

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE TO ADD DEFINITIONS FOR “PRIMARY SIGNS” AND “SECONDARY SIGNS” WITHIN SECTION 20-502 OF THE TOWN CODE AND TO AMEND SECTION 20-507 REGARDING DRC DISCRETION ON SECONDARY SIGNS AND ESTABLISHING A MAXIMUM SIGN AREA FOR BUSINESSES WITHIN THE TOWN.

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WHEREAS, the Town Council has previously moved all sign provisions contained within Article XXV of the Zoning Ordinance to Chapter 5 under Title 20 of the Town Code, entitled “Miscellaneous,”; and

WHEREAS, the Town Council has determined that certain definitions need to be included for primary signs and secondary signs within Section 20-502 and that Section 20-507 of the Town Code needs to be amended at the request of members of the DRC and Town inspectors who enforce certain provisions of the Sign Ordinance so that the DRC will have discretion in allowing secondary signs and to establish a maximum sign area for businesses within the Town.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF SIGNAL MOUNTAIN, TENNESSEE, THAT:

1. Section 20-502 entitled “Definitions” shall be amended to add two (2) new definitions to the current definitions included in this section for “primary sign” and “secondary sign” which shall be inserted in alphabetical order and which shall state as follows:

20-502. DEFINITIONS:

PRIMARY SIGN – the principal sign that designates a place of business or type of activity.

SECONDARY SIGN - signage that is secondary in size at a place of business and is complementary to a primary sign.

2. Section 20-507 entitled “General Allowable Sign Characteristics” shall be amended to delete such section in its entirety and to substitute in lieu thereof the following language:

20-507. GENERAL ALLOWABLE SIGN CHARACTERISTICS:

All zoning districts shall have allowable signs in addition to the exempt signs listed in this Ordinance. Businesses shall have a single primary sign. Secondary signs may be allowable up to twenty-five (25) square feet.

(a) Size:

- (1) Wall or façade signs-A maximum total sign area of twenty-five (25) square feet, or one-half (1/2) square foot for each lineal foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area. Any building not in a Planned Commerce Center or a Shopping Center may have a sign up to twenty-five (25) square feet regardless of the formula. Where frontage is on more than one (1) street, only the signs computed with the frontage of that street shall face that street.
- (2) Freestanding signs in lieu of or in combination with wall signs shall conform to paragraph (1) above. Freestanding signs shall not exceed twenty-five (25) square feet per face and total sign area shall not exceed fifty (50) square feet total of all faces.
- (3) Projecting signs in lieu of or in combination with wall signs or freestanding signs shall conform to paragraphs (1) and (2) above.
- (4) Directories shall not exceed twenty-five (25) square feet per face and total directory area shall not exceed fifty (50) square feet.
- (5) Window signs may occupy no more than 25% of the area of the window to which they are erected. A window sign exceeding 25% of the window area shall be allowed temporarily for a period not to exceed seven (7) days within any thirty (30) day period. Exposed gaseous tube illumination, or neon signs which say “OPEN” are allowed only for the word “OPEN” and only if they are located behind an exterior store window and do not contribute to violating the above twenty-five percent (25%) rule.

(b) Height:

- (1) Freestanding signs: The maximum height of freestanding signs shall be fifteen (15) feet.

(2) All signs: A minimum ground clearance of seven (7) feet shall be required for any sign projecting over pedestrian walkway.

(c) Set Back:

(1) Freestanding signs shall be no less than 25 feet from street right-of-way.

(d) Illumination:

Sign illumination shall be subject to the following limitations:

- (1) External light sources shall be directed and shielded to prevent direct illumination of any object other than the sign.
- (2) Illumination intensity shall be less than that which causes glare to be reflected upon any adjacent property or public street.
- (3) Internal light sources shall not be of such intensity as to create traffic hazards.

(e) Design:

The Building Inspector shall submit to the Town Council for approval any signs of questionable characteristics.

(f) Coordinated Signing Program:

The preceding limitations of this Section shall apply to each place of business located within a Shopping Center. All signs of a Shopping Center visible from the public right-of-way shall be coordinate as to number, mode of display, location, colors, finish materials and illumination of each sign with all the other signs and with the architecture of the center. An application for approval of a coordinated sign program shall be made to the Town Council and shall include the information described in the application for sign permit except that when the design of an individual sign message is unknown, the required application drawings shall depict only the sign location and maximum size upon the building face. No freestanding signs shall be allowed to the individual business in the Shopping Center.

(g) Calculation of Sign Area:

For the purpose of applying sign size regulations, the following criteria shall be used to calculate sign area:

- (1) For single-faced signs, area shall be that within the outermost perimeter of the sign. A single-faced sign is a sign constructed so

- (2) For double-faced signs, area shall be that within the outermost perimeter of one face of the sign. A double-faced sign is a sign constructed to display its message(s) on the outside surfaces of two (2) identical and/or opposite parallel planes, provided the planes are not more than four (4) feet apart.
- (3) For multiple-faced signs, area shall be the sum of the areas within the outermost perimeter of each face. A multiple-faced sign is a sign constructed to display its message either on a curved surface or on two or more planar surfaces, excepting signs that qualify as double-faced signs.

SECTION 3. That this Ordinance shall become effective immediately from and after its

Final passage as provided by law.

Passed First Reading \_\_\_\_\_, 2010.

Passed Second Reading \_\_\_\_\_, 2010.

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MAYOR

\_\_\_\_\_  
RECORDER

PAN/sm