

PROPOSED REORGANIZED MASTER SIGN PLAN REGULATIONS

Text in ~~strike through~~ is to be deleted. Text in **bold** is to be added.

Article V, Section 10, A.

29. **Master Sign Plan**

- a. **Purpose.** For the purpose of providing flexibility and incentives for coordinated, well designed sign systems for shopping centers, commercial subdivisions, office parks and other large scale commercial and mixed use developments, a master ~~signage~~ **sign** plan is required for certain signs identified within Article 5, Section 10, and sign systems within the TC-1 (Town Center) district. A master ~~signage~~ **sign** plan will promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development consistent with the property's land use designation.
- b. **Application Requirements.** Master ~~signage~~ **sign** plans required pursuant to other provisions of this ordinance, shall be submitted for review and consideration by the metropolitan planning commission as a use on review, and shall include the following information in the application package:
- (1) Master ~~signage~~ **sign** plan application and a consent form signed by all the property owner(s) for the unified development under consideration.
 - (2) A site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the unified development, the location of all existing and proposed signs, and if required pursuant to other provisions of this ordinance, building elevations showing all building signs.
 - (3) Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans.
 - (4) Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lots included in the unified development under consideration.
 - (5) A copy of any ~~signage~~ **sign** restrictions proposed or implemented for the unified development.
 - (6) Documentation including an accurate site plan for the development shall be provided showing that the development was approved as a shopping center, commercial subdivision, office park, or, mixed use development within the TC-1 (Town Center) district. The development may be located on both sides of a street or streets if it is determined by the metropolitan planning commission that it functions as a unified development.
 - (7) The minimum size of a development eligible for consideration as a unified development shall be twenty-five thousand 25,000 square feet of gross floor area and must contain three (3) or more businesses or tenants.
 - (8) For the purposes of approving a master ~~signage~~ **sign** plan, the metropolitan planning commission shall determine the boundaries of the unified development.
 - (9) The approved signs shall be located on property within the area defined by the metropolitan planning commission as the unified development.
- c. **Administrative Procedures.** Master ~~Signage~~ **Sign** Plans shall be reviewed by the Metropolitan Planning Commission as a Use on Review. A Master ~~Signage~~ **Sign** Plan

may also be included as part of a use on review application for a shopping center, commercial subdivision, office park or similar development. The Metropolitan Planning Commission may approve, modify or deny the request. All applications for sign permits in an area with an approved Master ~~Signage~~ **Sign** Plan shall be in conformance with the Plan. Since approval of Master ~~Signage~~ **Sign** Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for any signs that require a Master ~~Signage~~ **Sign** Plan approval. When a Master ~~Signage~~ **Sign** Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master ~~Signage~~ **Sign** Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.

- d. **Development Directory Sign.** ~~30.~~To encourage coordinated, well designed sign systems that allow sufficient identification of businesses within unified developments in a manner which promotes traffic safety and avoids visual blight, development directory signs may be approved by the metropolitan planning commission as a part of a master ~~signage~~ **sign** plan (see subsection 25, above) subject to meeting the following:
- (1) The development directory sign shall meet the requirements of Article V, Section 10, for a business ground or monument sign.
 - (2) The development directory sign shall count as one of the business ground or monument sign permitted pursuant to Article 5, Section 10, for the lot on which the sign will be located. If the maximum number of business ground or monument signs and/or the maximum surface area is already met or exceeded on a lot proposed for a development directory sign, the number of signs and/or surface area must be reduced so that the addition of the development directory sign would put the ~~signage~~ **signs** on the lot in conformance with the maximum limitations.
 - (3) Only the name and/or logo for the unified development and the names and/or logos of individual establishments within the unified development shall be permitted on the sign face(s). The name of the unified development shall be located at the top of the sign and shall be designed to stand out from the listing of tenants within the unified development.
 - (4) Only one development directory sign shall be allowed per street frontage (per side of the street) for the unified development. Interstate frontage is considered a street frontage.
 - (5) Approved development directory signs shall not be converted to any other type of off-premise sign.
 - (6) A development directory sign approved as part of a master ~~signage~~ **sign** plan for a unified development of one hundred (100) acres or more fronting on an interstate highway with a 500-foot minimum may incorporate one Electronic Message Center as an integral part of a business ground or monument sign and shall have a minimum matrix area of twenty (20) square feet and a maximum matrix area of two hundred fifty (250) square feet. Such sign shall be identified on and constructed in accordance with an approved master ~~signage~~ **sign** plan.
- e. **Project Directional Sign.** ~~34.~~To promote the safe and efficient flow of traffic, project directional signs may be approved by the metropolitan planning commission as a part of a master ~~signage~~ **sign** plan (see subsection 25, above) to direct traffic from a collector or arterial street (as designated in the *Major Road Plan for Knoxville – Knox County, Tennessee*) to businesses located on lower classification streets within the same unified development, subject to meeting the following:

- (1) The project directional sign shall be located at the intersection of the lower classification street with the collector or arterial street and shall be oriented toward the traffic flow on the collector or arterial street.
- (2) The project directional sign shall be located out of the right-of-way and shall comply with setback, sight distance and sight triangle requirements for the lot on which it is located.
- (3) A project directional sign shall not be located closer than 500 linear feet to any other project directional sign on the same side of the collector or arterial street. Only one project directional sign may be permitted per intersection on the same side of the collector or arterial street.
- (4) The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot.
- (5) Only the name and/or logo for the unified development, name and or logo of individual establishments within the unified development and a directional arrow shall be permitted on the sign face(s).
- (6) The project directional sign shall not exceed six (6) feet in height and a maximum surface area of thirty-six (36) square feet.
- (7) Approved project directional signs shall not be converted to any other type of sign.

[Current sections A(30) and A(31) are consolidated into the new section A(29) and no longer needed.]