

LAND MANAGEMENT CODE
2018 COMPREHENSIVE UPDATE PROPOSALS
REVISION OF SIGNS SECTION
October 24, 2018

Introduction and narrative in normal black type.
Existing text to be unchanged in normal blue type.
~~Existing text to be deleted in normal blue strikeout.~~
Proposed new text in blue bold italics.

This proposal is for the comprehensive revision of Section I of the Zoning Article to address recent legal decisions on sign regulations that are based on content, and to make other “housekeeping” adjustments to this Section.

Justification: It appears that the City’s regulations on signage would not withstand a legal challenge on the basis of a recent United States Supreme Court decision (*Reed v. Town of Gilbert, Arizona*). Code Enforcement has not been enforcing our regulations on temporary signage until we can adopt “Gilbert-compliant” revisions.

The amendments proposed herein are mostly drawn from Gilbert’s amendments to their own sign code after having lost a defense of their previously existing ordinance in the U.S. Supreme Court. A one sentence summary of the decision could be described as “regulation of signage can focus on size, number, and other non-message issues, but cannot in any substantial way address content.” A sign in someone’s front yard saying “protect the First Amendment” must be treated the same as a real estate sign posted advertising the property for sale. The Town of Gilbert’s new sign code is extensive (about 50 pages). Hagerstown does not have the resources to administer a 50-page sign code. The below suggested amendments are a consolidation of their adopted changes to fit within Hagerstown’s needs and ordinance structure.

At the Commission’s direction, all references to ‘graphics’ shall be changed to ‘signs.’

Article 4. Zoning
I - ~~Graphics~~. Signs.

New Subsection 1 – Purpose and Intent

It is the purpose of this Section to promote the public health, safety and general welfare through reasonable, consistent and non-discriminatory sign standards. The sign regulations in this Section are not intended to censor speech or to regulate viewpoints, but instead are intended to regulate the secondary effects of signs that may adversely impact aesthetics and traffic and pedestrian safety. These signs regulations are designed to serve substantial governmental interests such as traffic safety, enhancement of the beauty of the landscape and the unique character of the City’s commercial, mixed-use and residential areas, protect and increase property values within the City, protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs and to safeguard pedestrians and motorists of the City from damage or injury caused by the distractions and obstructions which are caused by improperly situated signs.

In order to preserve and promote the City of Hagerstown as a desirable community in which to live, visit, work, play and do business, a pleasing, visually attractive and safe environment is of foremost importance. The regulation of signs within the City is a highly contributive means by which to achieve this desired end. Further it continues to be the purpose of this Section to promote optimum conditions for serving signs owners’ needs and respecting their rights to identification while balancing the aesthetic and safety interests of the community. The regulation of signs within the City of Hagerstown is necessary and in the

public interest, and these regulations have been prepared with the intent of enhancing the visual environment of the City and promoting its continued well-being, and are intended more specifically to address:

- a. *Aesthetics. Maintain and enhance the unique character, aesthetic environment, and quality of the City of Hagerstown, that will attract commerce, businesses, economic development, residents and visitors; to preserve, conserve, protect, and enhance the aesthetic quality and scenic beauty of all zoning districts of the City; and to assure that the benefits derived from the expenditure of public funds for the improvement and beautification of streets, sidewalks, public parks, public rights-of-way, and other public places and spaces, are protected by exercising reasonable controls over the physical characteristics and structural design of signs.*
- b. *Traffic and Pedestrian Safety. Maintain and improve traffic and pedestrian safety through properly located signs; to regulate signs in a manner so as to not interfere with, obstruct the vision of, or distract motorists, bicyclists or pedestrians;*
- c. *Economic Development. Promote economic development and the value of non-residential properties, through sensitivity to surrounding land uses and maintaining an attractive community appearance.*
- d. *Effective Communication. Encourage signs which are clear and legible; to encourage the effective use of signs as a means of communication;*
- e. *Zoning District Considerations and Historical Character. Encourage and allow signs that are appropriate to the zoning district in which they are located and to protect and enhance the historical character of the City’s commercial and residential historic district through compliance with adopted design guidelines for work in those historic districts;*
- f. *Identification of Goods and Services. Aid the public and private sectors in effectively identifying the location of goods and services;*
- g. *Compatibility with Surroundings. Allow signs that are compatible with their surroundings and aid orientation, while precluding the placement of signs that contribute to signs clutter or that conceal or obstruct adjacent land uses or signs; to preclude signs from conflicting with the principal permitted use of the site and adjoining sites; and to minimize the possible adverse effect of signs on nearby public and private property;*
- h. *Reduction of Visual Clutter. Reduce visual clutter that may otherwise be caused by the proliferation, improper placement, illumination, animation, excessive height, and excessive size (area) of signs which compete for the attention of pedestrian and vehicular traffic;*
- i. *Property Values. Protect property values by precluding, to the maximum extent possible, sign types that create a nuisance to the occupancy or use of other properties as a result of their physical characteristics such as their size (area), height, number, illumination and movement; and to protect property values by ensuring that the number of signs are in harmony with buildings, neighborhoods, and conforming signs in the area;*
- j. *Enforcement. Enable the fair and consistent enforcement of these signs regulations; and to provide standards regarding the non-communicative aspects of signs, which are consistent with local, county, state and federal law.*

4.2. Minimum Standards, Prohibitions and Applicability.

- a. **Minimum Standards.** (no changes to this subsection except for changing ‘graphics’ to ‘signs.’)
- b. **Prohibitions.**

The following types of signs are not permitted:

- (1) Animation, bare bulbs, or flashing illumination or imagery. All lighting shall be steady, stationary, and/or shielded light sources directed solely onto the message.

The prohibition of bare-bulbs shall not prohibit the use of decorative neon tube lighting used:

- (a) in straight sections used only to highlight architectural features (and such use shall not be counted toward sign area), and/or
- (b) when formed into shapes with the intended use of signage (and such use shall be counted toward sign area).

- (2) Roof-mounted ~~graphics signs~~ and temporary portable ~~street-graphics signs~~, except as permitted in Subsection 3.b(2) below.
- (3) Temporary ~~graphics signs~~, except as enumerated in Subsection 6, below.
- (4) Streamers, pennants, *flying banners, blade signs, signs that use fans or natural wind or air movement to generate movement*, and similar products are prohibited.

Moved to become section h of the Temporary Signs section. Renumber (5) through (9) here as (4) through (8).

- (5) ~~Graphics Signs~~ on or attached to stationary equipment, such as vehicles, trailers, storage containers, etc., when ~~signing conveying information or a message~~ is the apparent principle use of the equipment on either a temporary or permanent basis.
- (6) ~~Graphics Signs~~ placed in the public street or alley right-of-way of the City of Hagerstown, unless approved by the City of Hagerstown under Chapter 216, Streets and Sidewalks, of the Code. This provision does not apply to portable non-illuminated, changeable message board signs for businesses located in buildings with zero setback, as described in Subsection ~~23~~.b(2) below.
- (7) ~~Graphics Signs~~ positioned so that it obstructs traffic visibility along streets as determined by the City Engineer.
- (8) Window ~~graphics signs~~ applied to the surface of a glass door that create a solid background *over more than 50% of the glass surface* which prevents views into occupied ~~storefront~~ *commercial or institutional* space.
- (9) ~~Graphics Signs~~ for Home Workstations, *which by definition are accessory residential uses*.

- c. **Off-Premise Signs.** This section of Article 4 does not apply to ~~graphics signs~~ advertising products or businesses located off the premises where the ~~graphic sign~~ is located, commonly known as billboards or off-premise signs. Such ~~graphics signs~~ are regulated under Chapter 204, Signs.

2- 3. Measuring ~~Graphics Signs~~ and Building Frontages.

- a. **Procedures for Measuring ~~Graphics Signs~~.**

Channel letter ~~graphics signs~~ (individual or raceway mounted): measure around outside edge of letters, but do not include descenders of letters. Logos shall be included in measurements for area maximums.

b. ~~Graphics~~ Signs Excluded From Maximum Area Requirements.

- (1) Window ~~graphics~~ signs. *When the property is located in a historic district or is a landmark property, see additional standards that are contained in the duly adopted Design Guidelines approved by the Historic District Commission and the Mayor and City Council.*
- (2) Portable non-illuminated, changeable message board ~~graphics~~ signs for street level ~~businesses~~ *occupants and uses*, provided:
 - i. The ~~graphic~~ sign must be placed within the vicinity of the entry door to the ~~storefront~~ *use and occupied space*;
 - ii. The ~~graphic~~ sign shall be taken in when the business *or use* is closed;
 - iii. The maximum size for these ~~graphics~~ signs is 6 square feet per side;
 - iv. The ~~graphics~~ signs shall be limited to one per business *or use*.
- (3) Wall-mounted directory ~~graphics~~ signs for multiple ~~tenant~~ *use* buildings, provided:
 - i. ~~Graphics~~ Signs shall be located beside the entry door;
 - ii. The maximum size for directory ~~graphics~~ signs is 12 square feet.
- (4) Entrance, exit, and other parking lot directional ~~graphics~~ signs along internal road or driveway networks of development.
- (5) Cornerstones not of an advertising nature built into or attached to a wall of a building.
- (6) Historic interpretive markers, *up to three per building or parcel, each not exceeding 6 square feet in area, and designed and constructed on the template used by the City of Hagerstown.*
- ~~(7) Subdivision or development identification signs.~~
- ~~(8)~~ (7) Government ~~graphics~~ signs: ~~Graphics~~ Signs of any size or shape erected by or under the direction of any governmental body or agency in any location for the purpose of promotion, identification, direction, safety, or convenience of the public. *However, unless pre-empted by State or Federal law, such signs are subject to review and approval by the Historic District Commission when located in a historic district or landmark overlay zoning district.*
- ~~(9)~~ (8) Theater Marquees in the CC-MU District: Historically, the theaters in the CC-MU district had *large* marquees projecting over the sidewalk to promote the *theater and the* theater's upcoming events. As marquee graphics are a character defining feature of downtown theaters and are crucial to their success, *and to the success of uses occupying historic former theaters which are character defining features of the Downtown Historic District*, the continued use of theater marquees in the CC-MU is a public goal. In order to allow that tradition to continue, approval of any new theater marquee and associated ~~graphics~~ signs and any replacement or reconstruction of a marquee to serve the needs of a use reoccupying a building formerly used as a theater will be by the Historic District Commission on a case by case basis considering *the historic nature of an existing building or, in the case of a new theater building, the historic precedent for such signs in the downtown historic district.*
- ~~(10)~~ (9) Gasoline Price Signs As Required by Maryland Law: *Maryland law requires the price of gasoline be posted on properties where it is sold, and sets minimum standards for such posting. Signs posting the price of gasoline shall not be included in the calculation of permitted sign area up to the minimum required by State Law. That which exceeds the minimum area required by State Law shall be included in the calculation of sign area.*

~~The minimum size and required posting of graphics informing the public of gasoline sales prices in accordance with Maryland law shall not be calculated for the purpose of maximum graphic area. That which exceeds the minimum required by Maryland law shall be included in the maximum graphic area.~~

(10) *Building or house address number sign, as may be required by City Code for emergency services purposes.*

c. **Procedures for Measuring Building Frontage.** Staff note: no change.

3. 4. Maximum Number of Graphics Signs Permitted.

- a. **Maximum Number of Signs.** No limitation on number of wall-mounted ~~graphics signs~~ provided ~~square footage of total~~ *the total area of all wall-mounted signs* falls within maximums prescribed for that district.
- b. **Multiple Occupant Buildings.** If *a* building contains multiple ~~tenants~~ *non-residential occupants* (e.g., office buildings, downtown commercial buildings), total wall mounted ~~graphic sign~~ *graphic sign* area is limited to formula prescribed for the entire building (e.g., if cap for building is 30 square feet, the total for all signs must add up to 30 or less square feet in area).
- c. **Freestanding Graphics Signs.** No more than one freestanding ~~graphic sign~~ *graphic sign* installation per building or shopping center per each street or highway on which the building has frontage. Each pad site in a shopping centers (correct plural reference) shall be permitted one freestanding ~~graphic sign~~ *graphic sign* installation.

4. 5. Graphic Dimensional and Design Requirements for Signs.

Site plan applicants are required to present a Program for ~~Graphics Signs~~ *Signs* as part of a required site plan that integrates the design of ~~graphics signs~~ *signs* with the design of the building (and/or development) on which they will be displayed and with the surrounding area. An office park may display no more than one freestanding ~~graphic sign~~ *sign* to identify the park at each exit and entrance. The style, color and materials of ~~graphics signs~~ *signs* shall be consistent with other ~~graphics signs~~ *signs* on the property and with the main structure.

Regardless of whether a signs installation is part of a project that requires a site plan, dimensional and design requirements are as follows:

a. **Freestanding Graphics Signs.**

Zoning District	Maximum Height (feet)	Maximum Area (square feet)	Maximum area per installation for commercially zoned sections of Dual Highway, Wesel Boulevard and Potomac Avenue north of Northern Avenue (square feet)
RMOD, RMED, RH*	10	36 for buildings set back 25 feet or less from the street, 48 for buildings set back more than 25 feet from the street.	NA
RO*, N-MU, CC-MU, CL, C, LC	10	40	NA
CG, CR, POM	30	100, <i>however the maximum area per installation for commercially zoned sections of Dual Highway, Wesel Boulevard and Potomac</i>	150

		<i>Avenue north of Northern Avenue shall not exceed 150.</i>	
AT, I-MU	10	100	NA
IR, IG	30	100	NA

* For permitted non-residential uses (excluding home workstations)

All permit applications for freestanding signs shall include a plan for landscaping the base of the sign, which shall include, but is not limited to, low lying shrubs, flower and other plantings. Such plantings shall be maintained and kept in presentable condition. Failure to maintain landscaping as approved as part of the permit for the sign shall constitute a violation of this Article.

b. **Flush, Wall-Mounted ~~Graphic~~ Signs.**

Zoning District	Maximum Cumulative Area 50 feet or less of building or strip store frontage (square feet)	Maximum Cumulative Area More than 50 feet of building or strip store frontage (square feet)
RMOD, RMED, RH*	1 per each linear foot of building frontage	1.5 per linear foot of building frontage
RO*, N-MU, CC-MU, CL, C, LC	1 per each linear foot of building frontage	1 per linear foot of building frontage
CG, CR, POM, IR, IG, I-MU, AT	1.5 per linear foot of building frontage	2 per linear foot of building frontage

* For permitted non-residential uses (excluding home workstations)

c. **Projecting ~~Graphic~~ Signs.** No ~~graphic~~ sign shall project more than 52 inches from the building wall or within two feet of the curb line. Dimensional and Design Requirements are as follows for all zoning districts, including non-residential uses in RH and RO Districts (not home workstations):

Maximum area for storefront or strip store tenant occupant	8 square feet
Maximum area for single-user building and for upper floor tenants occupant in multi-use buildings	No more than one 36-square foot vertically oriented sign per building frontage
Minimum vertical clearance	8 feet
Maximum vertical clearance	Below the second floor for storefront tenants occupants and below the roof line for upper floor tenants occupants and single-user buildings

d. *Each dwelling unit may have one (1) permanent wall or freestanding sign not to exceed three (3) square feet in size and not to exceed two (2) feet in height if placed as a freestanding sign. Such sign shall not be used as an off-premise sign as described herein and regulated in Chapter 204 of the City Code, nor shall be used to identify the presence of a residential accessory use home occupation.*

d. e. **Secondary Changeable Copy/Image ~~Graphic~~ Signs.**

- (1) For freestanding ~~graphic~~ sign installations, secondary changeable copy/image ~~graphics~~ signs shall be located on the same base as the primary freestanding ~~graphic~~ sign.

- (2) Shall be subject to the total area maximums identified in the preceding subsections for ~~graphics signs~~.
- (3) ~~Graphics Signs~~ which automatically change messages or copy electronically must be set to maintain the image for a minimum of ten seconds in residential districts and six seconds in all other districts. In the residential districts, such ~~graphics signs~~ shall be locked in a single image between the hours of 10:00 p.m. and 6:00 a.m. *Message changing shall be instantaneous. Also, see prohibitions in Subsection 2.b(1) above regarding flashing and animation.*
- (4) All digital ~~graphics signs~~ shall be equipped with automatic dimming capabilities that adjust the brightness to the ambient light at all times of the day and night.

5. 6. Temporary ~~Graphics Signs~~.

The following requirements shall be applied to temporary signs. These regulations shall be applied separately from and in addition to more permanent signs as described in Subsection 4 above. Temporary ~~graphics signs~~ shall be non-illuminated and limited to the following types:

- ~~a. Construction graphics, which identify the architects, engineers, contractors and other individuals or firms involved with the construction occurring on the premises on which the graphic is displayed. Such graphics shall be removed upon issuance of a certificate of occupancy for the development.~~
- ~~b. Real estate graphics, advertising the sale, rental or lease of the premises or part of the premises on which the graphic is displayed. Such graphics shall be removed upon execution of a lease or contract of sale.~~
- ~~c. Political and social graphics announcing the candidates seeking public political office or other information pertinent thereto, or related to a ballot initiative, or promoting a social or political viewpoint.~~
- ~~d. Graphics advertising only the name, date, time and place of any bona fide fair, festival, bazaar or similar event, when conducted by a public agency or for the benefit of any civic, fraternal, religious or charitable cause; provided that all such graphics shall be posted no earlier than 30 days before the event and removed within 24 hours after the last day of the event to which they pertain. Such graphics shall not be posted on exclusively residential use properties unless the event is occurring on that property. Such graphics may contain the logo(s) of event sponsor(s).~~
- ~~e. Building mounted grand opening graphics for uses permitted by Section Z of this Article, provided that such graphics shall not be displayed more than one time for up to 10 days.~~
- ~~f. Seasonal decorations that serve no advertising purpose other than celebrating the holiday or observance.~~
- ~~g. Change of business name banners/hoods/covers over existing building mounted and freestanding graphics, while new graphics are being manufactured provided that such graphic or graphics shall not be displayed for more than eight weeks and shall not exceed the permitted graphic area for that site, subject to an approved building or zoning permit.~~
- ~~h. Yard sale graphics on properties containing legal residential uses, provided that such graphics shall be displayed only up to eight days before and on the day of the event and only on the property holding the event. The maximum graphic area shall be eight square feet.~~

~~i. Graphics for approved temporary businesses, subject to size limitations for that district, provided that all such graphics shall be removed when the temporary business approval expires.~~

a. General Criteria for Temporary Signs.

A temporary sign is unlawful if it does not meet the criteria established for the zoning district in which the temporary sign is located, as set forth and described in this subsection. However, these general criteria and limitations do not apply to portable non-illuminated, changeable message board signs, banner signs, flying banner signs, flags and umbrella signs which are separately regulated or prohibited elsewhere in this section.

<i>General Criteria for Temporary Signs</i>		
<i>Zoning District</i>	<i>RMOD, RMED, RH, RO and residential uses in PUD Development</i>	<i>All other zoning districts and non-residential uses in the RMOD, RMED, RH and RO zoning districts and commercial areas of PUD Development</i>
<i>Maximum number of signs per parcel</i>	<i>3</i>	<i>3</i>
<i>Maximum area of each sign</i>	<i>6 square feet</i>	<i>32 square feet</i>
<i>Height maximum for a freestanding sign</i>	<i>6 feet</i>	<i>6 feet</i>
<i>Height maximum for a wall sign (inclusive of a window sign)</i>	<i>6 feet</i>	<i>15 feet</i>
<i>Minimum setback from right of way</i>	<i>None, but shall be kept out of public rights of way.</i>	<i>None, but shall be kept out of public rights of way.</i>

Each residential use with at least one principal structure may place up to six offsite temporary signs on private property for the purpose of directing the public to a residential activity (e.g. real estate open house, garage/yard sale, estate sale). Said signs shall be displayed only during the hours that the residence is open for public inspection and shall not exceed 6 sq. ft. in area per graphic. The permission of the property owner shall be obtained before placing such signs.

b. Construction and Development Projects and the Sale of Unimproved Tracts of Two Acres or Greater Intended for Development. Signs associated with a construction project or residential development or subdivision, which identify the architects, engineers, contractors and other individuals or firms involved with the construction, and/or marketing agents associated with selling or leasing the premises under development shall be permitted on the premises. Also, signs placed on an unimproved tract that is for sale with the intent or potential for development shall also be permitted under this section. Such signs shall be removed upon issuance of a certificate of occupancy for the development. Signs advertising the tract for sale shall be removed upon settlement of the sale. Requirements are as follows:

- Maximum Sign Area: 100 square feet per public street frontage*
- Minimum Distance from Rights of Way: None*
- Lighting or Illumination Permitted: No*
- Permitted in Public Rights of Way: No, unless a license agreement is issued by the Department of Parks and Engineering*
- Movement or Animation Permitted: No*

- c. *Temporary Banner Signs. Banner Signs are permitted in all zoning districts, but may be placed in residential zoning districts only in conjunction with non-residential uses. Banner signs are unlawful if they do not meet the criteria and limitations set forth in the following table: NOTE: This implies on-site only.*

<i>Temporary Banner Signs</i>	
<i>Maximum Number of Banner Signs Per Parcel or Use</i>	<i>One</i>
<i>Maximum Sign Area</i>	<i>Occupancies: Up to 5,000 sq. ft. - 40 square feet 5,001 sq. ft. to 15,000 sq. ft. – 80 square feet 15,001 sq. ft. to 50,000 sq. ft. – 120 square feet Greater than 50,001 sq. ft. – 180 square feet</i>
<i>Sign Height Maximum if displayed as a Freestanding Sign</i>	<i>8 feet</i>
<i>Minimum Sign Setback if displayed as a Freestanding Signs</i>	<i>3 feet</i>
<i>Minimum Spacing from any Other Sign (Temporary Sign or a Permanent Sign)</i>	<i>15 feet</i>
<i>Permit Required</i>	<i>As determined by Permits Office</i>
<i>Incorporation of Florescent Color or Exhibition of Florescence Allowed</i>	<i>No</i>
<i>Allowed on Public Sidewalk / Right of Way</i>	<i>No</i>
<i>Allowed within a Sight Visibility Triangle at an intersection (two streets or a driveway and a street)</i>	<i>No</i>
<i>Duration</i>	<i>No more than 120 days per year in the aggregate for all temporary banners.</i>
<i>Duration Allowed After Conclusion of an Event if the Sign Pertains to an Event</i>	<i>1 day</i>
<i>Lighting or Illumination Allowed</i>	<i>No</i>
<i>Movement Allowed</i>	<i>No</i>

- d. *Sign Walkers. It is the intent of this Ordinance not to regulate the use of sign walkers.*
- e. *Umbrella Signs. It is the intent of this Ordinance not to regulate the use of signs on umbrellas used in outdoor dining areas that are not in the public street right of way. Any use of the public ways for such purposes are subject to the authority of the Department of Parks and Engineering.*
- f. *Flags. Unless otherwise required by Maryland law or specified in this Section, a flag flown from a flagpole, bracket or stanchion conveying a commercial or corporate message shall not exceed twenty-four (24) square feet. The flag shall not require a permit or zoning certificate, however requirements for obtaining building permits may apply to the pole, bracket or stanchion.*
- g. *Offsite Temporary Signs on Private Property. Offsite temporary signs are permitted in all zoning districts on unimproved lots or parcels of 1 acre or more subject to the following:*
- Maximum Number of Signs Per Parcel: one*
 - Minimum Size of Unimproved Parcel Required: one acre*
 - Maximum Sign Height: 8 feet*
 - Maximum Sign Area: 32 square feet*
 - Minimum Distance from Public Rights of Way: 10 feet*
 - Minimum Distance from Any other Sign: 100 feet*

Maximum Duration: One year
Lighting, Animation or Movement Permitted: No

- h.* Temporary ~~graphics signs~~ *signs* not permitted in ~~this~~ Subsection 5 shall be removed within 180 days of ~~October 30, 2015~~ Staff note: Insert date of the adoption of this amendment. [ADMINISTRATIVE NOTE: This date is ~~April 27, 2016~~. Staff note: insert date 180 days after the adoption of this amendment]

6.7. Graduated Progress to Conformity and Prohibition of Electronic Message Boards on Nonconforming Freestanding ~~Graphics Signs~~ Signs.

- a. Upon application, the Zoning Administrator may approve a replacement ~~graphic sign~~ *sign* unit on an existing freestanding ~~graphic sign~~ *sign* structure that contains multiple ~~graphics signs~~ *signs* exceeding the total permitted ~~graphic sign~~ *sign* area, provided that the new ~~graphic sign~~ *sign* does not exceed a proportionate share of the total permitted ~~graphic sign~~ *sign* area for the number of businesses on the property. When replaced later, existing ~~graphics signs~~ *signs* for other users on a property shall comply with this standard. When completed and all existing ~~graphics signs~~ *signs* are ultimately replaced, the collective area of the new ~~graphic sign~~ *sign* units shall not exceed the total permitted ~~graphic sign~~ *sign* area.
- b. No electronic ~~graphic sign~~ *sign* shall be added to an existing nonconforming freestanding graphic structure.