

Sec. 114-1078. Sign permitted in the B2 district.

Illuminated non-flashing identification, business, and advertising signs are permitted in the B2 community shopping district, subject to the following conditions:

(1) *General application.*

a. *Area.* The gross area in square feet of all signs on a zoning lot shall not exceed **two square feet for each lineal foot of building frontage** or one square foot for each lineal foot of lot frontage, whichever results in the larger sign area; however, the maximum total area of all permitted signs for any establishment shall not exceed 300 square feet. Where more than four signs are located on any zoning lot, the fifth such sign and each succeeding sign, respectively, shall reduce the total allowable sign area by 20 per cent.

b. *Projection.* One projecting sign per building, to project no more than five feet horizontally from the building; and such sign must have a minimum clearance of eight feet above a public sidewalk and 15 feet above driveways or alleys.

c. *Height.* No sign shall project higher than 25 feet above curb level.

d. *Conditional use.* Advertising signs shall be conditional uses subject to the terms of this chapter and such additional conditions deemed necessary by the common council to safeguard public health, safety and welfare.