

ZONING

120 Attachment 1
Town of Rush

Charts A, B and C
[Added 1-27-2010 by L.L. No. 1-2010]

Setback definition: For the purpose of this article, measured from the edge of the right-of-way.

Chart A

Freestanding signs for:

- Commercial parcels
- Commercial complexes
- Gas stations, motor vehicle service stations

Allowable sign area (per face):

$$\text{Area of sign} = 2 \left(\frac{\text{ground floor area}}{1000} + \frac{\text{primary frontage}}{10} + \frac{\text{secondary frontage}}{25} \right)$$

except that area need not be less than 32 square feet and shall not be greater than 150 square feet.

Chart B

Freestanding signs for:

- Office, research, development, warehousing and industrial:
Complex identification
Individual building identification
- Sports and recreation centers

Allowable sign area (per face):

$$\text{Area of sign} = \frac{\text{ground floor area}}{1000} + \frac{\text{primary frontage}}{100}$$

except that area need not be less than 20 square feet and shall not be greater than 100 square feet.

Chart C

Wall signs

Allowable area:

$$\text{Area of sign} = 0.42 (\text{length of store front}) + 11.6$$

Except that area need not be less than 20 square feet and shall not be greater than 75 square feet. Name plates are not considered part of the allowable sign area.