7.7 *Off-Premise Signs*

Off-Premise Signs shall be permitted in GC and I-4 *Districts* provided the *Signs* and their supports, uprights, bracing and framework are of steel construction; they are not located within six hundred (600) feet of the *Proposed Right-of-Way* of any *Gateway Corridor*; they are not located within six hundred (600) feet of a Residential *District*; and they comply with the following regulations:

A. Type.

The following type of *Off-Premise Signs* shall be permitted: *Pylon Signs* and *Pole Signs*.

B. Number.

Off-Premise Signs shall not contain more than two (2) *Signs* per *Sign Surface*.

C. Maximum *Sign Surface Area*.

The maximum *Sign Surface Area* of *Off-Premise Signs* shall be three hundred (300) square feet.

Exception - Temporary extensions or embellishments integrally incorporated into the *Sign Surface* having a vertical height of no more than four (4) feet above the top of a *Sign*; a maximum horizontal dimension of no more than one (1) foot beyond the sides of the *Sign*; and, a maximum vertical dimension of one (1) foot below the bottom of the *Sign*, shall be allowed.

D. *Minimum Setback*.

The *Minimum Front Setback* for *Off-Premise Signs* shall be sixty (60) feet from the *Proposed Right-of-Way*.

E. Maximum Height.

Off-Premise Signs may have a maximum height of up to four (4) feet above *Grade* when located at the *Minimum Side Setback* or *Minimum Rear Setback*. The maximum height may be increased by one (1) foot in height for each additional one (1) foot of *Setback* from the *Minimum Side Setback* or *Minimum Rear Setback* until the maximum height allowed for an *Off-Premise Sign* is reached.

The maximum height of a *Pylon Sign* shall be six (6) feet in height above *Grade* and the maximum height of a *Pole Sign* shall be thirty-five (35) feet in height above *Grade*.

F. Spacing.

The minimum distance between *Off-Premise Signs* shall be as specified below.

1. Linear Spacing - The minimum distance between *Off-Premise Signs* located along and oriented towards the same side of a *Public Street* shall be two thousand five hundred (2,500) linear feet subject to the following:

   a. The spacing requirement shall be applied equally to both sides of the *Street* at the same time regardless of whether the *Off-Premise Signs* are on the same side of the *Street*;

   b. The spacing requirement shall be applied continuously along a *Street* to all *Off-Premise Signs* oriented towards that *Street* in either direction whether the *Off-Premise Signs* are in the same block or are in different blocks separated by an intersecting *Street*;

   c. For purposes of applying the spacing requirement to *Off-Premise Signs*, *Ground Signs* and *Pole Signs* shall be treated the same, whether double-faced or single-faced; and

   d. *Off-Premise Signs* located at the same intersection are not in violation of the minimum spacing requirement specified herein, because of their nearness to one another if they are located so that their messages are directed towards traffic flowing in different directions.

2. Measurement of Linear Spacing - The method of measurement of the spacing between *Off-Premise Signs* oriented towards the same *Street* shall be along the centerline of the *Street* to which the *Off-Premise Sign* is oriented from the point in the *Street's* centerline closest to the leading edge of the *Off-Premise Sign*.

3. Radial Spacing - In no event shall an *Off-Premise Sign* be closer than one thousand (1,000) feet from any other *Off-Premise Sign* regardless of location or orientation.