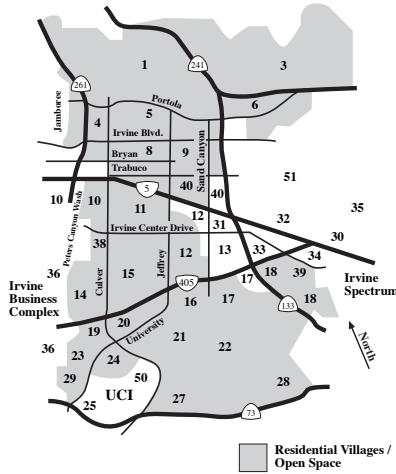


**SIGN TYPE #23
BUSINESS IDENTIFICATION WALL SIGN
ON A HIGH-RISE OFFICE/HOTEL BUILDING**



- Sign Purpose: Permanent wall sign at an office or hotel building which is greater than two stories high.
- Sign Use: Only allowed to identify a building occupant.
- Sign Location: Parapet Sign: On building wall above top row of windows. Parallel to the wall.
Eyebrow Sign: On building wall between row of windows on first floor and row of windows on second floor. Parallel to the wall.
- Maximum Number: Parapet Sign: Two signs per building on opposite elevations.
Eyebrow Sign: Four signs per building.
- Maximum Parapet Sign Size: Up to 80% of frontage; and up to:

Building Height	Maximum Letter Height	Maximum Symbol Height	Sign Area Per Elevation
3 stories	34 inches	54 inches	175 square feet
4 stories	36 inches	58 inches	200 square feet
5 stories	40 inches	64 inches	225 square feet
6 stories	45 inches	72 inches	250 square feet
7 stories	50 inches	80 inches	275 square feet
8—9 stories	60 inches	96 inches	300 square feet
10—12 stories	72 inches	108 inches	350 square feet
13—15 stories	84 inches	120 inches	400 square feet
16+ stories	96 inches or as determined by sign program	132 inches or as determined by sign program	450 square feet or as determined by sign program

Blank space around the sign copy equal to one-half the height of the tallest letter must be provided. This space must occur on the same wall surface without interruption by reveals or projections. (Exceptions to the maximum sign height may be granted for registered trademarks, if the average sign height is no greater than the maximum permitted sign height and if the sign is located no closer than one half average letter height to any building edge).

- Maximum Eyebrow Sign Height: Up to 40 square feet and up to 18 inches with one-half tallest letter of blank wall space around sign copy.
- Sign Copy: Only individual letters of a business name or individual letters and adjacent logo (with or without text). Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited. An independent business logo may be displayed on a building elevation only if the individual letters of the business name are displayed on the building elevation(s) visible from the main or major roadways. Any sign displayed in a language other than English shall be displayed in English as well.
- Sign Material: Only individual letters of a business name or individual letters and adjacent logo (with or without text). Cabinet signs, can signs, and cloud signs are not allowed, except for minor cabinet signs with opaque backgrounds that are adjacent to larger individual letters, maximum size 5 square feet. Text may be allowed within the logo only if text is part of the official business name.
- Sign Illumination: Internally- or externally-illuminated. Exposed neon is prohibited. Exposed raceways are prohibited.
- Permit Required? Yes