

- b. Any sign that is constructed of individual letters or logos but with no background as such, shall have the area of each letter or logo calculated individually and the sums shall be the total square footage of the sign.
20. Sign Height - The vertical distance from the average finished grade below the sign to the highest point on the sign structure.
 21. Height / setback calculation - Height / setback calculations for signs shall be determined by the following method:
 - a. No sign shall extend above the planes formed by intersecting imaginary lines from the lot lines to the setback lines, or to the top of the tallest building on the site, whichever is greater. The truncated pyramid formed by these planes is the height / setback limit. All signs on the site shall conform to the above calculation, unless specifically exempted.
 22. Special Business Sign - An enclosed or glassed-in-case used for changeable displays such as movie posters, restaurant menus or special sale items.
 23. Temporary Directional Sign - Any sign on the lot that directs the movement or placement of pedestrian or vehicular traffic with or without reference to the name of the business or product sold. Such signs can remain for no more than two years, or when a building is built on the lot where the Temporary Directional Sign is erected, whichever is sooner. The silhouette, outline and shape of this sign must be of a Victorian style to conform with the P.U.D. On the face of the sign backing, signs may be placed which identify individual businesses or product. These signs shall not exceed 8 sq. ft. for each business or product. The total signage per temporary directional sign shall not exceed 65 sq. ft. Each sign shall be designed and constructed to be similar to the actual business sign to which it refers. Signs may be lighted, provided that lighting meets standards listed in the P.U.D. Control Document.
 24. Temporary sign - A sign which relates to a single event erected not more than thirty (30) days prior to the event to which it relates, such as an auction, sale of agricultural products, art work or handicrafts, and bona fide grand openings. A sign shall be considered temporary if displayed for less than thirty (30) days in a 90 day period.
 25. Window Sign - A sign which is affixed or attached to, or located within thirty six (36) inches of the interior of a window and which sign can be seen through the window from the exterior of the structure.

C. Permitted Signs

1. Outward Signs on the Riverwalk Building Exterior- Each individual business within the business center shall be allowed twenty (20) sq. ft. of sign in addition to one (1) square foot of sign area per lineal foot of building front for the first thirty-two (32) feet and one third (1/3) of a square foot of sign area per lineal foot of building front in excess of thirty-two (32) feet up to a maximum of sixty-four (64) square feet, per business. This total sign area allowance may be allocated to one or more signs of any permitted type. Allocation of total aggregate sign area to individual businesses or tenants is not a function of this regulation, but shall be the responsibility of the D.R.A.

2. Inward Signs - Outside of a business on the exterior of a building facing a sidewalk, breezeway or passageway. Allowable sq. ft. will be 60% of the outward sign sq. footage. See E-2, also.
3. Entrance Signs, Theater Marquee, Hotel, Monument and all signs not covered by paragraph E. (Signs exempt from permitting but subject to administration).
4. The total sign area allowance may be allocated to one or more signs of any permitted type. Not to exceed 4 total signs.

D. Prohibited Signs - These signs are prohibited: Signs that have flashing or moving lights, signs that have sound producing devices, signs containing powered movement, signs with bright lights, and signs that are pornographic, suggestive or otherwise in bad taste.

E. Signs Exempt from Permitting but subject to Administration - The following signs are allowed but are subject to the Comprehensive Sign Plan .

1. All signs, whether permanent or temporary, which do not exceed six (6) square feet in sign area and provided that such signs do not exceed one (1) in number per individual business, parcel, lot, or group of contiguous lots under one ownership.
2. Interior Signs - Signs oriented to the interior of the building, but on the exterior of the businesses facing walkways, passageways or mall. These signs shall not exceed 40% of the exterior sq. footage.
3. All information signs on public property provided that such signs are related to use of the property and are erected and maintained by the land management agency.
4. Official government notices and notices posted by governmental officers in the performance of their duties to provide warning, necessary information, direction or other regulated purposes.
5. Temporary or permanent signs erected by a public utility company or construction company to warn of dangerous or hazardous conditions.
6. Temporary signs such as flags, pennants or banners for a special civic event. Such displays may be erected three (3) weeks prior to the opening of the event and shall be removed one (1) week after completion of the activity.
7. Memorial tablets or commemorative plaques installed by an historical agency, including cornerstones for buildings.
8. Decorations; clearly incidental and customary and commonly associated with any national, local or religious holiday.
9. Flags of any state, nation, government or any other flag:

Each flag may not exceed thirty two (32) square feet per side. Flags must be limited in number and size to be appropriate for and meet the approval of the D.R.A. Flags shall not be flown higher than 10 ft. above the highest point of the building that it is on.