

**TABLE 23.190
SIGN AREA VERSUS MEASUREMENT DISTANCE
FOR
ELECTRONIC DISPLAY SIGNS**

(Adopted 12/10/13)

On premise signs

AREA OF SIGN (sq. ft)	MEASUREMENT DISTANCE (feet)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71

*For signs with an area in square feet other than those specifically listed in the table the measurement distance may be calculated with the following formula:

Measurement Distance = $\sqrt{\text{Area of Sign (sq. ft)} \times 100}$

Off premise signs

AREA OF SIGN (sq. ft)	MEASUREMENT DISTANCE (feet)
0-100	100
101-350	150
351-650	200
Over 650	250