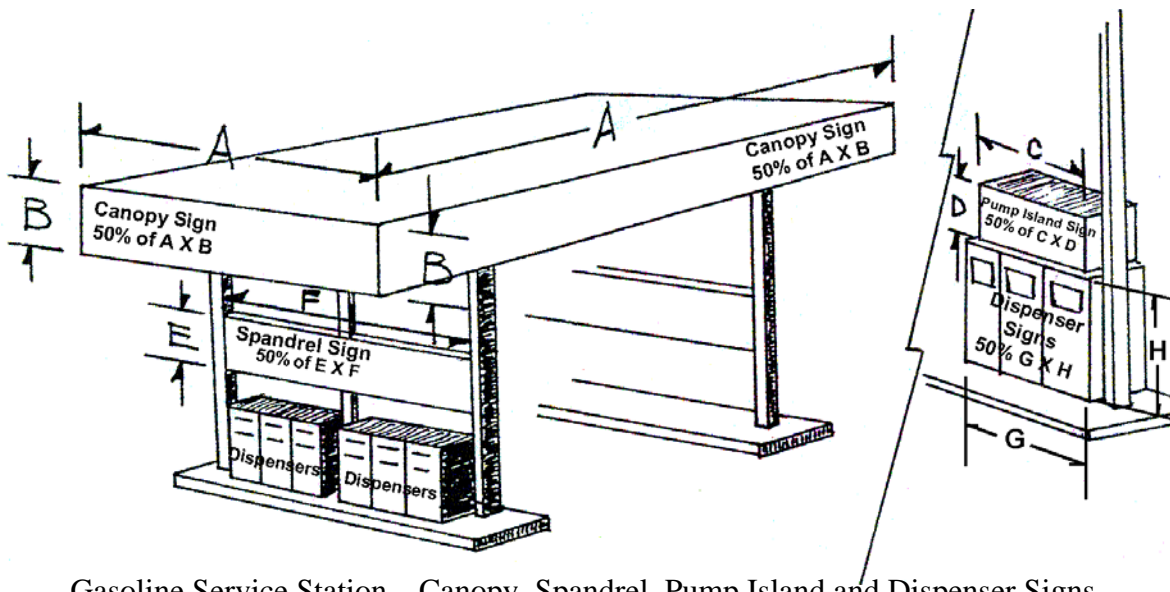
*Signs* may be located on a gasoline island *canopy*, gasoline island *spandrels*, pump islands or dispensers and shall be considered as and regulated as *building wall signs* subject to the following exceptions:

(A) Such *signs* located on a gasoline island *canopy*, gasoline island *spandrels*, gasoline pump islands or gasoline dispensers shall not exceed:

- i. fifty (50) percent of the surface area of the facade of the *canopy*;
- or,

- ii. fifty (50) percent of the façade of the gasoline dispensers, spandrel or pump island upon which such *sign* is located.

(B) Such *signs* may be located on either a gasoline island *spandrel* or a gasoline pump island, but not both.



Gasoline Service Station – Canopy, Spandrel, Pump Island and Dispenser Signs

(8) Maintenance of Signs.

Nothing contained in this Ordinance shall be construed to prevent the maintenance, repainting or posting of legally established *signs*. Maintenance shall include the replacement of *sign surfaces* within a *sign structure* provided that the *sign structure* is not removed or changed in any dimension. All *signs* shall be maintained in good repair (e.g., without peeling paint or broken *sign faces*) and in operable condition (e.g., if internally illuminated, all light bulbs or tubes shall be operational) at all times. The City of South Bend may order the removal of any *sign* which becomes a public hazard due to lack of maintenance and repair.

(9) Compliance with Other Codes.

All *signs* shall be constructed, connected, operated and maintained according to the specifications of the building and electrical codes of the City of South Bend.

(10) Clear Sight Areas.

No *sign* shall interfere with the clear sight area specified in Section 21-01.01 (t) – Clear Sight Area Requirements.