

**ORDINANCE # 1086**

**AN ORDINANCE TO AMEND CHAPTER 20 OF THE OFFICIAL ZONING ORDINANCE TO MODIFY SIGNAGE STANDARDS IN THE CITY OF COLLEGEDALE, TENNESSEE.**

**WHEREAS,** the City of Collegedale, Tennessee has adopted a zoning ordinance under authority granted in Tennessee Code Annotated (T.C.A.) Section 13-7-201; and

**WHEREAS,** a recent ruling by the Sixth Circuit Court of Appeals, *Thomas v. Bright*, 937 F.3d 721 (6<sup>th</sup> Cir. 2019), ruled the Tennessee State Billboard Act, T.C.A. §54-21-101, *et seq.* unconstitutional; and

**WHEREAS,** said ruling determined that distinctions made by extant policies, statutes, ordinances and other controls that distinguish between “on-premises” and “on-premises “ signs for the purposes of regulating their usage are not content-neutral and therefore constitute a violation of the First Amendment; and

**WHEREAS,** the City of Collegedale recognizes and upholds the First Amendment of the United States Constitution in accordance with the *Thomas v. Bright* ruling, as well as similar prior rulings from other United States courts relating to content-neutral regulation; and

**WHEREAS,** *Thomas v. Bright* and prior court rulings acknowledge local governments may continue to regulate signs through content-neutral controls such as the permitted time, manner, and place of sign installation and use; and

**WHEREAS,** this Ordinance amendment intends to regulate signage in a content-neutral manner in accordance with *Thomas v. Bright*, and prior decisions relating to signage; and

**WHEREAS,** T.C.A. Section 13-7-204 authorizes the city to amend zoning ordinances and maps; and

**WHEREAS,** pursuant to the requirements of T.C.A. Section 13-7-204, the Planning Commission has recommended this amendment to the Collegedale Board of Mayor and Commissioners, as herein described; and

**WHEREAS,** pursuant to the requirements of T.C.A. Section 13-7-203, the City of Collegedale conducted a public hearing subject to 15 days’ notice prior to the final reading and adoption of this ordinance herein described;

**NOW THEREFORE IT BE ORDAINED,** by the City of Collegedale, Tennessee, that

**Section 1:** Chapter 20 of the official Collegedale Zoning Ordinance is hereby deleted in its entirety and replaced with the following:

## CHAPTER 20

SIGNAGE

Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this chapter is to regulate signs that are visible from streets or which are visible from one site to another to provide reasonable regulations for the design, construction, placement and maintenance of signs in order to protect the public health, safety and general welfare of the community. The intent is not to regulate content, only the number, type, location, height and size of signs. This chapter has the following objectives:

1. To ensure that signs are designed, constructed, installed and maintained to assure public and traffic safety.
2. To reflect and support the desired character and development patterns of the community.
3. To allow adequate and effective signs without dominating the visual landscape.
4. To balance the needs of business with the desire to preserve and enhance the visual character of the City.

**20.1.2** This article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This article must be interpreted in a manner consistent with the First Amendment guarantee of free speech.

**20.1.3** Signs not expressly permitted as being allowed by right or by special use permit under this article, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the City of Collegedale (City) or the Collegedale Board of Zoning Appeals are prohibited.

**20.1.4** A sign placed on land or on a building for the purpose of identification, protection or directing persons to a use conducted therein must be deemed to be an integral but accessory and subordinate part of the principal use of land or building. Therefore, the intent of this article is to establish limitations on signs in order to ensure they are appropriate to the land, building or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in this section.

**20.1.5** These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and appropriate to the activity to which they pertain, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.

- 20.1.6 These regulations distinguish between portions of the City designed for primarily vehicular access and portions of the City designed for primarily pedestrian access.
- 20.1.7 These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the jurisdictional limits of the City. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
- 20.1.8 These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.

## Section 20.2

### Severability.

- 20.2.1 If any part, section, subsection, paragraph, sentence, phrase, clause, term, or word in this code is declared invalid by a court of competent jurisdiction, such a finding shall not affect the validity or enforceability of the remaining portions of the code.

## Section 20.3

### Definitions.

- 20.3.1 Attached Sign. A sign painted onto or attached to a building, canopy, awning, marquee or mechanical equipment located outside a building, which does not project more than eighteen (18) inches from such building, canopy, awning, marquee or mechanical equipment. Any such sign which projects more than eighteen (18) inches from a building, canopy, awning, marquee or mechanical equipment shall be considered a “Projecting Sign.”
- 20.3.2 Awning. A shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or nonrigid materials and/or fabric on a supporting framework that may be either permanent or retractable.
- 20.3.3 Balloon Sign. Any sign painted onto or otherwise attached to or suspended from a balloon, whether such balloon is anchored or affixed to a building or any other portion of the premises of tethered or floating above any portion of the premises.
- 20.3.4 Banner. Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing that is anchored on two or more edges or at

all four corners, or by one edge when not on a pole or staff. Banners do not include flags or balloon signs.

- 20.3.5 Building. Any structure that encloses a place for sheltering any occupancy that contains not less than three hundred (300) square feet of enclosed space at the ground level or, is routinely used for human occupancy in the ordinary course of business.
- 20.3.6 Cabinet Sign, Can Sign. A sign structure comprised of a frame and face or faces. Though a cabinet sign may include electrical components or support structure, the cabinet sign refers only to the frame and face.
- 20.3.7 Canopy or Awning. a multi-sided overhead structure supported by attachments to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points.
- 20.3.8 Channel Letter. Individual letters that are independently mounted to a wall or other surface and internally illuminated with a covered face. The “air space” between the letters is not part of the sign structure but rather of the building facade. A logo may also be considered a channel letter provided it is clearly distinguishable from other sign elements.
- 20.3.9 Code. unless otherwise specifically referenced means the Municipal Code of the City of Collegedale, Tennessee.
- 20.3.10 Convenience Sign. A small ground-mounted sign directing pedestrian and vehicular circulation within a site.
- 20.3.11 Development Sign. A permanent ground-mounted sign, located at the entrance to a development, typically associated with residential subdivisions.
- 20.3.12 Dimensional Letter. A letter, logo, or symbol that has been cut-out, cast, fabricated, or molded from material such as metal or plastic.
- 20.3.13 Electronic Message Center or Sign (EMC). An electrically activated changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. EMCs include light emitting diodes (LEDs), liquid crystal displays (LCDs), lamps as a lighting source. Any reference to EMC also refers to electrically activated changeable copy signs such as flipper matrix.
- 20.3.14 Facade. the face of a building, especially the principal front that looks onto a street or open space.

- 20.3.15 Flag. A flag is a sign made of fabric, bunting, or similar material, attached along one side to a single pole that is either freestanding or attached to a building.
- 20.3.16 Flashing Sign. A sign whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. Generally, a message is continuously repeated, with the sign used as an attention-getting device.
- 20.3.17 Flat Wall (Façade-Mounted) Sign. A sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than twelve (12) inches at all points.
- 20.3.18 Freestanding Sign. A permanently affixed single or double-faced sign which is constructed independent of any building and supported by one or more columns, uprights, braces or constructed device.
- 20.3.19 Government Sign. A government sign is a sign that is constructed, placed or maintained by the federal, state or local government or a sign that is required to be constructed, placed or maintained by the federal, state or local government either directly or to enforce a property owner's rights.
- 20.3.20 Government Imitation Sign. Any sign designed to imitate or appear as a Government Sign, placed by any non-government entity.
- 20.3.21 Ground Mounted Sign. A freestanding sign with a solid base directly and continuously connected to at least 50 percent of the sign face width or with two bases of at least 12 inches in width, measured at the narrowest dimension, each. The lowest portion of the sign face in a ground-mounted sign is at least 12 inches, but less than eight feet, above grade.
- 20.3.22 Grade. The existing landscape before construction or newly established landscape after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of elevating a freestanding sign.
- 20.3.23 Hanging Sign. A projecting double-faced sign mounted to a wall or pole and hung from a bracket or support arm.
- 20.3.24 Height. Total measurement of the vertical side of the rectangle which is used to calculate "sign area" or the distance from the lowest grade at the sign support to the highest point on the sign for sign height.
- 20.3.25 Highway Sign. A Freestanding sign erected and maintained within the view of motorists who are driving on a highway.

20.3.26 Illuminated sign. A sign that contains or consists of lights or a light source or that is illuminated by another light source intended primarily to illuminate the sign. The following definitions apply to illuminated signs:

- A. Exposed illumination means a light source that is seen such as neon, fiber optics and bare bulbs that are not external illumination.
- B. External illumination means an external light source directed to illuminate the exterior surface of the sign. External illumination includes downlit (lit from above), uplit (lit from below) and backlit; provided, that the light does not transmit through translucent material.
- C. Internal illumination means a source of illumination entirely within the sign which makes the sign face visible at night by means of light being transmitted through a translucent material and where the source of illumination is not visible.
- D. Opaque means any material which does not allow light to pass through it.
- E. Translucent means any material which allows light to pass through it.

20.3.27 Integral Sign. A sign that is embedded, extruded or carved into the material of a building facade made of bronze, brushed stainless steel or aluminum, or similar material attached to the building facade.

20.3.28 Mansard. Lower portion of a roof with two pitches, including a flat-top roof with a mansard portion.

20.3.29 Mansard Sign. Any sign attached to the mansard portion of a roof.

20.3.30 Marquee Sign. A canopy or covering structure bearing a signboard or copy projecting from and attached to a building.

20.3.31 Minor Sign. A sign described in Section 20.5.6, and any sign not larger than six (6) square feet per side, and that can be removed by hand if abandoned.

20.3.32 Monument Sign. A permanent freestanding sign that has a solid supporting base equal to or greater than the width of the sign face and at least 12 inches high with no separations between the sign and base. The sign and base may be one integrated unit. If not an integrated unit, the supporting base shall be a minimum 12-inch vertical height.

20.3.33 Nonconforming Sign. A sign that was lawful when erected, but that does not comply with this chapter.

20.3.34 Occupant. Each separate person, business, or other entity which owns or leases and occupies a separate portion of a building, dwelling, or premises.

- 20.3.35 Painted Wall Sign. A subcategory of a wall sign and consist of paint applied directly to the exterior wall of a building, or the mural sign consists of paint applied directly on a structure and is not a sign type included in Table 1. Mural signs may not include any additional materials including, but not limited to, electrical components or lighting, dimensional structural elements, or automated methods that cause changes in the appearance of the mural.
- 20.3.36 Permanent Sign. A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and its intended use appears to be indefinite.
- 20.3.37 Person. A company, corporation, limited liability company, association, partnership, joint venture, business, proprietorship, or any other legal entity.
- 20.3.38 Pole Sign. A permanent freestanding sign with a visible support structure consisting of a single pole whose base is fixed below the surface of the ground.
- 20.3.39 Political (Campaign) Sign. A sign advertising a candidate or candidates for public elective office, or a political party, or signs urging a particular vote on a public issue decided by ballot in connection with a local, state, or national election or referendum.
- 20.3.40 Post and Panel Sign. A sign which uses one or more visible posts and is unlighted.
- 20.3.41 Portable Sign. Any structure without a permanent foundation or otherwise permanently attached to a fixed location, which can be carried, towed, hauled or driven and is primarily designed to be moved rather than be limited to a fixed location regardless of modifications that limit its movability.
- 20.3.42 Principal Use Building. The building in which the principal use of the site is conducted. Sites with multiple principal uses may have multiple principal buildings; however, storage buildings, garages and other accessory structures or uses shall not be considered as the principal use building.
- 20.3.43 Projecting Sign. A sign, other than a wall sign, which projects from and is supported by a wall of a building or structure.
- 20.3.44 Push-through Sign: A letter or logo that is cut out of a backing material as thick or thicker than the sign face. The material is then mounted on the inside of the sign face so that it is flush with or extends through and beyond the front of the sign face.
- 20.3.45 Pylon Sign. A freestanding sign in excess of eight feet in height, that is supported by one or more structural elements extending from and permanently attached to the ground by a foundation or footing where the width of the sign structure measures less than 75 percent of the width of the sign.

- 20.3.46 Reader Board. A sign attached to or made a part of the support system of a freestanding sign typically used to display interchangeable messages.
- 20.3.47 Reverse Channel Letter Sign. Letters mounted away from a wall, or sign surface. Any illumination is placed behind each letter, logo, or other device forming a halo effect.
- 20.3.48 Roof Sign. A sign located on or above the roof of any building, not including false mansard roof, canopy, or other fascia.
- 20.3.49 Sandwich Board/Sidewalk Sign. A sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame, which is typically in the shape of an A.
- 20.3.50 Set Back. The distance from a property line boundary, or the boundary of a leasehold to the nearest point on the sign.
- 20.3.51 Sign. The physical components of materials placed or constructed primarily to convey a message or other display.
- 20.3.52 Sign Face. The surface upon, against or through which the sign copy or message is displayed or illustrated.
- 20.3.53 Sign Area. The smallest square, rectangle, triangle, circle, or combination thereof encompassing the entire sign copy, excluding architectural trim and structural supports.
- 20.3.54 Sign Band. The prominent flat horizontal area located on the first story of a building directly above storefronts or primary entrances and architecturally designed for wall-mounted signs.
- 20.3.55 Sign Copy. Any graphic, word, numeral, symbol, insignia, text, sample, model, device or combination thereof which is primarily intended to advertise, identify, notify, or otherwise communicate information to the observer.
- 20.3.56 Sign Face. means the surface upon, against or through which the sign copy or message is displayed or illustrated.
- 20.3.57 Sign Height. The height of a freestanding sign is the vertical distance from the mean grade elevation taken at the fronting street side of a structure to the highest point of a sign or supporting structure.
- 20.3.58 Site. A lot or contiguous lots under common ownership or control, and constructed or improved under an approved and permitted development.



- 20.3.59 Snipe sign. Any small sign, generally of a temporary nature, made of any material, when such sign is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences, or other objects not erected, owned, leased or maintained by the owner of the sign.
- 20.3.60 Street Frontage. The width of a legal tax parcel, tract, or lot measured along the line separating the property from a street.
- 20.3.61 Temporary Sign. A sign means a sign that is intended to be placed for a brief time, and is not a permanent sign. Campaign signs are regulated by T.C.A. § 2-7-143.
- 20.3.62 Vehicle Sign. Any sign attached to or displayed on a vehicle.
- 20.3.63 Window Sign. A sign that is painted on, attached to, or suspended directly behind or in front of a window or the glass portion of a door.
- 20.3.64 Zoning District, Mixed-Use. MU-TC, U-1
- 20.3.65 Zoning District, Non-Residential. C-1, C-2, C-3, MU-BC, I-1
- 20.3.66 Zoning District, Residential. AG, R-1-L, R-1-H, R-2, R-3, PUDs not containing commercial, civic, office, or industrial uses.

## Section 20.4

## General Provisions

### 20.4.1 Applicability

A sign may be erected, placed, established, painted, created, or maintained on private property in the City of Collegedale only in conformance with the standards, procedures, exemptions, and other requirements of this Chapter.

### 20.4.2 Effect

The effect of this Chapter is to:

- 20.4.2.1 Establish a permit system to allow a variety of types of signs in non-residential zones and a limited variety of signs in residential zones, subject to the standards and the permit procedures of this Chapter.
- 20.4.2.2 Allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this Chapter, but without a requirement for permits.

- 20.4.2.3 Provide for temporary signs in limited circumstances.
- 20.4.2.4 Prohibit all signs not expressly permitted by this Chapter.
- 20.4.2.5 Provide for the enforcement of the provisions of this Chapter.

**20.4.3 Signs Exempt from Regulation**

The following signs are allowed in all sign districts without a sign permit and are not included in the determination of the type, number, or area of permanent signs allowed. All signs, even those exempt from permitting, must comply with sign placement and maintenance requirements.

- 20.4.3.1 Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance.
- 20.4.3.2 Flags mounted on a pole in the ground or on a building. However, such flags are exempt but are subject to Zoning Ordinance height regulations and must be located and constructed so that if the pole should collapse, its reclining length would be contained on the property on which it is installed. This exemption is subject to the following limitations:
  - A. Three flags per site under six acres.
  - B. Six flags per site over six acres.
  - C. Maximum width of the flag shall not exceed one-fourth the height of the pole
- 20.4.3.2 Traffic control and informational signs such as stop, yield, and similar signs, the faces of which meet the requirements of the Tennessee Department of Transportation or other standard in use such as the Manual on Uniform Traffic Control Devices (MUTCD).
- 20.4.3.3 Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of official or directed duties; provided that all such signs must be removed by the property owner no more than ten (10) days after their purpose has been accomplished or as otherwise required by law. Signs posted under this Section are not snipe signs.
- 20.4.3.4 Where a federal, state or local law requires or allows a property owner to post a sign on the owner's property to warn of a danger or to prohibit access to the property either generally or specifically, the owner must comply with the federal, state or local law to exercise that authority by posting a sign on the property. If the federal, state or local regulation describes the form and dimensions of the sign, the property owner must comply with those requirements, otherwise, when not defined, the sign shall be no larger than four square feet and located in a place on the property to provide access to the notice that is required to be made. Signs posted under this Section are not snipe signs.

- 20.4.3.5 Numerals representing street addresses for dwellings and businesses as required for emergency location and response.
- 20.4.3.6 Any sign not legible from a street (public or private). This includes drive-in and drive-through menu board signs and signs within buildings, including signs at least ten (10) feet back from window.
- 20.4.3.7 Signs located within a sports stadium or athletic field and oriented to the playing field or spectator areas.
- 20.4.3.8 Signs that are carried or worn by humans or animals are allowed at all times while they are being carried or worn.
- 20.4.3.9 Signs in non-residential and mixed-use zoning districts not greater than four (4) feet in height with a sign area not exceeding six (6) square feet per side and not discernible from a public right-of-way or private street with a public access easement.
- 20.4.3.10 Signs in residential zoning districts not exceeding four (6) feet in total height above grade, or four (4) square feet.
- 20.4.3.11 Campaign signs are regulated by T.C.A. § 2-7-143.
- 20.4.3.12 Any special event signage that is placed on any property within the City that is directly associated with a City sponsored event. No sign shall be placed any closer to the edge of pavement (public or private) than ten (10) feet or in such a location which blocks visibility of motorists.

**20.4.4 Transitional Provisions**

20.4.4.1 Existing Signs

All signs legally erected prior to the effective date of this Ordinance are considered legal by this Ordinance and may remain in place and in use, subject to certain restrictions on modification, replacement, and other actions affecting the sign, as set forth in this Ordinance.

20.4.4.2. Existing Permits

All holders of permits for signs issued legally prior to the effective date of this Ordinance may erect the signs which are the subject of such permits within the times allowed by such permits, and such signs shall then be treated as though they had been erected prior to the effective date of this Ordinance. However, such permits may not be extended or amended unless the sign which is the subject of such permit will conform to all the requirements of this Ordinance.

20.4.4.3 Existing Violations

All violations of the sign regulations repealed by this Ordinance shall remain violations of the ordinances of the City of Collegedale and all penalties and enforcement remedies set forth hereunder shall be available to the City of Collegedale as though the violation were a violation of this Ordinance. However, if the effect of this Ordinance is to make a sign that was formerly nonconforming become conforming, then enforcement action shall cease except to the extent of collecting penalties (other than removal of the sign) for violations that occurred prior to the effective date of this Ordinance.

## Section 20.5

## Permits & Procedures

### 20.5.1 Permit Applications

Except as otherwise provided within this Chapter, it shall be unlawful for any person to erect, construct, enlarge, modify, move or replace any sign or cause same to occur without first having obtained a sign permit issued by the City of Collegedale.

- 20.5.1.1 Applications for sign permits shall be submitted on City forms.
- 20.5.1.2 An application for a sign permit must be filed with the Planning & Economic Development Department on forms furnished by that department.
- 20.5.1.3 An application for a temporary sign must state the dates intended for the erection and removal of the sign.
- 20.5.1.4 The application form shall include the name and address of the property owner, sign owner, sign manufacturer and sign installer and must be accompanied by fee in the uncodified schedule.
- 20.5.1.5 The minimum submittal requirements include drawings showing the design, location, content, and dimensions of the sign and the design and dimensions of any measures used to support the sign or used to affix the sign to the building or structure.
- 20.5.1.6 The Planning & Economic Development Director or designee must process the sign permit application and approve the application, reject the application, or notify the applicant of deficiencies in the application within seven (7) business days of receipt. Any application that complies

with all provisions of this code, the zoning ordinance, the building code, and other applicable laws, regulations, and ordinances must be approved.

- 20.5.1.7 If the application is rejected, city administration must provide a list of the reasons for the rejection in writing (or email). An application must be rejected for non-compliance with the terms of this code, the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

## **20.5.2 Approval and Inspection.**

- 20.5.2.1 The City shall issue the sign permit if the application is properly submitted and the proposed sign meets the standards of this chapter and other applicable laws and regulations.
- 20.5.2.2 The approved sign shall be constructed and installed within six months of the approval date.
- 20.5.2.3 Once the sign is constructed or installed on site, the applicant must notify the Department of Planning and Economic Development to conduct a final inspection, which includes an electrical inspection (if applicable) by the Building and Codes Director or designee. Upon receiving satisfactory inspection(s), the sign permit will then be validated by the City of Collegedale.
- 20.5.2.4 If a sign is not installed within six months following the issuance of a sign permit (or within 30 days in the case of a temporary sign permit), the permit is void.
- 20.5.2.5 The permit for a temporary sign must state its duration as provided in this Chapter.

## **20.5.3 Permit Revocation**

- 20.5.3.1 The City may revoke sign permits if a sign is found to be in violation of this Chapter, if the violation cannot be cured, or if the permittee fails to take steps to cure the violation.
- 20.5.3.2. A permit may be revoked if the City determines that information in the application was materially false or misleading; the sign as installed does not conform to the sign permit application; the sign violates this code, the zoning ordinance, building code, or other applicable law, regulation, or ordinance; or the Building Official/Zoning Administrator or designee

determines that the sign is not being properly maintained or has been abandoned.

**20.5.4 Appeals**

20.5.4.1 Appeals of the standards in this Chapter, the Zoning Ordinance, or an administrative interpretation or enforcement of same, shall be processed in accordance with the procedures contained within the Collegedale Zoning Ordinance.

**20.5.5 Sign Plan Option**

20.5.5.1 Sign Plan is intended to integrate the signs proposed for a nonresidential development project with the overall site design.

20.5.5.2. Applicability. The submittal of a Sign Plan shall be optional.

20.5.5.3 An increase in sign height or sign area of more than 25 percent or an increase in the number of signs is not allowed.

20.5.5.4 An application for a Sign Plan shall include filing fees and all plan views, building elevations, square foot sign area allowances, sign location areas and examples of appropriate building signs and freestanding signs.

**20.5.6 Nonconforming Signs**

The following shall apply to existing legally permitted signs or sign structures that met all applicable regulations in effect at the time of installation, but were made nonconforming prior to or as of the effective date of this Chapter:

20.5.6.1 Minor repairs or maintenance may be performed on a nonconforming sign or sign structure such as cleaning, printing, painting, re-facing, or refinishing the surface so as to maintain the condition of the sign.

20.5.6.2 Nonconforming billboards may be continued in accordance with the provisions of T.C.A. §13-7-208.

20.5.6.3 Signs which were unlawful under the prior Ordinance and which do not conform to this Chapter must be removed immediately.

**20.5.7 Sign Compliance**

Signs shall be brought into compliance with this Ordinance when:

- 20.5.7.1 A sign is structurally altered.
- 20.5.7.2 A sign is changed so as to increase the extent of the nonconformity except as provided in applicable portions of T.C.A. §13-7-208.
- 20.5.7.3 The use of a business or property changes.
- 20.5.7.4 The sign is abandoned for a period of six (6) months or longer.
- 20.5.7.5 The sign or sign structure is destroyed or damaged to the extent that repair would cost 50 percent or more of the current cost to replace the sign, including labor and materials.
- 20.5.7.6 A sign is relocated, replaced or must be brought immediately into compliance with all provisions of this Code.
- 20.5.7.7 Temporary signs, including snipe signs and graffiti that do not comply with this Chapter must be removed immediately.

**20.5.8 Removal of Landscape Materials and Natural Vegetation**

Trees, shrubs, or other vegetation shall not be trimmed, damaged, destroyed, or removed to increase or enhance the visibility of signs in the following circumstances:

- 20.5.8.1 Within public right-of-way, unless the work is done pursuant to the express written permission of the City or State as applicable.
- 20.5.8.2 On property that is not under the ownership or control of the person responsible for the work, unless the work is done pursuant to the express permission of the person or entity owning the property on which the trees, shrubs, or other vegetation is located.
- 20.5.8.3 In any area where trees or shrubs are required to remain pursuant to a duly adopted statute, ordinance, resolution, or other applicable code.

**20.6.1 No sign shall be erected unless:**

- 20.6.1.1 Constructed pursuant to a valid building permit when required under the Municipal Code.
- 20.6.1.2 Authorized under the Municipal Code, including additional applicable provisions within the Collegedale Zoning Ordinance.

**20.6.2 Sign Types Prohibited in all Zoning Districts:**

- 20.6.2.1 Bench Signs;
- 20.6.2.2 Freestanding Canopy with Signs;
- 20.6.2.3 Government-imitation Signs;
- 20.6.2.4 Air-activated devices, streamers, tethered balloons or other inflatable signs or figures, except as authorized by this Ordinance
- 20.6.2.5 Mechanical Signs;
- 20.6.2.6 Parked-vehicle signs (including but not limited to: Trucks, cars, planes, boats, semi-truck trailers, military equipment, etc.);
- 20.6.2.7 Roof Signs, including signs painted on roofs;
- 20.6.2.8 Searchlights;
- 20.6.2.9 Signs erected in a public right-of-way, except for those placed by or on behalf of a governmental entity;
- 20.6.2.10 Signs interfering or blocking the sight of directional, instructional, or warning signs;
- 20.6.2.11 Signs on natural features such as trees, other vegetation, and rocks;
- 20.6.2.12 Banners, except as otherwise specified within this Chapter;
- 20.6.2.13 Signs attached to utility poles, or bridges;
- 20.6.2.14 Snipe signs;
- 20.6.2.15 Any sign which is portable or not securely attached to a building or to the ground (sand bags, rocks, guide wires, tape, stakes, fence posts, chains, and staples are not considered a form of secure attachment);
- 20.6.2.16 Information boxes larger than 12 inches by 14 inches and 3 inches in depth when erected alone or placed on sign structure;
- 20.6.2.17 Any sign which exhibits statements, words or pictures of an obscene or pornographic nature;
- 20.6.2.18 Any sign with moving parts, flashing or blinking lights, animation or sound emitting devices (excluding two-way communication devices used solely for such two-way communication);
- 20.6.2.19 Exposed neon window signs;



- 20.6.2.20 Flags, except as permitted in this Chapter;
- 20.6.2.21 Trash receptacle signs;
- 20.6.2.22 Open channel letter signs
- 20.6.2.23 Attached Building Mounted smooth-faced cabinet or can signs.

# Section 20.7

## TEMPORARY Signs Allowed in Non-Residential and Mixed Use Zoning Districts.

**C-1 C-2 C-3 MUTC MUBC I-1 U-1 ZONING DISTRICTS**

**20.7.1 Description**

1. A sign intended for temporary use other than temporary construction site signs and campaign signs. Campaign signs are regulated by T.C.A. § 2-7-143.
2. Temporary signs that meet the standards of this section are not included in the determination of the type, number, or area of permanent signs allowed.
3. A permit must be obtained before displaying signs allowed in this Section.

**20.7.2 Permitted Districts**

1. C-1, C-2, C-3, MUBC, MUTC, I-1, U-1.
2. Residential uses in the U-1 zoning district shall be subject to the standards in Section 20.8 relating to temporary signs.
3. Legal non-conforming residential uses in C-1, C-2, C-3, MUBC, and MUTC shall be subject to the standards in Section 20.X.

**20.7.3 Quantity Permitted**

1. One (1) temporary attached sign on a building face fronting a street right-of-way.
2. One (1) temporary freestanding board sign.
3. An occupant may be allowed one (1) temporary attached sign and one (1) temporary freestanding sign for simultaneous use, provided each sign is used for the same duration as allowed in this Section.

**20.7.4 Sign Area**

1. No sign shall exceed thirty-two (32) square feet in area.

**20.7.5 Sign Height**

1. There is no height limit for signs attached to buildings, provided that no sign extends beyond the top of the building.
2. Freestanding signs shall not exceed six (6) feet in height.

**20.7.6 Placement**

1. Banners and board signs maybe attached to buildings.
2. Banners shall not be attached to the ground
3. Signs shall be installed and secured tightly to the building or to the ground using sturdy supports.
4. No loose, secure attachments are allowed.

**20.7.7****Construction**

1. Banners of vinyl or similar material are permitted.
2. Board signs of rigid, weatherproof construction are permitted.
3. All signs shall be installed and secured tightly to the building. No loose, non-secure attachments are allowed.

**20.7.8****Illumination**

1. Illumination is prohibited.

**20.7.9****Limit of Use**

1. No occupant shall be eligible for issuance of an attached temporary sign for more than a total of one hundred five (105) days during any calendar year, and no occupant shall be allowed to use more than two (2) temporary signs at a time.
2. All temporary sign permits shall state an effective date and an expiration date; such permits shall be issued only for fifteen (15) or thirty (30) day increments. Any temporary sign and its supporting structure permitted under this Section shall be removed at or before 11:59 p.m. of the expiration date on the temporary sign permit notwithstanding any other provision of this Section, unless the temporary sign permit for such sign is renewed as set forth herein.
3. No occupant may obtain a temporary sign permit until the expiration of thirty (30) days from the end of such occupant's last temporary sign permit period or renewal period, whichever is later.

**20.7.10****Renewal of Permit:**

1. A temporary sign permit may be renewed once for an additional consecutive fifteen (15) day period; such renewal may be made by contacting the Permit Clerk for the Department of Planning and Development prior to the expiration date of the initial permit.
2. No fee shall be charged for such renewal if requested by the applicant prior to the initial permit's expiration.

**20.7.11****Permit Fee and Display of Permit:**

1. A permit fee of twenty-five dollars (\$25.00) shall be charged for the issuance of each temporary sign permit and upon issuance such temporary sign permit shall be securely affixed to and readily viewable on the temporary sign.

<b>AG</b>	<b>R-1</b>	<b>R-2</b>	<b>R-3</b>	<b>U-1</b>	<b>ZONING DISTRICTS</b>
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- 20.8.1 Description**
1. This classification includes signs intended for temporary use in residential districts, other than temporary construction site signs and campaign signs.
  2. Campaign signs are regulated by T.C.A. § 2-7-143.
  3. No permit shall be required for signs meeting the standards in this Section.
- 20.8.2 Permitted Districts**
1. AG, R-1, R-2, R-3, residential uses in U-1, and legal non-conforming residential uses in all other zones.
- 20.8.3 Quantity Allowed**
1. Up to two (2) signs allowed by this Section may be placed on the property.
- 20.8.4 Location**
1. Signs shall be located outside of existing rights-of-way, slope easements, and construction easements.
  2. Signs shall be located outside of the sight triangle (see Section 20.23.2).
- 20.8.5 Sign Area**
1. The maximum sign area may not exceed four (4) square feet per sign, with a total of eight (8) square feet for a double sided sign.
- 20.8.6 Sign Height**
1. No sign may exceed five (5) feet in height, nor shall it be situated so the sign or any part thereof exceeds six (6) feet in height above grade.
- 20.8.7 Construction and Appearance**
1. Signs allowed in this Section shall be constructed of durable materials.
  2. Such signs determined by the Building and Codes Officer to be in a dangerous condition, or otherwise constitute a safety hazard shall be removed or replaced.
- 20.8.8 Illumination**
1. Signs shall not be illuminated.
- 20.8.9 Limit of Use**
1. Signs shall not be displayed longer than three (3) months out of every twelve

## Section 20.9

**PERMANENT ATTACHED Sign Types  
Allowed in Non-Residential Zoning Districts**

**20.9.1 Attached Sign Types Allowed**

The following regulations specify the sign types, dimensions, locations, allowed zones, and other circumstances in which such structures are permitted by this Chapter.

## 20.9.2 Awning Sign

20.9.2.1	Description:	An awning sign is part of or attached to the front face of an awning which is attached to a building.
20.9.2.2	Permitted Zoning Districts:	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
20.9.2.3	Quantity Permitted:	One awning sign per primary ground floor entrance is permitted.
20.9.2.4	Sign Area:	Either sixty (60) percent of the awning valance or twenty-five (25) percent of the awning face is permitted.
20.9.2.5	Sign Height:	The maximum height is sixteen (16) feet.
20.9.2.6	Placement:	A. Any sign allowed in this Section shall be placed either on the awning valance or awning face. B. The awning must not extend beyond ten (10) feet from the building or structure.
20.9.2.7	Construction:	Awnings shall be constructed of opaque canvas, cotton duck, or similar materials with lettering painted, screen printed, or appliqued.
20.9.2.8	Illumination:	Only external illumination is permitted.

### 20.9.3 Band Sign

20.9.3.1	Description:	A sign that is nearly flat against the facade and placed directly above the ground floor entrance of a building or leased portion thereof.
20.9.3.2	Permitted Districts;	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
20.9.3.3	Quantity:	A maximum of one per primary entrance.
20.9.3.4	Sign Area:	A maximum of 1.5 square feet per linear foot of entrance facade is permitted.
20.9.3.5	Sign Height:	N/A
20.9.3.6	Placement:	<ul style="list-style-type: none"><li>A. Shall be applied to the ground floor facade, and shall not extend above the roofline.</li><li>B. Must be vertically aligned with the center of an architectural element such as a storefront window or entrance, or centered over the overall space occupied by the business.</li><li>C. Band signs shall not project more than twelve (12) inches from the building facade.</li></ul>
20.9.3.7	Construction:	Shall be constructed of brick, stone wood, metal, or a composite material that has the same or similar properties.
20.9.3.8	Illumination	<ul style="list-style-type: none"><li>A. Internal illumination must use punch-through letters, channel letters, or backlit channel letters.</li><li>B. External illumination may be used.</li></ul>

## **20.9.4**      **Canopy Sign**

20.9.4.1	Description:	A multi-sided overhead structure supported by attachments to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points.
20.9.4.2	Permitted Districts:	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
20.9.4.3	Quantity:	Maximum of one (1) canopy per building facade and may be used only if no wall, band, or awning sign exists on the building facade.
20.9.4.4	Sign Area:	Signs allowed in this Section are limited to a maximum of ninety (90) percent of the canopy face or one hundred twenty (100) square feet, whichever is smaller.
20.9.4.5	Sign Height:	The maximum height is sixteen (16) feet.
20.9.4.6	Placement:	<ul style="list-style-type: none"><li>A. Shall not project above or below the canopy or be located above the building roofline.</li><li>B. Canopy signs shall not extend more than one (1) foot from the canopy face.</li></ul>
20.9.4.5	Construction:	Signs shall be constructed of durable metal, or a composite material with the same or similar properties.
20.9.4.6	Illumination:	External illumination only shall be used.

## **20.9.5**      **Hanging Sign**

20.9.5.1	Description:	A projecting double-faced sign hanging from beams, brackets or poles.
20.9.5.2	Permitted Districts:	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1

20.9.5.3	Quantity:	<ul style="list-style-type: none"> <li>A. One hanging sign may be installed on a primary building.</li> <li>B. Multiple-tenant buildings may have one sign on each tenant's storefront that provides customer access.</li> </ul>
20.9.5.4	Sign Area:	<ul style="list-style-type: none"> <li>A. Signs may be two-sided.</li> <li>B. A maximum of six (6) square feet per side is permitted.</li> </ul>
20.9.5.5	Sign Height:	N/A
20.9.5.6	Placement:	<ul style="list-style-type: none"> <li>A. A minimum clearance of eight feet between the bottom of the sign and the finished grade below the sign is required.</li> <li>B. Maximum height above grade shall be the roofline or window sill of the second story, whichever is less.</li> <li>C. At alleys, when no curb exists, a minimum height of 14 feet between the bottom of the sign and the finished grade below the sign is required.</li> <li>D. Signs may project a maximum of four (4) feet from the building facade.</li> </ul>
20.9.5.7	Construction:	Wood, metal, or a composite material that has the same properties.
20.9.5.8	Illumination:	<p>Signs may be illuminated using one of the following means:</p> <ul style="list-style-type: none"> <li>A. Internal push-through illumination panels</li> <li>B. Reverse (backlit) channel letter illumination</li> <li>C. External illumination</li> </ul>

**20.9.6      Projecting Sign**



20.9.6.1	Description:	A sign that projects from and is supported by a wall of a building with the display surface of the sign in a plane perpendicular to or approximately perpendicular to the wall.
20.9.6.2	Permitted Districts:	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
20.6.6.3	Quantity:	One projecting sign may be installed on the primary use building. Multiple-tenant buildings may have one sign on each tenant's storefront that provides customer access.
20.6.6.4	Sign Area:	<ul style="list-style-type: none"> <li>A. Projecting signs shall not exceed 18 square feet in area.</li> <li>B. Projecting sign area shall be deducted from the building's sign allowance.</li> </ul>
20.6.6.5	Sign Height and Width:	<ul style="list-style-type: none"> <li>A. Signs must not exceed 6 feet in height (length).</li> <li>B. Signs shall not exceed 36 inches in width.</li> </ul>
20.6.6.6	Placement:	<ul style="list-style-type: none"> <li>A. Projecting signs shall extend no more than 36 inches from the building.</li> <li>B. Projecting signs shall be located on the first story except that a projecting sign may be installed on the wall of the second story, provided the sign and sign supports are installed no higher than the second floor window opening or 24 feet above grade, whichever is lower.</li> </ul>

- C. Projecting signs shall not extend above the roofline or roof eave or above the parapet of the building.
- D. A minimum clearance of eight feet between the bottom of the sign and the finished grade below the sign is required. At alleys, when no curb exists, a minimum height of 14 feet between the bottom of the sign and the finished grade below the sign is required.

20.6.6.7 Construction:

- A. Metal, plastic, or composite materials.
- B. "Can" or "Cabinet" signs are prohibited.

20.6.6.8 Illumination:

Signs may be illuminated using one of the following means:

- A. Internal push-through illumination panels
- B. Reverse (backlit) channel letter illumination
- C. External illumination

**20.9.7 Wall Sign**

20.9.7.1 Description: A single-sided sign that is attached to or painted on an exterior wall of a building so that the sign face is parallel or approximately parallel to and within 18 inches of a building wall.

20.9.7.2 Permitted Districts: C-1, C-2, C-3, MUBC, MUTC, I-1, U-1

- 20.9.7.3            Quantity:            A maximum of one sign per building facade fronting a right-of-way used by the general public is permitted if no sign band is present.
- 20.9.7.4            Sign Area:
- A.    For buildings less than 35,000 square feet, the total sign area permitted is ten (10) percent of the subject facade, not to exceed one hundred (100) square feet.
  - B.    For buildings over 35,000 square feet, the total sign area permitted is ten (10) percent of the subject facade, not to exceed one hundred fifty (150) square feet.
  - C.    Signs shall reflect the proportional and dimensional relationship of the building.
- 20.9.7.5            Sign Height:
- A.    For buildings less than 35,000 square feet, logos, channel letters, and push-through letters shall not exceed thirty-six (36) inches in height.
  - B.    For buildings over 35,000 square feet, logos, channel letters, and push-through letters shall not exceed forty-eight (48) inches in height.
  - C.    For multi-tenant buildings, the wall sign area for the primary entrance for each occupant space shall not exceed one (1) square foot per linear foot of the facade associated with said space
- 20.9.7.6            Placement:
- A.    Signs for multi-tenant buildings, shall be located within the primary facade of the occupant space.
  - B.    No sign shall be placed higher than second story windows.
  - C.    No sign shall be placed higher than sixteen (16) feet above the finished grade of the building.
  - D.    Signs shall not project more than twelve (12) inches from the facade.
  - E.    No sign shall be attached to any chimney, cupola, or other architectural feature that

extends above the building's primary roofline.

- 20.9.7.7 Construction:
  - A. Metal, plastic, or composite materials.
  - B. "Can" or "Cabinet" signs are prohibited.
- 20.9.7.8 Illumination: Signs may be illuminated using one of the following means:
  - A. Internal push-through illumination panels
  - B. Reverse (backlit) channel letter illumination
  - C. External illumination

## 20.9.8 **Window Sign**

- 20.9.8.1 Description: A sign that is painted on, attached to, or suspended directly behind or in front of a window or the glass portion of a door.
- 20.9.8.2 Permitted Districts: C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
- 20.9.8.3 Quantity: A maximum of five (5) signs is allowed, and subject to maximum sign area provisions herein.
- 20.9.8.4 Sign Area:
  - A. Signs shall not exceed 20% of the aggregate window and door area of the primary entrance.
  - B. Signs visible through the window or door and that identify the nature of the establishment's business, names of professionals, hours of operation, etc., that do not exceed 3 square feet, shall not be included in the total window sign area.
- 20.9.8.5 Sign Height: N/A
- 20.9.8.6 Placement: Signs shall be located fully within the interior of the building and attached directly to or mounted within 12 inches of the inside of the commercial business.

20.9.8.7	Construction:	Metal, wood, easily removable, vinyl, paint, cloth, paper, or like material.
20.9.8.7	Illumination:	<p>A. Signs may be internally illuminated, provided the signage is UL-approved, non-animated, does not flash, blink or otherwise contain attention-getting features.</p> <p>B. Neon signs are prohibited.</p> <p>C. Electronic message centers are prohibited</p>

**Section 20.10 PERMANENT GROUND MOUNTED Sign Types Permitted**

20.10.1 Ground Mounted Sign Types Allowed

The following regulations specify the sign types, dimensions, locations, allowed zones, and other circumstances in which such structures are permitted by this Chapter.

20.10.2 Convenience Sign

20.10.2.1	Description:	A small, ground-mounted sign for pedestrian and vehicular circulation within a site.
20.10.2.2	Permitted Districts:	C-1, C-2, C-3, MUBC, MUTC, I-1, U-1
20.10.2.3	Quantity:	A maximum of one sign per entrance and one sign per exit shall be permitted
20.10.2.4	Sign Area:	Signs allowed in this Section shall have up to two sides with a maximum of five (5) square feet per side.
20.10.2.5	Placement:	

- A. Signs permitted in this Section must be located out of any right-of-way.
- B. All signs permitted in this Section must be located out of the sight triangle.

20.10.2.6 Sign Height: Signs allowed in this Section maximum mounting height of four (4) feet above grade.

20.10.2.7 Construction: Signs allowed in this Section must be fabricated of brick, stone, wood, metal, or a composite material that has the same properties.

20.10.2.8 Illumination: Signs allowed in this Section may utilize:

- A. Internal punch-through illumination; or
- B. Reverse channel letter illumination; or
- C. External backlit illumination; or
- D. External illumination.

## 20.10.2 Development Sign

20.10.2.1 Description: A permanent ground-mounted sign, located at the entrance to a development, typically associated with residential subdivisions.

20.10.2.2 Permitted Districts: AG, R-1-L, R-1-H, R-2, R-3, and MUTC, including PUD overlays.

20.10.2.3 Quantity: Each entrance may have a maximum of one (1) sign, not to exceed two (2) signs per development.

20.10.2.4 Sign Area:

- A. Signs allowed by this Section may have a maximum area of thirty-two (32) square feet per side.
- B. Signs may have two sides

20.10.2.5 Sign Height: Signs allowed in this Section shall not exceed eight (8) feet in height above grade.

20.10.2.6 Placement:

- A. Signs shall be placed at least ten (10) feet from any right-of-way.
- B. No sign shall be located within the sight triangle.

- 20.10.2.7 Construction:
- A. Signs shall be constructed of brick, stone, wood, and metal.
  - B. Signage may also be a part of a decorative wood, brick, stone, or masonry wall of a design comparable with the character of the neighborhood.
  - C. Split-face block and concrete block facades are prohibited.
- 20.10.2.8 Illumination:
- A. Signs may be internally illuminated with backlit channel letters.
  - B. External illumination may be used.
  - C. No illumination source shall be directed at streets or neighboring properties, or cause a glare interfering with motorists' safe operation.

## 20.10.2 Freestanding Ground Mounted Sign

- 20.10.2.1 Description:
- A. Monument Sign. A permanent ground-mounted freestanding sign that has a solid supporting base equal to or greater than the width of the sign face and at least 12 inches high with no separations between the sign face and base.
  - B. Pylon Sign. A permanent ground-mounted freestanding sign in excess of eight feet in height, that is supported by one or more structural elements extending from and permanently attached to the ground by a decorative foundation or footing where the width of the supporting structure measures less than 75 percent of the width of the sign.
- 20.10.2.2 Permitted Districts: C-1, C-1, C-3, MUTC, MUBC, I-1, U-1
- 20.10.2.3 Quantity:
- A. Except as otherwise allowed by this

Section, one permanent freestanding ground-mounted sign shall be permitted on a site, lot, tract, or parcel of property.

- B. For sites with total public street frontage exceeding 1,000 linear feet, up to two additional permanent ground-mounted signs may be placed if the site has multiple street frontages and/or entrances.
- C. No permanent freestanding ground-mounted sign shall be located within 1,000 feet from another permanent freestanding ground-mounted sign.

20.10.2.4 Sign Area in General:

- A. The area of a sign permitted in this Section is determined by the measurement in linear feet of the public road frontage of the lot, parcel, or tract (site) upon which it is placed.
- B. For C-1, C-2, C-3, MUBC, MUTC, I-1, and U-1 zoning districts:
  - CLASS A: On sites with public road frontage up to fifty (50) feet, sign area shall not exceed twenty-five (25) square feet.
  - CLASS B: On sites with public road frontage of greater than 50 feet, but less than 250 feet, sign area shall not exceed fifty square feet.
- C. On sites zoned MUTC, and with public road frontage exceeding 250 linear feet, sign area shall not exceed fifty (50) square feet.



D. For C-1, C-2, C-3, MUBC, I-1 zoning districts:

CLASS C: On sites with public road frontage greater than 250 feet, but less than 500 feet sign area shall not exceed 64 square feet.

CLASS D: On sites with public road frontage greater than 500 feet, sign area shall not exceed 84 square feet.

20.10.2.5 Sign Height and Width:

CLASS A SIGNS:

- A. Maximum sign height shall not exceed six (6) feet, with a maximum width not to exceed eight (8) feet.
- B. A maximum height of eight (8) feet with a maximum width of six (6) feet is permitted as an alternative.

CLASS B SIGNS:

- C. Maximum height shall not six (6) feet with a maximum width of eight (8) feet.
- D. A maximum height of eight (8) feet with a maximum width of six (6) feet is permitted as an alternative.

CLASS C SIGNS:

- E. Maximum height shall not exceed twelve (12) feet, with a maximum width not exceeding ten (10) feet.

CLASS D SIGNS:

- F. Maximum sign height shall not exceed twelve (12) feet, with a maximum width not exceeding twelve (12) feet.
- G. A maximum height of fourteen (14) feet with a maximum width of eight (8) feet may be permitted as an alternative.

20.10.2.6 Placement

- A. At intersections, no sign shall be located within the sight triangle as defined within this Chapter.
- B. No ground mounted sign shall be located closer than ten (10) feet of any adjacent property boundary or public right-of-way. A fifteen (15) foot side-yard setback shall be required if the side lot line abuts a residential district.
- C. No portion of a freestanding sign shall be in, or project over, a public right-of-way, or a private access easement used by the public.
- D. No portion of a freestanding ground-mounted sign shall be located within a utility easement without express written permission from the utility or other entity granted certain rights by said easement.
- E. Written permission to locate a permanent freestanding ground-mounted sign shall be provided to the City along with the permit

application submitted for such signs. Permit applications submitted without written permission will not be processed.

20.10.2.7 Construction and Appearance

- A. All building materials shall be durable, be of low maintenance, and be of the same or higher quality as the principal structure on the site.
- B. Any structural support elements shall be architecturally similar to the design of the sign.
- C. Freestanding ground mounted signs shall incorporate a decorative brick, stone, imitation stone facade covering a base of at least twelve (12) inches in height, not to exceed eighteen (18) inches in height above grade. The first twelve (12) inches are excluded from the total sign height calculation.
- D. The following materials are allowed for sign backgrounds, frames, supports, cladding, and ornamentation:
  - a. Brick;
  - b. Natural Stone, including panels, or imitation stone.
  - c. Durable, corrosion resistant metal panels, when used in combination with brick, or stone.

- d. Decorative, architectural grade Metal Composite Materials.
- e. Architectural grade, decorative wooden elements may be used, or materials simulating the appearance of natural wood if the Building & Codes Inspector determines the proposed materials are durable and comparable with the overall site.
- E. All materials except those listed above under appropriate materials are prohibited.
- F. The following materials are expressly prohibited for sign backgrounds, frames, supports, and ornamentation:
  - a. Exposed metal poles, when not enclosed by decorative, architectural grade cladding as specified in this Section;
  - b. Smooth-face, or split-faced concrete blocks, whether painted, stained, or unpainted;
  - c. Metal Panels, when used without brick or stone; and
  - d. Wood, including, but not limited to untreated wood, exposed framing lumber, etc.
- G. All exposed raceways must be painted to match the finish of the sign facade. If a facade is brick, a black raceway is permitted.

20.10.2.8

Illumination:

Signs may be illuminated using one of the following means:

- A. Internal push-through illumination panels
- B. Reverse (backlit) channel letter illumination
- D. External illumination
  
- E. A maximum of 10 foot candles is permitted on any portion of the sign. A foot candle is defined as a unit of illuminance or light falling onto a surface, and represents the light level on a surface one foot from a standard candle. One foot candle is equal to one lumen per square foot. A lumen is the basic measure of the quantity of light emitted by a source.

**20.10.3 Freestanding Pole Sign**

- |           |                      |  |
|-----------|----------------------|--|
| 20.10.3.1 | Description:         | A permanent freestanding sign with a visible support structure consisting of a single pole whose base is fixed below the surface of the ground.  |
| 20.10.3.2 | Permitted Districts: | C-2, C-3   |
| 20.10.3.3 | Quantity:            | A qualifying site consisting of a tax parcel shall be permitted one (1) detached pole sign, providing the property meets all criteria for this sign type, including, but not limited to locational requirements in this section. |
| 20.10.3.4 | Sign Area:           | Pole signs shall be limited to one hundred twenty (120) square feet of sign area per face or two hundred forty (240) square feet of total sign area.   |
| 20.10.3.5 | Sign Height:         | <ul style="list-style-type: none"> <li>A. No sign shall be erected to exceed a height of forty (40) feet above grade.</li> <li>B. No sign shall be erected unless the base</li> </ul>  |

of the copy area is greater in height than eighteen (18) feet from the height above grade.

20.10.3.6 Placement:

- A. Signs shall be located on sites or any part thereof that are situated within 1,760 feet of the centerline between the northbound and southbound travel lanes of Interstate 75 measured in a straight line above the prevailing topography.
- B. Vehicular access to such sites shall be obtained from Lee Highway, Old Lee Highway, or the portion of Little Debbie Parkway lying north of Wolftever Creek.
- C. Any such sign permitted by this section shall be located at the rear of the property, and at least 200 feet from the portion of the property fronting and adjacent to the rights-of-way referenced herein.
- D. No pole sign shall be located within five-hundred (500) feet of any residence, church, school, or City owned property used for public gatherings.
- E. No pole sign shall be located in a such a manner where its fall zone is not contained on the site where the proposed sign will be located.
- F. "Breakpoint" technology may be utilized, however, a stamped engineer's or manufacturer's certification stating the breakpoint limits shall accompany any pole sign application.

20.10.3.7 Construction:

Sign Poles, frames, and all other support structures shall be colored flat black, flat brown, or flat dark green.

20.10.3.8 Illumination:

No sign allowed in this Section shall emit light more intense or luminous than 25 foot candles (270 candelas).

- 20.10.3.9 Other Conditions: All applications for pole signs shall be accompanied by complete plans and specifications showing the construction, methods of support and the materials to be used.
- 20.10.3.10 Plans and specifications shall include the following:
- A. The total number of square feet of existing and proposed signage on the site where the proposed pole sign is to be erected.
  - B. A Site Plan, drawn to scale, showing where the sign is to be located in relation to property lines, buildings, and utilities.

## 20.10.4 Post and Panel (Arm) Sign

- 20.10.4.1 Description: A permanent freestanding ground sign which uses one or more visible posts for support which are highlighted, visible features, and which are constructed using decorative materials.
- 20.10.4.2 Permitted Districts: All zoning districts
- 20.10.4.3 Quantity: One (1) sign allowed on a site.
- 20.10.4.4 Sign Area: For signs authorized in this Section, the maximum sign area permitted is eight (8) square feet.
- 20.10.4.5 Sign Height:
- A. On AG, R-1, R-2, R-3, and U-1 zoned properties used for residential purposes, no sign permitted by this Section shall exceed six (6) feet in height above grade.
  - B. On C-1, C-2, C-3, MUTC, MUBC, I-1, and U-1 zoned properties used for non-residential purposes, no sign permitted by this Section shall exceed ten (10) feet in height above grade.

20.10.4.6 Placement:

- A. The bottom edge of the sign panel shall maintain a minimum three (3) feet clearance from grade.
- B. Signs in this Section shall be located a minimum of ten (10) feet behind any right-of-way.
- C. A ten (10) foot setback shall be required from any abutting property boundary
- D. Signs shall not be located in the sight triangle.

20.10.4.7 Construction:

- A. Durable, stained/painted weather-treated wood, metal, or a composite material that has similar or properties and appearance.
- B. Plastic posts are not permitted.

20.10.4.8 Illumination:

- A. Illumination is only is permitted on sites zoned C-1, C-2, C-3, MUTC, MUBC, I-1, and U-1 zoned properties used for non-residential purposes.
- B. Internal push-through illumination panels.
- C. Reverse (backlit) channel letter illumination.

## Section 20.11

## Digital Signage

20.11.1

Description:

- A. Digital (LED) Signage shall be permitted within the City of Collegedale, subject to certain requirements including, but not limited to, size, location, and luminance as stated herein.



- B. Digital signage technology shall be limited to permanent free-standing ground-mounted signs except as provided in this Section.
- C. Temporary digital signage is prohibited.

20.11.2 Permitted Districts:

- A. C-1, C-2, C-3, MUBC, MUTC, I-1, U-1 zones.
- B. Non-residential, institutional uses located in zones AG, R-1-L, R-2, R-3, provided such signs are not located within five hundred (500) feet of a residentially-zoned property.

20.11.3 Quantity:

- A. One sign per site may utilize digital display technology.

20.11.4 Sign Height, Width and Area:

- A. Digital signage must be incorporated into permanent ground signs, and are subject to the height, width, and area requirements for such signs as regulated in this Chapter.
- B. No more than forty (40) percent of a permanent ground-mounted sign's copy area may consist of a digital display.

20.11.5 Placement:

- A. No digital sign shall be constructed or operated within five hundred (500) feet of a residential zone or use.
- B. In zones that allow a mix of residential and non-residential uses, no digital signs shall be erected or operated within

three hundred (300) feet of residential uses.

- C. No digital sign shall be erected or operated in such a manner that causes it to face an area zoned or used for residential purposes.
- D. Building-mounted digital signs may be allowed in the C-2 PCD overlay, subject to review and approval by the planning and building staff.
- E. Building-mounted digital signs are prohibited in all other zones.

20.11.6 Construction:

Refer to the applicable standards for permanent freestanding signs.

20.11.7 Illumination

- A. Digital signage shall utilize an automatic control mechanism in response to ambient lighting.
- B. Luminance of digital signs shall be expressed in candelas per square meter or using the equivalent unit, "nit."
- C. Digital signage incorporating changeable message technology shall be limited to a luminance measure no greater than four thousand (4,000) nits during daylight hours, and shall not exceed one hundred fifty (150) nits at night.
- D. The luminance of digital signs located within a district allowing a mix of residential and non-residential uses shall not exceed one hundred (100) nits at night.

20.11.8 Other Provisions

- A. Scrolling text is prohibited.
- B. If the digital display utilizes changeable message technology, each message shall

be displayed for a minimum of six (6) seconds.

- C. Transitions to the next message displayed shall be instantaneous, without fade.

## Section 20.12

## Additional Provisions

### 20.12.1 Alternative Sign Area Calculation

#### 20.12.2 Alternative Sign Area Allowance Eligibility:

In cases where a property is of significant size, but features limited frontage on a public right-of-way, an alternative method of determining sign area allowance is provided for monument and pylon signs. This method of calculation may be utilized if ALL of the following conditions are met:

- A. The parcel must consist of at least three (3) acres in area.
- B. The primary physical ingress/egress to the property is obtained using frontage on a public right-of-way using a “flag” or “stem” that is less than seventy-five (75) linear feet in width as depicted on a survey or recorded plat.
- C. Leasehold boundaries shall be excluded from the alternative sign area calculation.

#### 20.12.3 Alternative Sign Area Calculation:

If the above requirements are met, then an applicant may choose to calculate sign area based on the following.

- A. For eligible sites, each acre and prorated portion thereof, seventy-five (75) feet of “virtual frontage” are calculated and added to the existing physical frontage.
- B. The sum of the physical frontage and the virtual frontage shall determine sign area allowance.
- C. In no case shall a sign exceed the maximum sign area otherwise specified within this Chapter.
- D. All other provisions within this Chapter shall apply.

NOW, LET IT BE FURTHER ORDAINED, that this ordinance shall take effect fifteen (15) days following final reading by the Collegedale Mayor and Board of Commissioners, the welfare of the City requiring it.

PASSED ON FIRST READING \_\_\_\_\_

PASSED ON FINAL READING \_\_\_\_\_

\_\_\_\_\_  
MAYOR OF COLLEGEDALE, TENNESSEE

ATTEST: \_\_\_\_\_  
CITY RECORDER

APPROVED AS TO FORM: \_\_\_\_\_  
CITY ATTORNEY

PUBLIC HEARING DATE: \_\_\_\_\_