

special merchandising, promotions, sales or other related business activities for automobile filling stations and service centers. Such signs shall be by special permit for a display period of not more than thirty (30) continuous days, and for not more than sixty (60) days in one (1) year.

(e) Advertising signs commonly used in retail business shall be limited to placement within display windows, and shall not occupy more than twenty percent (20%) of the window area.

(3) OUTDOOR ADVERTISING SIGNS (BILLBOARDS) IN ACCORDANCE WITH THE REQUIREMENTS OF SECTION 13-327 (G).

Section 13-329.1. Permitted Signs for Planned Commercial Complexes.

Signs for planned commercial complexes within commercial districts shall be permitted as follows, subject to the provisions of this Article:

(1) Signs for Entire Complex

(a) One (1) lighted, multi-faced free-standing sign indicating the name of the complex, and/or the activities taking place therein, and/or a directory of the establishments located therein. Such signs shall not exceed an area of two hundred fifty (250) square feet per face, a total of five hundred (500) square feet in signing area for all faces, and not more than forty feet (40') above grade; such signs shall be located in accordance with an approved site plan.

(b) One (1) lighted double faced sign not exceeding an area of four (4) square feet per face nor more than three and one-half feet (3½') above grade at each vehicular entrance and exit of the parking area.

(c) One (1) lighted directional sign for the purpose of directing pedestrian traffic shall be permitted for each establishment. Such signs shall be located at each pedestrian entry, shall be of uniform design, and shall not exceed an area of one-half (½) square foot per establishment.

(2) Individual Establishments

(a) Identification signs in accordance with the provisions of Section 13-329 (1) (a), (b) and (h).

(b) One (1) double faced identification sign (not exceeding an area of two (2) square feet per face) may be hung from projecting second floors or covered walkways at each entry, giving only the name and major product of the establishment. All such signs within the complex shall be of uniform design and placement in relation to each establishment.

(c) Informational signs in accordance with the provisions of Section 13-329 (1) (d), (u) and (j).

(d) Theater signs in accordance with the provisions of Section 13-329 (1) (e) and (g).