

Section 11-108. Location in show windows, display windows, door or other windows.

No sign bearing a commercial message, which is visible from the exterior of the building , shall be located or displayed in or from any show window, display window, or door or other window when such sign is so designed or displayed so as to attract attention from the exterior of the building except that:

- A. Temporary paper signs will be permitted as provided under Section [11-101](#).C.
- B. Permanent signs shall be permitted to be installed or affixed to or painted upon any show window, display window, or door or other window as provided for elsewhere in this article as shall be approved by the Board of Architects.
- C. The foregoing shall not prohibit the use of bona fide price tags when such tags are affixed to or attached to merchandise displayed for sale, providing that the size and number of such signs shall be aesthetically in keeping with the building as shall be approved by the Board of Architects.