

**ORDINANCE 25-12**

**AN ORDINANCE AMENDING PART L OF SECTION 11-808 OF THE SPRINGFIELD ZONING ORDINANCE TO READ AS SET FORTH IN EXHIBIT A ATTACHED**

**Whereas**, variance applications are submitted on a regular basis to garner relief from sign regulations that prohibit wall signage from being constructed at a height no greater than 20 above the ground, and;

**Whereas**, Springfield's sign regulations are to balance the need for adequate identification and advertising with the community's desire for an attractive and safe environment, and;

**Whereas**, the Springfield Regional Planning Commission voted favorably to recommend that the City of Springfield sign regulations be amended pertaining to wall signage height restrictions.


**NOW, THEREFORE, BE IT ORDAINED** by the Board of Mayor and Aldermen of Springfield, Tennessee as follows:


**Section 1.** Section 11-808 of the Springfield Zoning Ordinance entitled "Sign Regulations for the City of Springfield" is hereby amended by amending subsection L. entitled "Standards and Criteria" to read as set forth in "Exhibit A" attached;

**Section 2.** All ordinances, resolutions and policies in conflict herewith are hereby rescinded to the extent of the conflict only.

Passed 1<sup>st</sup> reading: June 17, 2025

Passed 2<sup>nd</sup> reading: July 15, 2025

  
Buzzy Poole, Mayor

Attest:   
April Sanford, City Recorder

## ORDINANCE 25-12

### EXHIBIT A

#### **11-808. SIGN REGULATIONS FOR CITY OF SPRINGFIELD**

##### **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:

- (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:

- (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.

(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.

(c) *Zoning Lots with One Establishment*: Any establishment located on a zoning lot with one establishment may erect signs as follows:

- (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 l.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.

- (b) Pole Sign: 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:** 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. 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 sidewalk shall require an engineer designed plan or specification to ensure compliance with building code provisions.

(d) *Multiple Structures-on Single Zoning Lots:*

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 establishments 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.

**DEFINE THE ABOVE (calculated per wall, per 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.

- (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. 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:*

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.

(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. 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:

- (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. 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. 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:*
  - (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 a monument sign with a maximum 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. 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. 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**

- (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.



**CITY OF SPRINGFIELD**  
Request for Board Action Form

DATE PREPARED:  
**07/02/2025**

FIRST  
READING

SECOND  
READING

MEETING DATE: **07/15/2025**

ORIGINATING DEPARTMENT:

**Community Development**

AGENDA SECTION:

**Legislative**

ITEM NUMBER:

BY: **Carolyn Durham**

TITLE:

An ordinance amending Part L of Section 11-808 of the Springfield Zoning Ordinance to read as set forth in Exhibit A attached.

APPROVED FOR AGENDA:

BY:

BACKGROUND:

This ordinance is to amend the city's sign regulations that relate to height limitations for wall and marquee signage.

As it is currently written, the sign regulations state, "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."

To be more consistent with the sign ordinances of communities throughout Middle TN, this amended section of code strikes everything after the word roofline.

ADVISORY BOARD ACTION:

The planning commission reviewed and recommended approval of the rezoning to MRO at their June 5, 2025 meeting.

ATTACHMENTS:

Ordinance 25-12

RECOMMENDATION:

Staff recommends approval of the ordinance.

CITY MANAGER COMMENTS:

Recommend approval.