

CITY OF DEL MAR SIGNAGE AREA CALCULATION: HOW-TO

DMMC 30.84.020.10

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)

(window or wall)



A diagram showing a rectangular sign with a red dotted border. The text inside the sign reads: **DMSCO**, **Del Mar Supply Co.**, and **1050 Camino Del Mar**.



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)

(window or wall)



A diagram showing a rectangular sign with a red dotted border. The sign has a blue and white patterned background. The text inside the sign reads: **DMSCO**, **Del Mar Supply Co.**, and **1050 Camino Del Mar**.



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.