

CHAPTER 8

SUPPLEMENTARY DISTRICT REGULATIONS

11-808. SIGN REGULATIONS FOR CITY OF SPRINGFIELD

A. TITLE

A section of the Springfield Zoning Ordinance to establish regulations and standards for the construction, maintenance, and removal of signs. This section shall be known as the "Sign Regulations."

B. PURPOSE AND INTENT

- (1) Signs constitute a separate and distinct use of the land upon which they are placed and affect the use of adjacent streets, sidewalks, and property.
- (2) The purpose of our comprehensive sign plan is to create a uniform, easily understood, and very defined set of standards controlling all exterior signage. Our defined parameters are; to protect the general public health, safety, convenience, and welfare; to reduce traffic hazards caused by unregulated signs which may distract, confuse, and impair the visibility of motorists and pedestrians; to ensure the effectiveness of public traffic signs and signals; to protect the public investment in streets, highways, and other public improvements; to facilitate the creation of an attractive and harmonious community; to protect property values; and to further economic development.

C. APPLICABILITY

These sign regulations shall apply to all exterior signs and signs that are visible from the outside within Springfield city limits.

D. DEFINITIONS (for Sign Regulations only)

Abandoned Sign: Any sign in which the functions of direction, message, and/or identification of a bona fide business, lessor, owner, product or activity conducted or product available are obsolete.

Administrator: The Community Development Director or their designee whose responsibility it is to administer the provisions of these regulations. These activities may include, but are not limited to, reviewing applications for sign permits, corresponding and/or meeting with applicants, issuing and denying sign permits, inspecting signs, and interpreting and enforcing the provisions of these regulations.

Anchor Stores: Commercial structures of 30,000 square feet or greater, including grocery, department, home supply, or electronic stores.

Awning: Any non-rigid material such as fabric or flexible plastic that is supported by or stretched over a frame that is attached to an exterior wall.

Awning Sign: A sign placed directly on the surface of an awning.

Banner: A sign that is mounted on or attached to a non-rigid surface such as cloth, fabric, or paper.

Big-box Stores: Commercial structures of typically 50,000 square feet or greater, including grocery, department, home supply, or electronic stores.

Billboard: See off-premise sign.

Bulletin Board Sign: A particular type of changeable copy sign that displays copy in a casement made of glass or Plexiglas.

Canopy: An extension of the roof of a building or a freestanding structure that has a roof with support, but no walls.

Canopy Sign: A sign attached to a canopy.

Changeable Copy Sign: A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or surface of the sign.

Copy: The characters, letters, or illustrations displayed on a sign face.

Directional Sign: A sign that provides on-site directional assistance for the convenience of the public such as location of exits, entrances, and parking lots.

Directory Sign: A sign, which displays the names and/or addresses of the establishments or uses of a building or group of buildings.

Electronic Message Sign: A sign conveying a computerized, changeable, message and consisting of panels of individually illuminated lights controlled by a central computer panel and shall be included in total allowable square footage allowed.

Freestanding Sign: The general term for any on-site sign, which is supported from the ground and not attached to a building.

Frontage, Building: The length of a building that faces a public street.

Frontage, Lot: The length of that part of a zoning lot that fronts a public street.

Illegal Sign: A sign that was constructed in violation of regulations that existed at the time it was built.

Illuminated Sign: A sign illuminated in any manner by an artificial light source, whether internally or externally lit.

Major Office/Industrial Structures: Single office/mixed use structures of 10,000 square feet or greater, or single industrial structures of 50,000 square feet or greater.

Mansard: An inclined decorative roof-like projection that is attached to an exterior building façade.

Marquee: A permanent structure other than a roof attached to, supported by, and projecting from a building and providing protection from natural elements.

Marquee Sign: A sign attached to and made part of a marquee or any other similar projection from a building.

Monument Sign: A freestanding sign with a base affixed to the ground, which measures at least two-thirds, the horizontal length of the sign.

Nonconforming Sign: A sign that met all legal requirements when constructed but that is not in compliance with current regulations. An illegal sign is not a nonconforming sign.

Obscene Sign: Any sign that exhibits statements, words, or pictures of an obscene nature, as defined by the United States Supreme Court. (*Amended by Ordinance 15-12*)

Off-Premise Sign: Any sign, which is not located on the premises that it identifies or advertises.

Pole Sign: A freestanding sign with a base at least seven (7) feet above the ground which is supported from the ground by a pole or a similar support structure of narrow width.

Portable Sign: A sign that is not permanently affixed to a building, structure, or the ground or designed to be permanently affixed to a building, structure, or the ground.

Projecting Sign: A sign which is supported by an exterior wall of a building and which is displayed perpendicular to the face of the building.

Sight Distance Triangle: The land adjoining a street intersection that is kept clear of obstructions between three and seven feet above ground to protect the visibility and safety of motorists and pedestrians. The protected sight distance area is the triangle with legs that are the intersecting flow lines of two streets at an intersection. Where local streets meet, the legs shall extend 35 feet away from the intersection of the flow lines. Where collector or arterial streets meet, the legs shall extend 45 feet away from the intersection of the flow lines.

Sign: Any device situated outdoors that displays letters, characters, or graphics to identify a land use or attract the public's attention.

Temporary Sign: A sign that is displayed only for a specified period of time.

Wall Sign: A sign painted on or attached to a wall of a building and parallel to the wall.

Window Sign: Any signage inside or outside displayed & visible from outside for advertisement is included in allowable sign square footage.

E. ADMINISTRATION

The Community Development Director or their designee shall have the responsibility and full authority to administer and enforce all provisions of these regulations, other than those

provisions specifically reserved for the authority of the Springfield Municipal or Regional Board of Zoning Appeals.

F. PERMIT PROCEDURES

(1) **Permit Required:** No sign or sign structure, except as provided in Sections (J) (exempt signs) and (O) (nonconforming signs), shall be erected, displayed, altered, relocated, or replaced until a sign permit has been issued. For the purposes of these regulations, all signs except for temporary signs are considered accessory uses of real property and shall only be permitted and located on the premises of the principal use to which they pertain. No permit for a sign, except temporary signs meeting the requirements of this section, shall be issued for a sign unless the primary use of the property has been established under the provisions of the zoning ordinance. *(Amended by Ordinance 15-12)*

(2) **Permit Application:** Applications for sign permits shall be submitted on a form provided by the Administrator and shall contain or have attached at a minimum the following information in either written or graphic form:

- (a) Application date.
- (b) Name, address, and telephone number of the sign owner and, if different, the owner of the land on which the sign will be erected.
- (c) Address of the property where the sign or sign structure will be erected.
- (d) Signature(s) of the sign owner and, if different, the owner of the land on which the sign will be displayed.
- (e) Location of the sign on the property in relation to lot lines, buildings, sidewalks, streets, public rights of way, and intersections.
- (f) Type of sign (e.g., monument, wall) and general description of structural design and construction materials.
- (g) Drawing(s) of the proposed sign which shall contain specifications indicating height, perimeter, and area dimensions, means of support, method of illumination if any, and any other significant aspect of the proposed sign.
- (h) Any other information requested by the Administrator in order to carry out the purpose and intent of these regulations.

(3) **Permit Review, Issuance, and Recording:** The Community Development Director or their designee shall examine all sign permit applications. Permit applicants shall be

issued a copy of the original permit application, with approval and approval date noted, for all signs, which conform to the requirements of these regulations. Such approved applications shall serve as sign permits. The Administrator shall maintain a record of all sign permit applications with notations of approval or disapproval. All sign permits shall be dated and numbered in the order of their issuance.

- (4) **Inspections:** A final inspection by the Community Development Director or their designee shall be completed after installation of all approved signs. Any discrepancies between an approved sign and a sign as constructed shall be identified in writing and may result in the halt of construction or sign removal, if so, ordered by the Administrator.
- (5) **Complaints and Revocations:** The Community Development Director or their designee shall investigate any complaints of violations of these regulations and may revoke a permit if there is any violation of the provisions of these regulations or there was misrepresentation of any material facts in either the application or plans.
- (6) **Fees:** Each application for a sign permit shall be accompanied by the applicable fees, which shall be established by the Board of Mayor and Aldermen of the city from time to time by Ordinance.

G. EXPIRATION OF SIGN PERMITS

If an approved sign is not erected within a period of 12 months from the date the permit was originally issued, the permit shall expire and become null and void.

H. REMOVAL

- (1) **Illegal Signs:** The Community Development Director or their designee may remove or order the removal of any sign not in conformance with the provisions of these regulations, at the expense of the sign owner or lessor.
- (2) **Immediate Peril:** If the Community Development Director or their designee shall find any sign, which is an immediate peril to persons or property, the sign, shall be removed. If the Community Development Director or their designee cannot locate the sign owner or lessor for immediate removal of the sign, he shall remove or order the removal of the sign at the expense of the sign owner or lessor.

- (3) **Abandoned signs:** The Community Development Director or their designee shall require a sign to be removed within 90 days of it becoming an abandoned sign.

I. VARIANCES, ADMINISTRATIVE REVIEW AND CONDITIONAL USES

- (1) The Board of Zoning Appeals may make reviews, authorize conditional uses and grant variances for any sign as authorized by Sections 11-1304, 11-1305 and 11-1306 of the Springfield Zoning Ordinance and 13-7-207 of Tennessee Code Annotated.
- (2) **Procedures:** All requests for variances must be filed with the Board of Zoning Appeals within 30 days of the decision by the Community Development Director or their designee.

J. EXEMPT SIGNS

Sign permits shall not be required for the following:

Addressing and Name of Resident: Signs indicating address and/or name of residential occupants of the premises, not exceeding two square feet in area, and not including any commercial advertising or identification.

Artwork: Works of art that do not include any commercial messages or references and not to be included as part of the allowable square footage.

Decals: Decals affixed to windows or door glass panes, such as indicating membership in a business group or credit cards accepted at the establishments.

Directional Signs:

- (1) Signs giving on-site directional assistance for the convenience of the public, not exceeding two square feet in area or located closer than five feet to any property line. Directional signs may be internally lit or illuminated by white light only.
- (2) Church off-premise directional signs shall be located on private property and only with the owner's permission and limited to (2) two signs per church.

Flags, Emblems, Insignia, and Banners: of any governmental agency or religious, charitable, public or non-profit organization, subject to the following: No single flag that is flown shall exceed 40 square feet in area and no single zoning lot shall fly more than three such flags. If the total area of such flags exceeds 72 square feet, the excess area shall be included in the sign area calculations for the zoning lot. Flagpoles shall not exceed 30 feet in height. Wall-mounted flags, emblems, insignia, and banners shall be limited to one per zoning lot and shall not exceed 40 square feet in area.

Handicapped Parking Space Sign: Signs not exceeding two square feet in area reserving parking spaces for handicapped motorists.

Home Occupation Signs: On-premise identification signs for home occupations shall not exceed two square feet in area and shall contain only the name of the business and/or business owner. Such signs shall be located on an exterior wall, window, or door of the premises.

Landscaping signs: During the months of April 1 through October 31, one (1) landscaping sign up to a maximum of 4 square feet may be displayed on premise with property owner permission.

Private Drive Signs: On-premise private drive signs limited to one per drive entrance, not exceeding two square feet in area, with language limited to the words "private drive" and the address of any residences utilizing the private roadway.

Public Signs: Signs erected by government agencies or utilities including traffic, utility, safety, railroad crossing, and identification signs for public facilities, and any signs erected by the Board of Mayor and Aldermen or under the direction of the Board of Mayor and Aldermen.

Security and Warning Signs: On-premise signs regulating the use of the premises, such as "no trespassing", "no hunting" and "no soliciting" signs that do not exceed two square feet in area in residential areas and five square feet in commercial and industrial areas.

Temporary Political Signs: On premises temporary political signs may be located in any residential, commercial, or industrial district. These signs shall not exceed 16 square feet and are permitted in addition to any other signs permitted by this ordinance. Signs may be erected

75 days before the event and these signs shall be removed within seven days after the election or political event. Signs cannot be displayed in City or State right of way.

Temporary Real Estate Signs: Temporary signs indicating the availability of real property for lease or sale, located on the premises being leased or sold. Display of such signs shall be limited to (1) one per property not exceeding six feet in height and not exceeding four square feet in area in residential zones and eight square feet in area in all other zones. Such signs shall be removed within seven days of the settlement or lease of the property.

Welcome Signs: Monument signs or signs consisting of two poles supporting the face that are erected by governmental jurisdictions, civic clubs, or chambers of commerce to welcome visitors to the community. Such signs shall be located on public right-of-way or private property adjacent to major roadways near the entrance to the city limits, or other appropriate locations. The Board of Mayor and Aldermen shall approve the number, design, size, height, and location of all welcome signs before such signs are erected. All civic clubs shall be required to share a welcome sign at each approved location whenever possible, but in no event shall a shared civic club welcome sign exceed 120 square feet in size.

K. TEMPORARY SIGNS REQUIRING A SIGN PERMIT

The following signs may be erected only after obtaining a temporary sign permit from the Community Development Director or their designee. The permit shall cite the length of time the sign may be displayed. If any temporary sign is not removed by the expiration of the appropriate time limit noted in this section, the Community Development Director or their designee may remove it and charge the costs of removal to the individual or enterprise responsible.

Special Event Signs: Signs announcing special events including, but not limited to grand openings, special sales new management, going out of business, and events sponsored by religious, charitable, or public service groups. Any business, individual, or organization may display three times in a 12-month period a maximum of two signs for up to 7 days prior to a special event, each event not to exceed 45 days. Such signs shall be attached to buildings or existing private sign structures or sign poles with the permission of the owner and shall not exceed 16 square feet in area each and shall be removed immediately following the event.

Temporary Farm Products Signs: Temporary on-premise signs announcing the availability of seasonal farm products. The number of signs shall not exceed two and the total area of all such signs shall not exceed 20 square feet, nor shall any sign exceed six feet in height.

Construction Signs:

- (1) Temporary signs announcing new buildings, or projects, erected after the commencement of building construction or site development. Each construction site shall be limited to one construction sign not exceeding 32 square feet in area and 8 feet in height, which shall be removed by the time a permanent sign is erected or a certificate of occupancy for the building is issued, whichever occurs first.
- (2) Temporary signs at construction sites are permitted for the purpose of identifying names of consultants, suppliers, etc., with 4 four square feet maximum and limited to 3 signs per site.

Auction Signs: Signs announcing and directing the public to the auction site shall be limited to a maximum of five (5) signs per event and shall not exceed sixteen (16) square feet with the property owner's written permission and not in any city or state right of way, except on the auction site itself and this sign shall not exceed thirty-two (32) square feet. No sign shall be placed in such a manner that would obstruct vision of motorist or be a detriment to the functions of business. All signs shall be removed within one (1) business day following the event. Any sign not complying with this ordinance shall be removed at the owner's expense and be subject to penalty.

L. STANDARDS AND CRITERIA

- (1) **Generally:** The regulations in this section specify the number, types, sizes, heights, and locations of signs, which are; permitted within Springfield city limits and which require a permit. Any sign regulations incorporated into a development plan approved by the Board of Mayor and Aldermen may supersede all or part of this Section.
- (2) **Determination of Sign Area:** In measuring the area of signs permitted under these regulations, the entire face of the sign (one side only) and any wall work, frame, or backing incidental to its decoration shall be included. Where both sides of a sign contain lettering or other allowable display, one side only shall be used to compute the allowable size of the sign. Where the sign consists of individual raised letters or a sign face of irregular shape, the sign area shall include all features, and the area of the smallest

rectangle that can encompass the letters or sign face. Signs attached to the inside of building windows that exceed twenty-five (25) percent of the window area and are intended to be visible from the exterior of the building shall be counted as part of the wall signage, except that one hundred percent (100%) window coverage is permitted on a temporary basis for no more than sixty (60) days per calendar year. Building signage is calculated based on the building wall dimensions fronting the lot street frontage. Each wall area and sign area are separately figured. The permitted building signage square footage may be partitioned along one additional wall of the building. A maximum fifty (50) percent of the maximum calculated building signage square footage is permitted to be installed on the building walls not fronting the lot street frontage used to calculate the building signage area. The signage installed on all building walls shall not exceed the provisions of this ordinance. *(Amended by Ordinance 16-06)*

- (3) **Determination of Sign Height:** The height of a sign erected within 30 feet of a street shall be the distance from the grade level of the nearest curb of the street to the top of the sign or sign structure, whichever is greater. The height of all signs farther than 30 feet from a street shall be the distance from the grade level where the sign is erected to the top of the sign or sign structure, whichever is greater.
- (4) **Street Frontage Requirements for Freestanding Signs:** Freestanding signs shall be permitted only on zoning lots with 50 feet or more of street frontage.
- (5) **Spacing of Freestanding Signs:** No freestanding sign shall be erected within 50 feet of another freestanding sign.
- (6) **Installation of Wall Signs:** All wall signs shall be installed flat against the wall of a building and shall not extend from the wall more than 12 inches.
- (7) **Residential Districts:** Within residential districts, signs authorized in Section (J) (exempt signs) do not require a permit. Permits are required for all other allowed signs and must conform to the following criteria:
 - (a) *Single-Family Subdivision Identification Signs:* Signs that identify the name of a single-family residential subdivision, located at any street entrance to the subdivision, shall be erected as follows: *(Amended by Ordinance 15-12)*
 - (1) Number: One per main entrance, not to exceed 2 per subdivision
 - (2) Type: Monument
 - (3) Maximum Size and Height: 48 square feet in area and seven (7) feet in height

- (4) Minimum Setback: Five (5) feet from any property line and outside of all sight visibility triangles

- (b) *Multi-Family Complex Signs and Signs for all Other Uses Permitted or Conditionally Allowed in Residential Districts:* Signs that identify the name and/or address of an apartment, townhouse, condominium, or other multi-family residential complex, and all other uses in residential districts, located at any street or private drive entrance shall be erected as follows: *(Amended by Ordinance 15-12)*
 - (1) Number: One per main entrance, not to exceed 2 per complex
 - (2) Type: Monument or pole
 - (3) Maximum Size and Heights:
 - (a) Monument Sign: 48 square feet in area and seven (7) feet in height
 - (b) Pole Sign: 16 square feet in area and 12 feet in height with the base of the sign at least 7 feet above the ground
 - (4) Minimum Setback: Monument sign five (5) and Pole Sign ten (10) feet from any property line and outside of all sight visibility triangles

- (c) *Accessory Management or Rental Office Signs:* Signs that identify an accessory management or rental office shall be erected as follows:
 - (1) Number: One
 - (2) Type: Wall
 - (3) Maximum Size and Heights: 6 square feet in area and located below the roofline

- (8) **Commercial and Industrial Districts:** Within commercial and industrial districts, signs authorized in Section (J) (exempt signs) do not require a permit. Permits are required for all other allowed signs and must conform to the following criteria:
 - (a) *Signs Facing Residential Areas:* Any sign erected within 100 feet of either an existing residential use or a residential zoning district shall be internally illuminated and limited to a monument sign. *(Amended by Ordinance 15-12)*
 - (b) *Minimum Setbacks:* Monument sign and sign structures must be located at least five feet from any property line and outside of all sight visibility triangles. Pole sign and sign structures must be located at least ten feet from any property line and outside of all sight visibility triangles *(Amended by Ordinance 15-12)*
 - (c) *Zoning Lots with One Establishment:* Any establishment located on a zoning lot with one establishment may erect signs as follows: *(Amended by Ordinance 16-06)*

- (1) Number: Multiple building type signs but the total of all building signage shall not exceed the maximum calculated wall signage area. In no case shall two freestanding signs be allowed on the same zone lot.
- (2) Types: Wall, monument, pole, awning, canopy, or marquee or projecting.
- (3) Maximum Sizes and Heights:

(a) Wall or marquee signs shall meet the standards of the following:

Structure Type	Base Allowance (Structure Total)	Additional Allowance	Maximum Allowed Per Wall
General Commercial/Industrial	75 square feet	One s.f. for every 1.f. of structure wall that exceeds 75 l.f	125 square feet
Anchor	350 square feet	None	350 square feet
Big Box	875 square feet	None	875 square feet
Major Office/Industrial	350 square feet	None	350 square feet

If two units exist, neither unity may use more than one half (1/2) of the maximum allowable signage. The top of all wall and marquee signs shall be below the roofline and at a height no greater than 20 feet above the ground.

- (b) Pole Sign: *(Amended by Ordinance 15-04)* One square foot of sign area per two linear feet of lot frontage up to a maximum of 150 square feet. The top of the sign shall not exceed 30 feet in height and the base of the sign shall be at least 7 feet above the ground.
- (c) Monument Sign: One square foot of sign area per two linear feet of lot frontage up to a maximum of 60 square feet in area. The height shall not exceed one foot in height per 15 linear feet of lot frontage with a maximum of 8 feet in height. Properties with limited frontage may install a monument sign 7 feet in height.
- (d) Awning or Canopy Sign: One square foot per two linear feet of awning or canopy, up to a maximum of 16 square feet in area. No awning or canopy sign shall extend above the top of the awning or canopy.

(e) Projecting Sign: *(Amended by Ordinance 15-04)* One (1) square foot of sign area per two (2) linear feet of building wall onto which the projecting sign is to be installed up to a maximum of sixteen (16) square feet in sign square footage area. The lowest portion of the projecting sign shall be a minimum eight (8) feet above a walking surface. No portion of a projecting sign shall be above the roof line of the building on which the sign is attached or exceed twenty (20) feet in height. A sign is not to project more than four (4) feet from the building or structure wall and shall not project over vehicular traffic lanes. A sign is to be internally illuminated and constructed of exterior grade materials. A projecting sign which overhangs a public sidewalks shall require an engineer designed plan or specification to ensure compliance with building code provisions.

(d) Multiple Structures-on Single Zoning Lots: (Amended by Ordinance 16-06)

Multiple structures on single zoning lots that do not constitute a shopping center may erect one monument sign calculated at one square foot of sign area per two linear feet of lot frontage up to a maximum 60 square feet in area. The height shall not exceed one foot in height per 15 linear feet of lot frontage with a maximum 8 feet in height and properties with limited frontage may install a monument sign 7 feet in height or one pole sign calculated at one square foot of sign area per two linear feet of lot frontage up to a maximum of 150 square feet. The top of the sign shall not exceed 30 feet in height and the base of the sign shall be at least 7 feet above the ground. In addition, each establishment located on a single zoning lot with two or more establishment may erect one sign as follows:

Single buildings on single zone lots with multiple occupancies may install multiple building type signs, but the total of all building signage areas shall not exceed the maximum calculated wall signage area per linear foot of wall, for each occupancy.

(1) Type: Wall, awning, canopy, marquee or projecting.

(2) Maximum Size and Height:

(a) Wall or Marquee signs shall meet the standards of the following:

Structure Type	Base Allowance (Structure Total)	Additional Allowance	Maximum Allowed Per Wall
----------------	-------------------------------------	----------------------	--------------------------

General Commercial/Industrial	75 square feet	One s.f. for every 1.f. of structure wall that exceeds 75 l.f	125 square feet
Anchor	350 square feet	None	350 square feet
Big Box	875 square feet	None	875 square feet
Major Office/Industrial	350 square feet	None	350 square feet

If two units exist, neither unit may use more than one half (1/2) of the maximum allowable signage. The top of all wall and marquee signs shall be below the roofline and at a height no greater than 20 feet above the ground.

- (a) Awning or Canopy Sign: One square foot per two linear feet of awning or canopy, up to a maximum of 16 square feet in area. No awning or canopy sign shall extend above the top of the awning or canopy.
- (b) Projecting sign: One (1) square foot of sign area per two (2) linear feet of building wall onto which the projecting sign is to be installed up to a maximum of sixteen (16) square feet in sign square footage area. The lowest portion of the projecting sign shall be a minimum of eight (8) feet above a walking surface. No portion of a projecting sign shall be above the roof line of the building of which the sign is attached or exceed twenty (20) feet in height. The sign is not to project more than four (4) feet from the building or structure wall and shall not project over vehicular traffic lanes. A sign is to be internally illuminated and constructed of exterior grade materials. A projecting sign which overhangs a public sidewalk shall require an engineer designed plan or specification to ensure compliance with building code provisions.

(e) Shopping Centers: (Amended by Ordinance 16-06)

Shopping centers with three or more establishments planned as an integrated development shall be authorized to erect signs based on the following criteria:

- (1) Center Identification Sign: One monument or pole sign per center, identifying the name of the center. In addition to identifying the name of the center, the sign may identify any individual establishments within the center.
 - (a) Monument Sign: One square foot of sign area per two linear feet of lot frontage up to a maximum 80 square feet in area. The height shall not exceed one

foot in height per 15 linear feet of lot frontage with a maximum 10 feet in height. Properties with limited frontage may install a monument sign 7 feet in height.

(b) Pole Sign: Each sign may have a maximum of 200 square feet. The height shall not exceed 30 feet. The base of sign shall be at least 7 feet above ground.

(2) Individual Establishment Signs: No freestanding sign shall be displayed for individual establishments located within a center. Any establishment may install multiple building type signs but the total of all building signage areas shall not exceed the calculated wall signage area per linear foot of wall, for each occupancy.

(a) Wall or Marquee signs shall meet the standards of the following:

Structure Type	Base Allowance (Structure Total)	Additional Allowance	Maximum Allowed Per Wall
General Commercial/Industrial	75 square feet	One s.f. for every 1.f. of structure wall that exceeds 75 l.f	125 square feet
Anchor	350 square feet	None	350 square feet
Big Box	875 square feet	None	875 square feet
Major Office/Industrial	350 square feet	None	350 square feet

The top of all wall and marquee signs shall be located below the roofline and at a height no greater than 20 feet above the ground.

(b) Awning or Canopy Sign: One (1) square foot per two (2) linear feet of awning or canopy, up to a maximum of sixteen (16) square feet in area. No awning or canopy sign shall extend above the top of the awning or canopy.

(c) Projecting Sign: One (1) square foot of sign area per two (2) linear feet of building wall onto which the projecting sign is to be installed up to a maximum of sixteen (16) square feet in sign square footage area. The lowest portion of the projecting sign shall be a minimum eight (8) feet above a walking surface. No portion of a projecting sign shall be above the roof line of the building of which the sign is attached or exceed twenty (20) feet in height. The sign is not to project more than four (4) feet from the building or structure

wall and shall not project over vehicular traffic lanes. A sign is to be internally illuminated and constructed of exterior grade material. A projecting sign which overhangs a public sidewalk shall require an engineer designed plan specifications to ensure compliance with building code provisions.

(f) *Gasoline Stations:* Automobile service and gasoline stations shall comply with all applicable sign regulations within this section, including the regulations for shopping centers if applicable. The following additional regulations shall apply to all automobile service and gasoline stations:

- (1) *Changeable Fuel Price Signs:* Freestanding signs identifying the name of the business may include changeable copy indicating the current price of fuel dispensed on the premises. The area of the fuel price shall be included in determining the sign area for the business.
- (2) *Gas Pump Signs:* Each gas pump shall be permitted a total of one square foot of sign area to identify the product dispensed.

(g) *Office and/or Industrial Centers:* Office and/or industrial centers at least two acres in size and planned as an integrated development shall be authorized to erect signs based on the following criteria: *(Amended by Ordinance 16-06)*

- (1) *Center Identification Signs:* One monument sign per public street frontage, not to exceed a total of 2 monument signs, identifying the name of the center only and not exceeding 48 square feet in area and 7 feet in height.
- (2) *Individual Building Signs:* Where an office and/or industrial center is comprised of two or more buildings, each individual building may erect one monument sign, not to exceed 24 square feet in area and 7 feet in height, identifying the principal establishment within a building.
- (3) *Individual Establishment Signs:* Each individual establishment within an office and/or industrial building may erect one wall sign, and shall meet the standards of the following:

Structure Type	Base Allowance (Structure Total)	Additional Allowance	Maximum Allowed Per Wall
----------------	-------------------------------------	----------------------	--------------------------

General Commercial/Industrial	75 square feet	One s.f. for every 1.f. of structure wall that exceeds 75 l.f	125 square feet
Anchor	350 square feet	None	350 square feet
Big Box	875 square feet	None	875 square feet
Major Office/Industrial	350 square feet	None	350 square feet

If two units exist, neither unit may use more than one half (1/2) of the maximum allowable signage. The top of the wall sign shall be located below the roofline and at a height no greater than twenty (20) feet above the ground. Each individual establishment may install one projecting sign and the square footage of the projecting sign shall be calculated in the total permitted wall signage square footage. The projecting sign shall not exceed one (1) square foot of sign area per two (2) linear feet of building wall onto which projecting sign is to be installed up to a maximum of sixteen (16) square feet in sign square footage area. The lowest portion of the projecting sign shall be a minimum of eight (8) feet above a walking surface. No portion of a projecting sign shall be above the roof line of the building on which the sign is attached or exceed twenty (20) feet in height. The sign is not to project more than four (4) feet from the building or structure wall and shall not project over vehicular traffic lanes. A sign is to be internally illuminated and constructed of exterior grade materials. A projecting sign which overhangs a public sidewalk shall require an engineer designed plan or specifications to ensure compliance with building code provisions.

- (h) *Directory Signs:* Commercial and industrial properties may erect a directory sign identifying the names and/or addresses of the establishments within individual buildings. A directory sign shall not exceed 15 square feet in area and 6 feet in height and precludes the use of any other freestanding sign for the zoning lot on the same street frontage.
- (i) *Theaters:* Theaters are authorized to erect one of the permitted wall or marquee signs with a changeable copy board displaying the name(s) and time(s) of the current motion picture or theatrical production
- (j) *Shopping Centers of 75,000 square feet or more: (Amended by Ordinance 16-06)*

(1) Center Identification Sign: One monument or pole sign per center, identifying the name of the center. In addition to identifying the name of the center, the sign may identify individual establishment within the center.

(a) Monument Sign: One square foot of sign area per two linear feet of lot frontage up to a maximum 100 square feet in area. The height shall not exceed one foot in height per 15 linear feet of lot frontage with a maximum 12 feet in height. Properties with limited frontage may install monument sign 7 feet in height.

(b) Pole sign: Each sign may have a maximum of 200 square feet. The height shall not exceed 30 feet. The base of the sign shall be at least 7 feet above the ground.

(2) Wall signs shall meet the standards of the following:

Structure Type	Base Allowance (Structure Total)	Additional Allowance	Maximum Allowed Per Wall
General Commercial/Industrial	75 square feet	One s.f. for every 1.f. of structure wall that exceeds 75 l.f	125 square feet
Anchor	350 square feet	None	350 square feet
Big Box	875 square feet	None	875 square feet
Major Office/Industrial	350 square feet	None	350 square feet

The top of all wall and marquee signs shall be below the roofline and at a height no greater than 30 feet above the ground. Each individual establishment may install one projecting sign and the square footage of the projecting sign shall be calculated in the total permitted wall sign square footage. The projecting sign shall not exceed one (1) square foot of sign area per two (2) linear feet of building wall onto which the projecting sign is to be installed up to a maximum of sixteen (16) square feet in sign square footage area. The lowest portion of the projecting sign shall be a minimum eight (8) feet above a walking surface. No portion of the projecting sign shall be above the roof line of the building on which the sign is attached or exceed twenty (20) feet in height. The sign is not to project more than four (4) feet from the building or structure wall and shall not

project over vehicular traffic lanes. A sign is to be internally illuminated and constructed of exterior grade materials. A projecting sign which overhangs a public sidewalk shall require an engineer designed plan or specification to ensure compliance with building code provisions.

(9) **Other Uses:** In cases where the regulations within this section do not specifically address a sign requested in conjunction with a permissible use, the Administrator shall make a written interpretation, which shall be kept in the permanent record for that application.

(10) **Electronic Message Signage** (*Amended by Ordinance 15-12*)

- (a) *Electronic Message Display:* Signs that only contain gas prices and time and temperature shall only meet maximum lighting intensity requirements and image duration requirements listed below.
- (b) *Number and location:* One (1) electronic message sign per property. Signs shall be located 100 feet outside of intersections and not installed in locations that will directly block or confuse a driver's view. Signs shall be spaced 200 feet from any other electronic message signs along roadways, unless the applicant can coordinate the content timing of the signs to be consistent with signs within 200 feet of an existing electronic message sign. The distance shall be measured along roadways not straight lines between signs.
- (c) *Zoning Districts:* Electronic Message Signs shall be permitted in all commercial and industrial zoning districts. The Planning Commission shall review and may approve proposed locations of signs in planned unit development zoning overlay districts if the intent and requirements of the ordinance are met. The Board of Zoning Appeals may review proposals for religious, group assembly, school and day care uses and uses permitted by special exception in residential and agricultural zoning districts provided that the intent of the ordinance are met.
- (d) *Maximum Size:* An electronic message signs shall be limited to seventy-five percent (75%) of the permitted sign type square footage.
- (e) *Illumination and Brightness:* The sign during daytime hours shall be a maximum light intensity of 7,500 nits and during night time hours shall be a maximum intensity of 750 nits.
- (f) *Message Duration:* Images shall remain static for a minimum of eight (8) seconds and image changes and scrolling shall be accomplished within two (2) seconds or less. Images shall not flash and include sudden blasts of lights. Message shall not contain continuous scrolling and animation.

M. CONSTRUCTION AND MAINTENANCE

- (1) **Building Code Compliance:** All signs shall be constructed in compliance with the International Building Code.
- (2) **General Restrictions:** Signs shall not be erected in or over a street or highway right-of-way, or on public land except as permitted in Section (J) of these sign regulations.
- (3) **Condition of Signs:** All signs and components shall be maintained in good repair and in a safe, clean, and attractive condition.

N. PROHIBITED SIGNS *(Amended by Ordinance 15-12)*

The following are expressly prohibited unless specifically stated otherwise in this ordinance:

Animated and Moving Signs: Including, but not limited to, pennants, flags with commercial messages, streamers, banners, propellers, discs, and searchlights.

Flashing Signs: Any signs that include lights, which flash, blink, or turn on and off intermittently, not including time and temperature signs.

Glaring Signs: Signs with light sources or reflectivity of such brightness that constitute a hazard or nuisance as determined by the Administrator.

Inflatable Signs and Objects: Including, but not limited to, balloons.

Obscene Signs: Any sign that exhibits statements, words, or pictures of an obscene nature, as defined by the United States Supreme Court. *(Amended by Ordinance 15-12)*

Portable Signs: Any sign that is not permanently affixed to a building, structure, or the ground. This shall not apply to authorized temporary signs.

Poster and Handbills: Any signs affixed to trees or other natural vegetation, rocks, or utility poles.

Roof Signs: Any signs, which are erected on a roof or which, extend in height above the roofline of the building on which the sign is erected.

Simulated Traffic Signs and Obstructions: Any sign, which may be confused with or obstruct the view of any authorized traffic sign or signal, obstruct the sight distance triangle at any street intersection, or extend into the public right-of-way.

Strings of Lights: Including lights that outline property lines, sales areas, or any portion of a structure, and are intended to advertise or draw attention to a business or commercial activity.

Vehicular Signs: Any sign displayed on a parked vehicle, where the primary purpose of the vehicle is to advertise a product or business or to direct people to a business or activity. For the purposes of these regulations, vehicular signs shall not include business logos, identification, or advertising on vehicles primarily used for other business purposes.

O. NONCONFORMING SIGNS

- (1) **Generally:** Any sign which does not conform to the provisions herein on the date of enactment of this ordinance or any date on which the ordinance is amended, and any sign which is accessory to a nonconforming use, shall be deemed a nonconforming sign. No nonconforming sign shall be enlarged, extended, structurally reconstructed or altered in any manner, except that a sign face may be changed so long as the new face is equal to or reduced in height, sign area, and/or projection and a sign permit is issued for the sign face change.
- (2) **Removal:** Nonconforming signs may remain, provided they are maintained in good repair, except for the following:
 - (a) **Damage or Destruction of Sign:** A nonconforming sign which is damaged or destroyed to the extent of 50 percent or more of its sign face and this is to be determined by a reputable sign company at the owner's expense shall not be altered, replaced, or reinstalled unless it is in conformance with these regulations. If the damage or destruction is less than 50 percent of the sign face, the sign may be restored within one year of the damage or destruction, but shall not be enlarged in any manner.
 - (b) Any sign not maintained in good repair including rust, loose bolts, any damage that could cause danger to the public shall be immediately repaired or loses non-conformity.
 - (c) **Damage or Destruction of Use:** A nonconforming sign shall be removed according to the provisions of Section (I) of these regulations if the structure or use to which it is

accessory is damaged or destroyed to the extent of 50 percent or more of the principal structure's appraised value.

(d) Change of Use: Whenever the use, owner, or occupant of a property changes, including but not limited to redevelopment of the site, change of the occupant, or alteration or remodeling of the structure, all non-conforming and non-complying signs shall be removed and the site brought into compliance.

(3) All sections of this ordinance with respect to nonconforming signs are severable and shall be interpreted and enforced in the most restrictive manner possible consistent with Tennessee Code Annotated 13-7-208 as it currently exists or as it may be amended.

P. SEVERABLE NATURE OF REGULATIONS

The various sections, subsections, paragraphs, and clauses of these regulations are severable and, in the event, that any section, subsection, paragraph, or clause is adjudged invalid, the remainder of these regulations shall remain in full force and effect.

Q. PROTECTION OF FIRST AMENDMENT RIGHTS *(Amended by Ordinance 15-12)*

Any sign, display, or device allowed under these regulations may contain any otherwise lawful message.

R. SIGNS FOR EDUCATIONAL AND MEDICAL CAMPUSES *(Amended by Ordinance 07-31)*

(1) DEFINITIONS:

Educational Campus: An Educational Campus is a contiguous area of land constituting and making up the grounds of a college or university. It contains the main building or buildings and other accessory buildings or uses on the site.

Medical Campus: A medical campus is a contiguous area of land consisting of a hospital or medical center offering a full range of in-patient and out-patient medical services including an emergency room, intensive care unit, pharmacy, medical laboratories and cafeteria offering services twenty-four (24) hours a day, seven (7) days a week; and one or more medical professional office buildings or clinic staffed by physicians and other medical or health care professionals affiliated with the hospital or medical center, or

occupying medical professional office buildings that are owned by the hospital or medical center.

- (2) Exceptions to the sign regulations may be granted for medical or educational campus facilities. A comprehensive plan for the signage of the campus must be prepared by the developer's architect or engineer and submitted to the Planning Commission for review and approval before a building permit for the signs is issued.

