

#### §17.40.040. Sign Measurement

##### A. Sign Face Area Shall be Computed by Means of:

1. The area of the sign shall encompass the outer limits of the sign cabinet frame for signs within a cabinet;
2. For signs with individual components, the measurement shall be based on the letters, emblem, or other display, together with any material or color forming an integral part of the background of the area used to differentiate the sign from its backdrop.

##### B. Height

1. The height of a freestanding sign shall be measured from the top of the nearest City curb, or if no curb the crown of the nearest road to the highest portion of the freestanding sign; or
2. The height of a freestanding sign may be measured from the average finished grade of the site within a fifty-foot radius.

##### C. Clearance

All pole signs and any signs that project more than 12 inches from a building must have a minimum clearance of 8.5 feet from the finished grade.