4-8-5 MAXIMUM *SIGN* AREA PER *SIGN-LOT*, BY *ZONE*: (Amend 20)

The maximum total ***sign*** area for a ***sign-lot*** (except for ***building marker signs***, ***gateway signs***, ***incidental signs***, ***flags*** and ***event oriented signs*** which are exempt from this section), is calculated using the following table. It is determined for each ***street frontage*** along a private or public ***road*** by multiplying the appropriate ***zonal base rate*** by the ***road*** speed limit factor, the ***building setback*** factor, and the percent of permitted ***freestanding sign*** area used. A ***sign-lot's*** maximum total ***sign*** area is then the calculated sum of the ***sign*** areas for all ***street frontages***, unless that sum falls below the ***sign area assurance*** or above the ***sign area cap*** noted on the following page. Except as indicated in 4-8-6 below regarding ***freestanding signs***, the total ***sign*** area may be applied at any location on a ***sign-lot***. See 4-8-7 below for maximum ***sign*** area for ***primary uses*** within ***integrated centers*** and for ***integrated center signs***. Notes follow on the next page. A worksheet can be found in Appendix D.

ZONAL BASE RATE sq.ft.	X	*ROAD* SPEED LIMIT[1] FACTOR	X	*BUILDING SETBACK*[2] FACTOR	X	PERCENT OF PERMITTED *FREE-STANDING SIGN* AREA USED[3] (Amend 20)
R1 R1A R1B RE (Am 27) R1U R1Z R2 R2U	6					
R3 R3U R3W R4W INST. USES IN RES/RURAL ZONES	20	up to 30 mph: 1.0 31 – 44 mph: 1.5 45 – 55 mph: 2.5		0' -- 59': 1.0 60' -- 100': 1.1 101' -- 150': 1.25 151' -- 200': 1.75 201' -- 300': 2.5 301' -- 400': 3.0 401' -- 500': 3.5 over 500': 4.0		for **primary use buildings** set back 25' or more: 0%: 1.3 1 - 50%: 1.2 51 - 75%: 1.1 76 - 100%: 1.0
NBU MRU	30					
NB OR GB HB MR CB CBW I1 I2 I3	40					
A AA AW FP	10					

"INST. USES IN RES/RURAL ZONES" = institutional uses (SIC 801-972) permitted under 3-2 above in ***residential*** *and* ***rural zones***.

Round the product of all factors up to the next whole number.