10. "Sign Area" is the entire area within a single, contiguous perimeter enclosing the extreme limits of a sign. The perimeter shall include all elements and ornamentation forming an integral part of the design of the sign and the sign structure. Where the sign is an integral part of a wall or awning, or any other supporting structure, the sign area shall include the smallest rectangular area which includes all letters, designs, logos, and other features and including all intervening and enclosed open spaces. The "sign area" of a double-faced sign is the area of one side only.

**Example #1**  (Signage with Lettering Only)

![Image of sign area example with lettering only]

The red dotted line is considered the “sign area”, the smallest rectangular area which includes all letters, designs or logos.

**Example #2**  (Signage with Lettering and Background Design)

![Image of sign area example with lettering and background design]

The red dotted line is considered the “sign area”, the perimeter which includes ALL elements and ornamentation forming an integral part of the design of the sign.

**Calculation Tip:**

To easily convert inches to square feet, simply times the width (in inches) by the height (in inches) and then divide that total by 144 inches. That will produce your square foot total.

Example: 24in. X 60in. = 1,440 in.  
1,440in. ÷ 144in. = 10sq.ft.