



Agenda Item # 5

MEMORANDUM

TO: Metropolitan Planning Commission

FROM: Mark Donaldson, Executive Director

DATE: November 13, 2014

SUBJECT: Amendments to the City of Knoxville Zoning Ordinance definitions and sign regulations.
10-B-13-OA

REQUEST

A task force created by City Council to consider changes to the sign regulations in the City of Knoxville zoning ordinance has requested that MPC consider proposed amendments to the zoning ordinance forwarded by the task force and make a recommendation to City Council.

BACKGROUND

In October 2011 MPC made a recommendation to City Council regarding a reduction in the maximum allowed sign heights found in Article V, Section 10 (Signs), of the zoning ordinance. At that time, MPC made a recommendation to consider a mix of maximum heights depending on the functional classification of adjacent roads, ranging from 50 feet (the current maximum height) for signs near the interchanges of the interstate highway system, down to a maximum height of 20 feet for signs that were not adjacent to the interstate highway system or highways that are a part of the federal highway system. Council subsequently passed on first reading an ordinance reducing the maximum height for signs, but prior to considering the ordinance on second reading created a sign code task force to study the sign regulations and make recommendations.

After more than two years of study and several public meetings, MPC staff drafted proposed regulations for the task force to replace Article V, Section 10, in its entirety. At its latest meeting the task force voted to send a version of the ordinance to MPC for its consideration. This version is included as Exhibit E.

At its October 9, 2014 meeting MPC requested that staff prepare an exhibit showing changes proposed by MPC staff, working in partnership with city legal and policy staff, as compared to the version forwarded by the task force. That comparison is included as Exhibit K. MPC also conducted a workshop on October 30 to review the changes proposed by staff. From this workshop changes to three items were discussed at length: the proposed window signs, abandoned signs and sight triangle provisions.

REVIEW OF PROPOSED CHANGES FROM THE TASK FORCE PRODUCT

Exhibit K compares the staff recommendations to the task force recommendations and highlights several proposed changes, including:

- Modified, replaced and new definitions in section C, *Definitions*;

- Modifications to the descriptions of several signs in section E, *Signs Exempt From Regulations*;
- Removal of regulatory language for sidewalk signs in section F, *Signs Exempt From Permit Requirements*, so that it can be consolidated with other requirements in section I, *Standards For Specific Types Of Signs*;
- Modifications to the requirements for sight triangles in section H, *General Sign Standards*, creating different requirements for sight triangles at the intersection of two streets, as compared to sight triangles at the intersection of a street and a commercial driveway;
- Elimination of the provisions for larger detached signs associated with the Scenic Highway System from the section on *Standards for Specific Types of Signs*, because the stated dimensional requirements are no longer appropriate and so stricter standards may be proposed in section L, *Signs Permitted By Specific Zone District*;
- Provisions for sidewalk signs consolidated from elsewhere in the regulations to section I, *Standards for Specific Types of Signs*;
- Reconfiguration of section L, *Signs Permitted By Zone District*, subsection 5, Office zone districts, to change the exception for detached signs for property along major arterial, expressway, and interstate roads to limit the exception to monument or column signs that are no more than 10 feet in height and 100 feet in sign area, comparable to the proposed signs allowed along the scenic highway system.
- In section L, *Signs Permitted By Zone District*, subsection 6, Commercial and Industrial zone districts, eliminating the bonus height for detached signs in large development within planned zone districts; and
- In section L, *Signs Permitted By Zone District*, subsection 6, Commercial and Industrial zone districts, adding an exception to the general detached sign standards for signs along the Scenic Highway System with maximum dimensions of 10 feet of height and 100 square feet of sign area.

SUMMARY OF ISSUES IDENTIFIED THROUGH WORKSHOP DISCUSSION

Window Signs

Current. Currently the definition and regulations for window signs apply only to the TC-1 (Town Center) and Cumberland form districts, which allow window signs only up to 10 percent of the window area.

Proposed. It is proposed that the regulations for window signs apply to all zone districts in a manner similar to several other cities, with up to 25 percent of the window area (or 20 square feet) allowed without permit requirements.

Analysis. Maintaining visibility through windows and doors of commercial establishments transcends the sign-related arguments about visual clutter and aesthetics and moves into a school of design theory referred to as Crime Prevention through Environmental Design (CPTED). CPTED is characterized as a multi-disciplinary approach to increasing safety and minimizing crime through the design of public and private spaces. Just as “eyes on the street” can deter some criminal behavior, so can “eyes into spaces.” Visibility through windows and doors, from private space to public space and vice versa, can increase the threat of apprehension and limit the opportunity for crime. Maintaining surveillance opportunities can reduce the likelihood of crime occurring by taking steps to increase the perception that people can be seen. The Raleigh, NC window sign requirements, as shown in Exhibit G, address this issue.

There are many options available to the planning commission in making a recommendation regarding window signs. The proposed regulations seek a middle ground between no regulation and no window signs allowed at all. Alternatively, window signs could be treated as any other sign and subject to attached sign requirements; or window signs could be regulated by treating the inside of the window differently than the outside, with no regulation of signs inside the window opening and signs on the outside of the window requiring permits and factoring into the total attached sign area allowed on a building.

Abandoned Signs

Current. Currently, abandoned signs are not specifically defined, but there is a provision that calls for removal 60 days after notification by the building official.

Proposed. It is proposed to add a definition and specify a more definitive process for removal of abandoned signs which results in a property owner being able to keep a properly maintained abandoned sign structure for well more than a year after the sign becomes abandoned.

Analysis. The proposed abandoned sign regulations extend the life of signs determined to be abandoned from 2 months to 15 months if the sign is properly maintained. Discussion has focused primarily on allowing the use of detached signs to market the subject property while the property is otherwise vacant. There has also been discussion about limiting the abandoned sign provisions only to those signs that do not meet the proposed standards for detached signs, thus allowing signs on vacant property to remain in place if they meet the proposed regulations. Exhibit M provides language to address several of these options.

Sight Triangles

Current. Currently, the sight triangle (that space at intersections of streets and commercial driveways to be kept free of visual clutter for safety purposes) appears in the regulations only for project directional signs allowed through the master sign plan approval process. The sight triangle is not defined, nor are there any dimensions mentioned.

Proposed. The latest version of the proposed sign regulations creates a definition for the sight triangle, specifies dimensions and prohibits the placement of detached signs within the area defined as a sight triangle as follows:

- For intersections of two public streets, a sight triangle with legs of 25 feet as measured along the property line; and
- For intersections of public streets and commercial driveway connections, a sight triangle with legs of 25 feet as measured along the edge of pavement, provided that the setback from a public street must also be provided.

Analysis. The proposed sight triangle regulations work hand in hand with the proposed setback requirements adjacent to public streets. The proposed setback regulations eliminate an exception that allowed sign cabinets to encroach beyond the 10 foot setback requirement provided the cabinets are at least 10 feet above ground. Eliminating the setback exception will move signs further away from the street and will greatly reduce potential conflicts within the sight triangle. With the proposed setbacks kept in place, the proposed sight triangle provisions may not be needed in the vast majority of detached sign locations.

PROPOSED AMENDMENTS

Staff has prepared three amendments to three distinct sections of the zoning ordinance:

- It is proposed to relocate the definitions related to signs from Article II to the sign regulations found at Article V, Section 10 (Exhibit A);
- It is proposed to relocate the sign regulations for the TC-1 (Town Center) zone district from Article IV to Article V, Section 10 and consolidate the sign regulations with those of the TND-1 (Traditional Neighborhood Development) zone district (Exhibit B); and
- It is proposed to replace in its entirety the sign regulations found at Article V, Section 10 (Exhibit C).

In addition, an optional tabular format (Exhibit J) has been prepared for Section L.6, Commercial and Industrial zone districts, which establishes maximum sign heights and areas for four different road classifications, as well as different dimensional requirements for monument and column signs as compared to ground and pole signs.

Also provided are new exhibits portraying several options that could be pursued with regards to window signs, abandoned signs and a sight triangle requirement.

STAFF RECOMMENDATION

Staff recommends that the planning commission recommend that City Council amend the City of Knoxville zoning ordinance as shown in Exhibits A, B, and C, as amended to include:

- option L.6.d(3) to utilize the functional classification of roads to determine detached sign dimensions in commercial and industrial zone districts as shown in Exhibit J;
- optional language shown as paragraph D to allow otherwise abandoned signs to be used to advertise the availability of the premises on which the sign is located as shown in Exhibit M; and
- removing sight triangle provisions as shown in Exhibit N.

Should the planning commission have significant discussion which requires additional analysis by staff, the commission should not hesitate to postpone action and ask staff to provide specific material to address any issues that have been identified.

EXHIBITS

- Exhibit A - Proposed deletions from Article II, Definitions
- Exhibit B - Proposed deletions from Article IV, TC-1 sign regulations
- Exhibit C - Proposed Article V, Section 10, Sign Regulations, Staff Recommendation
- Exhibit D - Side by side comparison of current and proposed regulations
- Exhibit E - Proposed regulations, as forwarded by Task Force
- Exhibit F - Summary of current and proposed definitions
- Exhibit G - Issue summaries
- Exhibit H - Roads in Knoxville on the Scenic Highway System
- Exhibit I - Illustration of sight triangles
- Exhibit J - Optional table of maximum sign height and area in commercial and industrial zone districts
- Exhibit K - Comparison of proposed staff changes to the version as forwarded by the task force
- Exhibit L - Window sign options
- Exhibit M - Abandoned sign options
- Exhibit N - Sight triangle option

ARTICLE II Definitions

The following definitions will be deleted from Article II and included in the amendment of Article V, Section 10, Sign Regulations:

Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended for advertising, whether placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence, or other manmade structure, and any such advertising is a structure within the meaning of the word "structure" as used in this ordinance.

Advertising sign or structure - See Sign.

Development directory sign – See listing under “Sign, Billboard, or Other Advertising Device.”

Illumination, direct - Illumination by an artificial light source installed on, or transmitted through, a sign surface.

Illumination, indirect - Illumination by reflected light intentionally directed upon a sign surface, or silhouettes of letters or symbols placed before a background of reflected light.

Master signage plan – A site plan and associated text and illustrations submitted to the Metropolitan Planning Commission for consideration for approval of a sign system for a proposed or existing development.

Project directional sign – See listing at “Sign, Billboard, or Other Advertising Device.”

Sign, billboard, or other advertising device - Any structure or part thereof or device attached thereto or represented thereon, which shall display or include any letter, words, model, banner, flag, pennant, insignia or representation used as, or which is in the nature of an announcement, direction or advertisement. The word "sign" includes the word "billboard" or any other type of advertising device, but does not include the flag, pennant, or insignia of any nation, state, city or other political unit. Types of signs are defined in the following categories.

Advertising sign - A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises and only incidentally on the premises if at all.

Arcade and hanging signs - A covered sign which hangs from a porch roof, awning, colonnade or similar feature whose surface area is not to exceed over six square feet.

Awning and canopy signs - A sign that is printed or sewn onto durable material and hung over doorways and storefronts that provide shelter and shade for pedestrians, which shall be limited to street level businesses.

Billboard - A type of advertising sign having more than one hundred square feet of display surface which is either erected on the ground or attached to or supported by a building or structure.

Business sign - A sign which directs attention to the business or profession conducted on the premises. A "for sale", "to let" or "information" sign shall be deemed a business sign.

Changeable letter reader board sign - A sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols and other similar character of changeable pictorial panes.

Column signs - A sign which is supported by and integrated with columns (or posts), appropriate in scale and material to its related building (see illustration).

Column Sign Example

Development directory sign - A business ground or monument sign identifying a shopping center, office park, commercial subdivision, or similar mixed use or commercial development, and listing individual businesses or tenants within the unified development, including businesses not located on the lot on which the sign is located. A development directory sign is not classified as an advertising sign.

Directional Sign – A type of incidental sign located on a site designed to guide vehicular and/or pedestrian traffic on a lot or parcel by using such words as “Entrance”, “Exit”, “Parking”, “One-Way”, or similar directives, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.

Directory Sign, On-Site – A type of incidental sign located on a site designed to identify specific businesses, offices, tenants or other uses of a lot or parcel, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign

Electronic message center sign- A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.

Erect – When used in connection with signs shall mean to build, construct, attach, hand, place, suspend, or affix and shall also include the painting of wall signs.

Ground sign - A sign supported by a pole, uprights, or braces on the ground.

Historic Sign - An existing, nonconforming, historically significant sign that contributes to the historical or cultural character of the community at large which has been removed from its original location within the City of Knoxville and is to be reused and relocated to a different location on its original site or relocated to another location within the community.

Incidental Sign - A sign, generally directional or informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "office", "gymnasium", and other similar directives. No sign with an advertising message other than a name or logo of a business, use or place shall be considered incidental.

Information Sign – A type of incidental sign located on a site designed to convey information or instructions, but not including any advertising message, for the safety and convenient use of a lot or parcel. A name or logo of a business, use or place may also be included on the sign.

Landmark Sign - An existing, nonconforming, on-premise sign, which exhibits unique characteristics, enhances the streetscape or identity of a neighborhood and contributes to the historical or cultural character of the streetscape or the community at large.

Marquee sign - A projecting sign attached to or hung from a marquee and said marquee shall be known to mean a canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line.

Master signage plan – A site plan and associated text and illustrations submitted to the Metropolitan Planning Commission for consideration for approval of a sign system for a proposed or existing development.

Monument sign - A sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports (see illustration).

Monument Sign Examples

Pole sign or banjo sign - A type of ground sign at least ten feet above the ground supported on a single post or pole, most commonly associated with gasoline service stations.

Portable sign - All moveable or portable advertising or business signs mounted upon trailers or other structure(s) or device(s) designed to be transported with only incidental parking and assembling for reuse.

Project directional sign – A ground or monument sign used 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. A project directional sign is not classified as an advertising sign.

Projecting sign - A sign which is attached to the face or outside wall of a building which projects out at an angle therefrom and projects more than twelve inches beyond the face of such wall.

Roof sign - A sign that is mounted on the roof of a building or which is wholly dependent upon a building roof for support.

Shingle sign - A projection of a wall sign not over six square feet in area, and projecting not more than two feet over public property.

Temporary sign - Temporary signs shall include any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time only.

Wall or flat sign - Any sign erected parallel to the face, or on the outside wall, of any building and supported throughout its entire length by such wall where the edges of the sign do not project more than twelve inches therefrom.

Window signs - Any sign placed within a window facing the street or thoroughfare, and may be composed of applied letters, symbols, neon or similar lighting. This window sign provision shall apply to zoning districts which have design guidelines such as Traditional Neighborhood Development (TND-1) and Historic Overlay (H-1) Districts.

Deleted language **Added language**

ARTICLE IV, Section 3.12 TC-1 Town Center District

K. Signs. **As regulated in Article V, Section 10.**

~~1. Approval of a master signage plan is required at the time of development plan approval. After approval of a master signage plan by the planning commission, the MPC staff may approve minor changes to the signage plan administratively. For the purpose of these regulations, minor changes include:~~

~~a. An increase in the size of any sign by up to ten (10) percent, provided this does not exceed the maximum sizes permitted below.~~

~~b. Changing the text, message, design or material of any sign shall not require approval by MPC or MPC staff, providing that the sign is consistent with the standards contained in the master signage plan.~~

~~2. Types of signs permitted, subject to approval of master signage plan:~~

~~a. Monument signs: Surface area not to exceed twenty (20) square feet on lots with a frontage of one hundred (100) feet or less and thirty (30) square feet on other lots within the district. Monument signs that are used at entrances to identify the overall district may be up to one hundred (100) square feet.~~

~~b. Shingle signs: Surface area not to exceed twelve (12) square feet on lots with a frontage of one hundred (100) feet or less and eighteen (18) square feet on other lots within the district. Height shall not exceed six (6) feet.~~

~~c. Directional signs.~~

~~d. Wall signs including projected and face mounted signs.~~

~~e. Window signs, not exceeding ten (10) percent of that window space.~~

~~3. Advertising signs, billboards, and ground signs, with the exception of monument signs, are prohibited.~~

A. PURPOSE AND INTENT

1. The purpose of this section is to create a legal framework for a comprehensive and balanced system of sign regulation that will:
 - a. Implement the plans, policies, goals and objectives of the City;
 - b. Protect the health, safety and welfare of the citizens and businesses of the City;
 - c. Preserve the right of free speech and expression;
 - d. Provide for effective communication between people within the context of their environment;
 - e. Avoid visual clutter that may be harmful to traffic and pedestrian safety, property values, business opportunities and community appearance;
 - f. Facilitate effective way-finding throughout the City;
 - g. Provide clear and objective sign standards;
 - h. Provide an efficient and effective review procedure for sign applications; and
 - i. Enable consistent and equitable enforcement of the regulations set forth in this Section.
2. With these purposes in mind, it is the intent of this ordinance to authorize the use of signs that are:
 - a. Effective in communicating with the public;
 - b. Compatible with their surroundings;
 - c. Legible in the circumstances in which they are seen.
 - d. Appropriate to the activity that displays them; and
 - e. Expressive of the identity of individual activities and the community as a whole.

B. SCOPE/APPLICABILITY

1. Signs may be erected, mounted, displayed or maintained in the city in conformance with the provisions of these regulations. The scope of this section, as more specifically set forth below, is to:
 - a. Allow a wide variety of sign types in commercial zone districts, and a more limited variety of signs in other zone districts, subject to the standards of this section;
 - b. Allow certain signs incidental to the principal use of a site in all zone districts subject to the standards of this section;
 - c. Provide for temporary signs in limited circumstances;
 - d. Prohibit signs whose location, size, type, illumination or other physical characteristics are not compatible with their surroundings and may be injurious to the public health, safety and welfare; and
 - e. Provide for the enforcement of the provisions of this section.
2. The regulations of this section are applicable in zone districts without sign and other sign structure requirements exclusive to a specific zone district. Where sign requirements are provided in a specific zone district the requirements of the specific zone districts in Article IV shall prevail.
3. The regulations for signs, billboards, and other sign structures are indicated below.
4. The interpretation or nomenclature in this section shall be as defined in subsection C below.

C. DEFINITIONS

The words, terms and phrases set out below shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended to announce, direct attention to, or advise, which is placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence or other manmade structure.

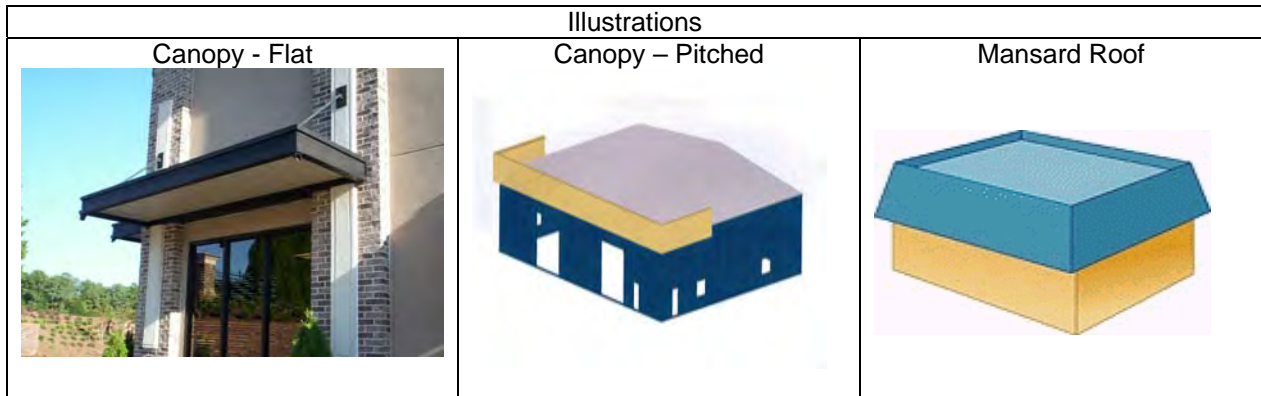
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Awning - A structure, other than a canopy, made of cloth, metal or other material affixed to a building in such a manner that the structure may be raised or retracted from a from a building to a flat position against the building.

Candela - A unit which expresses the luminous intensity of a light source.

Canopy - A permanent structure, other than an awning, made of cloth, metal or other material attached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure. The lower, steeper portion of a mansard roof shall be considered a canopy for the purposes of this section if there is no enclosed space below this portion of the mansard roof.



Dimmer - A device which changes the brightness of a display or which creates the capacity of increasing or decreasing the overall brightness/intensity of a display.

Erect - When used in connection with signs shall mean to build, construct, attach, hand, place, suspend, or affix and shall also include the painting of wall signs.

Footcandle - A unit of illuminance (light falling on a surface). One lumen falling on one square foot equals one footcandle.

Light detector, Light sensor - An electronic component used to detect the amount or level of ambient light surrounding an EMC cabinet.

Master sign plan - A site plan and associated text and illustrations of a sign system for a proposed or existing development submitted to the Metropolitan Planning Commission for consideration for approval.

Nit - One candela per square meter.

Sign, billboard, or other advertising device - Any structure or part thereof or device attached thereto or represented thereon, which shall display or include any letter, words, model, banner, flag, pennant, insignia or representation used as, or which is in the nature of an announcement, direction or advertisement. The word "sign" includes the word "billboard" or any other type of advertising device, but does not include the flag, pennant, or insignia of any nation, state, city or other political unit.

Sight triangle - The area located at the intersection of two streets, whether public or private, or a street and private driveway through which an unobstructed view of approaching traffic is necessary for motorists.

Sign illumination, internal - Lighting of a sign from internal sources, such as in light source within the framework of a sign cabinet and behind the face of the sign so that light is transmitted through the face of the sign.

Sign illumination, external - Lighting of a sign from a light source external to the body of the sign, so that light is directed on to the face of the sign.

Types of signs are defined in the following categories.

Abandoned sign - Any sign, including its supporting structure, erected in conjunction with a particular use, for which the use has been discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.

Arcade or hanging sign - A type of attached sign which hangs from a porch roof, awning, canopy, colonnade or similar feature whose surface area is not to exceed over six square feet.

Attached sign - A sign that is permanently affixed to or painted on a building, canopy, or wall and having a permanent or changeable copy face.

Awning sign - A type of attached sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself.

Billboard - A type of off-premise sign having more than one hundred square feet of display surface which is either erected on the ground or attached to or supported by a building or structure.

Bulletin board - A type of wall or ground sign used to identify the premises and announce meetings or programs to be held on the premises of a church, school, community recreation center, hospital, medical clinic or similar place.

Canopy sign - A type of attached sign placed on a canopy so that the display surface is parallel to the plane of the wall.

Changeable letter reader board sign - A sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols and other similar character of changeable pictorial panes.

Changeable price sign - A sign that shows a product or service, such as fuel or hotel/motel room rates as an unchanging element of the sign and includes an EMC component to the sign wherein the price is changeable.

Column sign - A type of detached sign which is supported by and integrated with columns or posts.

Detached sign - Any sign that is not affixed or attached to a building and is securely and permanently mounted in or on the ground.

Development directory sign - A type of detached sign identifying a shopping center, office park, commercial subdivision, or similar mixed use or commercial development, and listing individual businesses or tenants within the unified development, including businesses not located on the lot on which the sign is located. A development directory sign is not classified as an off-premise sign.

Directional sign - A type of incidental sign located on a site designed to guide vehicular and/or pedestrian traffic on a lot or parcel by using such words as "Entrance", "Exit", "Parking", "One-Way", or similar directives, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.

Directory sign, on-site - A type of incidental sign located on a site designed to identify specific businesses, offices, tenants or other uses of a lot or parcel, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.

Electronic message center sign - A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.

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Ground sign - A type of detached sign supported by a pole, uprights, or braces on the ground.

Historic sign - An existing, nonconforming, historically significant sign that contributes to the historical or cultural character of the community at large which has been removed from its original location within the City of Knoxville and is to be reused and relocated to a different location on its original site or relocated to another location within the community.

Incidental sign - A sign, generally directional or informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "office", "gymnasium", and other similar directives. No sign with an advertising message other than a name or logo of a business, use or place shall be considered incidental.

Identification sign - A sign displaying only the name, address, and/or crest, insignia, trademark, occupation, or profession of an occupant or the name of any building on the premises.

Information sign - A type of incidental sign located on a site designed to convey information or instructions, but not including any advertising message, for the safety and convenient use of a lot or parcel. A name or logo of a business, use or place may also be included on the sign.

Landmark sign - An existing, nonconforming, on-premise sign, which exhibits unique characteristics, enhances the streetscape or identity of a neighborhood and contributes to the historical or cultural character of the streetscape or the community at large.

Marquee sign - A type of attached sign integrated into or hung from a marquee. A marquee is a type of canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line for the purpose of providing shelter to pedestrians at an entrance to a building.

Memorial sign - A plate, plaque or engraving cut into or attached to a building surface which designates names of buildings and/or date of erection and other items such as architect, contractor, or others involved in the buildings creation.

Menu board - A type of attached or detached sign primarily designed for the display of menu items and prices for the purpose of placing orders for such items in conjunction with a restaurant utilizing drive-through or curbside service.

Monument sign - A type of detached sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports.

Nameplate - A plate, plaque or engraved name, e.g. on a door, or integral to a wall of a building, bearing a name and associating the name with the building to which the nameplate is attached.

Off-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises and only incidentally on the premises if at all.

On-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered on the premises on which the sign is erected. A "for sale", "to let" or "information" sign shall be deemed an on-premise sign.

Pole sign - A type of ground sign at least ten feet above the ground supported on a single post or pole.

Portable sign - All moveable or portable off-premise or on-premise signs, unless otherwise permitted by these regulations, mounted upon trailers or other structure(s) or device(s) designed to be transported with only incidental parking and assembling for reuse.

Project directional sign - A type of detached sign used to direct traffic from a collector or an arterial street (as designated in the *Major Road Plan for Knoxville – Knox County, Tennessee*) to businesses located on the same or lower classification streets within the same unified development. A project directional sign is not classified as an off-premise sign.

Projecting sign - A type of attached sign that is wholly or partly dependent upon a building for support, which projects at an angle away from the building, extending more than one (1) foot.

Roof sign - A type of attached sign that is mounted on the roof of a building or which is wholly dependent upon a building roof for support.

Shingle sign - A type of projecting sign not over nine square feet in area and projecting not more than three feet over public property that hangs from a bracket or support and is located over or near a building entrance.

Sidewalk sign - A type of moveable detached sign not secured or attached to the ground or surface upon which it is located.













Temporary sign - Any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time consistent with the terms of these regulations.

Umbrella sign - A sign integrated into the body of an umbrella, either on its protective covering or support structure.

Wall sign - A type of attached sign fastened to or painted on the wall of a building in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than one (1) foot from the building or structure. A wall sign may not project above the wall or parapet.













Window sign - A type of attached sign placed within a window facing the street or thoroughfare, including a television or monitor placed in a window for the purpose of advertising products, services or the business, and may be composed of applied letters, symbols, neon or similar lighting, but may not obscure the view of the interior of the building.

SIGN ILLUSTRATIONS

<p>Arcade or Hanging Sign</p> 	<p>Awning Sign</p> 	<p>Canopy Sign 1</p> 
<p>Canopy Sign 2</p> 	<p>Changeable Reader Board</p> 	<p>Changeable Price Sign</p> 
<p>Column Sign</p> 	<p>Electronic Message Center</p> 	<p>Ground Sign</p> 
<p>Marquee Sign</p> 	<p>Menu Board (attached)</p> 	<p>Menu Board (detached)</p> 

STAFF RECOMMENDATION

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<p>Monument Sign</p> 	<p>Nameplate</p> 	<p>Pole Sign</p> 
<p>Portable Sign</p> 	<p>Projecting Sign</p> 	<p>Roof Sign</p> 
<p>Shingle Sign</p> 	<p>Sidewalk Sign</p> 	<p>Umbrella Sign</p> 
<p>Wall Sign (applied)</p> 	<p>Wall Sign (cabinet)</p> 	<p>Window Sign</p> 

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D. PROHIBITED SIGNS

The following signs are prohibited in all zone districts:

1. Signs which by color, location, and/or design resemble or conflict with traffic control signs or signals.
2. Signs which contain or make use of any word, phrase, symbol, shape, form or character in such manner as to interfere with, mislead or confuse traffic. This does not include permitted incidental signs such as directional, directory or informational signs.
3. Signs which have moving parts and signs which have red, green, yellow, amber or blue lights.
4. Signs with flashing, chasing, pulsating, twinkling, dancing, scintillating, and/or oscillating lights or any other rotating, revolving or moving part; except for an approved, documented historic or reproduction sign located in any H-1 (Historic Overlay) zone district or an approved sign within the D-1 (Downtown Design Overlay) zone district.
5. Illuminated signs within one hundred (100) feet of property in any residential zone district, unless the illumination of such sign is so designed that it does not shine or reflect light onto such property within a residential zone district.
6. Signs within the public right-of-way, except publicly owned signs, such as wayfinding signs and regulatory signs, and those signs approved by the city engineer.
7. Signs placed on a parked vehicle or trailer visible from the public right-of-way where the primary purpose is to advertise a product or direct people to a business located on the same or another property. For the purposes of this regulation, logos, identification or advertising on vehicles being operated by being moved on and off the site in the normal course of business are not prohibited.
8. Billboards and other off-premise signs.
9. Portable signs.
10. Roof signs.
11. Window signs that exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.

E. SIGNS EXEMPT FROM THESE REGULATIONS

The following signs, unless prohibited elsewhere in these regulations, are exempt from the regulations of this chapter but may be subject to other applicable laws and regulations:

1. Signs regulated by Article IV of the City of Knoxville zoning ordinance.
2. Signs conforming to the *Manual of Uniform Traffic Control Devices* and bearing no commercial message.
3. Signs required by federal, state or local statute.
4. Signs installed by employees or officials of the City of Knoxville and Knox County, a state or federal agency in the course of their governmental duties and bearing no commercial message.
5. Signs necessary to promote health, safety and welfare, and other regulatory, statutory, traffic control or directional signs erected on public property with permission as appropriate from the state, the United States of America, Knox County or the City of Knoxville.

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6. Signs required by an order of a court of competent jurisdiction.
7. Legal notices and official instruments.
8. Signs installed by public utilities in their rights-of-way or on their facilities and bearing no commercial message other than such message as necessary to identify the public utility and the use.
9. Signs installed by a transit company with a franchise or other right to operate in the City of Knoxville, where such signs are installed along its routes and relate to schedules or other information about the transit route.
10. Signs approved as part of the City of Knoxville's adopted Wayfinding program.
11. Signs carried by a person.
12. Signs incorporated into machinery or equipment by a manufacturer or distributor.
13. Signs located within a building or enclosed space that are not visible or legible from the public right-of-way or from private property or public property other than the property on which it is located.
14. Memorial signs with a maximum sign area of six (6) square feet.
15. Works of art with no advertising.
16. Holiday lights and decorations with no advertising.
17. Scoreboards and off-premise signs located on athletic fields if oriented toward the field of play.
18. Restaurant menu boards located on the premises of the restaurant when oriented toward a drive-through lane, with a maximum sign area of sixty (60) square feet and maximum height of ten (10) feet. The menu board shall be located within thirty (30) feet of the point at which orders are taken from the motor vehicle.
19. Restaurant menu displays located within ten (10) feet of a primary restaurant entrance provided the display area does not exceed four (4) square feet.
20. Official fraternal, religious or civic flags when mounted on permanent poles attached to the ground or building when located on the same site as the fraternal, religious or civic organization, institution or building.
21. Official governmental flags of the following governmental entities shall be the only official governmental flags recognized as such by the City of Knoxville:
 - a. The United States of America;
 - b. Any state, territory, or possession of the United States of America;
 - c. Any official flag adopted as such by the City of Knoxville and Knox County;
 - d. Any official flag adopted by a member state of the United Nations.
22. Decorative flags and bunting for a celebration, convention or commemoration, subject to removal within seven days following the event
23. In residential districts, any sign of a type described below which does not exceed two square feet in area:
 - a. A sign giving a property identification name or number or name(s) of occupant, one sign per lot;
 - b. A mailbox sign (one sign per dwelling unit), and
 - c. A sign(s) posted on property relating to private parking, trespassing or dangerous animals (limited to four (4) signs per lot if less than one acre in size)
24. Temporary signs for political purposes.

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25. Temporary merchandise displays and signs behind storefront windows which are not affixed permanently to the glass, nor intended for permanent display.
26. Temporary or permanent signs identifying traffic-control measures on private property, such as "stop," "yield," and similar signs, the face of which meet the standards of the "Manual for Uniform Traffic Control Devices" and which contain no logo or commercial message of any sort and which do not exceed six (6) square feet in area per sign.
27. Temporary signs for announcements by public or nonprofit organizations of special events or activities of interest to the general public, provided such signs are less than thirty-two (32) square feet in area, are limited to one (1) sign per site of such events, are erected no sooner than fourteen (14) days before the event, and are removed within three (3) days after the event.
28. Temporary signs on vehicles displaying terms of sale.
29. Umbrella signs.
30. Signs contained on vendor push carts.

F. SIGNS EXEMPT FROM PERMIT REQUIREMENT

The following signs are exempt from permit requirements, but subject to other regulations of this chapter:

1. Temporary signs announcing real estate availability in residential districts which do not exceed nine (9) square feet in area per sign, which do not exceed six (6) feet in height for detached signs, and which are limited to one (1) detached sign per street frontage and one (1) wall sign per dwelling unit.
2. Temporary signs announcing real estate availability in nonresidential districts which are less than sixty-four (64) square feet in area per sign, which do not exceed ten (10) feet in height for detached signs, and which are limited to one (1) detached sign per street frontage and one (1) wall sign per building facade if the entire building is for sale or lease or one (1) wall sign per leasable area if subunits of the building are for lease or rent.
3. Temporary signs announcing construction in residential districts which do not exceed nine (9) square feet in area and six (6) feet in height for detached signs, which are limited to one (1) per lot, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty (60) days, the sign shall be removed, pending continuation of construction activities.
4. Temporary signs announcing construction in nonresidential districts which are less than sixty-four (64) square feet in area and ten (10) feet in height for detached signs, which must be spaced at least one hundred (100) feet apart, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. Construction-related detached signs that are sixty-four (64) square feet or more in area and ten (10) feet or more in height must comply with the district requirements for a permanent detached sign. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty (60) days, the sign shall be removed, pending continuation of construction activities.
5. Temporary signs announcing yard sales or real estate open houses which do not exceed six (6) square feet in area, are limited to one (1) per lot, which are erected no sooner than four (4) days before the event, and which are removed within two (2) days after the event. On the day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in area, may be used to announce the event.
6. Temporary auction signs which do not exceed thirty-two (32) square feet in area per sign, which do not exceed ten (10) feet in height for detached signs, which are limited to one (1) per lot, and which are erected no more than thirty-one (31) days prior to the event and removed within twenty-four (24) hours after the auction event. On the

day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in size, may be used to announce the event.

7. Temporary farmer's market signs, limit of two, erected on days of market operation. Any such sign shall not exceed twenty-four (24) square feet in residential districts and thirty-two (32) square feet in all other districts.

8. Sidewalk signs, subject to the provisions of subsection I(1).

9. Window signs which do not exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.

10. Signs showing historic or landmark status of a building, provided such signs do not exceed two (2) square feet.

G. CRITERIA FOR MEASUREMENTS

1. Sign Area

a. For detached signs, the total sign area shall be measured by calculating the entire area enclosed by the perimeter of the extreme limits of the sign cabinet or module, exclusive of embellishments such as pole coverings, framing, decorating roofing, and any appurtenances required by the building code.

b. For attached signs, the total sign area shall be measured by calculating the entire area enclosed by the perimeter of the extreme limits of the sign cabinet, or, if the sign face is not a part of a sign cabinet, the sign copy, including vertical and horizontal spacing between letters and logos on the sign face.

c. A sign designed to be viewed from two (2) different directions shall be considered as one (1) sign, provided that the two (2) sign faces shall not be more than forty-two (42) inches apart if parallel, nor form an angle of more than ninety (90) degrees.

d. If the attached or detached sign or sign structure is internally illuminated or back lit by any means, the entire area shall be included within the allowable sign area calculation for the site.

2. Sign Height

a. Sign height shall be computed as the distance from the base of the sign structure to the top of the highest attached component of the sign, using as the base of the sign structure either of the following provisions providing the greatest height:

(1) the finished grade of the property below the sign; or

(2) the roadway surface at the nearest edge of pavement of the street that provides primary access to the site.

b. The finished grade of the property shall be construed for this purpose to be the final established grade after development, exclusive of any filling, berming, mounding or excavating primarily for the purpose of locating a sign.

c. For detached signs subject to the provisions of subsection L.6. below on property that shares a common property line with an interstate highway or for detached signs on property that does not share a common property line but such signs are located within one hundred (100) feet of the right-of-way of an interstate highway, the highest interstate roadway surface as measured from the sign to the crown of the roadway surface on a line perpendicular to the interstate right-of-way, or radial to the right-of-way when the subject sign is located in proximity to a curved interstate right-of-way may be used to determine the greatest allowable height.

3. Sign Spacing

a. All distances related to spacing of signs shall be measured along a straight line between the two (2) closest points of the sign structures.

4. Primary Building Elevation

For the purposes of determining maximum allowed sign area for attached signs:

a. The primary building elevation shall be any elevation that faces onto a street right-of-way to which the parcel has street frontage and (1) has the principal entrance to the building, or (2) has an entry used primarily for customers or clients.

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b. The wall area of the primary building elevation shall be determined as follows:

(1) When architectural elevations are provided that accurately and to scale depict the elevation of the structure, the wall area of the elevation shall be the area of the vertical wall surface of the building elevation exclusive of roofs, parapets and false facia; except that a parapet on the primary building elevation, if it is part of a parapet of a uniform height on three sides of a structure and of a similar and uniform building material may be included in the elevation area, but decorative parapet extensions of irregular height on one or two sides of a structure are excluded from the calculation.

(2) When architectural plans are not provided, it shall be assumed that the height of the elevation of the first floor is twelve (12) feet and that the height of the elevation of all floors above the first floor is ten (10) feet per floor. The area of the elevation is then calculated based on the formula: [building length x 12 ft. (first floor)] + [building length x 10 ft. per each additional floor] = elevation area.

5. Canopies over Gasoline Pumps for Measuring Purposes

For the purposes of determining maximum allowed sign area, the vertical surface of canopies over gasoline pumps may be considered as part of the wall surface of an elevation.

6. Setback for Detached Signs. The setback shall be measured from the farthest most protrusion of the sign to the nearest point of a property line, street right-of-way or edge of pavement. The interstate highway right-of-way shall be considered a side or rear lot line for the purposes of determining the minimum setback required.

H. GENERAL SIGN STANDARDS AND REQUIREMENTS

1. Minimum Setbacks

a. All detached on-premise signs shall be set back no less than ten (10) feet from a street right-of-way or fifteen (15) feet from the edge of pavement, whichever is greater.

b. All detached on-premise signs shall be set back no less than five (5) feet from all side and rear property lines that are not also street right-of-way

c. Directional or information signs may be allowed closer than the minimum setback from a right-of-way or pavement with the approval of the city engineer.

2. Minimum Clearance for Projecting Signs

a. Signs shall project from a building no more than ten (10) feet and shall maintain a minimum clear height of ten (10) feet, except in the following districts:

(1) In the TND-1 (Traditional Neighborhood Development) district, signs shall project no more than four (4) feet and shall maintain a minimum clear height of eight (8) feet in the commercial portion of the development.

(2) In the H-1 (Historic Overlay) district and D-1 (Downtown Design Overlay) district signs shall :

(a) Shall maintain a minimum clear height of seven (7) feet above sidewalks if non-electrified.

(b) Shall maintain a minimum clear height of eight (8) feet above sidewalks if electrified.

b. Where such signs project over public property, the sign shall not extend closer than twenty (20) inches to the back of the curb of the street.

3. Illumination Standards. Sign illumination shall meet the following standards:

a. General Requirements.

(1) In residential zone districts internal sign illumination shall be prohibited. Signs may be externally illuminated, provided no light source exceeds seventy-five (75) footcandles of surface illumination nor is visible from streets or adjacent property;

(2) In nonresidential zone districts internally illuminated signs shall not exceed two hundred (200) foot-lamberts and externally illuminated signs shall not exceed seventy-five (75) footcandles of surface illumination;

(3) In all office districts, illuminated attached signs shall be limited to the building façade facing a street that is adjacent to the property and illuminated detached signs shall be limited to locations between the building and a street that is adjacent to the property.

- b. External Illumination. Externally illuminated signs shall be shielded from adjacent buildings and streets, and shall not cause glare or other nuisances to adjacent land uses or traffic. Projecting light fixtures used for externally illuminated signs must not obscure the sign.
 - c. Internal Illumination. Internal illumination shall provide steady, stationary lighting through translucent materials.
 - d. All electrical wiring to detached signs shall be placed underground. Electrical wiring to attached signs shall be concealed from public view.
4. Sight Triangle Requirements. Detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sight triangle as follows:
- a. At the intersection of two public streets the sight triangle shall have lengths along the property line of no less than twenty-five (25) feet; and
 - b. At the intersection of a public street and a private commercial driveway or joint permanent easement connection to that street the sight triangle shall have lengths along the edge of pavement of no less than twenty-five (25) feet, provided that the required setback from the public street shall also be provided.
5. Landscape Requirements for Detached Signs. For all detached signs located within the front yard of a property, a landscape area shall be provided and maintained around the base or support structure of the detached sign. Plant material used in the landscape area shall not have a mature height of greater than forty-two (42) inches in height. For the purpose of these regulations a landscape area shall be an area reserved for the addition or augmentation of shrubs, plants, turf grasses and other natural and decorative features.
6. Covering of posts, poles, uprights and braces on detached signs. All posts, poles, uprights, braces or any other supporting structure a part of a detached sign shall be covered with material complementary to the construction of the principal building or structure on the parcel or lot, and completed with a square or rectangular perimeter footprint.

I. STANDARDS FOR SPECIFIC TYPES OF SIGNS

1. Sidewalk Signs. Sidewalk signs are allowed only in the C-2, TND-1, TC-1 and form districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. A sidewalk sign shall be placed on the ground or paved surface and may be placed on a sidewalk within public right-of-way or public property within fifteen (15) feet of the entry to a business or outdoor space associated with the business. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated. A sidewalk sign cannot be illuminated or contain an electronic message center or any moving parts.
2. Temporary Signs Subject to Permit Requirements.
- a. Temporary signs shall not be erected or otherwise fixed to any pole, tree, stone, fence, building, structure or any object within the right-of-way of any street.
 - b. No temporary sign shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, or be confused with any authorized traffic sign, signal, or device or located in any required parking space.
 - c. Each business may erect or post one (1) attached or one (1) detached temporary sign on up to four (4) occasions during each calendar year, provided that each such occurrence does not exceed fifteen (15) days in duration for each occurrence. Any sign posted for a longer period must meet the requirements for a permanent detached sign.
 - d. No temporary sign shall exceed thirty-two (32) square feet in area.
 - e. A temporary sign shall comply with the applicable setback and parking requirements, electrical code and safety requirements.
 - f. A temporary sign shall not be suspended across or above public streets or other public places.
3. Awning and Canopy Signs.

a. The sign area for awning and canopy signs shall be subject to the maximum sign area calculated for all attached signs in accordance with section L of these regulations. The surface area of awnings and canopies, except for canopies over gasoline pumps as described in section G.5 above, shall not be calculated in the total area of a primary building elevation for the purposes of determining maximum allowed sign area for attached signs.

b. The canopy sign shall not extend above the highest point of the canopy upon which it is attached or two (2) feet, whichever is greater.

4. Incidental Signs on Large Sites

a. *Purpose.* Incidental signs on large sites are for the purpose of an occupant, or occupants, of a lot or parcel to convey on a permanent basis directions or information for the safety and convenience of visitors for the use, or restriction of use, of a lot or parcel.

b. *Administrative Procedures.* Incidental signs on large sites may be allowed by permit upon receipt and approval by the building official or his/her designee of a site plan showing all incidental signs for the site.

Incidental signs on large sites are exempt from the maximum sign area requirements of Article V, Section 10.

c. *Application Requirements.* Plans shall be submitted for review and consideration by City of Knoxville Plans Review and Inspections office, and shall include the following information in the application package:

(1) An application and a consent form signed by the property owner(s) of the subject site.

(2) A scaled site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the site, the location of all existing and proposed signs, and if required pursuant to other provisions of this section, building elevations showing all building signs.

(3) The site plan must show the location, dimensions and construction details for all proposed incidental signs, and include sign illumination details and landscaping plans.

(4) A table identifying each sign, the overall dimensions of each sign, and the sign area of each sign must be a part of the site plan.

(5) The minimum size of a site eligible for consideration as a large site shall be a single lot or parcel, or several contiguous lots or parcels, of no less than two and one-half (2.5) acres.

d. *Incidental Sign Standards.* Incidental signs on large sites are permitted subject to the following standards:

(1) Classification of signs permitted. Directional signs, information signs, and/or on-site directory signs may be permitted as incidental signs on large sites.

(2) Types of signs permitted. Wall, window, monument or column signs may be permitted as incidental signs on large sites.

(3) Exempt from other sign area requirements. Signs approved as incidental signs on large sites are exempt from the maximum sign area allowed for a lot or building and shall not count as one of the wall, window, monument or column signs permitted by other provisions of Article V, Section 10.

(4) Number of signs. The number of incidental signs permitted per lot or parcel shall be in accordance with the site plan submitted and approved by the building official.

(5) Maximum sign area. The maximum sign area for any directional, information or on-site directory sign approved as part of a site plan of incidental signs on large sites shall be sixteen (16) square feet. An area not to exceed twenty (20) percent of the approved sign area may be devoted to a name or logo of a business, use or place.

(6) Maximum sign height for monument and column signs. The maximum height of monument or column signs used as incidental signs on large sites shall be six (6) feet.

(7) Setbacks. Incidental signs on large sites shall be located not closer than ten (10) feet to a street right-of-way line or fifteen (15) feet from the edge of street pavement, whichever is greater, not closer than two (2) feet from any internal driveway or parking lot, and not closer than five (5) feet from any side or rear property line.

(8) Illumination. Incidental signs on large sites shall be subject to the standards for illumination in accordance with the zone district of the lot or parcel.

(9) Once approved as part of a site plan of incidental signs on a large site, conversion of a directional, information or on-site directory sign to an off-premise sign without proper approvals is prohibited.

5. Landmark and Historic Signs.

a. The purpose of these regulations is to promote the protection of nonconforming signs that represent important aspects of the City's heritage, to enhance the character of the community by considering such signs during development, and to assist owner(s) in the preservation and restoration of their signs.

b. Landmark Signs. The purpose of designating a sign as a landmark sign is to encourage the restoration and retention of on-premise, nonconforming signs that are historically significant. Once designated as a landmark sign, the sign shall be considered to be in compliance with any zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.

(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing on-premises sign as a landmark sign if it meets the following criteria:

(a) The sign has been in continuous existence at the present location for at least 50 years.

(b) The sign is an on-premise sign, which meets at least four (4) of the following criteria:

(i) It was expressly designed for the business, institution, or other establishments at that location;
or

(ii) A national or local emblem, logo, or other graphic that is unique to the property or the establishment is an integral part of the sign structure; or

(iii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or

(iv) The sign is significant as evidence of the history of the product, business or service advertised; or

(v) The sign is characteristic of a specific historic period; or

(vi) The sign is integral to the building's design or physical fabric; or

(vii) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials or design.

(c) The sign complies with the appropriate provisions of the state and local building and electrical codes.

d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.

c. Historic Signs. The restoration and retention of nonconforming, historically significant signs that have been removed from original locations and are to be reused is encouraged. Allowing these signs to move to other locations within the community may be necessary to ensure preservation. Once designated as a historic sign, certain nonconforming aspects of the sign shall be considered to be in compliance with the zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.

(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing sign as a historic sign if it meets the following criteria:

(a) The sign must be at least 50 years old.

(b) The sign must meet at least three (3) of the following criteria:

(i) A national or local emblem, logo, or other graphic that is unique to a property or establishment is an integral part of the design of the sign structure; or

(ii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or

(iii) The sign is significant as evidence of the history of the product, business or service advertised; or

(iv) The sign is characteristic of a specific historic period; or

(v) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials or design.

(c) The sign complies with the appropriate provisions of the state and local building and electrical codes.

(d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.

d. Landmark and Historic Sign Administrative Procedures.

(1) Review and Recommendation by Historic Zoning Commission.

(a) Authorized Applicants. Any member of City Council, the Mayor or his/her representative, the property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a proposed historic sign is to be relocated, may apply for designation of an existing sign as a landmark or historic sign.

(b) Applications and Fees Submitted to MPC. Such application shall be submitted to and on a form determined by the MPC as support to the City of Knoxville Historic Zoning Commission, accompanied by a fee as established by the MPC.

(c) Required Information on Application. At the time of the filing of an application for designation of a sign, the applicant must file all necessary information in order for the Historic Zoning Commission to determine if the sign meets the criteria for the requested designation and make a recommendation. The staff of the MPC or the Historic Zoning Commission has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant.

(d) Public Notice and Hearing. Prior to consideration of the application at a meeting of the Historic Zoning Commission, MPC shall provide notice of the public hearing in accordance with the administrative rules of the Historic Zoning Commission.

(e) Authority of the Historic Zoning Commission. After consideration of the application at a public hearing, the City of Knoxville Historic Zoning Commission shall have the authority to make a recommendation to approve or disapprove the designation of an existing sign as a landmark or historic sign upon consideration of the criteria stated above.

(f) Report on Action. In recommending approval or disapproval of a landmark or historic sign designation, the Historic Zoning Commission shall state the reasons for the decision in a report to the Building Official. Such report shall include the application and any supporting material considered by the Historic Zoning Commission and minutes of the meeting.

(2) Designation as a landmark or historic sign.

(a) Consideration of recommendation of Historic Zoning Commission. The Building Official shall take into account the recommendation of the Historic Zoning Commission in making a decision on the designation of an existing sign as a landmark or historic sign.

(b) Approval Authority. The Building Official shall have the authority to approve or disapprove the designation of an existing sign as a landmark or historic sign based upon the criteria stated above.

(c) Rationale for Approval. In approving or disapproving a landmark or historic sign application, the Building Official shall state the reasons in writing.

(d) Appeals. An appeal of the Building Official's decision must be properly filed in accordance with the provisions of this ordinance at Article VII, Section 1(C).

(e) Maintenance of a Landmark and Historic Sign Inventory. Once a sign has been designation as a landmark or historic sign, the Building Official shall add the sign to its records and send notice of the action taken to the Historic Zoning Commission and to the applicant.

(3) Issuing of Permits.

(a) Authorized Applicants. The property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a proposed historic sign is to be relocated, may apply for approval of a permit to restore; repair, move and replace a landmark sign; or remove, repair and move to another location a historic sign, provided said signs are designated as landmark or historic signs.

(b) Applications Submitted to Department of Plans Review and Inspections. Such application shall be submitted to and on a form determined by the Department of Plans Review and Inspections.

(c) Required Information on Application. At the time of the filing of an application for a permit for a sign designated as a landmark or historic sign, the applicant must file all necessary information in order for the Building Official to determine if the proposed work on the sign will meet the intent of this ordinance. The Building Official has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant.

(d) Approval Authority. The City of Knoxville Building Official shall have the authority, in accordance with Article V, Section 10(L), (N) and (O), to approve or deny a permit to restore; repair, and remove and replace a landmark sign; or remove, repair and move to another location a historic sign.

(e) Exempt Work. Owners may voluntarily remove a sign once designated as a landmark or historic sign, provided such sign is not within a designated Historic Overlay (H-1) zone district, and provided that the owner of the sign notifies the Department of Plans Review and Inspections of such action. After such notification, the sign will be removed from the Landmark and Historic Sign Inventory by the Building Official.

e. Landmark and Historic Sign Regulations.

- (1) Landmark Sign Location. If a landmark sign is moved on-premise, it shall be subject to the location regulations of this ordinance.
- (2) Landmark Sign Use Agreement Required. If any portion of a landmark sign is permitted to remain in or over a public right-of-way, a City or State use or encroachment agreement shall be executed.
- (3) Historic Sign Location. An historic sign may be moved to another location on the site where it is currently located or to another property. It is encouraged that the sign be relocated to a site within the area from which it originated. The receiving site must be located within a nonresidential zone district or mixed-use form district which allows commercial signs.
- (4) Nonconforming Aspects of Historic Signs. Relocated historic signs that are nonconforming based on their size, height, animation, moving parts, or moving, flashing, color or type of lighting do not have to be brought into conformance. However, relocated signs may not move further out of conformance by any physical alterations to the sign. The lighting of such signs shall be located, screened, or shielded so that abutting lots located in any residential district are not directly illuminated and do not cause glare or impair the vision of motorists. All other regulations shall apply with the following exceptions:
 - (a) Projecting signs may extend beyond the maximum projecting dimension based upon the existing dimension of the sign.
 - (b) Roof signs and flashing, fluttering, swinging, and rotating signs, which may be currently prohibited, may be relocated and maintain the prohibited characteristics provided such features contribute to the historic or cultural character of the sign and are in keeping with the surrounding area.

6. Electronic Message Centers. Within all zone districts the following regulations shall apply to Electronic Message Centers (EMC):

- a. EMCs legally existing on April 10, 2009, shall be allowed to continue operation subject to meeting the operational standards as required by subsection (m) herein. After April 10, 2009, no EMC shall be permitted in any location except in the following instances:
 - (1) An EMC may be permitted in those areas covered by an H-1 overlay district subject to approval as required within an H-1 district.
 - (2) An EMC may be permitted in those areas covered by a D-1 overlay district subject to approval as required within a D-1 district.
 - (3) An EMC may be permitted in those specific zone districts that allow EMCs with approved design regulations or guidelines subject to approval by the appropriate regulatory body for such district.
 - (4) An EMC may be permitted as a changeable price sign subject to the requirements of subsection I.7 below.
- b. No EMC shall be erected or used by a business unless any existing changeable letter reader board is first removed from the parcel.
- c. An EMC shall be included in the total signage permitted on the parcel.
- d. An EMC shall be permitted as a wall sign, or an integrated part of the total sign surface of a detached on-premise sign. For purposes of this section, integrated into the total sign surface of a detached on-premise sign shall mean an EMC cabinet contained within or contiguous to the smallest, simple polygon enclosing all of the non-electronic advertising content of a sign.
- e. An EMC permitted as part of a ground or monument sign shall have a minimum matrix area of twenty (20) square feet and a maximum size of one third (1/3) of the total signage permitted or one hundred (100) square feet, whichever is less.
- f. An EMC permitted as a wall sign shall not exceed one hundred (100) sq. ft.
- g. Each display on an EMC shall hold constant for a minimum of sixty (60) seconds.
- h. An EMC shall not display light of such intensity or brightness to cause glare. An EMC must be equipped with an automatic dimmer device and controlled by a light detector. It is the responsibility of the sign owner to demonstrate compliance with brightness/intensity and dimming settings. Brightness, also known as intensity, shall be measured in candelas per square meter, which is also referred to as nits, and shall not exceed the following standards:

Daytime maximum brightness	3,000 nits
Nighttime maximum brightness	750 nits
Maximum brightness at the property line	0.2 footcandles
Maximum bulb wattage for incandescent light	40 watts
- i. No electronic message center (EMC) shall be permitted in any location which is zoned C-1.

- j. The images and messages displayed must be static. The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.
- k. The transition from one display to another must be instantaneous without any special effects.

l. Every line of text in an EMC shall meet or exceed the following standards:

<u>Designated Speed Limit on Frontage Road (in MPH)</u>	<u>Minimum Text Size (in Inches)</u>
25 to 34	7
35 to 44	9
45 to 54	12
55 and above	15

If there is insufficient room for text of this size in the area allowed under clause 5 above, then no text is allowed.

m. All EMCs legally existing on [the effective date of this ordinance], must comply with the operational standards listed in subsections g, h, j, k, and l above. A legally existing EMC that cannot meet the minimum text size requirement in subsection l above must use the largest size possible for one line of text to fit in the available space.

7. Changeable Price Signs. An EMC may be used as a changeable price sign subject to the following:

(a) Changeable price signs shall be limited to parcels with a minimum of two hundred fifty (250) feet of frontage on the street where the property is addressed.

(b) Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.

(c) Changeable price signs shall be integrated into a detached on-premise sign or be placed on a canopy or wall in accordance with these regulations,

(d) Changeable price signs shall be limited to three (3) per detached sign structure or three (3) per building or canopy face.

(e) An EMC may be integrated into a changeable price sign subject to the following:

(1) The EMC component shall be used only as a changeable price component; and

(2) The minimum matrix area of each EMC component of a changeable price sign shall be six (6) square feet and the maximum shall be twenty-five (25) square feet per changeable price sign.

J. MASTER SIGN PLANS

1. *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 plan is required for certain signs identified within Article 5, Section 10, and sign systems within the TC-1 (Town Center) district. A master 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.

2. *Application Requirements.* Master 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 permitted on review, and shall include the following information in the application package:

a. Master sign plan application and a consent form signed by all the property owner(s), or owners' representatives, for the unified development under consideration.

b. 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.

c. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans.

d. 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.

e. A copy of any sign restrictions proposed or implemented for the unified development.

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- f. 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.
- g. 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.
- h. For the purposes of approving a master sign plan, the Metropolitan Planning Commission shall determine the boundaries of the unified development based on the application and evidence submitted in support of the application.
- i. The approved signs shall be located on property within the area defined by the Metropolitan Planning Commission as the unified development.

3. *Administrative Procedures.* Master Sign Plans shall be reviewed by the Metropolitan Planning Commission as a Use Permitted on Review. A Master Sign Plan may also be included as part of a development plan or use permitted 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 Sign Plan shall be in conformance with the Plan. Since approval of Master Sign Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for development directory signs or project directional signs. When a Master Sign Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master Sign Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.

4. *Development Directory Sign.* 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 sign plan (see subsection 25, above) subject to meeting the following:

- a. The development directory sign shall meet the requirements of subsection L of these regulations for a detached sign in a commercial or industrial zone district.
- b. The development directory sign shall count as one of the detached signs permitted pursuant to these regulations 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 signs on the lot in conformance with the maximum limitations.
- c. 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.
- d. 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.
- e. Approved development directory signs shall not be converted to any other type of off-premise sign.
- f. A development directory sign approved as part of a master 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 detached 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 sign plan.

5. *Project Directional Sign.* 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 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 the same or lower classification streets within the same unified development, subject to meeting the following:

- a. The project directional sign shall be located at the intersection of the lower classification street with the collector or arterial road and shall be oriented toward the traffic flow on the collector or arterial road.
- b. 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.

c. 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 road. Only one project directional sign may be permitted per intersection on the same side of the collector or arterial road.

d. The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot.

e. 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).

f. The project directional sign shall not exceed six (6) feet in height and a maximum surface area of thirty-six (36) square feet.

g. Approved project directional signs shall not be converted to any other type of sign.

6. *Administrative Changes.* After approval of a master sign plan by the Planning Commission, the MPC executive director, or designee, may approve a change to the signage plan administratively in instances of an increase in the size of any sign by up to ten (10) percent; provided this does not exceed the maximum sizes permitted by these regulations.

K. SIGNS PERMITTED IN ALL ZONE DISTRICTS

The following regulations shall apply in all zone districts:

1. One (1) nameplate per building may be permitted with a maximum sign area of two (2) square feet for any residential building and six (6) square feet for any nonresidential building.
2. One (1) bulletin board or identification sign for public recreation uses, community facilities, hospitals, and clinics may be permitted with a maximum sign area of thirty-two (32) square feet and a maximum height of eight (8) feet. These signs may be allowed in addition to the maximum sign area as calculated by the controlling zone district,
3. Directional signs within a parking lot to designate entrances and exits may be permitted with a maximum sign area of nine (9) square feet and a maximum sign height of forty-two (42) inches. One (1) sign may be located at each entrance and exit.
4. One (1) informational sign within a parking lot identifying or designating the conditions of uses of such parking area may be permitted with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet.
5. One (1) ground or wall sign advertising the sale, rental or lease of the premises on which the sign is located when there are two or more lots in the development and the properties are in excess of one hundred (100) feet in width may be permitted with a maximum sign area of four (4) square feet plus one (1) square foot for each five (5) lineal feet of street frontage over one hundred (100) feet, provided that in no case may the sign exceed two hundred (200) square feet. A ground sign shall have a maximum height of twelve (12) feet.
6. One (1) ground sign advertising the sale of property in an approved subdivision and located on some portion of the subdivision may be permitted with a maximum sign area of one hundred (100) square feet and a maximum height of twelve (12) feet. Such sign may be externally illuminated, may be permitted for one (1) year, and may be renewed for additional one (1) year periods.

L. SIGNS PERMITTED BY SPECIFIC ZONE DISTRICT

1. Agricultural and Open Space zone districts (A-1, OS-1 and OS-2)
 - a. In A-1, OS-1 and OS-2 districts, nameplates and wall signs for home occupations with proper approval of the home occupation use are allowed as attached signs, with a maximum sign area of two (2) square feet.
 - b. In A-1, OS-1 and OS-2 districts, detached signs are allowed, and may include ground signs, monument signs, column signs and temporary signs as permitted within this section, subject to the following requirements:

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(1) For the purpose of advertising the sale of farm products produced on the premises there shall be permitted not more than two (2) non-illuminated signs with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet.

(2) For a church, school or public building there shall be permitted one (1) bulletin board or identification sign per lot with a maximum sign area of twenty (20) square feet, a maximum height of eight (8) feet and shall be limited to indirect illumination.

c. In A-1, OS-1 and OS-2 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

2. Floodway zone districts (F-1)

a. In F-1 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

b. Detached identification signs shall be limited to external illumination.

3. Historic overlay zone districts (H-1)

a. In H-1 districts, one (1) information sign, detached or attached to the building, shall be permitted in connection with the use of the lot with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

b. An information sign is allowed in addition to any other signs allowed in accordance with the underlying base zone district.

4. Residential zone districts (R-1, R-1A, R-1E, EN-1, EN-2, R-2, R-3, R-4, RP-1, RP-2, RP-3)

a. *Type of signs and dimensions allowed for residential uses.* In residential zone districts, the following signs on a residential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) For properly approved home occupations, one (1) wall sign with a maximum sign area of two (2) square feet, or one (1) ground or column sign for properly approved home occupations with a maximum sign area of two (2) square feet and a maximum height of forty-two (42) inches.

(2) Wall signs for multi-dwelling structures or developments, rooming and boarding houses, and fraternity and sorority houses with a maximum sign area of nine (9) square feet.

(3) Monument or column signs for multi-dwelling structures or developments on sites greater than two (2) acres, mobile home parks, and subdivisions with more than twenty-five (25) lots for residential purposes with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.

b. *Type of signs and dimensions allowed for nonresidential uses.* In residential zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) For medical facilities with less than one hundred fifty (150) linear feet of street frontage, clubhouses for civic or nonprofit organizations, lodge halls, studios and day care centers for more than twelve (12) children:

(a) Non-illuminated attached signs up a maximum total sign area of sixteen (16) square feet; and

(b) One monument or column sign with a maximum sign area of twenty (20) square feet, and a maximum height of five (5) feet.

(2) For medical facilities with one hundred fifty (150) linear feet or more of street frontage, churches, schools, public buildings, cemeteries and country clubs:

(a) Non-illuminated attached signs up a maximum total sign area of thirty-two (32) square feet; and

(b) One monument or column sign with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.

(3) In the RP-1, RP-2 and RP-3 zone districts only, wall signs for each tenant where there are less than five (5) tenants within a common structure with a maximum sign area of ten (10) square feet, provided that the top of the sign shall be no more than twelve (12) feet above ground level.

(4) In the RP-3 zone districts only, one (1) detached identification signs for each structure where there are five (5) or more tenants with a maximum sign area of one hundred (100) square feet, and a maximum sign height of twelve (12) feet.

5. Office zone districts (O-1, O-2, and O-3)

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a. *Regulations for residential uses.* In office districts, regulation of signs for permitted residential uses shall be the same as for residential zone districts.

b. *Types of signs and dimensions allowed.* In office districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) Attached signs with a total allowed sign area equal to five (5) percent of the wall area of the primary building elevation(s), provided that the sign area may be used on any elevation of the building that does not face an adjacent residential zone district and that no individual sign may exceed twenty-four (24) square feet in area.

(2) One (1) detached sign is allowed per parcel or lot, subject to the following requirements:

(a) Types of detached signs are limited to monument or column signs; and

(b) For detached signs the maximum height shall be six (6) feet and the maximum sign area shall be thirty-six (36) square feet, except that adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, the maximum sign height for a detached sign shall be ten (10) feet and the maximum sign area shall be one hundred (100) square feet.

6. Commercial and Industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3 and I-4)

a. *Types of signs and dimensions allowed.* In commercial and industrial districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) Development directory and project directional signs may be approved as part of a master sign plan in accordance with the regulations at section J;

(2) Attached signs with a total allowed sign area equal to ten (10) percent of the wall area of the primary building elevation(s), and providing that the sign area may be used on any elevation of the building; and

(3) Detached signs in accordance with the standards described herein, except that standards specified for individual zone districts in Article IV shall prevail.

b. *Number and type of detached signs and dimensions allowed for secondary detached signs.* In commercial and industrial districts, the number of detached signs on a nonresidential parcel or lot shall be allowed in accordance with the following requirements:

(1) One (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot. For these purposes, an adjacent interstate highway shall be considered a street frontage, even though there can be no access to it;

(2) The detached sign that is oriented to the street frontage from which the parcel is addressed shall be deemed primary and subject to the requirements of this subsection; and

(3) Any secondary detached sign on each lot shall be limited to a monument or column sign with a maximum sign area of thirty-two (32) square feet and a maximum sign height of eight (8) feet.

c. *Maximum sign heights for primary detached signs.* In commercial and industrial zone districts, the maximum sign height for primary detached signs shall be thirty (30) feet, except that the maximum sign height for primary detached signs shall be forty (40) feet for properties within five hundred (500) linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the following interchanges:

(a) Interstate 40/75 at Lovell Road, Pellissippi Parkway/Interstate 140, Cedar Bluff Road, and Weisgarber Road/Papermill Drive/Northshore Drive;

(b) Interstate 640/75 at Clinton Highway and Western Avenue;

(c) Interstate 640 at Broadway, Washington Pike and Millertown Pike;

(d) Interstate 40 at Asheville Highway, Strawberry Plains Pike and Midway Road;

(e) Interstate 75 at Merchant Drive, Callahan Road and Emory Road; and

(f) Interstate 140 at Kingston Pike, Westland Drive, and Northshore Drive.

d. *Maximum sign area for primary detached signs.* The maximum sign area for primary detached signs shall be one hundred ninety-five (195) square feet, except that the maximum sign area for primary detached signs shall be two hundred twenty (220) square feet for properties within 500 linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the interchanges described above in subsection c.

e. *Exceptions to the standards described above.*

(1) On parcels and lots adjacent to the interstate, a secondary detached sign, if located within one hundred (100) feet of the interstate right-of-way and if its sign faces are oriented perpendicular or radial to the interstate right-of-way is subject to the maximum height and sign area requirements for a primary detached sign.

(2) On parcels and lots adjacent to any streets or roads that are a part of the Scenic Highway System, the maximum sign height for a primary detached sign shall be ten (10) feet and the maximum sign area for a primary detached sign shall be one hundred (100) feet.

(3) In the neighborhood commercial (C-1) and pedestrian commercial (C-7) zone districts, the maximum sign area for detached signs is fifty (50) square feet.

(4) In the BP-1 zone districts, the maximum sign area for detached signs is one hundred (100) square feet and the maximum height is six (6) feet.

(5) In planned commercial, shopping, business or industrial zone district (PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, and I-1), additional signs may be approved by the planning commission as part of the development plan provided that scale drawings indicate the signs will not detract from the character of the development or surrounding development and that the development plan clearly shows that because of unusual topography, building locations and relationships or developments with multiple structures, additional signs are essential to inform and direct the public.

7. Mixed Use zone districts (TC-1 and TND-1)

a. In TC-1 and TND-1 zone districts, approval of a master sign plan in accordance with subsection J is required at the time of development plan approval. Development directory and directional signs may be approved as part of the master sign plan.

(1) The types of signs shall be shown in the master sign plan for non-residential and multi-dwelling structures within a TND. These shall be outlined in relation to the proposed uses. In order to reduce visual clutter, no more than two types of signs, other than window signs, are allowed on the front face of a building.

(2) The locations of the types of signs and the landscaping around any detached signs shall be shown in the master sign plan and the development plan.

(3) Increases in dimensions of a sign of up to ten (10) percent may be approved administratively by MPC staff. Changing the text, message, design or material of sign shall not require the approval of MPC or its staff.

b. In TC-1 and TND-1 zone districts, regulations for signs for permitted residential uses shall be the same as for residential zone districts.

c. In TC-1 and TND-1 zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following specified dimensional requirements:

(1) Attached signs, including arcade and hanging signs, awning and canopy signs, historic and landmark signs marquee signs, projecting signs, shingle signs, temporary signs, and wall signs with a total allowable sign area of five (5) percent of the wall area of the primary building elevations, providing that the sign area may be used on any elevation of the building. The maximum sign area for individual projecting signs shall be twelve (12) square feet; and for hanging, arcade or shingle signs, six (6) square feet.

(2) A maximum of one (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot.

(3) Detached signs, including historic and landmark signs, incidental signs (including on-site directional, directory and informational signs), monument signs, column signs, and temporary signs with a maximum sign area and height according to the following table:

TABLE L.7.1

Dimensional Standards for Detached Signs			
Number of Stories in Building	Maximum Height (feet)	Maximum Width (feet)	Maximum Sign Area (square feet)
1 to 1½ stories	4 feet	4 feet	16 sq. ft.
2 stories	5 feet	5 feet	24 sq. ft.
3 stories	6 feet	6 feet	32 sq. ft.
The height of the base of a monument sign shall not exceed 18 inches.			
The column of a column sign shall not exceed 24 inches in width nor extend more than 6 inches above the sign area.			

M. CREATION OF SPECIAL SIGN DISTRICTS

Reserved for future use

N. SIGN CONSTRUCTION AND MAINTENANCE

1. Sign Construction

a. *Conformity with Adopted Building Codes.* Any permanent sign erected, constructed, or placed on any property in the City of Knoxville shall conform to the latest adopted revision of the Standard Building Code.

b. *Conformity with Adopted Electric Codes.* If serviced by electric power, any permanent sign shall conform to the latest adopted revision of the National Electrical Code. Electrical materials and devices incorporated into such signs shall be certified by the Underwriters' Laboratories, Inc., and shall bear the ULI label, or the label of another approved testing laboratory. Temporary signs if serviced by electrical power shall conform to the latest adopted revision of the National Electrical Code.

c. *Address Required.* All permanent on-premise signs shall contain the street number of the business.

2. Sign Maintenance

a. *Premises maintenance.* All signs and surrounding premises shall be maintained by the owner thereof in a clean and sanitary condition, and free and clear of all debris, trash, litter, garbage, refuse, and weeds and in full compliance with the city's ordinances concerning lot cleanliness set forth in the Code of Ordinances Chapter 13, Article VI.

b. *Structure maintenance.* All signs, including supporting structures, shall be kept in good and safe repair and shall be maintained in good and safe condition, including the periodic application of paint and/or other weatherproofing material in order to prevent rust or other decay. The Chief Building Official, or designee, may order the removal of any sign that is not maintained in accordance with the provisions of this section. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign.

c. *Display surface or other advertising surface maintenance.* The display surface or other advertising material of a sign shall not be allowed to deteriorate to a broken, torn, peeling, flaking or otherwise decayed condition and shall be repaired or removed within ninety (90) days of receipt of notice mailed to the owner by certified mail, return receipt requested, from the Chief Building Official ordering such repair or removal. If the owner fails to remove or alter the display surface so as to comply with the standards herein set forth within the time specified in such notice, such display advertising material may be removed or altered to comply with such notice. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign. An appeal may be made to overcome some exceptional condition which poses practical difficulty or particular hardship in such a way as to prevent an owner from repairing the sign within ninety (90) days.

O. ABANDONED SIGNS

1. Abandoned Sign Determination

Any sign, including its supporting structure, erected in conjunction with a particular use, that use having been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired. Abandonment shall be presumed if, for a period of sixty (60) days or longer, the sign has not 1) advertised goods, services, facilities, events or attractions available on the premises where located, 2) identified the owner or occupant, 3) directed traffic on the premises, or 4) displayed a noncommercial message which may or may not be related to an activity located on the premises. Any sign which otherwise conforms to the provisions of this Article, and by reason of the cessation of activity on the premises, becomes an off-premises sign, may be retained for a period of one year by one of the following methods:

a. *Painted Sign:* The sign shall be covered by painting over the sign area.

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- b. Removable Sign Face: The sign face shall be removed and replaced with a blank insert or the sign face may be reversed.
- c. Temporary Covering: The sign face may be temporarily covered by the installation of a sock or boot. If activity on the property has not resumed within a period of one (1) year, then the sign shall be presumed abandoned and shall be taken down and removed as provided herein.

2. Removal of Abandoned Signs

Any abandoned sign, now or hereafter existing, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building, structure, or property upon which such sign may be found, within thirty (30) days after the written notification from the Chief Building Official, or designee. In making a determination that a sign is abandoned the building official shall consider among other factors, the existence or absence of a current occupational license for the premises, whether there are active utilities or a utilities service deposit at that location, and use of the premises. If such abandoned sign is not removed at the conclusion of such thirty (30)-day period, the Chief Building Official or designee is hereby authorized to cause the sign to be removed forthwith at the expense of the owner. For purposes of this section, the word "remove" shall mean:

- a. The sign face, along with posts, columns or supports of "detached" signs, shall be taken down and removed from the property.
- b. The sign face and supporting structures of "projecting", "roof", or "attached" signs shall be taken down and removed from the property.
- c. The sign face of "painted attached signs" shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.

P. LEGAL NONCONFORMING SIGNS

- 1. An owner of any off-premise or on-premise sign or structure legally existing at the time of the adoption of this amendment which does not conform to the requirements of this ordinance shall have until July 1, 1984, to register with the City Building Inspection Department for purpose of ensuring to the owner the right to continue such non-conforming use.
- 2. After July 1, 1984, any non-conforming sign not registered shall be considered an illegal sign. The Chief Building Official shall notify or make reasonable effort to notify the owner of the sign of such condition. If after thirty (30) days of such notification the sign has not been removed by the owner, the City, its officials, or its employees shall have the authority to enter on the private property on which the sign is located to remove such sign and/or institute appropriate action to have the sign removed. The City is further authorized to place a lien, in the amount of the removal cost, against the property upon which the illegal non-conforming sign is located.
- 3. Regulations for off-premise signs approved prior to 1984.
 - a. Size, location and structure restrictions. Off-premise signs shall be placed on a unipole structure and shall not be double-decked (either one above the other, or side by side on the same structure). The total sign area per face shall not exceed forty-eight (48) feet by fourteen (14) feet (six hundred seventy-two (672) square feet) with a twenty (20) percent nonpermanent extension, except within five hundred (500) feet of interstate arteries where the total sign area per face may be seven hundred seventy-five (775) square feet.
 - b. Spacing requirements - Primary and secondary arteries. No off-premise sign structure shall be established within seven hundred fifty (750) feet of any other off-premise sign structure on either side of the same street. The minimum distance between sign structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures. The minimum spacing shall apply to off-premise sign structures located on either side of the same street or highway. Official and on-premise signs as well as any other sign which does not constitute an off-premise sign structure as defined herein, shall not be counted nor shall measurements be made from them for the purpose of determining compliance with these spacing requirements.
 - c. Spacing requirements - Interstate arteries. No off-premise sign structure shall be established within one thousand (1,000) feet of any other off-premise sign structure on the same side of the same interstate artery. The minimum distance between sign structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures.
 - d. Setback requirements. All off-premise sign structures, including billboards, shall be erected in conformity with the front, side and rear yard requirements of the district in which located.

STAFF RECOMMENDATION

9/11/14

Q. ADMINISTRATION

1. Permit Requirements

a. No sign, portable sign, outdoor display, or billboard other than signs listed in subsection E (Signs Exempt From These Regulations) and subsection F (Signs Exempt From Permit Requirement) shall be placed, operated, maintained, erected or attached to, suspended from, or supported on a building, structure or ground until a permit in writing, authorizing the same has been issued by the office of the chief building official.

b. No sign permit shall be issued to any person, firm, business, or corporate entity doing business within the City until such person, firm, business, or corporate entity has obtained and a valid business license from the City of Knoxville.

c. Before a permit may be issued, complete plans and specifications showing the construction, methods of support and the materials used shall be submitted for approval to the Sign Inspector. In addition to any other required information, such plans and specifications shall include the following:

(1) A detailed site plan of the property drawn to scale, showing all existing and proposed freestanding signs, buildings, parking areas, and driveway entrances to the site, together with all roadways and informational signs located on the right-of-way of said roadways which are located immediately adjacent to the proposed site.

(2) The total number of square feet of existing and proposed signage on the parcel where the proposed sign is to be erected.

(3) The location of all existing ground signs located within the area of the proposed site which signs are within the minimum space requirements for distances between structures as set forth in Article 5, Section 10 of the zoning ordinance of the City of Knoxville.

(4) For off-premise signs and portable signs, the name and a notarized consent affidavit of the property owner and/or lessee of the proposed site.

d. Applications shall be processed within ten (10) working days of receipt of all required documents in the sign inspector's office.

e. The sign inspector shall keep and maintain accurate records of all sign permits issued by the City, which records may serve as the basis for a comprehensive inventory of the signs within the City.

f. As of June 1, 2001, there shall be a ban on the issuance of permits for new construction of off-premise signs, including billboards, at new locations within the City of Knoxville; provided however that lawfully existing off-premise signs, including billboards, shall be nonconforming uses, as regulated by Article 6 of this ordinance.

2. Authority for Approval and Enforcement. The office of the chief building official shall have primary responsibility for the administration and enforcement of these sign regulations, and shall issue sign applications and permits for all signs located within the City of Knoxville.

3. Penalties for Violation. Penalties for violation of these regulations shall be in accordance with Article VII, Section 8 of this ordinance.

R. VARIANCES AND APPEALS

1. Variances from the terms of these regulations may be requested in accordance with Article VII, Section 2 of this ordinance.

2. Appeals where it is alleged there is an error in any order, requirements, decision or determination by an administrative official in carrying out these regulations may be requested in accordance with Article VII, Section 1 of this ordinance.

**SIDE-BY-SIDE COMPARISON
CURRENT AND PROPOSED REGULATIONS**

A. PURPOSE	
CURRENT	PROPOSED
<p>[Intro 2] These conditions are established as a reasonable and impartial method of regulating advertising structures and display surface area permitted, in order to insure safe construction, to insure light, air, and open space, to reduce hazards, to prevent the accumulation of trash, and to protect property values of the entire community.</p>	<ol style="list-style-type: none"> 1. The purpose of this section is to create a legal framework for a comprehensive and balanced system of sign regulation that will: <ol style="list-style-type: none"> a. Implement the plans, policies, goals and objectives of the City; b. Protect the health, safety and welfare of the citizens and businesses of the City; c. Preserve the right of free speech and expression; d. Provide for effective communication between people within the context of their environment; e. Avoid visual clutter that may be harmful to traffic and pedestrian safety, property values, business opportunities and community appearance; f. Facilitate effective way-finding throughout the City; g. Provide clear and objective sign standards; h. Provide an efficient and effective review procedure for sign applications; and i. Enable consistent and equitable enforcement of the regulations set forth in this Section. 2. With these purposes in mind, it is the intent of this ordinance to authorize the use of signs that are: <ol style="list-style-type: none"> a. Effective in communicating with the public; b. Compatible with their surroundings; c. Legible in the circumstances in which they are seen. d. Appropriate to the activity that displays them; and e. Expressive of the identity of individual activities and the community as a whole.

**SIDE-BY-SIDE COMPARISON
CURRENT AND PROPOSED REGULATIONS**

B. APPLICABILITY/SCOPE	
CURRENT	PROPOSED
<p>[Intro 1] These regulations are applicable in zone districts without specific sign, billboard and other advertising structure requirements exclusive to the zone district. If specifically provided, the requirements in Article 4 shall prevail.</p> <p>[Intro 3) The regulations for signs, billboards, and other advertising structures are indicated below. The interpretation or nomenclature in this section shall be as defined in Article 2. The sign inspector shall have the primary responsibility for enforcement of this section.</p>	<ol style="list-style-type: none"> 1. Signs may be erected, mounted, displayed or maintained in the city in conformance with the provisions of these regulations. The scope of this section, as more specifically set forth below, is to: <ol style="list-style-type: none"> a. Allow a wide variety of sign types in commercial zone districts, and a more limited variety of signs in other zone districts, subject to the standards of this section; b. Allow certain signs incidental to the principal use of a site in all zone districts subject to the standards of this section; c. Provide for temporary signs in limited circumstances; d. Prohibit signs whose location, size, type, illumination or other physical characteristics are not compatible with their surroundings and may be injurious to the public health, safety and welfare; and e. Provide for the enforcement of the provisions of this section. 2. The regulations of this section are applicable in zone districts without sign and other sign structure requirements exclusive to a specific zone district. Where sign requirements are provided in a specific zone district, the requirements of the specific zone districts in Article IV shall prevail. 3. The regulations for signs, billboards, and other sign structures are indicated below. 4. The interpretation or nomenclature in this section shall be as defined in subsection C below.

**SIDE-BY-SIDE COMPARISON
CURRENT AND PROPOSED REGULATIONS**

C. DEFINITIONS

SEE EXHIBIT C

D. PROHIBITED SIGNS	
CURRENT	PROPOSED
	The following signs are prohibited in all zone districts:
[A.1] No sign shall be erected or maintained at any location where by reason of its position, wording, illumination, size, shape, or color it may obstruct, impair, obscure, interfere with the view of, or be confused with, an authorized traffic control sign, signal, or device.	1. Signs which by color, location, and/or design resemble or conflict with traffic control signs or signals.
[A.2] No sign shall contain or make use of any word, phrase, symbol, shape, form, or character in such manner as to interfere with, mislead, or confuse traffic.	2. Signs which contain or make use of any word, phrase, symbol, shape, form or character in such manner as to interfere with, mislead or confuse traffic. This does not include permitted incidental signs such as directional, directory or informational signs.
[A.3] No signs, except electronic message centers (EMC), shall have red, green, yellow, amber, or blue lights.	3. Signs which have moving parts and signs which have red, green, yellow, amber or blue lights.
[A.3] No sign shall have moving parts.	
[A.4] No sign shall have scrolling, intermittent, flashing, running or blinking lights or animated illumination except: (1) A documented historic or reproduction sign located in an H-1 (Historic Overlay) District, which has received a certificate of appropriateness from the Knoxville Historic Zoning Commission. (2) A sign within the D-1 (Downtown Design Overlay) District, which has received approval from the Downtown Design Review Board as being compatible and in character with the Downtown Design guidelines and surrounding established development.	4. Signs with flashing, chasing, pulsating, twinkling, dancing, scintillating, and/or oscillating lights or any other rotating, revolving or moving part; except for an approved, documented historic or reproduction sign located in any H-1 (Historic Overlay) zone district or an approved sign within the D-1 (Downtown Design Overlay) zone district.
[A.5] No illuminated sign shall be permitted within one hundred (100) feet of property in any residential district unless the illumination of such sign is so designed that it does not shine or reflect light onto such property.	5. Illuminated signs within one hundred (100) feet of property in any residential zone district, unless the illumination of such sign is so designed that it does not shine or reflect light onto such property within a residential zone district.
[A.14] No sign shall be placed in any public right-of-way except publicly owned signs, directional signs, and those signs approved by the city engineer.	6. Signs within the public right-of-way, except publicly owned signs, such as wayfinding signs and regulatory signs, and those signs approved by the city engineer.
[A.28] As of June 1, 2001, there shall be a ban on the issuance of permits for new construction of advertising signs, including billboards, at new locations within the city; provided however that lawfully existing advertising signs, including billboards, shall be nonconforming uses, as regulated by Article 6 of this ordinance.	7. Signs placed on a parked vehicle or trailer visible from the public right-of-way where the primary purpose is to advertise a product or direct people to a business located on the same or another property. For the purposes of this regulation, logos, identification or advertising on vehicles being operated by being moved on and off the site in the normal course of business are not prohibited.
[B.3, C.9, E.4, F-2, G.4, H.2] Billboards and other advertising signs are prohibited.	8. Billboards and other off-premise signs.
	9. Portable signs.
	10. Roof signs.
	11. Window signs that exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.

**SIDE-BY-SIDE COMPARISON
CURRENT AND PROPOSED REGULATIONS**

E. SIGNS EXEMPT FROM THESE REGULATIONS
PROPOSED - THIS IS VIRTUALLY ALL NEW
The following signs, unless prohibited elsewhere in these regulations, are exempt from the regulations of this chapter but may be subject to other applicable laws and regulations:
1. Signs regulated by Article IV of the City of Knoxville zoning ordinance.
2. Signs conforming to the <i>Manual of Uniform Traffic Control Devices</i> and bearing no commercial message.
3. Signs required by federal, state or local statute.
4. Signs installed by employees or officials of the City of Knoxville and Knox County, a state or federal agency in the course of their governmental duties and bearing no commercial message.
5. Signs necessary to promote health, safety and welfare, and other regulatory, statutory, traffic control or directional signs erected on public property with permission as appropriate from the state, the United States of America, Knox County or the City of Knoxville.
6. Signs required by an order of a court of competent jurisdiction.
7. Legal notices and official instruments.
8. Signs installed by public utilities in their rights-of-way or on their facilities and bearing no commercial message other than such message as necessary to identify the public utility and the use.
9. Signs installed by a transit company with a franchise or other right to operate in the City of Knoxville, where such signs are installed along its routes and relate to schedules or other information about the transit route.
10. Signs approved as part of the City of Knoxville's adopted Wayfinding program.
11. Signs carried by a person.
12. Signs incorporated into machinery or equipment by a manufacturer or distributor.
13. Signs located within a building or enclosed space that are not visible or legible from the public right-of-way or from private property or public property other than the property on which it is located.
14. Memorial signs with a maximum sign area of six (6) square feet.
15. Works of art with no advertising.
16. Holiday lights and decorations with no advertising.
17. Scoreboards and off-premise signs located on athletic fields if oriented toward the field of play.
18. Restaurant menu boards located on the premises of the restaurant when oriented toward a drive-through lane, with a maximum sign area of sixty (60) square feet and maximum height of ten (10) feet. The menu board shall be located within thirty (30) feet of the point at which orders are taken from the motor vehicle.
19. Restaurant menu displays located within ten (10) feet of a primary restaurant entrance provided the display area does not exceed four (4) square feet.
20. Official fraternal, religious or civic flags when mounted on permanent poles attached to the ground or building when located on the same site as the fraternal, religious or civic organization, institution or building.
21. Official governmental flags of the following governmental entities shall be the only official governmental flags recognized as such by the City of Knoxville: a. The United States of America; b. Any state, territory, or possession of the United States of America; c. Any official flag adopted as such by the City of Knoxville and Knox County; and d. Any official flag adopted by a member state of the United Nations.
22. Decorative flags and bunting for a celebration, convention or commemoration, subject to removal within seven days following the event.
23. In residential districts, any sign of a type described below which does not exceed two square feet in area: a. A sign giving a property identification name or number or name(s) of occupant, one sign per lot; b. A mailbox sign (one sign per dwelling unit), and c. A sign(s) posted on property relating to private parking, trespassing or dangerous animals (limited to four (4) signs per lot if less than one acre in size)
24. Temporary signs for political purposes.
25. Temporary merchandise displays and signs behind storefront windows which are not affixed

SIDE-BY-SIDE COMPARISON CURRENT AND PROPOSED REGULATIONS

permanently to the glass, nor intended for permanent display.
26. Temporary or permanent signs identifying traffic-control measures on private property, such as "stop," "yield," and similar signs, the face of which meet the standards of the "Manual for Uniform Traffic Control Devices" and which contain no logo or commercial message of any sort and which do not exceed six square feet in area per sign.
27. Temporary signs for announcements by public or nonprofit organizations of special events or activities of interest to the general public, provided such signs are less than thirty-two square feet in area, are limited to one sign per site of such events, are erected no sooner than fourteen days before the event, and are removed within three (3) days after the event.
28. Temporary signs on vehicles displaying terms of sale.
29. Umbrella signs.
30. Signs contained on vendor push carts.

F. SIGNS EXEMPT FROM PERMIT REQUIREMENT	
CURRENT	PROPOSED
	The following signs are exempt from permit requirements, but subject to other regulations of this chapter:
<p>[L.1] No sign, portable sign, outdoor display, or billboard other than "for sale" or temporary political signs shall be placed, operated, maintained, erected or attached to, suspended from, or supported on a building, structure or ground until a permit in writing, authorizing the same has been issued by the office of the chief building official.</p> <p><u>Temporary political signs now listed as exempt from regulations</u></p>	<ol style="list-style-type: none"> 1. Temporary signs announcing real estate availability in residential districts which do not exceed nine (9) square feet in area per sign, which do not exceed six (6) feet in height for ground signs, and which are limited to one ground sign per street frontage and one (1) wall sign per dwelling unit. 2. Temporary signs announcing real estate availability in nonresidential districts which are less than sixty-four (64) square feet in area per sign, which do not exceed ten (10) feet in height for ground signs, and which are limited to one (1) ground sign per street frontage and one (1) wall sign per building facade if the entire building is for sale or lease or one (1) wall sign per leasable area if subunits of the building are for lease or rent. 3. Temporary signs announcing construction in residential districts which do not exceed nine (9) square feet in area and six (6) feet in height, which are limited to one (1) per lot, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty (60) days, the sign shall be removed, pending continuation of construction activities. 4. Temporary signs announcing construction in nonresidential districts which are less than sixty-four (64) square feet in area and ten (10) feet in height, which must be spaced at least one hundred (100) feet apart, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. Construction-related signs that

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	<p>are sixty-four (64) square feet or more in area and ten (10) feet or more in height must comply with the district requirements for a permanent sign. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty days, the sign shall be removed, pending continuation of construction activities.</p> <p>5. Temporary signs announcing yard sales or real estate open houses which do not exceed six (6) square feet in area, are limited to one (1) per lot, which are erected no sooner than four (4) days before the event and are removed within two (2) days after the event. On the day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in area, may be used to announce the event.</p> <p>6. Temporary auction signs which do not exceed thirty-two (32) square feet in area per sign, which do not exceed ten (10) feet in height for detached signs, which are limited to one (1) per lot, and which are erected no more than thirty-one (31) days prior to the event and removed within twenty-four (24) hours after the event. On the day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in area, may be used to announce the event.</p> <p>7. Temporary farmer's market signs erected on days of market operation. Any such sign shall not exceed twenty-four (24) square feet in residential districts and thirty-two (32) square feet in all other districts.</p> <p>8. Sidewalk signs in the C-2, TND-1, TC-1 and SW zone districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated.</p> <p>9. Window signs which do not exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.</p> <p>10. Signs showing historic or landmark status of a building, provided such signs do not exceed two (2) square feet.</p>
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**SIDE-BY-SIDE COMPARISON
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	<p>one hundred (100) feet of the right-of-way of an interstate highway, the highest interstate roadway surface as measured from the sign to the crown of the roadway surface on a line perpendicular to the interstate right-of-way, or radial to the right-of-way when the subject sign is located in proximity to a curved interstate right-of-way may be used to determine the greatest allowable height.</p>
<p>(c) SIGN SETBACKS AND SPACING [A.24] All distances shall be measured along a straight line between the two (2) closest points.</p>	<p>3. Sign Spacing a. All distances related to spacing of signs shall be measured along a straight line between the two (2) closest points of the sign structures.</p>
	<p>4. Primary Building Elevation For the purposes of determining maximum allowed sign area for attached signs: a. The primary building elevation shall be any elevation that faces onto a street right-of-way to which the parcel has street frontage and (1) has the principal entrance to the building, or (2) has an entry used primarily for customers or clients. b. The wall area of the primary building elevation shall be determined as follows: (1) When architectural elevations are provided that accurately and to scale depict the elevation of the structure, the wall area of the elevation shall be the area of the vertical wall surface of the building elevation exclusive of roofs, parapets and false facia; except that a parapet on the primary building elevation, if it is part of a parapet of a uniform height on three sides of a structure and of a similar and uniform building material may be included in the elevation area, but decorative parapet extensions of irregular height on one or two sides of a structure are excluded from the calculation. (2) When architectural plans are not provided, it shall be assumed that the height of the elevation of the first floor is twelve (12) feet and that the height of the elevation of all floors above the first floor is ten (10) feet per floor. The area of the elevation is then calculated based on the formula: [building length x 12 ft. (first floor)] + [building length x 10 ft. per each additional floor] = elevation area.</p>
<p>E. Commercial districts. 1. Within all commercial districts business signs shall be limited to: . d. For the purposes of this section canopies, gasoline pumps, and drivethrough order boards are considered part of the building.</p>	<p>5. Canopies Over Gasoline Pumps for Measuring Purposes For the purposes of determining maximum allowed sign area, the vertical surface of canopies over gasoline pumps may be considered as part of the wall surface of an elevation.</p>
	<p>6. Setback for Detached Signs. The setback shall be measured from the farthest most protrusion of the sign to the nearest point of a property line, street right-of-</p>

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	way or edge of pavement. The interstate highway right-of-way shall be considered a side or rear lot line for the purposes of determining the minimum setback required.
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H. GENERAL SIGN STANDARDS

EXISTING	PROPOSED
MINIMUM SETBACKS	1. Minimum Setbacks
<p>[A.11] All signs shall be located not closer than ten (10) feet to a street right-of-way line or fifteen (15) feet from the edge of pavement, whichever is greater, unless such sign is at least ten (10) feet above the ground and vision under the sign is only incidentally obstructed by supporting members, except for projecting, shingle, and awning signs in the following districts:</p> <p>(1) TND-1 (traditional neighborhood development) district must be a minimum of eight (8) feet above sidewalks in the commercial portion of the development.</p> <p>(2) H-1 (historic overlay) district and D-1 (downtown design overlay) district:</p> <p style="padding-left: 20px;">a. Must be a minimum of seven (7) feet above sidewalks if non-electrified.</p> <p style="padding-left: 20px;">b. Must be a minimum of eight (8) feet above sidewalks if electrified.</p>	<p>a. All detached on-premise signs shall be set back no less than ten (10) feet from a street right-of-way or fifteen (15) from the edge of pavement, whichever is greater.</p>
All business signs shall be setback five (5) feet from all side and rear property lines.	b. All detached on-premise signs shall be set back no less than five (5) feet from all side and rear property lines that are not also street right-of-way
Directional or information signs not exceeding nine (9) square feet in area and less than or equal to forty-two (42) inches in height may be allowed within the area required for setback from the right-of-way or pavement with the approval of the city engineer.	c. Directional or information signs may be allowed closer than the minimum setback from a right-of-way or pavement with the approval of the city engineer.
MINIMUM CLEARANCE FOR PROJECING SIGNS	2. Minimum Clearance for Projecting Signs
<p>[A.19] Signs shall not project from a building a greater distance than ten (10) feet and shall maintain a clear height of ten (10) feet, except in the following districts:</p> <p>(1) TND-1 (traditional neighborhood development) district must maintain a minimum clear height of eight (8) feet in the commercial portion of the development.</p> <p>(2) H-1 (historic overlay) district and D-1 (downtown design overlay) district:</p> <p style="padding-left: 20px;">a. Must maintain a minimum clear height of seven (7) feet above sidewalks if non-electrified.</p> <p style="padding-left: 20px;">b. Must maintain a minimum clear height of eight (8) feet above sidewalks if electrified.</p> <p>Where such signs project over public property, they shall not extend closer than twenty (20) inches to the curbline.</p>	<p>a. Signs shall project from a building no more than ten (10) feet and shall maintain a minimum clear height of ten (10) feet, except in the following districts:</p> <p style="padding-left: 20px;">(1) In the TND-1 (Traditional Neighborhood Development) district, signs shall project no more than four (4) feet and shall maintain a minimum clear height of eight (8) feet in the commercial portion of the development.</p> <p style="padding-left: 20px;">(2) In the H-1 (Historic Overlay) district and D-1 (Downtown Design Overlay) district signs shall :</p> <p style="padding-left: 40px;">(a) Shall maintain a minimum clear height of seven (7) feet above sidewalks if non-electrified.</p> <p style="padding-left: 40px;">(b) Shall maintain a minimum clear height of eight (8) feet above sidewalks if electrified.</p> <p>b. Where such signs project over public property, the sign shall not extend closer than twenty (20) inches to the back of the curb of the street.</p>

**SIDE-BY-SIDE COMPARISON
CURRENT AND PROPOSED REGULATIONS**

H. GENERAL SIGN STANDARDS	
CURRENT	PROPOSED
3. ILLUMINATION STANDARDS	3. Illumination Standards
[C.5] In planned residential districts, no exposed light source shall be permitted.	Sign illumination shall meet the following standards: a. General Requirements. (1) In residential zone districts internal sign illumination shall be prohibited. Signs may be externally illuminated, provided no light source exceeds seventy-five (75) footcandles of surface illumination nor is visible from streets or adjacent property; (2) In nonresidential zone districts internally illuminated signs shall not exceed two hundred (200) foot-lamberts and externally illuminated signs shall not exceed seventy-five (75) footcandles of surface illumination; (3) In all office districts, illuminated attached signs shall be limited to the building façade facing a street that is adjacent to the property and illuminated detached signs shall be limited to locations between the building and a street that is adjacent to the property. b. External Illumination. Externally illuminated signs shall be shielded from adjacent buildings and streets, and shall not cause glare or other nuisances to adjacent land uses or traffic. Projecting light fixtures used for externally illuminated signs must not obscure the sign. c. Internal Illumination. Internal illumination shall provide steady, stationary lighting through translucent materials. d. All electrical wiring to detached signs shall be placed underground. Electrical wiring to attached signs shall be concealed from public view.
[C.10] Signs permitted in residential districts may be indirectly illuminated, provided that no light source shall be visible from the public right of way or adjacent properties. Direct sign illumination is prohibited in residential districts.	
[D.5] Direct sign illumination shall be prohibited in O-1, O-2, and O-3 districts. Unless sign illumination is specifically prohibited by the regulations, signs may be indirectly illuminated, provided that no light source is visible from the public right-of-way or adjacent properties.	
[E.10] All illuminated signs within the C-6 district shall have no exposed bulbs. Luminous background signs shall not exceed two hundred (200) foot-lamberts and indirect illuminated signs shall not exceed seventy-five (75) [foot] candles of surface illumination.	
	4. Sight Triangle Requirements
	Detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sight triangle as follows: a. At the intersection of two public streets the sight triangle shall have lengths along the property line of no less than twenty-five (25) feet; and b. At the intersection of a public street and a private commercial driveway or joint permanent easement connection to that street the sight triangle shall have lengths along the edge of pavement of no less than fifteen (15) feet, provided that the required setback from the public street shall also be provided.
	5 Landscape Requirements for Detached Signs
	For all detached signs located within the front yard of a property, a landscape area shall be provided and maintained around the base or support structure of the

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CURRENT AND PROPOSED REGULATIONS**

	detached sign. Plant material used in the landscape area shall not have a mature height of greater than forty-two (42) inches in height. For the purpose of these regulations a landscape area shall be an area reserved for the addition or augmentation of shrubs, plants, turf grasses and other natural and decorative features.
	6. Covering of posts, poles, uprights and braces on detached signs.
	All posts, poles, uprights, braces or any other supporting structure a part of a detached sign shall be covered with material complementary to the construction of the principal building or structure on the parcel or lot, and completed with a square or rectangular perimeter footprint.

I. STANDARDS FOR SPECIFIC SIGNS	
CURRENT	PROPOSED
<p>1. LOCATION AND DIMENSIONS OF SIGNS NEAR SCENIC HIGHWAYS AND PARKWAYS</p> <p>[A.9] No advertising signs shall be located within two thousand (2,000) feet of any road or highway in the City of Knoxville which is designated part of the State of Tennessee Scenic Highway System.</p> <p>[A.10] A ground or monument sign shall not be located within two thousand (2,000) feet of the right-of-way of a scenic highway or scenic parkway unless such sign is one hundred ninety-five (195) square feet or less in surface area and is thirty-five (35) feet or less in height. The foregoing restriction shall not apply to those signs located within a two-thousand-foot radius from an intersection of the scenic highway and/or scenic parkway system and an interstate highway system. Height shall be measured as follows: Sign locations above or even with the surface of the scenic highway or scenic parkway shall be measured from the grade level at the base of the sign to the top of the sign. Sign locations below the surface of a scenic highway or scenic parkway shall be measured from the surface of the scenic highway or scenic parkway to the top of the sign.</p> <p>[A.7] No ground or monument sign shall be erected to exceed a height of fifty (50) feet provided, however, that where such sign is located within five hundred (500) feet of the right-of-way of an interstate highway, the height limit of the district may be exceeded so the bottom of such sign shall be not more than twenty (20) feet above the surface of the interstate highway. This provision does not apply, and Section 8b shall apply where the sign location is (i) within two thousand (2,000) feet of the right-of-way of a scenic highway or scenic parkway, and (ii) outside of a two thousand (2,000) foot radius from any intersection of the scenic highway and/or scenic parkway system and an</p>	<p>1. Detached Signs Near Intersections of Interstate Highways and the Scenic Highway System.</p> <p>With proposed dimensional standards for signs adjacent to scenic highways and parkways, there is no longer a need for these provisions.</p>

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<p>interstate highway system.</p> <p>[A.26] All signs shall be located on a site plan provided to sign inspector at the time of application with certification stating (1) whether the sign is or is not within two thousand (2,000) feet of the right-of-way of a scenic highway or scenic parkway, and (2) whether the sign is outside of a two-thousand-foot radius from any intersection of the scenic highway and/or scenic parkway system and an interstate highway system.</p>	
<p>1. SIDEWALK SIGNS</p>	<p>1. Sidewalk Signs</p>
	<p>Sidewalk signs are allowed only in the C-2, TND-1, TC-1 and form districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. A sidewalk sign shall be placed on the ground or paved surface and may be placed on a sidewalk within public right-of-way or public property within fifteen (15) feet of the entry to a business or outdoor space associated with the business. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated. A sidewalk sign cannot be illuminated or contain an electronic message center or any moving parts</p>
<p>2. TEMPORARY SIGNS</p>	<p>2. Temporary Signs Subject to Permit Requirements</p>
<p>[A.12] Temporary signs shall not be erected or otherwise fixed to any pole, tree, stone, fence, building, structure or any object within the right-of-way of any street. No temporary sign shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, or be confused with any authorized traffic sign, signal, or device, or located in any required parking space. Each business may erect or post a temporary sign on two (2) occasions during each calendar year, provided that each such occurrence does not exceed thirty (30) days in duration. Any sign posted for a longer period must meet the requirements for a permanent portable sign. No temporary sign shall exceed one hundred fifty (150) square feet in area. Notwithstanding any provision in this section or any other section of this ordinance to the contrary, any business situated or located within zoning districts C-1, C-2, C-3, C-4, C-5, I-2, I-3, and I-4 may place one (1), but not more than one (1) temporary sign on the property owned or leased by them and used for that business, in addition to any other signs that are permitted or allowed in those zoning districts; provided, that all such signs shall comply with the applicable setback and parking requirements, electrical code, and safety requirements. A portable sign may be considered or utilized as a temporary sign.</p>	<p>a. Temporary signs shall not be erected or otherwise fixed to any pole, tree, stone, fence, building, structure or any object within the right-of-way of any street.</p> <p>b. No temporary sign shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, or be confused with any authorized traffic sign, signal, or device or located in any required parking space.</p> <p>c. Each business may erect or post one (1) attached or one (1) detached temporary sign on up to four (4) occasions during each calendar year, provided that each such occurrence does not exceed fifteen (15) days in duration for each occurrence. Any sign posted for a longer period must meet the requirements for a permanent detached sign.</p> <p>d. No temporary sign shall exceed thirty-two (32) square feet in area.</p> <p>e. A temporary sign shall comply with the applicable setback and parking requirements, electrical code and safety requirements.</p>

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<p>[A.13] A temporary sign shall not be suspended across public streets or other public places.</p>	<p>f. A temporary sign shall not be suspended across or above public streets or other public places.</p>
<p>3. PORTABLE SIGNS</p>	<p>3. PORTABLE SIGNS</p>
<p>[M.2] No person shall install or maintain, cause to be installed or maintained or permit to be installed or maintained any portable sign in violation of this ordinance.</p>	<p>This section deleted. Portable Signs are now listed as prohibited signs.</p>
<p>[M.4] No portable sign shall be used as an advertising (off-premise) sign.</p>	
<p>[M.5] No portable sign shall exceed thirty-two (32) square feet.</p>	
<p>[A.21] A portable sign may be considered a permanent sign, subject to signage allotment requirements, provided that it is securely affixed to the ground or other surface, if serviced by electrical power, conforms to the latest adopted revision of the National Electrical Code.</p>	
<p>[M.1] Any person, either owner or lessee, who fails to act in accordance with the provision of this section may be required to remove the portable sign within the time hereinafter provided.</p>	
<p>[M.3] Any portable sign that continues to be maintained in violation of the provisions of this ordinance after having been previously cited for a violation, shall be subject to removal from the premises if not brought into compliance within twenty-four (24) hours of notification to the owner or lessee, if any, of the sign or their representatives. For purpose of notice, any sign company or owner having their place of business or residence outside the City limits shall designate a person or means of giving personal notice by telephone or delivery within the corporate limits of the City of Knoxville.</p>	
<p>[M2] Any person who shall violate the provisions of this section shall be issued a citation and upon conviction be guilty of a misdemeanor, and shall be fined not more than fifty dollars (\$50.00) for each offense, with each day of violation constituting a separate offense.</p>	
	<p>3. Awning and Canopy Signs.</p>
	<p>a. The sign area for awning and canopy signs shall be subject to the maximum sign area calculated for all attached signs in accordance with section L of these regulations. The surface area of awnings and canopies, except for canopies over gasoline pumps as described in section G.5 above, shall not be calculated in the total area of a primary building elevation for the purposes of determining maximum allowed sign area for attached signs.</p> <p>b. The canopy sign shall not extend above the highest point of the canopy upon which it is attached or two (2) feet, whichever is greater.</p>

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J. STANDARDS FOR SPECIFIC SIGNS	
CURRENT	PROPOSED
<p>4. INCIDENTAL SIGNS ON LARGE SITES</p>	<p>4. Incidental Signs on Large Sites</p>
<p>This section remains intact.</p>	<p>a. <i>Purpose.</i> Incidental signs on large sites are for the purpose of an occupant, or occupants, of a lot or parcel to convey on a permanent basis directions or information for the safety and convenience of visitors for the use, or restriction of use, of a lot or parcel.</p> <p>b. <i>Administrative Procedures.</i> Incidental signs on large sites may be allowed by permit upon receipt and approval by the building official or his/her designee of a site plan showing all incidental signs for the site. Incidental signs on large sites are exempt from the maximum sign area requirements of Article V, Section 10.</p> <p>c. <i>Application Requirements.</i> Plans shall be submitted for review and consideration by City of Knoxville Plans Review and Inspections office, and shall include the following information in the application package:</p> <p>(1) An application and a consent form signed by the property owner(s) of the subject site.</p> <p>(2) A scaled site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the site, the location of all existing and proposed signs, and if required pursuant to other provisions of this section, building elevations showing all building signs.</p> <p>(3) The site plan must show the location, dimensions and construction details for all proposed incidental signs, and include sign illumination details and landscaping plans.</p> <p>(4) A table identifying each sign, the overall dimensions of each sign, and the sign area of each sign must be a part of the site plan.</p> <p>(5) The minimum size of a site eligible for consideration as a large site shall be a single lot or parcel, or several contiguous lots or parcels, of no less than two and one-half (2.5) acres.</p> <p>d. <i>Incidental Sign Standards.</i> Incidental signs on large sites are permitted subject to the following standards:</p> <p>(1) Classification of signs permitted. Directional signs, information signs, and/or on-site directory signs may be permitted as incidental signs on large sites.</p> <p>(2) Types of signs permitted. Wall, window, monument or column signs may be permitted as incidental signs on large sites.</p> <p>(3) Exempt from other sign area requirements. Signs approved as incidental signs on large sites are exempt from the maximum sign area allowed for a lot or building and shall not count as one of the wall, window, monument or column signs permitted by other provisions of Article V, Section 10.</p> <p>(4) Number of signs. The number of incidental signs permitted per lot or parcel shall be in accordance with the site plan submitted and approved by the building official.</p> <p>(5) Maximum sign area. The maximum sign area for any directional, information or on-site directory sign approved as part of a site plan of incidental signs on large sites shall be sixteen (16) square feet. An area not to exceed twenty (20) percent of the approved sign area may be devoted to a name or logo of a business, use or place.</p> <p>(6) Maximum sign height for monument and column signs. The maximum height of monument or column signs used as incidental signs on large sites shall be six (6) feet.</p> <p>(7) Setbacks. Incidental signs on large sites shall be located not closer than</p>

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	<p>ten (10) feet to a street right-of-way line or fifteen (15) feet from the edge of street pavement, whichever is greater, not closer than two (2) feet from any internal driveway or parking lot, and not closer than five (5) feet from any side or rear property line.</p> <p>(8) Illumination. Incidental signs on large sites shall be subject to the standards for illumination in accordance with the zone district of the lot or parcel.</p> <p>(9) Once approved as part of a site plan of incidental signs on a large site, conversion of a directional, information or on-site directory sign to an off-premise sign without proper approvals is prohibited.</p>
<p>5. LANDMARK AND HISTORIC SIGNS</p>	<p>5. Landmark and Historic Signs</p>
<p>This section remains intact</p>	<p>a. The purpose of these regulations is to promote the protection of nonconforming signs that represent important aspects of the City’s heritage, to enhance the character of the community by considering such signs during development, and to assist owner(s) in the preservation and restoration of their signs.</p> <p>b. Landmark Signs. The purpose of designating a sign as a landmark sign is to encourage the restoration and retention of on-premise, nonconforming signs that are historically significant. Once designated as a landmark sign, the sign shall be considered to be in compliance with any zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.</p> <p>(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing on-premises sign as a landmark sign if it meets the following criteria:</p> <p>(a) The sign has been in continuous existence at the present location for at least 50 years.</p> <p>(b) The sign is an on-premise sign, which meets at least four (4) of the following criteria:</p> <p>(i) It was expressly designed for the business, institution, or other establishments at that location; or</p> <p>(ii) A national or local emblem, logo, or other graphic that is unique to the property or the establishment is an integral part of the sign structure; or</p> <p>(iii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or</p> <p>(iv) The sign is significant as evidence of the history of the product, business or service advertised; or</p> <p>(v) The sign is characteristic of a specific historic period; or</p> <p>(vi) The sign is integral to the building’s design or physical fabric; or</p> <p>(vii) The sign represents an outstanding example of the sign maker’s art due to craftsmanship, use of materials or design.</p> <p>(c) The sign complies with the appropriate provisions of the state and local building and electrical codes.</p> <p>(d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.</p> <p>c. Historic Signs. The restoration and retention of nonconforming, historically significant signs that have been removed from original locations and are to be reused is encouraged. Allowing these signs to move to other locations within the community may be necessary to ensure preservation. Once designated as a historic sign, certain nonconforming aspects of the sign shall be considered to be in compliance with the zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.</p> <p>(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing</p>

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	<p>sign as a historic sign if it meets the following criteria:</p> <ul style="list-style-type: none"> (a) The sign must be at least 50 years old. (b) The sign must meet at least three (3) of the following criteria: <ul style="list-style-type: none"> (i) A national or local emblem, logo, or other graphic that is unique to a property or establishment is an integral part of the design of the sign structure; or (ii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or (iii) The sign is significant as evidence of the history of the product, business or service advertised; or (iv) The sign is characteristic of a specific historic period; or (v) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials or design. (c) The sign complies with the appropriate provisions of the state and local building and electrical codes. (d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance. <p>d. Landmark and Historic Sign Administrative Procedures.</p> <ul style="list-style-type: none"> (1) Review and Recommendation by Historic Zoning Commission. <ul style="list-style-type: none"> (a) Authorized Applicants. Any member of City Council, the Mayor or his/her representative, the property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a proposed historic sign is to be relocated, may apply for designation of an existing sign as a landmark or historic sign. (b) Applications and Fees Submitted to MPC. Such application shall be submitted to and on a form determined by the MPC as support to the City of Knoxville Historic Zoning Commission, accompanied by a fee as established by the MPC. (c) Required Information on Application. At the time of the filing of an application for designation of a sign, the applicant must file all necessary information in order for the Historic Zoning Commission to determine if the sign meets the criteria for the requested designation and make a recommendation. The staff of the MPC or the Historic Zoning Commission has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant. (d) Public Notice and Hearing. Prior to consideration of the application at a meeting of the Historic Zoning Commission, MPC shall provide notice of the public hearing in accordance with the administrative rules of the Historic Zoning Commission. (e) Authority of the Historic Zoning Commission. After consideration of the application at a public hearing, the City of Knoxville Historic Zoning Commission shall have the authority to make a recommendation to approve or disapprove the designation of an existing sign as a landmark or historic sign upon consideration of the criteria stated above. (f) Report on Action. In recommending approval or disapproval of a landmark or historic sign designation, the Historic Zoning Commission shall state the reasons for the decision in a report to the Building Official. Such report shall include the application and any supporting material considered by the Historic Zoning Commission and minutes of the meeting. (2) Designation as a landmark or historic sign. <ul style="list-style-type: none"> (a) Consideration of recommendation of Historic Zoning Commission. The Building Official shall take into account the recommendation of the Historic
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	<p>Zoning Commission in making a decision on the designation of an existing sign as a landmark or historic sign.</p> <p>(b) Approval Authority. The Building Official shall have the authority to approve or disapprove the designation of an existing sign as a landmark or historic sign based upon the criteria stated above.</p> <p>(c) Rationale for Approval. In approving or disapproving a landmark or historic sign application, the Building Official shall state the reasons in writing.</p> <p>(d) Appeals. An appeal of the Building Official's decision must be properly filed in accordance with the provisions of this ordinance at Article VII, Section 1(C).</p> <p>(e) Maintenance of a Landmark and Historic Sign Inventory. Once a sign has been designation as a landmark or historic sign, the Building Official shall add the sign to its records and send notice of the action taken to the Historic Zoning Commission and to the applicant.</p> <p>(3) Issuing of Permits.</p> <p>(a) Authorized Applicants. The property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a proposed historic sign is to be relocated, may apply for approval of a permit to restore; repair, move and replace a landmark sign; or remove, repair and move to another location a historic sign, provided said signs are designated as landmark or historic signs.</p> <p>(b) Applications Submitted to Department of Plans Review and Inspections. Such application shall be submitted to and on a form determined by the Department of Plans Review and Inspections.</p> <p>(c) Required Information on Application. At the time of the filing of an application for a permit for a sign designated as a landmark or historic sign, the applicant must file all necessary information in order for the Building Official to determine if the proposed work on the sign will meet the intent of this ordinance. The Building Official has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant.</p> <p>(d) Approval Authority. The City of Knoxville Building Official shall have the authority, in accordance with Article V, Section 10(L), (N) and (O), to approve or deny a permit to restore; repair, and remove and replace a landmark sign; or remove, repair and move to another location a historic sign.</p> <p>(e) Exempt Work. Owners may voluntarily remove a sign once designated as a landmark or historic sign, provided such sign is not within a designated Historic Overlay (H-1) zone district, and provided that the owner of the sign notifies the Department of Plans Review and Inspections of such action. After such notification, the sign will be removed from the Landmark and Historic Sign Inventory by the Building Official.</p> <p>e. Landmark and Historic Sign Regulations.</p> <p>(1) Landmark Sign Location. If a landmark sign is moved on-premise, it shall be subject to the location regulations of this ordinance.</p> <p>(2) Landmark Sign Use Agreement Required. If any portion of a landmark sign is permitted to remain in or over a public right-of-way, a City or State use or encroachment agreement shall be executed.</p> <p>(3) Historic Sign Location. An historic sign may be moved to another location on the site where it is currently located or to another property. It is encouraged that the sign be relocated to a site within the area from which it originated. The receiving site must be located within a nonresidential zone district or mixed-use form district which allows commercial signs.</p> <p>(4) Nonconforming Aspects of Historic Signs. Relocated historic signs that are</p>
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	<p>nonconforming based on their size, height, animation, moving parts, or moving, flashing, color or type of lighting do not have to be brought into conformance. However, relocated signs may not move further out of conformance by any physical alterations to the sign. The lighting of such signs shall be located, screened, or shielded so that abutting lots located in any residential district are not directly illuminated and do not cause glare or impair the vision of motorists. All other regulations shall apply with the following exceptions:</p> <p style="padding-left: 40px;">(a) Projecting signs may extend beyond the maximum projecting dimension based upon the existing dimension of the sign.</p> <p style="padding-left: 40px;">(b) Roof signs and flashing, fluttering, swinging, and rotating signs, which may be currently prohibited, may be relocated and maintain the prohibited characteristics provided such features contribute to the historic or cultural character of the sign and are in keeping with the surrounding area.</p>				
6. ELECTRONIC MESSAGE CENTERS	6. Electronic Message Centers				
This section remains intact	<p>Within all zone districts the following regulations shall apply to Electronic Message Centers (EMC).</p> <p style="padding-left: 20px;">a. EMCs legally existing on April 10, 2009, shall be allowed to continue operation subject to meeting the operational standards as required by subsection (m) herein. After April 10, 2009, no EMC shall be permitted in any location except in the following instances:</p> <p style="padding-left: 40px;">(1) An EMC may be permitted in those areas covered by an H-1 overlay district subject to approval as required within an H-1 district.</p> <p style="padding-left: 40px;">(2) An EMC may be permitted in those areas covered by a D-1 overlay district subject to approval as required within a D-1 district.</p> <p style="padding-left: 40px;">(3) An EMC may be permitted in those specific zone districts that allow EMCs with approved design regulations or guidelines subject to approval by the appropriate regulatory body for such district.</p> <p style="padding-left: 40px;">(4) An EMC may be permitted as a changeable price sign subject to the requirements of subsection I.7 below.</p> <p style="padding-left: 20px;">b. No EMC shall be erected or used by a business unless any existing changeable letter reader board is first removed from the parcel.</p> <p style="padding-left: 20px;">c. An EMC shall be included in the total signage permitted on the parcel.</p> <p style="padding-left: 20px;">d. An EMC shall be permitted as a wall sign, or an integrated part of the total sign surface of a free standing on-premise sign. For purposes of this section, integrated into the total sign surface of a free standing on-premise sign shall mean an EMC cabinet contained within or contiguous to the smallest, simple polygon enclosing all of the non-electronic advertising content of a sign.</p>				
	<p style="padding-left: 20px;">e. An EMC permitted as part of a ground or monument sign shall have a minimum matrix area of twenty (20) square feet and a maximum size of one third (1/3) of the total signage permitted or one hundred (100) square feet, whichever is less.</p> <p style="padding-left: 20px;">f. An EMC permitted as a wall sign shall not exceed one hundred (100) sq. ft. maximum.</p> <p style="padding-left: 20px;">g. Each display on an EMC shall hold constant for a minimum of sixty (60) seconds.</p> <p style="padding-left: 20px;">h. An EMC shall not display light of such intensity or brightness to cause glare. An EMC must be equipped with an automatic dimmer device and controlled by a light detector. It is the responsibility of the sign owner to demonstrate compliance with brightness/intensity and dimming settings. Brightness, also known as intensity, shall be measured in candelas per square meter, which is also referred to as nits, and shall not exceed the following standards:</p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 20px;">Daytime maximum brightness</td> <td>3,000 nits</td> </tr> <tr> <td>Nighttime maximum brightness</td> <td>750 nits</td> </tr> </table>	Daytime maximum brightness	3,000 nits	Nighttime maximum brightness	750 nits
Daytime maximum brightness	3,000 nits				
Nighttime maximum brightness	750 nits				

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	<p>Maximum brightness at the property line 0.2 footcandles Maximum bulb wattage for incandescent light 40 watts</p> <p>i. No electronic message center (EMC) shall be permitted in any location which is zoned C-1.</p> <p>j. The images and messages displayed must be static. The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.</p> <p>k. The transition from one display to another must be instantaneous without any special effects.</p> <p>l. Every line of text in an EMC shall meet or exceed the following standards:</p> <table style="margin-left: 40px;"> <thead> <tr> <th style="text-align: left;"><u>Designated Speed Limit on Frontage Road (in MPH)</u></th> <th style="text-align: left;"><u>Minimum Text Size (in Inches)</u></th> </tr> </thead> <tbody> <tr> <td>25 to 34</td> <td>7</td> </tr> <tr> <td>35 to 44</td> <td>9</td> </tr> <tr> <td>45 to 54</td> <td>12</td> </tr> <tr> <td>55 and above</td> <td>15</td> </tr> </tbody> </table> <p>If there is insufficient room for text of this size in the area allowed under clause 5 above, then no text is allowed.</p> <p>m. All EMCs legally existing on [the effective date of this ordinance], must comply with the operational standards listed in subsections g, h, j, k, and l above. A legally existing EMC that cannot meet the minimum text size requirement in subsection l above must use the largest size possible for one line of text to fit in the available space.</p>	<u>Designated Speed Limit on Frontage Road (in MPH)</u>	<u>Minimum Text Size (in Inches)</u>	25 to 34	7	35 to 44	9	45 to 54	12	55 and above	15
<u>Designated Speed Limit on Frontage Road (in MPH)</u>	<u>Minimum Text Size (in Inches)</u>										
25 to 34	7										
35 to 44	9										
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I. STANDARDS FOR SPECIFIC SIGNS	
EXISTING	PROPOSED
7. CHANGEABLE PRICE SIGNS	7. Changeable Price Signs
<p>[E.a]An EMC may be used as a changeable price sign subject to the following:</p> <p>(a) For the purposes of these regulations a changeable price sign is one that shows a product or service, such as fuel or hotel/motel room rates as an unchanging element of the sign and shall not be included as part of the EMC with only the price as part of the EMC and only the price is changeable.</p> <p>(b) Changeable price signs shall be limited to parcels with a minimum of two hundred fifty (25)0 feet of frontage on the street where the property is addressed.</p> <p>(c) Changeable price signs shall be integrated into a business ground sign or monument sign or be placed on a canopy or wall in accordance with these regulations,</p> <p>(d) Changeable price signs shall be limited to three (3) per sign structure.</p> <p>(e) The minimum matrix area of each changeable price sign shall be six (6) square feet and the maximum shall be twenty-five (25) square feet per changeable price sign.</p> <p>(f) Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.</p>	<p>(a) Changeable price signs shall be limited to parcels with a minimum of two hundred fifty (250) feet of frontage on the street where the property is addressed.</p> <p>(b) Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.</p> <p>(c) Changeable price signs shall be integrated into a detached on-premise sign or be placed on a canopy or wall in accordance with these regulations,</p> <p>(d) Changeable price signs shall be limited to three (3) per detached sign structure or three (3) per building or canopy face.</p> <p>(e) An EMC may be integrated into a changeable price sign subject to the following:</p> <p>(1) The EMC component shall be used only for the price component, where only the price is changeable.</p> <p>(2) The minimum matrix area of each EMC component of a changeable price sign shall be six (6) square feet and the maximum shall be twenty-five (25) square feet per changeable price sign.</p>
<p>[E.3.n.]An EMC used as a changeable price sign shall be integrated into a business ground sign or monument sign or be placed on a canopy or wall in accordance with these regulations.</p>	
<p>[E.3.n.] For the purposes of these regulations a changeable price sign is one that shows a product or service, such as fuel or hotel/motel room rates as an unchanging element of the sign and only the price is changeable.</p>	

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J. MASTER SIGN PLANS	
CURRENT	PROPOSED
<p>[A.29] This section remains intact except for minor editing.</p>	<p>1. <i>Purpose.</i> 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 plan is required for certain signs identified within Article 5, Section 10, and sign systems within the TC-1 (Town Center) district. A master 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.</p> <p>2. <i>Application Requirements.</i> Master 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 permitted on review, and shall include the following information in the application package:</p> <ul style="list-style-type: none"> a. Master sign plan application and a consent form signed by all the property owner(s), or owners' representatives, for the unified development under consideration. b. 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. c. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans. d. 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. e. A copy of any sign restrictions proposed or implemented for the unified development. f. 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. g. 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. h. For the purposes of approving a master sign plan, the Metropolitan Planning Commission shall determine the boundaries of the unified development based on the application and evidence submitted in support of the application. i. The approved signs shall be located on property within the area defined by the Metropolitan Planning Commission as the unified development.

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<p>[A.29] This section remains intact except for minor editing</p>	<p>3. <i>Administrative Procedures.</i> Master Sign Plans shall be reviewed by the Metropolitan Planning Commission as a Use Permitted on Review. A Master Sign Plan may also be included as part of a development plan or use permitted 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 Sign Plan shall be in conformance with the Plan. Since approval of Master Sign Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for development directory signs or project directional signs. When a Master Sign Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master Sign Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.</p> <p>4. <i>Development Directory Sign.</i> 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 sign plan (see subsection 25, above) subject to meeting the following:</p> <ul style="list-style-type: none"> a. The development directory sign shall meet the requirements of Section L of these regulations for a detached sign in a commercial or industrial zone district. b. The development directory sign shall count as one of the detached signs permitted pursuant to these regulations for the lot on which the sign will be located. If the maximum number of on-premise detached 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 signs on the lot in conformance with the maximum limitations. c. 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. d. 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. e. Approved development directory signs shall not be converted to any other type of off-premise sign. f. A development directory sign approved as part of a master 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 on-premise detached 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 sign plan.

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<p>[A.29] This section remains intact except for minor editing</p>	<p>5. <i>Project Directional Sign.</i> 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 sign plan (see subsection 25, above) to direct traffic from a collector or arterial street (as designated in the <i>Major Road Plan for Knoxville – Knox County, Tennessee</i>) to businesses located on the same or lower classification streets within the same unified development, subject to meeting the following:</p> <ul style="list-style-type: none"> a. 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. b. 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. c. 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. d. The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot. e. 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). f. The project directional sign shall not exceed six (6) feet in height and a maximum surface area of thirty-six (36) square feet. g. Approved project directional signs shall not be converted to any other type of sign. <p>6. <i>Administrative Changes.</i> After approval of a master sign plan by the Planning Commission, the MPC executive director, or designee, may approve a change to the signage plan administratively in instances of an increase in the size of any sign by up to ten (10) percent; provided this does not exceed the maximum sizes permitted by these regulations.</p>

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K. SIGNS PERMITTED IN ALL ZONE DISTRICTS	
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	The following regulations shall apply in all zone districts:
[J.1] Within a parking lot, one (1) directional sign, not more than nine (9) square feet in area and forty-two (42) inches in height, may be placed to designate each entrance to or exit from such parking area; and one (1) informational sign, not more than twelve (12) square feet in area and six (6) feet in height, identifying or designating the conditions of uses of such parking area.	1. One (1) nameplate per building in with a maximum sign area of two (2) square feet for any residential building and six (6) square feet for any nonresidential building.
[J.2] One (1) non-illuminated "for sale" or "for rent" sign not exceeding four (4) square feet in area and advertising the sale, rental or lease of the premises on which the sign is located. <u>[THIS PROVISION NOW LISTED AS EXEMPT FROM PERMITTING]</u> A larger sign shall be permitted for two (2) or more lots in single ownership or for properties in excess of one hundred (100) feet in width provided that the area of such sign shall be increased on a graded scale of one (1) square foot increase in area for each additional five (5) feet of frontage over one hundred (100) feet, but in no case shall the sign exceed in the aggregate two hundred (200) square feet. Such sign shall be a ground or wall sign and located not closer than twenty (20) feet from the street line.	2. One (1) bulletin board or identification sign for public recreation uses, community facilities, hospitals, and clinics with a maximum sign area of thirty-two (32) square feet and a maximum height of eight (8) feet. These signs shall be allowed in addition to the maximum sign area as calculated by the controlling zone district,
[J.3] For each real estate subdivision that has been approved in accordance with the Subdivision Regulations of the City one (1) sign, not over one hundred (100) square feet in area, advertising the sale of property in such subdivision. Such sign shall be permitted only when located on some portion of the subdivision being advertised for sale and shall not encroach upon any required yard. Such sign may be illuminated. Such sign shall be maintained only during such time as such sign shall be issued for a one-year period and may be renewed for additional one-year periods.	3. Directional signs within a parking lot to designate entrances and exits with a maximum sign area of nine (9) square feet and a maximum sign height of forty-two (42) inches. One (1) sign may be located at each entrance and exit.
	4. One (1) informational sign within a parking lot identifying or designating the conditions of uses of such parking area with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet.
	5. One (1) ground or wall sign advertising the sale, rental or lease of the premises on which the sign is located when there are two or more lots in the development and the properties are in excess of one hundred (100) feet in width with a maximum sign area of four (4) square feet plus one (1) square foot for each five (5) lineal feet of street frontage over one hundred (100) feet, provided that in no case shall the sign exceed two hundred (200) square feet. A ground sign shall have a maximum height of twelve (12) feet.
	6. One (1) ground sign advertising the sale of property in an approved subdivision and located on some portion of the subdivision with a maximum sign area of one hundred (100) square feet and a maximum height of twelve (12) feet. Such sign may be externally illuminated, may be permitted for one (1) year, and may be renewed for additional one (1) year periods.

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L. SIGNS PERMITTED BY ZONE DISTRICT	
CURRENT	PROPOSED
<p>1. AGRICULTURAL (A-1)</p> <p>The following regulations shall apply: [B.1] There shall be permitted not more than two (2) non-illuminated signs with each sign not exceeding twelve (12) square feet or a total of twenty-four (24) square feet in area advertising the sale of farm products produced on the premises</p> <p>[B.2] Announcement of church, school, or public building where permitted – Bulletin boards or identification signs, not to exceed twenty (20) square feet in area, shall be permitted; such bulletin board or identification sign shall indicate nothing other than name and/or address of the premises, and schedule of services or other information relevant to the activities on the premises. Such sign shall be located not closer to any property line than one-half the required setbacks and may have indirect illumination.</p>	<p>1. Agricultural and Open Space zone districts (A-1, OS-1 and OS-2)</p> <p>a. In A-1, OS-1 and OS-2 districts, nameplates and wall signs for home occupations with proper approval of the home occupation use are allowed as attached signs, with a maximum sign area of two (2) square feet.</p> <p>b. In A-1, OS-1 and OS-2 districts, detached signs are allowed, and may include ground signs, monument signs, column signs and temporary signs as permitted within this section, subject to the following requirements: (1) For the purpose of advertising the sale of farm products produced on the premises there shall be permitted not more than two (2) non-illuminated signs with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet. (2) For a church, school or public building there shall be permitted one (1) bulletin board or identification sign per lot with a maximum sign area of twenty (20) square feet, a maximum height of eight (8) feet and shall be limited to indirect illumination.</p> <p>c. In A-1, OS-1 and OS-2 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.</p>
<p>2. FLOODWAY (F-1)</p> <p>The following regulations shall apply: [H.1] There shall be permitted for public parks, playgrounds, and other outdoor recreational uses, signs not exceeding nine (9) square feet in area.</p>	<p>2. Floodway zone districts (F-1)</p> <p>a. In F-1 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.</p> <p>b. Detached identification signs shall be limited to external illumination.</p>
<p>6. HISTORIC OVERLAY DISTRICT (H-1)</p> <p>The following regulations shall apply: [F.1] Information signs may be displayed in connection with such use, but the total area of each sign shall not exceed nine square feet, and signs may have indirect lighting.</p>	<p>3. Historic overlay zone districts (H-1)</p> <p>a. In H-1 districts, one (1) information sign, detached or attached to the building, shall be permitted in connection with the use of the lot with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.</p> <p>b. An information sign is allowed in addition to any other signs allowed in accordance with the underlying base zone district.</p>
<p>2. RESIDENTIAL (R-1, R-1A, R-1E, EN-1, EN-2, R-2, R-3, R-4, RP-1, RP-2, RP-3)</p> <p>The following regulations shall apply: [A.15] Business signs for home occupations shall not exceed two (2) square feet nor be located closer than twenty (20) feet to the street right-of-way line.</p> <p>[C.1] For houses, attached houses, duplexes and multi-dwelling structures or development: Nameplates, not to exceed two (2) square feet in area, shall be permitted for each</p>	<p>4. Residential zone districts (R-1, R-1A, R-1E, EN-1, EN-2, R-2, R-3, R-4, RP-1, RP-2, RP-3)</p> <p>a. <i>Type of signs and dimensions allowed for residential uses.</i> In residential zone districts, the following signs on a residential parcel or lot shall be allowed, subject to the following dimensional requirements: (1) For properly approved home occupations, one (1) wall sign with a maximum sign area of two (2)</p>

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<p>dwelling unit; such nameplates shall indicate nothing other than name and/or address to the occupants, premises, announcements of boarders or roomers, or customary home occupation.</p>	<p>square feet, or one (1) ground or column sign for properly approved home occupations with a maximum sign area of two (2) square feet and a maximum height of forty-two (42) inches.</p>
<p>[C.2.a] For multi-dwelling structures or developments, rooming and boarding houses, and fraternity and sorority houses: Wall signs, not to exceed nine (9) square feet in area, shall be permitted; such sign shall indicate nothing other than name and/or address of the premises, and the name of the management. Such sign shall be attached flush with the principal building and may have indirect illumination.</p>	<p>(2) Wall signs for multi-dwelling structures or developments, rooming and boarding houses, and fraternity and sorority houses with a maximum sign area of nine (9) square feet.</p>
<p>[C.2.b] In addition, multi-dwelling structures or developments on sites greater than two (2) acres may have one (1) monument sign located on each separate street frontage which exceeds one hundred fifty (150) lineal feet. Such sign(s): shall not exceed thirty-six (36) square feet in area; shall not exceed six (6) feet in height as measured from natural or finished grade, whichever is lower; and shall indicate nothing other than name and address of the premises, and the name of the management.</p>	<p>(3) Monument or column signs for multi-dwelling structures or developments on sites greater than two (2) acres, mobile home parks, and subdivisions with more than twenty-five (25) lots for residential purposes with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.</p>
<p>[C.3] For church, school, public building, cemetery, country club, mobile home park, subdivision with over twenty-five (25) lots, and medical facility with one hundred fifty (150) or more lineal feet of street frontage: One (1) monument sign shall be permitted. Such sign: shall not exceed thirty-six (36) square feet in area; shall not exceed six (6) feet in height as measured from natural or finished grade, whichever is lower; and shall not be located closer to any property line than one-half the required building setback distance.</p>	<p>b. <i>Type of signs and dimensions allowed for nonresidential uses.</i> In residential zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:</p>
<p>[C.4] For medical facilities with less than one hundred fifty (150) linear feet of street frontage, clubhouses for civic or nonprofit organizations, lodge halls, studios, and day care centers for more than twelve (12) children: One (1) monument sign shall be permitted. Such sign: shall not exceed twenty (20) square feet in area; shall not exceed five (5) feet in height as measured from natural or finished grade, whichever is lower; and shall not be located closer to any property line than one-half the required building setback distance.</p>	<p>(1) For medical facilities with less than one hundred fifty (150) linear feet of street frontage, clubhouses for civic or nonprofit organizations, lodge halls, studios and day care centers for more than twelve (12) children:</p>
<p>[C.6] In RP-1 and RP-2 districts, no sign shall be permitted except one (1) wall sign per business. This sign shall be limited to a maximum of ten (10) square feet in area. In cases of multistory structures, signs shall not be in excess of twelve (12) feet above the ground level.</p>	<p>(a) Non-illuminated attached signs up a maximum total sign area of sixteen (16) square feet; and</p> <p>(b) One monument or column sign with a maximum sign area of twenty (20) square feet, and a maximum height of five (5) feet.</p>
<p>[C.7] In the RP-3 district where five (5) or more permitted uses are located within a common structure, one (1) business sign shall be permitted provided that it shall not exceed one hundred (100) square feet in area and shall not exceed twelve (12) feet in height above the ground level. The purpose of this sign is identification of the development and the principal uses within. An additional wall sign shall be permitted for each individual permitted use in accordance with the sign regulations for RP-1 and RP-2.</p>	<p>(2) For medical facilities with one hundred fifty (150) linear feet or more of street frontage, churches, schools, public buildings, cemeteries and country clubs:</p> <p>(a) Non-illuminated attached signs up a maximum total sign area of thirty-two (32) square feet and</p> <p>(b) One monument or column sign with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.</p> <p>(3) In the RP-1, RP-2 and RP-3 zone districts only, wall signs for each tenant where there are less than five (5) tenants within a common structure with a maximum sign area of ten (10) square feet, provided that the top of the sign shall be no more than twelve (12) feet above ground level.</p> <p>(4) In the RP-3 zone districts only, one (1) detached identification signs for each structure where there are five (5) or more tenants with a maximum sign area of one hundred (100) square feet, and a maximum sign height of twelve (12) feet.</p>

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<p>[C.8] In the RP-3 District where less than five (5) permitted uses are located within a common structure, the sign regulations of RP-1 and RP-2 shall apply.</p>	
<p>3. OFFICE (O-1, O-2, and O-3) The following regulations shall apply:</p>	<p>5. Office zone districts (O-1, O-2, and O-3)</p>
<p>[D.1] For permitted residential district uses, the regulation of signs shall be the same as in the residential regulations above.</p>	<p>a. <i>Regulations for residential uses.</i> In office districts, regulation of signs for permitted residential uses shall be the same as for residential zone districts.</p>
<p>[D.2] For public recreation uses, community facilities, and medical facilities: One (1) monument sign shall be permitted, which shall not exceed thirty-six (36) square feet in area, and shall not exceed six (6) feet in height as measured from natural or finished grade, whichever is lower. A maximum of one (1) monument sign is permitted per lot.</p>	<p>b. <i>Types of signs and dimensions allowed.</i> In office districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:</p>
<p>[D.3] For other permitted principal uses in the O-1 and O-2 districts, business signs shall be permitted as follows: a. One (1) monument sign shall be permitted, which shall not exceed thirty six (36) square feet in area, and shall not exceed six (6) feet in height as measured from natural or finished grade, whichever is lower. A maximum of one (1) monument sign is permitted per lot. b. One (1) wall sign shall be permitted for each tenant of a building. Such sign shall not exceed two (2) square feet in area, and shall not be illuminated.</p>	<p>(1) Attached signs with a total allowed sign area equal to five (5) percent of the wall area of the primary building elevation(s), provided that the sign area may be used on any elevation of the building that does not face an adjacent residential zone district and that no individual sign may exceed twenty-four (24) square feet in area.</p>
<p>[D.4] Signs for O-3 office park districts shall be permitted as follows: a. Each O-3 office park development shall be limited to one (1) monument sign on each separate street frontage, which shall not exceed thirty-six (36) square feet in area, and shall not exceed six (6) feet in height as measured from natural or finished grade, whichever is lower. b. In addition, each tenant which has exclusive and direct access from outside a building may have one (1) wall sign. Such sign: shall not exceed twenty (20) square feet, and shall not project above the parapet wall.</p>	<p>(2) One (1) detached sign is allowed per parcel or lot, subject to the following requirements: (a) Types of detached signs are limited to monument or column signs; and (b) For detached signs the maximum height shall be six (6) feet and the maximum sign area shall be thirty-six (36) square feet, except that adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, the maximum sign height for a detached sign shall be ten (10) feet and the maximum sign area shall be one hundred (100) square feet.</p>
<p>4. COMMERCIAL (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3)</p>	<p>6. Commercial and Industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3, I-4)</p>
<p>The following regulations shall apply:</p>	
<p>[E.1] Within all commercial districts business signs shall be limited to: a. Locations on buildings on the parcel. b. Ground signs, including portable signs. c. Any other specific district requirements. d. For the purposes of this section canopies, gasoline pumps, and drivethrough order boards are considered part of the building. e. Electronic Message Centers (EMC) legally existing on April 10, 2009. After April 10, 2009, no EMC shall be permitted in any location except: (1) An EMC may be permitted in those areas covered by an H-1 overlay district subject to approval as</p>	<p>a. <i>Types of signs and dimensions allowed.</i> In commercial and industrial districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements: (1) Development directory and project directional signs may be approved as part of a master sign plan in accordance with the regulations at section J; (2) Attached signs with a total allowed sign area equal to ten (10) percent of the wall area of the primary building elevation(s), and providing that the sign area may be used on any elevation of the building; and (3) Detached signs in accordance with the standards described herein, except that standards</p>

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<p>required within an H-1 district. (2) An EMC may be permitted in those areas covered by a D-1 overlay district subject to approval as required within a D-1 district. (3) An EMC may be permitted in those specific zone districts that allow EMCs with approved design regulations or guidelines subject to approval by the appropriate regulatory body for such district. (4) An EMC used as a changeable price sign shall be limited to parcels with a minimum of two hundred fifty (250) feet of frontage on the street where the property is addressed and further limited to one EMC per parcel.</p>	<p>specified for individual zone districts in Article IV shall prevail.</p> <p>b. <i>Number and type of detached signs and dimensions allowed for secondary detached signs.</i> In commercial and industrial districts, the number of detached signs on a nonresidential parcel or lot shall be allowed in accordance with the following requirements: (1) One (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot. For these purposes, an adjacent interstate highway shall be considered a street frontage, even though there can be no access to it. (2) The detached sign that is oriented to the street frontage from which the parcel is addressed shall be deemed primary and subject to the requirements of this subsection; and (3) Any secondary detached sign on each lot shall be limited to a monument or column sign with a maximum sign area of thirty-two (32) square feet and a maximum sign height of eight (8) feet.</p> <p>c. <i>Maximum sign heights for primary detached signs.</i> In commercial and industrial zone districts, the maximum sign height for primary detached signs shall be thirty (30) feet, except that the maximum sign height for primary signs shall be forty (40) feet for properties within five hundred (500) linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the following interchanges: (a) Interstate 40/75 at Lovell Road, Pellissippi Parkway/Interstate 140, Cedar Bluff Road, and Weisgarber Road/Papermill Drive/Northshore Drive; (b) Interstate 640/75 at Clinton Highway and Western Avenue; (c) Interstate 640 at Broadway, Washington Pike and Millertown Pike; (d) Interstate 40 at Asheville Highway, Strawberry Plains Pike and Midway Road; (e) Interstate 75 at Merchant Drive, Callahan Road and Emory Road; and (f) Interstate 140 at Kingston Pike, Westland Drive, and Northshore Drive.</p> <p>d. <i>Maximum sign area for primary detached signs.</i> The maximum sign area for primary detached signs shall be one hundred ninety-five (195) square feet, except that the maximum sign area for primary signs shall be two hundred twenty (220) square feet for properties within 500 linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the interchanges described above in subsection c.</p>
<p>[E.3] There shall be permitted for public recreation uses, community facilities, hospitals, and clinics - Bulletin boards or identification signs not exceeding thirty-two square feet in area.</p>	
<p>[E.5] In the C-1 Neighborhood Commercial District, the total surface areas of business signs shall not exceed one and one half (1 1/2) square feet of surface area for each one linear foot of street frontage per lot. Each lot shall be limited to one (1) business ground or monument sign per street frontage, with a maximum of two (2) business ground or monument signs. The maximum surface area for each business ground or monument sign shall be one hundred ninety-five (195) square feet.</p>	
<p>[E.6] In the C-2 central business district and C-3 general commercial district, the total surface area of business signs shall not exceed three (3) square feet of surface area for each one (1) linear foot of street frontage per lot. However, in no case shall the surface areas be limited to less than fifty (50) square feet. In the C-2 and C-3 districts, each lot shall be limited to one (1) business ground or monument sign per street frontage, with a maximum of two (2) business ground or monument signs. The maximum surface area for each business ground or monument signs shall be two hundred seventy-five (275) square feet.</p> <p>[E.7] In the C-4 highway and arterial commercial district, and C-5 tourist commercial district, the total surface area of business signs shall not exceed two (2) square feet per one (1) linear foot of street frontage per lot. In the C-4 and C-5 districts, each lot shall be limited to one (1) business ground or monument sign per street frontage, with a maximum of two (2) business ground or monument signs. The maximum surface area for each business ground or monument sign shall be two hundred seventy-five (275) square feet.</p> <p>[E.8] In the C-6 general commercial park district, metropolitan planning commission staff approval is required prior to the issuance of a sign permit. Each lot shall be limited to one (1) business ground or monument sign per street frontage, with a maximum of</p>	

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<p>two (2) business ground or monument signs. On a lot of six (6) acres or less in an area, the maximum surface area for each business ground or monument sign shall be two hundred seventy-five (275) square feet. On a lot larger than six (6) acres in area, the maximum surface area of business ground or monument signs shall be three hundred (300) square feet.</p> <p>[E.9] Small accessory business signs are permitted for each business within the C-6 district. These shall be a face sign attached to the building and may not project above the parapet wall. The total maximum display surface area for small accessory business signs shall be one (1) square foot per one (1) lineal foot of building frontage the business has, provided that the total display space of signs may not exceed four hundred fifty (450) square feet.</p> <p>[E.11] In the C-7 pedestrian commercial district, the total surface area of business signs shall not exceed one (1) square foot per linear foot of street frontage per lot, except where more than three (3) businesses are located on the same lot each business shall be permitted a maximum sign size of four (4) square feet or one (1) square foot of surface area per linear foot of street frontage, whichever is greater. The total surface area of business ground or monument signs shall not exceed fifty (50) square feet. The maximum height of business ground signs shall not exceed fifteen (15) feet.</p> <p>[E.12] Only the following types of signs shall be permitted in the C-7 districts:</p> <ul style="list-style-type: none"> a. Wall signs not projecting above the parapet wall. b. Canopy signs which are painted or otherwise attached directly onto the surface of an approved canopy or suspended from an approved canopy. c. Ground signs, provided that a ten square foot area surrounding the base of the sign shall be landscaped. d. Advertising incorporated into wall graphics shall not be included in computing maximum sign area. <p>[E.13] In the SC-1 neighborhood shopping center district, SC-2 community shopping center district, SC-3 regional shopping center district, PC-1 retail and office park district, and PC-2 retail and distribution park district, metropolitan planning commission approval is required prior to the issuance of a sign permit to ensure that business signs are designed as an integral part of and are harmonious with the design features of the planned development. The total surface area of business signs shall not exceed one (1) square foot per ten (10) square feet of usable floor area. Each lot shall be limited to one (1) business ground or monument sign per street frontage, with a maximum of two (2) business ground signs. On a lot six (6) acres or less in area, the maximum surface area for each business ground or monument sign shall be two hundred</p>	<p>e. <i>Exceptions to the standards described above.</i></p> <ul style="list-style-type: none"> (1) On parcels and lots adjacent to the interstate, a secondary detached sign, if located within one hundred (100) feet of the interstate right-of-way and if its sign faces are oriented perpendicular or radial to the interstate right-of-way is subject to the maximum height and sign area requirements for a primary detached sign. (2) On parcels and lots adjacent to any streets or roads that are a part of the Scenic Highway System, the maximum sign height for a primary detached sign shall be ten (10) feet and the maximum sign area for a primary detached sign shall be one hundred (100) feet. (3) In the neighborhood commercial (C-1) and pedestrian commercial (C-7) zone districts, the maximum sign area for detached signs is fifty (50) square feet. (4) In the BP-1 zone districts, the maximum sign area for detached signs is one hundred (100) square feet and the maximum height is six (6) feet. (5) In planned commercial, shopping, business or industrial zone district (PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, and I-1), additional signs may be approved by the planning commission as part of the development plan provided that scale drawings indicate the signs will not detract from the character of the development or surrounding development and that the development plan clearly shows that because of unusual topography, building locations and relationships or developments with multiple structures, additional signs are essential to inform and direct the public.
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<p>seventy-five (275) square feet. On a lot over six (6) acres in area, the maximum surface area for each business ground or monument sign shall be three hundred (300) square feet.</p> <p>[E.14] In C-2, C-3, C-4, C-5, C-6, PC-1, PC-2, SC-1, SC-2 and SC-3 commercial districts, when the allowed business ground or monument signs are located within five hundred (500) feet of the interstate right-of-way, the maximum surface area of the business ground or monument sign which is oriented towards the interstate highway, shall not exceed four hundred (400) square feet. The lineal distance measured along the street frontage adjacent to an interstate highway shall be used to calculate the maximum surface area for all the business signs located along said interstate highway frontage. This provision does not apply, and subsection A.8b shall apply where the sign location is (i) within two thousand (2,000) feet of the right-of-way of a scenic highway or scenic parkway, and (ii) outside of a two thousand (2,000) foot radius from any intersection of the scenic highway and/or scenic parkway system and an interstate highway system.</p>	
<p>5. INDUSTRIAL DISTRICTS (I-1, I-2, I-3, and I-4)</p> <p>The following regulations shall apply:</p> <p>[G.1] Within all industrial districts business signs shall be limited to one (1) ground sign per street frontage of the parcel and signs affixed to the building on the premises as well as any specific district requirements.</p> <p>[G.2] In I-1 and I-2 industrial districts, business signs shall be permitted not exceeding two (2) square feet per one (1) lineal foot of street frontage.</p> <p>[G.3] In I-3 and I-4 industrial districts, business signs shall be permitted not exceeding three (3) square feet per one (1) lineal foot of street frontage.</p>	
<p>6. MIXED USE DISTRICTS (TC-1 and TND-1)</p> <p>Too complicated to reproduce here.</p>	<p>7. Mixed Use zone districts (TC-1 and TND-1)</p> <p>a. In TC-1 and TND-1 zone districts, approval of a master sign plan in accordance with subsection J is required at the time of development plan approval. Development directory and directional signs may be approved as part of the master sign plan.</p> <p>(1) The types of signs shall be shown in the master sign plan for non-residential and multi-dwelling structures within a TND. These shall be outlined in relation to the proposed uses. In order to reduce visual clutter, no more than two types of signs, other than window signs, are allowed on the front face of a building.</p> <p>(2) The locations of the types of signs and the landscaping around any detached signs shall be shown in the master sign plan and the development plan.</p> <p>(3) Increases in dimensions of a sign of up to ten (10) percent may be approved administratively by MPC staff. Changing the text, message, design or material</p>

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	<p>of sign shall not require the approval of MPC or its staff.</p> <p>b. In TC-1 and TND-1 zone districts, regulations for signs for permitted residential uses shall be the same as for residential zone districts.</p> <p>c. In TC-1 and TND-1 zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following specified dimensional requirements:</p> <p>(1) Attached signs, including arcade and hanging signs, awning and canopy signs, historic and landmark signs marquee signs, projecting signs, shingle signs, temporary signs, and wall signs with a total allowable sign area of five (5) percent of the wall area of the primary building elevations, providing that the sign area may be used on any elevation of the building. The maximum sign area for individual projecting signs shall be twelve (12) square feet; and for hanging, arcade or shingle signs, six (6) square feet.</p> <p>(2) A maximum of one (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot.</p> <p>(3) Detached signs, including historic and landmark signs, incidental signs (including on-site directional, directory and informational signs), monument signs, column signs, and temporary signs with a maximum sign area and height according to the following table:</p> <p style="text-align: center;">TABLE L.7.1</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <thead> <tr> <th colspan="4" style="text-align: center;">Dimensional Standards for Detached Signs</th> </tr> <tr> <th style="text-align: center;">Number of Stories in Building</th> <th style="text-align: center;">Maximum Height (feet)</th> <th style="text-align: center;">Maximum Width (feet)</th> <th style="text-align: center;">Maximum Sign Area (square feet)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1 to 1½ stories</td> <td style="text-align: center;">4 feet</td> <td style="text-align: center;">4 feet</td> <td style="text-align: center;">16 sq. ft.</td> </tr> <tr> <td style="text-align: center;">2 stories</td> <td style="text-align: center;">5 feet</td> <td style="text-align: center;">5 feet</td> <td style="text-align: center;">24 sq. ft.</td> </tr> <tr> <td style="text-align: center;">3 stories</td> <td style="text-align: center;">6 feet</td> <td style="text-align: center;">6 feet</td> <td style="text-align: center;">32 sq. ft.</td> </tr> </tbody> </table> <p>The height of the base of a monument sign shall not exceed 18 inches.</p> <p>The column of a column sign shall not exceed 24 inches in width nor extend more than 6 inches above the sign area.</p>	Dimensional Standards for Detached Signs				Number of Stories in Building	Maximum Height (feet)	Maximum Width (feet)	Maximum Sign Area (square feet)	1 to 1½ stories	4 feet	4 feet	16 sq. ft.	2 stories	5 feet	5 feet	24 sq. ft.	3 stories	6 feet	6 feet	32 sq. ft.
Dimensional Standards for Detached Signs																					
Number of Stories in Building	Maximum Height (feet)	Maximum Width (feet)	Maximum Sign Area (square feet)																		
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2 stories	5 feet	5 feet	24 sq. ft.																		
3 stories	6 feet	6 feet	32 sq. ft.																		

M. CREATION OF SPECIAL SIGN DISTRICTS

Reserved for future use

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N. SIGN CONSTRUCTION AND MAINTENANCE	
CURRENT	PROPOSED
<p>1. STRUCTURAL AND CONSTRUCTION STANDARDS</p> <p>[A.21] A portable sign may be considered a permanent sign, subject to signage allotment requirements, provided that it is securely affixed to the ground or other surface, if serviced by electrical power, conforms to the latest adopted revision of the National Electrical Code. Any other permanent sign erected, constructed, or placed on any property in the City of Knoxville shall conform to [the] latest adopted revision of the Standard Building Code and, if serviced by electrical power, the latest adopted revision of the National Electrical Code. Electrical materials and devices incorporated into such signs shall be certified by the Underwriters' Laboratories, Inc., and shall bear the ULI label, or the label of another approved testing laboratory.</p> <p>[A.22] Temporary business signs if serviced by electrical power, shall conform to the latest adopted revision of the National Electrical Code.</p> <p>[A.23] All permanent on-premise signs shall contain the street number of the business.</p>	<p>1. Sign Construction.</p> <p style="padding-left: 20px;">a. <i>Conformity with Adopted Building Codes.</i> Any permanent sign erected, constructed, or placed on any property in the City of Knoxville shall conform to the latest adopted revision of the Standard Building Code.</p> <p style="padding-left: 20px;">b. <i>Conformity with Adopted Electric Codes.</i> If serviced by electric power, any permanent sign shall conform to the latest adopted revision of the National Electrical Code. Electrical materials and devices incorporated into such signs shall be certified by the Underwriters' Laboratories, Inc., and shall bear the ULI label, or the label of another approved testing laboratory. Temporary signs if serviced by electrical power shall conform to the latest adopted revision of the National Electrical Code.</p> <p style="padding-left: 20px;">c. <i>Address Required.</i> All permanent on-premise signs shall contain the street number of the business.</p> <hr/> <p>2. Sign Maintenance</p> <p style="padding-left: 20px;">a. <i>Premises maintenance.</i> All signs and surrounding premises shall be maintained by the owner thereof in a clean and sanitary condition, and free and clear of all debris, trash, litter, garbage, refuse, and weeds and in full compliance with the city's ordinances concerning lot cleanliness set forth in the Code of Ordinances Chapter 13, Article VI.</p> <p style="padding-left: 20px;">b. <i>Structure maintenance.</i> All signs, including supporting structures, shall be kept in good and safe repair and shall be maintained in good and safe condition, including the periodic application of paint and/or other weatherproofing material in order to prevent rust or other decay. The Chief Building Official, or designee, may order the removal of any sign that is not maintained in accordance with the provisions of this section. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign.</p> <p style="padding-left: 20px;">c. <i>Display surface or other advertising surface maintenance.</i> The display surface or other advertising material of a sign shall not be allowed to deteriorate to a broken, torn, peeling, flaking or otherwise decayed condition and shall be repaired or removed within ninety (90) days of receipt of notice mailed to the owner by certified mail, return receipt requested, from the Chief Building Official ordering such repair or removal. If the owner fails to remove or alter the display surface so as to comply with the standards herein set forth within the time specified in such notice, such display advertising material may be removed or altered to comply with such notice. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign. An appeal may be made to overcome some exceptional condition which poses practical difficulty or particular hardship in such a way as to prevent an owner from repairing the sign within ninety (90) days.</p>

**SIDE-BY-SIDE COMPARISON
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O. ABANDONED SIGNS	
CURRENT	PROPOSED
<p>2. DISCONTINUANCE AND REMOVAL OF SIGNS [A.20] Abandoned business signs advertising a business no longer conducted on the premises shall be removed by the owner or lessee of the premises upon which the sign is located within sixty (60) days of written notification by the building official.</p>	<p>1. Abandoned Sign Determination Any sign, including its supporting structure, erected in conjunction with a particular use, that use having been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired. Abandonment shall be presumed if, for a period of sixty (60) days or longer, the sign has not 1) advertised goods, services, facilities, events or attractions available on the premises where located, 2) identified the owner or occupant, 3) directed traffic on the premises, or 4) displayed a noncommercial message which may or may not related to an activity located on the premises. Any sign which otherwise conforms to the provisions of this Article, and by reason of the cessation of activity on the premises, becomes an off-premises sign, may be retained for a period of one year by one of the following methods: a. Painted Sign: The sign shall be covered by painting over the sign area. b. Removable Sign Face: The sign face shall be removed and replaced with a blank insert or the sign face may be reversed. c. Temporary Covering: The sign face may be temporarily covered by the installation of a sock or boot. If activity on the property has not resumed within a period of one (1) year, then the sign shall be presumed abandoned and shall be taken down and removed as provided herein.</p> <p>2. Removal of Abandoned Signs Any abandoned sign, now or hereafter existing, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building, structure, or property upon which such sign may be found, within thirty (30) days after the written notification from the Chief Building Official, or designee. In making a determination that a sign is abandoned the building official shall consider among other factors, the existence or absence of a current occupational license for the premises, whether there are active utilities or a utilities service deposit at that location, and use of the premises. If such abandoned sign is not removed at the conclusion of such thirty (30)-day period, the Chief Building Official or designee is hereby authorized to cause the sign to be removed forthwith at the expense of the owner. For purposes of this section, the word "remove" shall mean: a. The sign face, along with posts, columns or supports of "detached" signs, shall be taken down and removed from the property. b. The sign face and supporting structures of "projecting", "roof", or "attached" signs shall be taken down and removed from the property. c. The sign face of "painted attached signs" shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.</p>

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P. LEGAL NONCONFORMING SIGNS	
CURRENT	PROPOSED
<p>a. <i>Non-conforming outdoor advertising signs and structures.</i> An owner of any advertising or business sign or structure legally existing at the time of the adoption of this amendment which does not conform to the requirements of this ordinance shall have until July 1, 1984, to register with the City Building Inspection Department for purpose of ensuring to the owner the right to continue such non-conforming use.</p>	<p>1. An owner of any off-premise or on-premise sign or structure legally existing at the time of the adoption of this amendment which does not conform to the requirements of this ordinance shall have until July 1, 1984, to register with the City Building Inspection Department for purpose of ensuring to the owner the right to continue such non-conforming use.</p>
<p>b. After July 1, 1984, any non-conforming sign not registered shall be considered an illegal sign. The Chief Building Official shall notify or make reasonable effort to notify the owner of the sign of such condition. If after thirty (3) days of such notification the sign has not been removed by the owner, the City, its officials, or its employees shall have the authority to enter on the private property on which the sign is located to remove such sign and/or institute appropriate action to have the sign removed. The City is further authorized to place a lien, in the amount of the removal cost, against the property upon which the illegal non-conforming sign is located.</p>	<p>2. After July 1, 1984, any non-conforming sign not registered shall be considered an illegal sign. The Chief Building Official shall notify or make reasonable effort to notify the owner of the sign of such condition. If after thirty (30) days of such notification the sign has not been removed by the owner, the City, its officials, or its employees shall have the authority to enter on the private property on which the sign is located to remove such sign and/or institute appropriate action to have the sign removed. The City is further authorized to place a lien, in the amount of the removal cost, against the property upon which the illegal non-conforming sign is located.</p>
<p>c. Regulations for advertising signs approved prior to 1984.</p> <p>(1) Size, location and structure restrictions. Advertising signs shall be placed on a unipole structure and shall not be double-decked (either one above the other, or side by side on the same structure). The total sign area per face shall not exceed forty-eight (48) feet by fourteen (14) feet (six hundred seventy-two (672) square feet) with a twenty (20) percent nonpermanent extension, except within five hundred (500) feet of interstate arteries where the total sign area per face may be seven hundred seventy-five (775) square feet.</p> <p>(2) Spacing requirements - Primary and secondary arteries. No off-premise (outdoor advertising) structure shall be established within seven hundred fifty (750) feet of any other off-premise advertising structure on either side of the same street. The minimum distance between structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures. The minimum spacing shall apply to off-premise advertising structures located on either side of the same street or highway. Official and on-premise business signs as well as any other sign which does not constitute an off-premise advertising structure as defined herein, shall not be counted nor shall measurements be made from them for the purpose of determining compliance with these spacing</p>	<p>3. Regulations for off-premise signs approved prior to 1984.</p> <p>(a) Size, location and structure restrictions. Off-premise signs shall be placed on a unipole structure and shall not be double-decked (either one above the other, or side by side on the same structure). The total sign area per face shall not exceed forty-eight (48) feet by fourteen (14) feet (six hundred seventy-two (672) square feet) with a twenty (20) percent nonpermanent extension, except within five hundred (500) feet of interstate arteries where the total sign area per face may be seven hundred seventy-five (775) square feet.</p> <p>(b) Spacing requirements - Primary and secondary arteries. No off-premise sign structure shall be established within seven hundred fifty (750) feet of any other off-premise sign structure on either side of the same street. The minimum distance between structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures. The minimum spacing shall apply to off-premise sign structures located on either side of the same street or highway. Official and on-premise signs as well as any other sign which does not constitute an off-premise sign structure as defined herein, shall not be counted nor shall measurements be made from them for the purpose of determining compliance with these spacing requirements.</p>

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requirements.	
(3) Spacing requirements - Interstate arteries. No off-premise (outdoor advertising) structure shall be established within one thousand (1,000) feet of any other off-premise advertising structure on the same side by the same interstate artery. The minimum distance between structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures.	(c) Spacing requirements - Interstate arteries. No off-premise sign structure shall be established within one thousand (1,000) feet of any other off-premise sign structure on the same side by the same interstate artery. The minimum distance between structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures.
(4) Setback requirements. All advertising sign structures, including billboards, shall be erected in conformity with the front, side and rear yard requirements of the district in which located.	(d) Setback requirements. All off-premise sign structures, including billboards, shall be erected in conformity with the front, side and rear yard requirements of the district in which located.

Q. ADMINISTRATION	
CURRENT	PROPOSED
1. PERMIT REQUIREMENTS	1. Permit Requirements
[L.1] No sign, portable sign, outdoor display, or billboard other than "for sale" or temporary political signs shall be placed, operated, maintained, erected or attached to, suspended from, or supported on a building, structure or ground until a permit in writing, authorizing the same has been issued by the office of the chief building official.	a. No sign, portable sign, outdoor display, or billboard other than "for sale" or temporary political signs shall be placed, operated, maintained, erected or attached to, suspended from, or supported on a building, structure or ground until a permit in writing, authorizing the same has been issued by the office of the chief building official.
[L.3] No sign permit shall be issued to any person, firm, business, or corporate entity doing business within the City until such person, firm, business, or corporate entity has obtained a valid business license from the City of Knoxville.	b. No sign permit shall be issued to any person, firm, business, or corporate entity doing business within the City until such person, firm, business, or corporate entity has obtained a valid business license from the City of Knoxville.
[L.4] Before a permit may be issued, complete plans and specifications showing the construction, methods of support and the materials used shall be submitted for approval to the Sign Inspector. In addition to any other required information, such plans and specifications shall include the following: a. A detailed site plan of the property drawn to scale, showing all existing and proposed freestanding signs, buildings, parking areas, and driveway entrances to the site, together with all roadways and informational signs located on the right-of-way of said roadways which are located immediately adjacent to the proposed site. b. The total number of square feet of existing and proposed signage on the parcel where the proposed sign is to be erected. c. The location of all existing ground signs located within the area of the proposed site which signs are within the minimum space requirements for distances between structures as set forth in Article 5, Section 10 of the zoning ordinance of the City of Knoxville. d. For advertising signs and portable signs, the name and	c. Before a permit may be issued, complete plans and specifications showing the construction, methods of support and the materials used shall be submitted for approval to the Sign Inspector. In addition to any other required information, such plans and specifications shall include the following: (1) A detailed site plan of the property drawn to scale, showing all existing and proposed freestanding signs, buildings, parking areas, and driveway entrances to the site, together with all roadways and informational signs located on the right-of-way of said roadways which are located immediately adjacent to the proposed site. (2) The total number of square feet of existing and proposed signage on the parcel where the proposed sign is to be erected. (3) The location of all existing ground signs located within the area of the proposed site which signs are within the minimum space requirements for distances between structures as set forth in Article 5,

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a notarized consent affidavit of the property owner and/or lessee of the proposed site.	Section 10 of the zoning ordinance of the City of Knoxville. (4) For off-premise signs and portable signs, the name and a notarized consent affidavit of the property owner and/or lessee of the proposed site.
[L.5] Whenever possible, applications are to be processed within ten (10) working days of receipt of all required documents in the sign inspector's office.	d. Applications shall be processed within ten (10) working days of receipt of all required documents in the sign inspector's office.
[L.6] The sign inspector shall keep and maintain accurate records of all sign permits issued by the City, which records may serve as the basis for a comprehensive inventory of the signs within the City.	e. The sign inspector shall keep and maintain accurate records of all sign permits issued by the City, which records may serve as the basis for a comprehensive inventory of the signs within the City.
[L7] As of June 1, 2001, there shall be a ban on the issuance of permits for new construction of advertising signs, including billboards, at new locations within the City of Knoxville; provided however that lawfully existing advertising signs, including billboards, shall be nonconforming uses, as regulated by Article 6 of this ordinance	f. As of June 1, 2001, there shall be a ban on the issuance of permits for new construction of off-premise signs, including billboards, at new locations within the City of Knoxville; provided however that lawfully existing off-premise signs, including billboards, shall be nonconforming uses, as regulated by Article 6 of this ordinance
2. AUTHORITY FOR APPROVAL & ENFORCEMENT	2. Authority for Approval and Enforcement
[L.2] The sign inspector shall have primary responsibility for the administration and enforcement of these sign regulations, and shall issue sign applications and permits for all signs located within the City of Knoxville	The sign inspector shall have primary responsibility for the administration and enforcement of these sign regulations, and shall issue sign applications and permits for all signs located within the City of Knoxville
3. PENALTIES FOR VIOLATION	3. Penalties for Violation
	Penalties for violation of these regulations shall be in accordance with Article VII, Section 8 of this ordinance.

R. VARIANCES AND APPEALS	
CURRENT	PROPOSED
	1. Variances from the terms of these regulations may be requested in accordance with Article VII, Section 2 of this ordinance. 2. Appeals where it is alleged there is an error in any order, requirements, decision or determination by an administrative official in carrying out these regulations may be requested in accordance with Article VII, Section 1 of this ordinance.

SECTIONS ON FEES WILL BE REMOVED

A. PURPOSE AND INTENT

- 1. The purpose of this section is to create a legal framework for a comprehensive and balanced system of sign regulation that will:
 - a. Implement the plans, policies, goals and objectives of the City;
 - b. Protect the health, safety and welfare of the citizens and businesses of the City;
 - c. Preserve the right of free speech and expression;
 - d. Provide for effective communication between people within the context of their environment;
 - e. Avoid visual clutter that may be harmful to traffic and pedestrian safety, property values, business opportunities and community appearance;
 - f. Facilitate effective way-finding throughout the City;
 - g. Provide clear and objective sign standards;
 - h. Provide an efficient and effective review procedure for sign applications; and
 - i. Enable consistent and equitable enforcement of the regulations set forth in this Section.

- 2. With these purposes in mind, it is the intent of this ordinance to authorize the use of signs that are:
 - a. Effective in communicating with the public;
 - b. Compatible with their surroundings;
 - c. Legible in the circumstances in which they are seen.
 - d. Appropriate to the activity that displays them; and
 - e. Expressive of the identity of individual activities and the community as a whole.

B. SCOPE/APPLICABILITY

- 1. Signs may be erected, mounted, displayed or maintained in the city in conformance with the provisions of these regulations. The scope of this section, as more specifically set forth below, is to:
 - a. Allow a wide variety of sign types in commercial zone districts, and a more limited variety of signs in other zone districts, subject to the standards of this section;
 - b. Allow certain signs incidental to the principal use of a site in all zone districts subject to the standards of this section;
 - c. Provide for temporary signs in limited circumstances;
 - d. Prohibit signs whose location, size, type, illumination or other physical characteristics are not compatible with their surroundings and may be injurious to the public health, safety and welfare; and
 - e. Provide for the enforcement of the provisions of this section.

- 2. The regulations of this section are applicable in zone districts without sign and other sign structure requirements exclusive to a specific zone district. Where sign requirements are provided in a specific zone district, the requirements of the specific zone districts in Article IV shall prevail.

- 3. The regulations for signs, billboards, and other sign structures are indicated below.

- 4. The interpretation or nomenclature in this section shall be as defined in subsection C below.

C. DEFINITIONS

The words, terms and phrases set out below shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended for advertising, which placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence or other manmade structure, and any such advertising is a structure within the meaning of the word structure used in this ordinance.

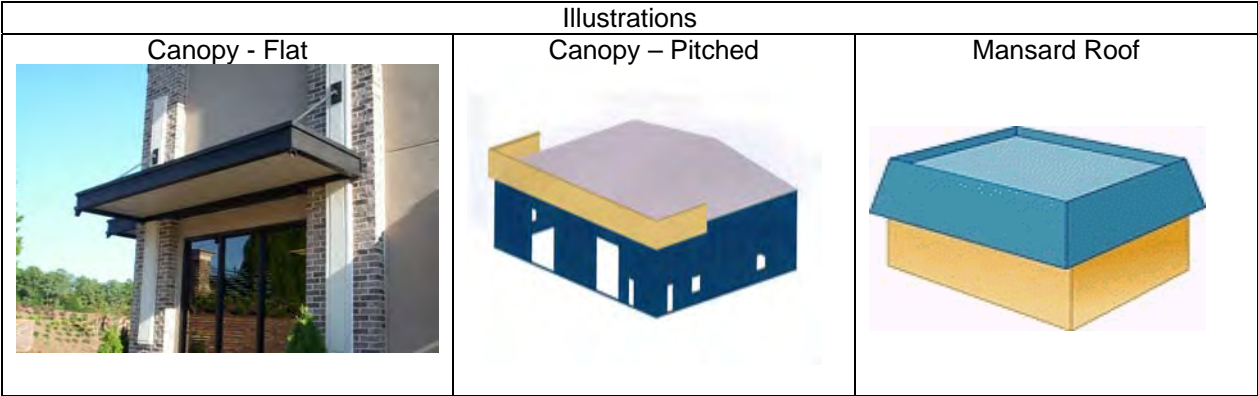
FOR MPC REVIEW as forwarded from the Task Force

9/11/14

Awning - A structure, other than a canopy, made of cloth, metal or other material affixed to a building in such a manner that the structure may be raised or retracted from a from a building to a flat position against the building.

Candela - A unit which expresses the luminous intensity of a light source.

Canopy - A permanent structure, other than an awning, made of cloth, metal or other material attached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure. The lower, steeper portion of a mansard roof shall be considered a canopy for the purposes of this section if there is no enclosed space below this portion of the mansard roof.



Dimmer - A device which changes the brightness of a display or which creates the capacity of increasing or decreasing the overall brightness/intensity of a display.

Erect - When used in connection with signs shall mean to build, construct, attach, hand, place, suspend, or affix and shall also include the painting of wall signs.

Footcandle - A unit of illuminance (light falling on a surface). One lumen falling on one square foot equals one footcandle.

Light detector, Light sensor - An electronic component used to detect the amount or level of ambient light surrounding a display.

Master sign plan - A site plan and associated text and illustrations submitted to the Metropolitan Planning Commission for consideration for approval of a sign system for a proposed or existing development.

Nit - One candela per square meter.

Sign, billboard, or other advertising device - Any structure or part thereof or device attached thereto or represented thereon, which shall display or include any letter, words, model, banner, flag, pennant, insignia or representation used as, or which is in the nature of an announcement, direction or advertisement. The word "sign" includes the word "billboard" or any other type of advertising device, but does not include the flag, pennant, or insignia of any nation, state, city or other political unit.

Sight triangle - The area located at the intersection of two streets, whether public or private, or a street and private driveway through which an unobstructed view of approaching traffic is necessary for motorists.

Sign illumination, internal - Lighting of a sign from internal sources, such as in light source within the framework of a sign cabinet and behind the face of the sign so that light is transmitted through the face of the sign.

Sign illumination, external - Lighting of a sign from a light source external to the body of the sign, so that light is directed on to the face of the sign.

Types of signs are defined in the following categories.

Abandoned sign - Any sign, including its supporting structure, erected in conjunction with a particular use, that use having been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.

Arcade and hanging sign - A type of attached sign which hangs from a porch roof, awning, canopy, colonnade or similar feature whose surface area is not to exceed over six square feet.

Attached sign - A sign that is permanently affixed to or painted on a building, canopy, or wall and having a permanent or changeable copy face.

Awning sign - A type of attached sign that is comprised of the application of words, pictures, symbols and/or logos to an awning attached to the ground floor of buildings to provide shelter and shade for pedestrians

Billboard - A type of off-premise sign having more than one hundred square feet of display surface which is either erected on the ground or attached to or supported by a building or structure.

Bulletin board - A type of wall or ground sign used to identify the premises and announce meetings or programs to be held on the premises of a church, school, community recreation center, hospital, medical clinic or similar place.

Canopy sign - A type of attached sign attached to or painted or printed upon or on top of a canopy.

Changeable letter reader board sign - A sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols and other similar character of changeable pictorial panes.

Changeable price sign - A sign that shows a product or service, such as fuel or hotel/motel room rates as an unchanging element of the sign and includes an EMC component to the sign wherein the price is changeable.

Column sign - A type of detached sign which is supported by and integrated with columns (or posts), appropriate in scale and material to its related building (see illustration).

Detached sign - Any sign that is not affixed or attached to a building and is securely and permanently mounted in or on the ground.

Development directory sign - A type of detached sign identifying a shopping center, office park, commercial subdivision, or similar mixed use or commercial development, and listing individual businesses or tenants within the unified development, including businesses not located on the lot on which the sign is located. A development directory sign is not classified as an off-premise sign.

Directional sign - A type of incidental sign located on a site designed to guide vehicular and/or pedestrian traffic on a lot or parcel by using such words as "Entrance", "Exit", "Parking", "One-Way", or similar directives, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.

Directory sign, on-site - A type of incidental sign located on a site designed to identify specific businesses, offices, tenants or other uses of a lot or parcel, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign

Electronic message center sign - A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.

Ground sign - A type of detached sign supported by a pole, uprights, or braces on the ground.

Historic sign - An existing, nonconforming, historically significant sign that contributes to the historical or cultural character of the community at large which has been removed from its original location within the City of Knoxville and is to be reused and relocated to a different location on its original site or relocated to another location within the community.

Incidental sign - A sign, generally directional or informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "office", "gymnasium", and other similar directives. No sign with an advertising message other than a name or logo of a business, use or place shall be considered incidental.

Identification sign - A sign displaying only the name, address, and/or crest, insignia, trademark, occupation, or profession of an occupant or the name of any building on the premises.

Information sign - A type of incidental sign located on a site designed to convey information or instructions, but not including any advertising message, for the safety and convenient use of a lot or parcel. A name or logo of a business, use or place may also be included on the sign.

Landmark sign - An existing, nonconforming, on-premise sign, which exhibits unique characteristics, enhances the streetscape or identity of a neighborhood and contributes to the historical or cultural character of the streetscape or the community at large.

Marquee sign - A type of attached sign integrated into or hung from a marquee. A marquee is a type of canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line for the purpose of providing shelter to pedestrians at an entrance to a building.

Menu board - A type of attached or detached sign primarily designed for the display of menu items and prices for the purpose of placing orders for such items in conjunction with a restaurant utilizing drive-through or curbside service.

Monument sign - A type of detached sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports (see illustration).

Nameplate - A plate, plaque or engraved name, e.g. on a door, or integral to a wall of a building, bearing a name and associating the name with the building to which the nameplate is attached.

Off-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises and only incidentally on the premises if at all.

On-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered on the premises on which the sign is erected. A "for sale", "to let" or "information" sign shall be deemed an on-premise sign.

Pole sign - A type of ground sign at least ten feet above the ground supported on a single post or pole.

Portable sign - All moveable or portable off-premise or on-premise signs, unless otherwise permitted by these regulations, mounted upon trailers or other structure(s) or device(s) designed to be transported with only incidental parking and assembling for reuse.

Project directional sign - A type of detached sign used 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 the same or lower classification streets within the same unified development. A project directional sign is not classified as an off-premise sign.

Projecting sign - A type of attached sign which is attached to the face or outside wall of a building which projects out at an angle therefrom and projects more than twelve inches beyond the face of such wall.

Roof sign - A type of attached sign that is mounted on the roof of a building or which is wholly dependent upon a building roof for support.

Sidewalk sign - A type of detached sign that is made up of two opposing sign faces, hinged at the top and set up in a triangle shape with one side of the triangle being the ground surface. Such sign shall be placed on the ground or paved surface and may be placed on a sidewalk within public right-of-way or public property within fifteen (15) feet of the entry to a business or outdoor space associated with the business. For these purposes a sidewalk sign is not a portable sign.

Shingle sign - A type of attached sign not over six square feet in area, and projecting from a wall not more than two feet over public property.

Temporary sign - Any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time only consistent with the terms of these regulations.

Umbrella sign - A sign integrated into the body of an umbrella, either on its protective covering or support structure.

Wall sign - A type of attached sign erected parallel to the face, or on the outside wall, of any building and supported throughout its entire length by such wall where the edges of the sign do not project more than twelve inches therefrom. A wall sign may not project above the wall or parapet.

Window sign - A type of attached sign placed within a window facing the street or thoroughfare, including a television or monitor placed in a window for the purpose of advertising products, services or the business, and may be composed of applied letters, symbols, neon or similar lighting, but may not obscure the view of the interior of the building.

SIGN ILLUSTRATIONS

Arcade or Hanging Sign



Awning Sign



Canopy Sign 1



Canopy Sign 2



Changeable Reader Board



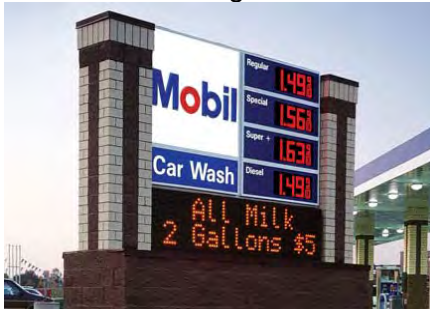
Changeable Price Sign



Column Sign



Electronic Message Center



Ground Sign



Marquee Sign















Menu Board (attached)



Menu Board (detached)



<p>Monument Sign</p>  A stone monument sign with a dark brown top section and a black sign panel. The sign panel features the text "RibCrib CORPORATE OFFICE" in a stylized font.	<p>Nameplate</p>  A polished metal nameplate with engraved text: "J.K. COTTER", "DDS NUI", and "DENTAL SURGEON".	<p>Pole Sign</p>  A tall pole sign for "SUN Japanese Steakhouse" with a red and black sign panel and a diamond-shaped logo below it.
<p>Portable Sign</p>  A large, rectangular portable sign with a white background and a red border. It features the text: "40 INCH X 96 INCH", "A-B SIGN", "8\" CHANGEABLE LETTERS", and "WHITE OR YELLOW PANELS".	<p>Projecting Sign</p>  A white projecting sign mounted on a brick wall. The sign reads "WATCH" and "tel: 0845 658 8884".	<p>Roof Sign</p>  A large sign mounted on a building's roof. The sign reads "FARMERS MARKET" and "at 3rd & Fairfax since '34".
<p>Shingle Sign</p>  An oval-shaped sign with a dark background and a white border. The text reads "Thom Buttler, DDS, PA" and "Endodontist".	<p>Sidewalk Sign</p>  A chalkboard sign on a sidewalk. The text includes "SCREWTOP WINE + CHEESE SHOP", "Upcoming classes", "WINE + CHEESE of the PACIFIC NORTHWEST", and "BEER + CHEESE (great fathers day gift)".	<p>Umbrella Sign</p>  A large umbrella sign with a red and blue canopy. The text "CINZANO" is printed on the canopy.
<p>Wall Sign (applied)</p>  A sign applied to a brick wall above a glass door. The sign reads "STICKLEY FURNITURE SINCE 1900".	<p>Wall Sign (cabinet)</p>  A circular sign mounted on a brick wall. The sign features the Starbucks logo and the text "STARBUCKS COFFEE".	<p>Window Sign</p>  A sign in a window. The sign features the text "TAX CREDIT" and "\$1500.00 ON WINDOWS & DOORS".

D. PROHIBITED SIGNS

The following signs are prohibited in all zone districts:

1. Signs which by color, location, and/or design resemble or conflict with traffic control signs or signals.
2. Signs which contain or make use of any word, phrase, symbol, shape, form or character in such manner as to interfere with, mislead or confuse traffic. This does not include permitted incidental signs such as directional, directory or informational signs.
3. Signs which have moving parts and signs which have red, green, yellow, amber or blue lights.
4. Signs with flashing, chasing, pulsating, twinkling, dancing, scintillating, and/or oscillating lights or any other rotating, revolving or moving part; except for an approved, documented historic or reproduction sign located in any H-1 (Historic Overlay) zone district or an approved sign within the D-1 (Downtown Design Overlay) zone district.
5. Illuminated signs within one hundred (100) feet of property in any residential zone district, unless the illumination of such sign is so designed that it does not shine or reflect light onto such property within a residential zone district.
6. Signs within the public right-of-way, except publicly owned signs, such as wayfinding signs and regulatory signs, and those signs approved by the city engineer.
7. Signs placed on a parked vehicle or trailer visible from the public right-of-way where the primary purpose is to advertise a product or direct people to a business located on the same or another property. For the purposes of this regulation, logos, identification or advertising on vehicles being operated by being moved on and off the site in the normal course of business are not prohibited.
8. Billboards and other off-premise signs.
9. Portable signs.
10. Roof signs.
11. Window signs that exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.

E. SIGNS EXEMPT FROM THESE REGULATIONS

The following signs, unless prohibited elsewhere in these regulations, are exempt from the regulations of this chapter but may be subject to other applicable laws and regulations:

1. Signs regulated by Article IV of the City of Knoxville zoning ordinance.
2. Signs conforming to the *Manual of Uniform Traffic Control Devices* and bearing no commercial message.
3. Signs required by federal, state or local statute.
4. Signs installed by employees or officials of the City of Knoxville and Knox County, a state or federal agency in the course of their governmental duties and bearing no commercial message.
5. Signs necessary to promote health, safety and welfare, and other regulatory, statutory, traffic control or directional signs erected on public property with permission as appropriate from the state, the United States of America, Knox County or the City of Knoxville.

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6. Signs required by an order of a court of competent jurisdiction.
7. Legal notices and official instruments.
8. Signs installed by public utilities in their rights-of-way or on their facilities and bearing no commercial message other than such message as necessary to identify the public utility and the use.
9. Signs installed by a transit company with a franchise or other right to operate in the City of Knoxville, where such signs are installed along its routes and relate to schedules or other information about the transit route.
10. Signs approved as part of the City of Knoxville's adopted Wayfinding program.
11. Signs carried by a person when the person does not receive any financial compensation.
12. Signs incorporated into machinery or equipment by a manufacturer or distributor.
13. Signs located within a building or enclosed space that are not visible or legible from the public right-of-way or from private property or public property other than the property on which it is located.
14. Memorial signs or tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of bronze or other incombustible material and attached to the surface of a building.
15. Works of art bearing no commercial message.
16. Holiday lights and decorations with no commercial message.
17. Scoreboards and off-premise signs located on athletic fields if oriented toward the field of play.
18. Restaurant menu boards located on the premises of the restaurant when oriented toward a drive-through lane, with a maximum sign area of sixty (60) square feet and maximum height of ten (10) feet. The menu board shall be located within thirty (30) feet of the point at which orders are taken from the motor vehicle.
19. Restaurant menu displays located within ten (10) feet of a primary restaurant entrance provided the display area does not exceed four (4) square feet.
20. Official fraternal, religious or civic flags when mounted on permanent poles attached to the ground or building when located on the same site as the fraternal, religious or civic organization, institution or building.
21. Official governmental flags of the following governmental entities shall be the only official governmental flags recognized as such by the City of Knoxville:
 - a. The United States of America;
 - b. Any state, territory, or possession of the United States of America;
 - c. Any official flag adopted as such by the City of Knoxville and Knox County;
 - d. Any official flag adopted by a member state of the United Nations.
22. Decorative flags and bunting for a celebration, convention or commemoration, subject to removal within seven days following the event
23. In residential districts, any sign of a type described below which does not exceed two square feet in area:
 - a. A sign giving a property identification name or number or name(s) of occupant, one sign per lot;
 - b. A mailbox sign (one sign per dwelling unit), and
 - c. A sign(s) posted on property relating to private parking, trespassing or dangerous animals (limited to one sign per lot if less than one acre in size)
24. Temporary signs for political purposes.

25. Temporary merchandise displays and signs behind storefront windows which are not affixed permanently to the glass, nor intended for permanent display.
26. Temporary or permanent signs identifying traffic-control measures on private property, such as "stop," "yield," and similar signs, the face of which meet the standards of the "Manual for Uniform Traffic Control Devices" and which contain no logo or commercial message of any sort and which do not exceed six (6) square feet in area per sign.
27. Temporary signs for announcements by public or nonprofit organizations of special events or activities of interest to the general public, provided such signs are less than thirty-two (32) square feet in area, are limited to one (1) sign per site of such events, are erected no sooner than fourteen (14) days before the event, and are removed within three (3) days after the event.
28. Temporary signs on vehicles displaying terms of sale.
29. Umbrella signs.
30. Signs contained on vendor push carts.

F. SIGNS EXEMPT FROM PERMIT REQUIREMENT

The following signs are exempt from permit requirements, but subject to other regulations of this chapter:

1. Temporary signs announcing real estate availability in residential districts which do not exceed nine (9) square feet in area per sign, which do not exceed six (6) feet in height for detached signs, and which are limited to one detached sign per street frontage and one (1) wall sign per dwelling unit.
2. Temporary signs announcing real estate availability in nonresidential districts which are less than sixty-four (64) square feet in area per sign, which do not exceed ten (10) feet in height for detached signs, and which are limited to one (1) detached sign per street frontage and one (1) wall sign per building facade if the entire building is for sale or lease or one (1) wall sign per leasable area if subunits of the building are for lease or rent.
3. Temporary signs announcing construction in residential districts which do not exceed nine (9) square feet in area and six (6) feet in height for detached signs, which are limited to one (1) per lot, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty (60) days, the sign shall be removed, pending continuation of construction activities.
4. Temporary signs announcing construction in nonresidential districts which are less than sixty-four (64) square feet in area and ten (10) feet in height for detached signs, which must be spaced at least one hundred (100) feet apart, and which are installed after issuance of a building permit and removed prior to the issuance of a certificate of occupancy. Construction-related detached signs that are sixty-four (64) square feet or more in area and ten (10) feet or more in height must comply with the district requirements for a permanent detached sign. If a sign is displayed pursuant to this section, but construction is discontinued for a period of more than sixty (60) days, the sign shall be removed, pending continuation of construction activities.
5. Temporary signs announcing yard sales or real estate open houses which do not exceed six (6) square feet in area, are limited to one (1) per lot, which are erected no sooner than four (4) days before the event, and which are removed within two (2) days after the event. On the day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in area, may be used to announce the event.
6. Temporary auction signs which do not exceed thirty-two (32) square feet in area per sign, which do not exceed ten (10) feet in height for detached signs, which are limited to one (1) per lot, and which are erected no more than thirty-one (31) days prior to the event and removed within twenty-four (24) hours after the auction event. On the

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day of these events, and while event staff are on the site, up to two (2) flag signs, not to exceed sixteen (16) square feet in size, may be used to announce the event.

7. Temporary farmer's market signs, limit of two, erected on days of market operation. Any such sign shall not exceed twenty-four (24) square feet in residential districts and thirty-two (32) square feet in all other districts.

8. Sidewalk signs in the C-2, TND-1, TC-1 and SW zone districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated.

9. Window signs which do not exceed twenty-five (25) percent or twenty (20) square feet, whichever is less, of the window area in which they are displayed.

10. Signs showing historic or landmark status of a building, provided such signs do not exceed two (2) square feet.

G. CRITERIA FOR MEASUREMENTS

1. Sign Area

a. For detached signs, the total sign area shall be measured by calculating the entire area enclosed by the perimeter of the extreme limits of the sign cabinet or module, exclusive of embellishments such as pole coverings, framing, decorating roofing, and any appurtenances required by the building code.

b. For attached signs, the total sign area shall be measured by calculating the entire area enclosed by the perimeter of the extreme limits of the sign cabinet, or, if the sign face is not a part of a sign cabinet, the sign copy, including vertical and horizontal spacing between letters and logos on the sign face.

c. A sign designed to be viewed from two (2) different directions shall be considered as one (1) sign, provided that the two (2) sign faces shall not be more than forty-two (42) inches apart if parallel, nor form an angle of more than ninety (90) degrees.

d. If the attached or detached sign or sign structure is internally illuminated or back lit by any means, the entire area shall be included within the allowable sign area calculation for the site.

2. Sign Height

a. Sign height shall be computed as the distance from the base of the sign structure to the top of the highest attached component of the sign, using as the base of the sign structure either of the following provisions providing the greatest height:

(1) the finished grade of the property below the sign, or

(2) the roadway surface at the nearest edge of pavement of the street that provides primary access to the site.

b. The finished grade of the property shall be construed for this purpose to be the final established grade after development, exclusive of any filling, berming, mounding or excavating primarily for the purpose of locating a sign.

c. For detached signs subject to the provisions of subsection L.6. below on property that shares a common property line with an interstate highway or for detached signs on property that does not share a common property line but such signs are located within one hundred (100) feet of the right-of-way of an interstate highway, the highest interstate roadway surface as measured from the sign to the crown of the roadway surface on a line perpendicular to the interstate right-of-way, or radial to the right-of-way when the subject sign is located in proximity to a curved interstate right-of-way may be used to determine the greatest allowable height.

3. Sign Spacing

a. All distances related to spacing of signs shall be measured along a straight line between the two (2) closest points of the sign structures.

4. Primary Building Elevation

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For the purposes of determining maximum allowed sign area for attached signs:

- a. The primary building elevation shall be any elevation that faces onto a street right-of-way to which the parcel has street frontage and (1) has the principal entrance to the building, or (2) has an entry used primarily for customers or clients.
- b. The wall area of the primary building elevation shall be determined as follows:
 - (1) When architectural elevations are provided that accurately and to scale depict the elevation of the structure, the wall area of the elevation shall be the area of the vertical wall surface of the building elevation exclusive of roofs, parapets and false facia; except that a parapet on the primary building elevation, if it is part of a parapet of a uniform height on three sides of a structure and of a similar and uniform building material may be included in the elevation area, but decorative parapet extensions of irregular height on one or two sides of a structure are excluded from the calculation.
 - (2) When architectural plans are not provided, it shall be assumed that the height of the elevation of the first floor is twelve (12) feet and that the height of the elevation of all floors above the first floor is ten (10) feet per floor. The area of the elevation is then calculated based on the formula: [building length x 12 ft. (first floor)] + [building length x 10 ft. per each additional floor] = elevation area.

5. Canopies Over Gasoline Pumps for Measuring Purposes

For the purposes of determining maximum allowed sign area, the vertical surface of canopies over gasoline pumps may be considered as part of the wall surface of an elevation.

6. Setback for Detached Signs. The setback shall be measured from the farthest most protrusion of the sign to the nearest point of a property line, street right-of-way or edge of pavement. The interstate highway right-of-way shall be considered a side or rear lot line for the purposes of determining the minimum setback required.

H. GENERAL SIGN STANDARDS AND REQUIREMENTS

1. Minimum Setbacks

- a. All detached on-premise signs shall be set back no less than ten (10) feet from a street right-of-way or fifteen (15) from the edge of pavement, whichever is greater.
- b. All detached on-premise signs shall be set back no less than five (5) feet from all side and rear property lines that are not also street right-of-way
- c. Directional or information signs may be allowed closer than the minimum setback from a right-of-way or pavement with the approval of the city engineer.

2. Minimum Clearance for Projecting Signs

- a. Signs shall project from a building no more than ten (10) feet and shall maintain a minimum clear height of ten (10) feet, except in the following districts:
 - (1) In the TND-1 (Traditional Neighborhood Development) district, signs shall project no more than four (4) feet and shall maintain a minimum clear height of eight (8) feet in the commercial portion of the development.
 - (2) In the H-1 (Historic Overlay) district and D-1 (Downtown Design Overlay) district signs shall :
 - (a) Shall maintain a minimum clear height of seven (7) feet above sidewalks if non-electrified.
 - (b) Shall maintain a minimum clear height of eight (8) feet above sidewalks if electrified.
- b. Where such signs project over public property, the sign shall not extend closer than twenty (20) inches to the back of the curb of the street.

3. Illumination Standards. Sign illumination shall meet the following standards:

a. General Requirements.

- (1) In residential zone districts internal sign illumination shall be prohibited. Signs may be externally illuminated, provided no light source exceeds seventy-five (75) footcandles of surface illumination nor is visible from streets or adjacent property;
- (2) In nonresidential zone districts internally illuminated signs shall not exceed two hundred (200) foot-lamberts and externally illuminated signs shall not exceed seventy-five (75) footcandles of surface illumination;

(3) In all office districts, illuminated attached signs shall be limited to the building façade facing a street that is adjacent to the property and illuminated detached signs shall be limited to locations between the building and a street that is adjacent to the property.

b. External Illumination. Externally illuminated signs shall be shielded from adjacent buildings and streets, and shall not cause glare or other nuisances to adjacent land uses or traffic. Projecting light fixtures used for externally illuminated signs must not obscure the sign.

c. Internal Illumination. Internal illumination shall provide steady, stationary lighting through translucent materials.

d. All electrical wiring to detached signs shall be placed underground. Electrical wiring to attached signs shall be concealed from public view.

4. Sight Triangle Requirements. Detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sight triangle having a length along the driveway or street of twenty-five (25) feet.

5. Landscape Requirements for Detached Signs. For all detached signs located within the front yard of a property, a landscape area shall be provided and maintained around the base or support structure of the detached sign. Plant material used in the landscape area shall not have a mature height of greater than forty-two (42) inches in height. For the purpose of these regulations a landscape area shall be an area reserved for the addition or augmentation of shrubs, plants, turf grasses and other natural and decorative features.

6. Covering of posts, poles, uprights and braces on detached signs. All posts, poles, uprights, braces or any other supporting structure a part of a detached sign shall be covered with material complementary to the construction of the principal building or structure on the parcel or lot, and completed with a square or rectangular perimeter footprint.

I. STANDARDS FOR SPECIFIC TYPES OF SIGNS

1. Detached Signs Near Intersections of Interstate Highways and the Scenic Highway System.

a. An on-premise detached sign located within five hundred (500) feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate highway as described in subsection L.6.b, and also within a two thousand (2,000) foot radius of any intersection of the interstate highway and the scenic highway system shall not exceed one hundred ninety-five (195) square feet in sign area and thirty (30) feet in height, or the sign area and sign height requirements of the zone district, whichever is less. ~~The exception to height regulations near interstate highways (section H.1) shall not apply where the sign location is within two thousand (2,000) feet of the right-of-way of the scenic highway system.~~

b. At the time of application for such a sign, all existing and proposed signs shall be located on a site plan provided to the sign inspector with certification stating whether the sign is or is not within two thousand (2,000) feet of the right-of-way of the scenic highway system.

2. Temporary Signs Subject to Permit Requirements.

a. Temporary signs shall not be erected or otherwise fixed to any pole, tree, stone, fence, building, structure or any object within the right-of-way of any street.

b. No temporary sign shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, or be confused with any authorized traffic sign, signal, or device or located in any required parking space.

c. Each business may erect or post one (1) attached or one (1) detached temporary sign on up to four (4) occasions during each calendar year, provided that each such occurrence does not exceed fifteen (15) days in duration for each occurrence. Any sign posted for a longer period must meet the requirements for a permanent detached sign.

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

e. A temporary sign shall comply with the applicable setback and parking requirements, electrical code and safety requirements.

f. A temporary sign shall not be suspended across or above public streets or other public places.

3. Awning and Canopy Signs.

a. The sign area for awning and canopy signs shall be subject to the maximum sign area calculated for all attached signs in accordance with section L of these regulations. The surface area of awnings and canopies, except for canopies over gasoline pumps as described in section G.5 above, shall not be calculated in the total area of a primary building elevation for the purposes of determining maximum allowed sign area for attached signs.

b. The canopy sign shall not extend above the highest point of the canopy upon which it is attached or two (2) feet, whichever is greater.

4. Incidental Signs on Large Sites

a. *Purpose.* Incidental signs on large sites are for the purpose of an occupant, or occupants, of a lot or parcel to convey on a permanent basis directions or information for the safety and convenience of visitors for the use, or restriction of use, of a lot or parcel.

b. *Administrative Procedures.* Incidental signs on large sites may be allowed by permit upon receipt and approval by the building official or his/her designee of a site plan showing all incidental signs for the site.

Incidental signs on large sites are exempt from the maximum sign area requirements of Article V, Section 10.

c. *Application Requirements.* Plans shall be submitted for review and consideration by City of Knoxville Plans Review and Inspections office, and shall include the following information in the application package:

(1) An application and a consent form signed by the property owner(s) of the subject site.

(2) A scaled site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the site, the location of all existing and proposed signs, and if required pursuant to other provisions of this section, building elevations showing all building signs.

(3) The site plan must show the location, dimensions and construction details for all proposed incidental signs, and include sign illumination details and landscaping plans.

(4) A table identifying each sign, the overall dimensions of each sign, and the sign area of each sign must be a part of the site plan.

(5) The minimum size of a site eligible for consideration as a large site shall be a single lot or parcel, or several contiguous lots or parcels, of no less than two and one-half (2.5) acres.

d. *Incidental Sign Standards.* Incidental signs on large sites are permitted subject to the following standards:

(1) Classification of signs permitted. Directional signs, information signs, and/or on-site directory signs may be permitted as incidental signs on large sites.

(2) Types of signs permitted. Wall, window, monument or column signs may be permitted as incidental signs on large sites.

(3) Exempt from other sign area requirements. Signs approved as incidental signs on large sites are exempt from the maximum sign area allowed for a lot or building and shall not count as one of the wall, window, monument or column signs permitted by other provisions of Article V, Section 10.

(4) Number of signs. The number of incidental signs permitted per lot or parcel shall be in accordance with the site plan submitted and approved by the building official.

(5) Maximum sign area. The maximum sign area for any directional, information or on-site directory sign approved as part of a site plan of incidental signs on large sites shall be sixteen (16) square feet. An area not to exceed twenty (20) percent of the approved sign area may be devoted to a name or logo of a business, use or place.

(6) Maximum sign height for monument and column signs. The maximum height of monument or column signs used as incidental signs on large sites shall be six (6) feet.

(7) Setbacks. Incidental signs on large sites shall be located not closer than ten (10) feet to a street right-of-way line or fifteen (15) feet from the edge of street pavement, whichever is greater, not closer than two (2) feet from any internal driveway or parking lot, and not closer than five (5) feet from any side or rear property line.

(8) Illumination. Incidental signs on large sites shall be subject to the standards for illumination in accordance with the zone district of the lot or parcel.

(9) Once approved as part of a site plan of incidental signs on a large site, conversion of a directional, information or on-site directory sign to an off-premise sign without proper approvals is prohibited.

5. Landmark and Historic Signs.

a. The purpose of these regulations is to promote the protection of nonconforming signs that represent important aspects of the City's heritage, to enhance the character of the community by considering such signs during development, and to assist owner(s) in the preservation and restoration of their signs.

b. Landmark Signs. The purpose of designating a sign as a landmark sign is to encourage the restoration and retention of on-premise, nonconforming signs that are historically significant. Once designated as a landmark sign, the sign shall be considered to be in compliance with any zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.

(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing on-premises sign as a landmark sign if it meets the following criteria:

(a) The sign has been in continuous existence at the present location for at least 50 years.

(b) The sign is an on-premise sign, which meets at least four (4) of the following criteria:

(i) It was expressly designed for the business, institution, or other establishments at that location; or

(ii) A national or local emblem, logo, or other graphic that is unique to the property or the establishment is an integral part of the sign structure; or

(iii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or

(iv) The sign is significant as evidence of the history of the product, business or service advertised; or

(v) The sign is characteristic of a specific historic period; or

(vi) The sign is integral to the building's design or physical fabric; or

(vii) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials or design.

(c) The sign complies with the appropriate provisions of the state and local building and electrical codes.

(d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.

c. Historic Signs. The restoration and retention of nonconforming, historically significant signs that have been removed from original locations and are to be reused is encouraged. Allowing these signs to move to other locations within the community may be necessary to ensure preservation. Once designated as a historic sign, certain nonconforming aspects of the sign shall be considered to be in compliance with the zoning regulations and will be exempt from regulations of Article V, Section 10, except as stated herein.

(1) Designation Criteria. The Building Official, upon receiving a report of recommendation from the Historic Zoning Commission, may designate an existing sign as a historic sign if it meets the following criteria:

(a) The sign must be at least 50 years old.

(b) The sign must meet at least three (3) of the following criteria:

(i) A national or local emblem, logo, or other graphic that is unique to a property or establishment is an integral part of the design of the sign structure; or

(ii) The sign exhibits unique or rare characteristics that enhance the streetscape or identity of a neighborhood; or

(iii) The sign is significant as evidence of the history of the product, business or service advertised; or

(iv) The sign is characteristic of a specific historic period; or

(v) The sign represents an outstanding example of the sign maker's art due to craftsmanship, use of materials or design.

(c) The sign complies with the appropriate provisions of the state and local building and electrical codes.

(d) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.

d. Landmark and Historic Sign Administrative Procedures.

(1) Review and Recommendation by Historic Zoning Commission.

(a) Authorized Applicants. Any member of City Council, the Mayor or his/her representative, the property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a

proposed historic sign is to be relocated, may apply for designation of an existing sign as a landmark or historic sign.

(b) Applications and Fees Submitted to MPC. Such application shall be submitted to and on a form determined by the MPC as support to the City of Knoxville Historic Zoning Commission, accompanied by a fee as established by the MPC.

(c) Required Information on Application. At the time of the filing of an application for designation of a sign, the applicant must file all necessary information in order for the Historic Zoning Commission to determine if the sign meets the criteria for the requested designation and make a recommendation. The staff of the MPC or the Historic Zoning Commission has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant.

(d) Public Notice and Hearing. Prior to consideration of the application at a meeting of the Historic Zoning Commission, MPC shall provide notice of the public hearing in accordance with the administrative rules of the Historic Zoning Commission.

(e) Authority of the Historic Zoning Commission. After consideration of the application at a public hearing, the City of Knoxville Historic Zoning Commission shall have the authority to make a recommendation to approve or disapprove the designation of an existing sign as a landmark or historic sign upon consideration of the criteria stated above.

(f) Report on Action. In recommending approval or disapproval of a landmark or historic sign designation, the Historic Zoning Commission shall state the reasons for the decision in a report to the Building Official. Such report shall include the application and any supporting material considered by the Historic Zoning Commission and minutes of the meeting.

(2) Designation as a landmark or historic sign.

(a) Consideration of recommendation of Historic Zoning Commission. The Building Official shall take into account the recommendation of the Historic Zoning Commission in making a decision on the designation of an existing sign as a landmark or historic sign.

(b) Approval Authority. The Building Official shall have the authority to approve or disapprove the designation of an existing sign as a landmark or historic sign based upon the criteria stated above.

(c) Rationale for Approval. In approving or disapproving a landmark or historic sign application, the Building Official shall state the reasons in writing.

(d) Appeals. An appeal of the Building Official's decision must be properly filed in accordance with the provisions of this ordinance at Article VII, Section 1(C).

(e) Maintenance of a Landmark and Historic Sign Inventory. Once a sign has been designation as a landmark or historic sign, the Building Official shall add the sign to its records and send notice of the action taken to the Historic Zoning Commission and to the applicant.

(3) Issuing of Permits.

(a) Authorized Applicants. The property owner of the parcel where a proposed landmark sign is located, or the owner of the site where a proposed historic sign is to be relocated, may apply for approval of a permit to restore; repair, move and replace a landmark sign; or remove, repair and move to another location a historic sign, provided said signs are designated as landmark or historic signs.

(b) Applications Submitted to Department of Plans Review and Inspections. Such application shall be submitted to and on a form determined by the Department of Plans Review and Inspections.

(c) Required Information on Application. At the time of the filing of an application for a permit for a sign designated as a landmark or historic sign, the applicant must file all necessary information in order for the Building Official to determine if the proposed work on the sign will meet the intent of this ordinance. The Building Official has the authority to request whatever other information is necessary in order to make a decision. The burden of proof for meeting the criteria is upon the applicant.

(d) Approval Authority. The City of Knoxville Building Official shall have the authority, in accordance with Article V, Section 10(L), (N) and (O), to approve or deny a permit to restore; repair, and remove and replace a landmark sign; or remove, repair and move to another location a historic sign.

(e) Exempt Work. Owners may voluntarily remove a sign once designated as a landmark or historic sign, provided such sign is not within a designated Historic Overlay (H-1) zone district, and provided that the owner of the sign notifies the Department of Plans Review and Inspections of such action. After such notification, the sign will be removed from the Landmark and Historic Sign Inventory by the Building Official.

e. Landmark and Historic Sign Regulations.

(1) Landmark Sign Location. If a landmark sign is moved on-premise, it shall be subject to the location regulations of this ordinance.

(2) Landmark Sign Use Agreement Required. If any portion of a landmark sign is permitted to remain in or over a public right-of-way, a City or State use or encroachment agreement shall be executed.

(3) Historic Sign Location. An historic sign may be moved to another location on the site where it is currently located or to another property. It is encouraged that the sign be relocated to a site within the area from which it originated. The receiving site must be located within a nonresidential zone district or mixed-use form district which allows commercial signs.

(4) Nonconforming Aspects of Historic Signs. Relocated historic signs that are nonconforming based on their size, height, animation, moving parts, or moving, flashing, color or type of lighting do not have to be brought into conformance. However, relocated signs may not move further out of conformance by any physical alterations to the sign. The lighting of such signs shall be located, screened, or shielded so that abutting lots located in any residential district are not directly illuminated and do not cause glare or impair the vision of motorists. All other regulations shall apply with the following exceptions:

(a) Projecting signs may extend beyond the maximum projecting dimension based upon the existing dimension of the sign.

(b) Roof signs and flashing, fluttering, swinging, and rotating signs, which may be currently prohibited, may be relocated and maintain the prohibited characteristics provided such features contribute to the historic or cultural character of the sign and are in keeping with the surrounding area.

6. Electronic Message Centers. Within all zone districts the following regulations shall apply to Electronic Message Centers (EMC):

a. EMCs legally existing on April 10, 2009, shall be allowed to continue operation subject to meeting the operational standards as required by subsection (m) herein. After April 10, 2009, no EMC shall be permitted in any location except in the following instances:

(1) An EMC may be permitted in those areas covered by an H-1 overlay district subject to approval as required within an H-1 district.

(2) An EMC may be permitted in those areas covered by a D-1 overlay district subject to approval as required within a D-1 district.

(3) An EMC may be permitted in those specific zone districts that allow EMCs with approved design regulations or guidelines subject to approval by the appropriate regulatory body for such district.

(4) An EMC may be permitted as a changeable price sign subject to the requirements of subsection I.7 below.

b. No EMC shall be erected or used by a business unless any existing changeable letter reader board is first removed from the parcel.

c. An EMC shall be included in the total signage permitted on the parcel.

d. An EMC shall be permitted as a wall sign, or an integrated part of the total sign surface of a detached on-premise sign. For purposes of this section, integrated into the total sign surface of a detached on-premise sign shall mean an EMC cabinet contained within or contiguous to the smallest, simple polygon enclosing all of the non-electronic advertising content of a sign.

e. An EMC permitted as part of a ground or monument sign shall have a minimum matrix area of twenty (20) square feet and a maximum size of one third (1/3) of the total signage permitted or one hundred (100) square feet, whichever is less.

f. An EMC permitted as a wall sign shall not exceed one hundred (100) sq. ft.

g. Each display on an EMC shall hold constant for a minimum of sixty (60) seconds.

h. An EMC shall not display light of such intensity or brightness to cause glare. An EMC must be equipped with an automatic dimmer device and controlled by a light detector. It is the responsibility of the sign owner to demonstrate compliance with brightness/intensity and dimming settings. Brightness, also known as intensity, shall be measured in candelas per square meter, which is also referred to as nits, and shall not exceed the following standards:

Daytime maximum brightness	3,000 nits
Nighttime maximum brightness	750 nits
Maximum brightness at the property line	0.2 footcandles
Maximum bulb wattage for incandescent light	40 watts

i. No electronic message center (EMC) shall be permitted in any location which is zoned C-1.

- j. The images and messages displayed must be static. The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.
- k. The transition from one display to another must be instantaneous without any special effects.

l. Every line of text in an EMC shall meet or exceed the following standards:

<u>Designated Speed Limit on Frontage Road (in MPH)</u>	<u>Minimum Text Size (in Inches)</u>
25 to 34	7
35 to 44	9
45 to 54	12
55 and above	15

If there is insufficient room for text of this size in the area allowed under clause 5 above, then no text is allowed.

m. All EMCs legally existing on [the effective date of this ordinance], must comply with the operational standards listed in subsections g, h, j, k, and l above. A legally existing EMC that cannot meet the minimum text size requirement in subsection l above must use the largest size possible for one line of text to fit in the available space.

7. Changeable Price Signs. An EMC may be used as a changeable price sign subject to the following:

- (a) Changeable price signs shall be limited to parcels with a minimum of two hundred fifty (250) feet of frontage on the street where the property is addressed.
- (b) Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.
- (c) Changeable price signs shall be integrated into a detached on-premise sign or be placed on a canopy or wall in accordance with these regulations,
- (d) Changeable price signs shall be limited to three (3) per detached sign structure or three (3) per building or canopy face.
- (e) An EMC may be integrated into a changeable price sign subject to the following:
 - (1) The EMC component shall be used only as a changeable price component; and
 - (2) The minimum matrix area of each EMC component of a changeable price sign shall be six (6) square feet and the maximum shall be twenty-five (25) square feet per changeable price sign.

J. MASTER SIGN PLANS

1. *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 plan is required for certain signs identified within Article 5, Section 10, and sign systems within the TC-1 (Town Center) district. A master 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.

2. *Application Requirements.* Master 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 permitted on review, and shall include the following information in the application package:

- a. Master sign plan application and a consent form signed by all the property owner(s), or owners' representatives, for the unified development under consideration.
- b. 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.
- c. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans.
- d. 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.
- e. A copy of any sign restrictions proposed or implemented for the unified development.

- f. 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.
- g. 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.
- h. For the purposes of approving a master sign plan, the Metropolitan Planning Commission shall determine the boundaries of the unified development based on the application and evidence submitted in support of the application.
- i. The approved signs shall be located on property within the area defined by the Metropolitan Planning Commission as the unified development.

3. *Administrative Procedures.* Master Sign Plans shall be reviewed by the Metropolitan Planning Commission as a Use Permitted on Review. A Master Sign Plan may also be included as part of a development plan or use permitted 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 Sign Plan shall be in conformance with the Plan. Since approval of Master Sign Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for development directory signs or project directional signs. When a Master Sign Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master Sign Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.

4. *Development Directory Sign.* 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 sign plan (see subsection 25, above) subject to meeting the following:

- a. The development directory sign shall meet the requirements of subsection L of these regulations for a detached sign in a commercial or industrial zone district.
- b. The development directory sign shall count as one of the detached signs permitted pursuant to these regulations 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 signs on the lot in conformance with the maximum limitations.
- c. 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.
- d. 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.
- e. Approved development directory signs shall not be converted to any other type of off-premise sign.
- f. A development directory sign approved as part of a master 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 detached 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 sign plan.

5. *Project Directional Sign.* 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 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 the same or lower classification streets within the same unified development, subject to meeting the following:

- a. The project directional sign shall be located at the intersection of the lower classification street with the collector or arterial road and shall be oriented toward the traffic flow on the collector or arterial road.
- b. 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.

c. 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 road. Only one project directional sign may be permitted per intersection on the same side of the collector or arterial road.

d. The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot.

e. 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).

f. The project directional sign shall not exceed six (6) feet in height and a maximum surface area of thirty-six (36) square feet.

g. Approved project directional signs shall not be converted to any other type of sign.

6. *Administrative Changes.* After approval of a master sign plan by the Planning Commission, the MPC executive director, or designee, may approve a change to the signage plan administratively in instances of an increase in the size of any sign by up to ten (10) percent; provided this does not exceed the maximum sizes permitted by these regulations.

K. SIGNS PERMITTED IN ALL ZONE DISTRICTS

The following regulations shall apply in all zone districts:

1. One (1) nameplate per building may be permitted with a maximum sign area of two (2) square feet for any residential building and six (6) square feet for any nonresidential building.
2. One (1) bulletin board or identification sign for public recreation uses, community facilities, hospitals, and clinics may be permitted with a maximum sign area of thirty-two (32) square feet and a maximum height of eight (8) feet. These signs may be allowed in addition to the maximum sign area as calculated by the controlling zone district,
3. Directional signs within a parking lot to designate entrances and exits may be permitted with a maximum sign area of nine (9) square feet and a maximum sign height of forty-two (42) inches. One (1) sign may be located at each entrance and exit.
4. One (1) informational sign within a parking lot identifying or designating the conditions of uses of such parking area may be permitted with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet.
5. One (1) ground or wall sign advertising the sale, rental or lease of the premises on which the sign is located when there are two or more lots in the development and the properties are in excess of one hundred (100) feet in width may be permitted with a maximum sign area of four (4) square feet plus one (1) square foot for each five (5) lineal feet of street frontage over one hundred (100) feet, provided that in no case may the sign exceed two hundred (200) square feet. A ground sign shall have a maximum height of twelve (12) feet.
6. One (1) ground sign advertising the sale of property in an approved subdivision and located on some portion of the subdivision may be permitted with a maximum sign area of one hundred (100) square feet and a maximum height of twelve (12) feet. Such sign may be externally illuminated, may be permitted for one (1) year, and may be renewed for additional one (1) year periods.

L. SIGNS PERMITTED BY SPECIFIC ZONE DISTRICT

1. Agricultural and Open Space zone districts (A-1, OS-1 and OS-2)
 - a. In A-1, OS-1 and OS-2 districts, nameplates and wall signs for home occupations with proper approval of the home occupation use are allowed as attached signs, with a maximum sign area of two (2) square feet.
 - b. In A-1, OS-1 and OS-2 districts, detached signs are allowed, and may include ground signs, monument signs, column signs and temporary signs as permitted within this section, subject to the following requirements:

FOR MPC REVIEW as forwarded from the Task Force

9/11/14

(1) For the purpose of advertising the sale of farm products produced on the premises there shall be permitted not more than two (2) non-illuminated signs with a maximum sign area of twelve (12) square feet and a maximum height of eight (8) feet.

(2) For a church, school or public building there shall be permitted one (1) bulletin board or identification sign per lot with a maximum sign area of twenty (20) square feet, a maximum height of eight (8) feet and shall be limited to indirect illumination.

c. In A-1, OS-1 and OS-2 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

2. Floodway zone districts (F-1)

a. In F-1 districts, identification signs, detached or attached to a building, shall be permitted for public parks, playgrounds and other outdoor recreation uses with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

b. Detached identification signs shall be limited to external illumination.

3. Historic overlay zone districts (H-1)

a. In H-1 districts, one (1) information sign, detached or attached to the building, shall be permitted in connection with the use of the lot with a maximum sign area of nine (9) square feet and a maximum height of eight (8) feet.

b. An information sign is allowed in addition to any other signs allowed in accordance with the underlying base zone district.

4. Residential zone districts (R-1, R-1A, R-1E, EN-1, EN-2, R-2, R-3, R-4, RP-1, RP-2, RP-3)

a. *Type of signs and dimensions allowed for residential uses.* In residential zone districts, the following signs on a residential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) For properly approved home occupations, one (1) wall sign with a maximum sign area of two (2) square feet, or one (1) ground or column signs for properly approved home occupations with a maximum sign area of two (2) square feet and a maximum height of forty-two (42) inches.

(2) Wall signs for multi-dwelling structures or developments, rooming and boarding houses, and fraternity and sorority houses with a maximum sign area of nine (9) square feet.

(3) Monument or column signs for multi-dwelling structures or developments on sites greater than two (2) acres, mobile home parks, and subdivisions with more than twenty-five (25) lots for residential purposes with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.

b. *Type of signs and dimensions allowed for nonresidential uses.* In residential zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) For medical facilities with less than one hundred fifty (150) linear feet of street frontage, clubhouses for civic or nonprofit organizations, lodge halls, studios and day care centers for more than twelve (12) children:

(a) Non-illuminated attached signs up a maximum total sign area of sixteen (16) square feet; and

(b) One monument or column sign with a maximum sign area of twenty (20) square feet, and a maximum height of five (5) feet.

(2) For medical facilities with one hundred fifty (150) linear feet or more of street frontage, churches, schools, public buildings, cemeteries and country clubs:

(a) Non-illuminated attached signs up a maximum total sign area of thirty-two (32) square feet; and

(b) One monument or column sign with a maximum sign area of thirty-six (36) square feet, and a maximum height of six (6) feet.

(3) In the RP-1, RP-2 and RP-3 zone districts only, wall signs for each tenant where there are less than five (5) tenants within a common structure with a maximum sign area of ten (10) square feet, provided that the top of the sign shall be no more than twelve (12) feet above ground level.

(4) In the RP-3 zone districts only, one (1) detached identification signs for each structure where there are five (5) or more tenants with a maximum sign area of one hundred (100) square feet, and a maximum sign height of twelve (12) feet.

5. Office zone districts (O-1, O-2, and O-3)

a. *Regulations for residential uses.* In office districts, regulation of signs for permitted residential uses shall be the same as for residential zone districts.

b. *Types of signs and dimensions allowed.* In office districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) Attached signs with a total allowed sign area equal to five (5) percent of the wall area of the primary building elevation(s), provided that the sign area may be used on any elevation of the building that does not face an adjacent residential zone district and that no individual sign may exceed twenty-four (24) square feet in area.

(2) One (1) detached sign is allowed per parcel or lot, subject to the following requirements:

(a) Types of detached signs are limited to monument or column signs, except on property that is adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, a pole sign may be erected in the yard adjacent to such roads;

(b) The maximum sign area shall be thirty-six (36) square feet; and

(c) The maximum height shall be six (6) feet, except that adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, a monument or column sign may be eight (8) feet and a pole sign may be fifteen (15) feet.

6. Commercial and Industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3 and I-4)

a. *Types of signs and dimensions allowed.* In commercial and industrial districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

(1) Development directory and project directional signs may be approved as part of a master sign plan in accordance with the regulations at section J.

(2) Attached signs with a total allowed sign area equal to ten (10) percent of the wall area of the primary building elevation(s), providing that the sign area may be used on any elevation of the building.

(4) Detached signs in accordance with the standards described herein, except that standards specified for individual zone districts in Article IV shall prevail.

b. *Number and type of detached signs and dimensions allowed for secondary detached signs.* In commercial and industrial districts, the number of detached signs on a nonresidential parcel or lot shall be allowed in accordance with the following requirements:

(1) One (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot. For these purposes, an adjacent interstate highway shall be considered a street frontage, even though there can be no access to it.

(2) The detached sign that is oriented to the street frontage from which the parcel is addressed shall be deemed primary and subject to the requirements of this subsection; and

(3) Any secondary detached sign on each lot shall be limited to a monument or column sign with a maximum sign area of thirty-two (32) square feet and a maximum sign height of eight (8) feet.

c. *Maximum sign heights for primary detached signs.* In commercial and industrial zone districts, the maximum sign height for primary detached signs shall be thirty (30) feet, except that the maximum sign height for primary signs shall be forty (40) feet for properties within five hundred (500) linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the following interchanges:

(a) Interstate 40/75 at Lovell Road, Pellissippi Parkway/Interstate 140, Cedar Bluff Road, and Weisgarber Road/Papermill Drive/Northshore Drive;

(b) Interstate 640/75 at Clinton Highway and Western Avenue;

(c) Interstate 640 at Broadway, Washington Pike and Millertown Pike;

(d) Interstate 40 at Asheville Highway, Strawberry Plains Pike and Midway Road;

(e) Interstate 75 at Merchant Drive, Callahan Road and Emory Road; and

(f) Interstate 140 at Kingston Pike, Westland Drive, and Northshore Drive.

d. *Maximum sign area for primary detached signs.* The maximum sign area for primary detached signs shall be one hundred ninety-five (195) square feet, except that the maximum sign area for primary signs shall be two hundred twenty (220) square feet for properties within 500 linear feet of a point where the center line of an

intersecting street or road meets the right-of-way of an Interstate at the interchanges described above in subsection c.

e. *Exceptions to the standards described above.*

(1) On parcels and lots adjacent to the interstate, a secondary detached sign, if located within one hundred (100) feet of the interstate right-of-way and if its sign faces are oriented perpendicular or radial to the interstate right-of-way is subject to the maximum height and sign area requirements for a primary detached sign.

(2) In the BP-1 zone districts, the maximum sign area for detached signs is one hundred (100) square feet and the maximum height is six (6) feet.

(3) A development within a planned commercial or shopping center zone district (PC-1, PC-2, SC-1, SC-2 and SC-3) that is twenty (20) acres or more may increase the maximum sign height by ten (10) percent for a primary ground sign. This exception shall not apply where the sign location is within two thousand (2,000) feet of the right-of-way of the scenic highway system.

(4) In planned commercial, shopping, business or industrial zone district (PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, and I-1), additional signs may be approved by the planning commission as part of the development plan provided that scale drawings indicate the signs will not detract from the character of the development or surrounding development and that the development plan clearly shows that because of unusual topography, building locations and relationships or developments with multiple structures, additional signs are essential to inform and direct the public.

(5) In the neighborhood commercial (C-1) and pedestrian commercial (C-7) zone districts, the maximum sign area for detached signs is fifty (50) square feet.

7. Mixed Use zone districts (TC-1 and TND-1)

a. In TC-1 and TND-1 zone districts, approval of a master sign plan in accordance with subsection J is required at the time of development plan approval. Development directory and directional signs may be approved as part of the master sign plan.

(1) The types of signs shall be shown in the master sign plan for non-residential and multi-dwelling structures within a TND. These shall be outlined in relation to the proposed uses. In order to reduce visual clutter, no more than two types of signs, other than window signs, are allowed on the front face of a building.

(2) The locations of the types of signs and the landscaping around any detached signs shall be shown in the master sign plan and the development plan.

(3) Increases in dimensions of a sign of up to ten (10) percent may be approved administratively by MPC staff. Changing the text, message, design or material of sign shall not require the approval of MPC or its staff.

b. In TC-1 and TND-1 zone districts, regulations for signs for permitted residential uses shall be the same as for residential zone districts.

c. In TC-1 and TND-1 zone districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following specified dimensional requirements:

(1) Attached signs, including arcade and hanging signs, awning and canopy signs, historic and landmark signs marquee signs, projecting signs, shingle signs, temporary signs, and wall signs with a total allowable sign area of five (5) percent of the wall area of the primary building elevations, providing that the sign area may be used on any elevation of the building. The maximum sign area for individual projecting signs shall be twelve (12) square feet; and for hanging, arcade or shingle signs, six (6) square feet.

(2) A maximum of one (1) detached sign is allowed per street frontage, up to a maximum of two (2) per parcel or lot.

(3) Detached signs, including historic and landmark signs, incidental signs (including on-site directional, directory and informational signs), monument signs, column signs, and temporary signs with a maximum sign area and height according to the following table:

TABLE L.7.1

Dimensional Standards for Detached Signs			
Number of Stories in Building	Maximum Height (feet)	Maximum Width (feet)	Maximum Sign Area (square feet)
1 to 1½ stories	4 feet	4 feet	16 sq. ft.
2 stories	5 feet	5 feet	24 sq. ft.

3 stories	6 feet	6 feet	32 sq. ft.
The height of the base of a monument sign shall not exceed 18 inches.			
The column of a column sign shall not exceed 24 inches in width nor extend more than 6 inches above the sign area.			

M. CREATION OF SPECIAL SIGN DISTRICTS

Reserved for future use

N. SIGN CONSTRUCTION AND MAINTENANCE

1. Sign Construction

a. *Conformity with Adopted Building Codes.* Any permanent sign erected, constructed, or placed on any property in the City of Knoxville shall conform to the latest adopted revision of the Standard Building Code.

b. *Conformity with Adopted Electric Codes.* If serviced by electric power, any permanent sign shall conform to the latest adopted revision of the National Electrical Code. Electrical materials and devices incorporated into such signs shall be certified by the Underwriters' Laboratories, Inc., and shall bear the ULI label, or the label of another approved testing laboratory. Temporary signs if serviced by electrical power shall conform to the latest adopted revision of the National Electrical Code.

c. *Address Required.* All permanent on-premise signs shall contain the street number of the business.

2. Sign Maintenance

a. *Premises maintenance.* All signs and surrounding premises shall be maintained by the owner thereof in a clean and sanitary condition, and free and clear of all debris, trash, litter, garbage, refuse, and weeds and in full compliance with the city's ordinances concerning lot cleanliness set forth in the Code of Ordinances Chapter 13, Article VI.

b. *Structure maintenance.* All signs, including supporting structures, shall be kept in good and safe repair and shall be maintained in good and safe condition, including the periodic application of paint and/or other weatherproofing material in order to prevent rust or other decay. The Chief Building Official, or designee, may order the removal of any sign that is not maintained in accordance with the provisions of this section. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign.

c. *Display surface or other advertising surface maintenance.* The display surface or other advertising material of a sign shall not be allowed to deteriorate to a broken, torn, peeling, flaking or otherwise decayed condition and shall be repaired or removed within ninety (90) days of receipt of notice mailed to the owner by certified mail, return receipt requested, from the Chief Building Official ordering such repair or removal. If the owner fails to remove or alter the display surface so as to comply with the standards herein set forth within the time specified in such notice, such display advertising material may be removed or altered to comply with such notice. Such removal or expense incurred to assure compliance with this section shall be at the expense of the permittee or the owner of such sign. An appeal may be made to overcome some exceptional condition which poses practical difficulty or particular hardship in such a way as to prevent an owner from repairing the sign within ninety (90) days.

O. ABANDONED SIGNS

1. Abandoned Sign Determination

Any sign, including its supporting structure, erected in conjunction with a particular use, that use having been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired. Abandonment shall be presumed if, for a period of sixty (60) days or longer, the sign has not 1) advertised goods, services, facilities, events or attractions available on the premises where located, 2) identified the owner or occupant, 3) directed traffic on the premises, or 4) displayed a noncommercial message which may or may not related to an activity located on the premises.

Any sign which otherwise conforms to the provisions of this Article, and by reason of the cessation of activity on the premises, becomes an off-premises sign, may be retained for a period of one year by one of the following methods:

- a. Painted Sign: The sign shall be covered by painting over the sign area.
- b. Removable Sign Face: The sign face shall be removed and replaced with a blank insert or the sign face may be reversed.
- c. Temporary Covering: The sign face may be temporarily covered by the installation of a sock or boot. If activity on the property has not resumed within a period of one (1) year, then the sign shall be presumed abandoned and shall be taken down and removed as provided herein.

2. Removal of Abandoned Signs

Any abandoned sign, now or hereafter existing, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building, structure, or property upon which such sign may be found, within thirty (30) days after the written notification from the Chief Building Official, or designee. In making a determination that a sign is abandoned the building official shall consider among other factors, the existence or absence of a current occupational license for the premises, whether there are active utilities or a utilities service deposit at that location, and use of the premises. If such abandoned sign is not removed at the conclusion of such thirty (30)-day period, the Chief Building Official or designee is hereby authorized to cause the sign to be removed forthwith at the expense of the owner. For purposes of this section, the word "remove" shall mean:

- a. The sign face, along with posts, columns or supports of "detached" signs, shall be taken down and removed from the property.
- b. The sign face and supporting structures of "projecting", "roof", or "attached" signs shall be taken down and removed from the property.
- c. The sign face of "painted attached signs" shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.

P. LEGAL NONCONFORMING SIGNS

1. An owner of any off-premise or on-premise sign or structure legally existing at the time of the adoption of this amendment which does not conform to the requirements of this ordinance shall have until July 1, 1984, to register with the City Building Inspection Department for purpose of ensuring to the owner the right to continue such non-conforming use.

2. After July 1, 1984, any non-conforming sign not registered shall be considered an illegal sign. The Chief Building Official shall notify or make reasonable effort to notify the owner of the sign of such condition. If after thirty (30) days of such notification the sign has not been removed by the owner, the City, its officials, or its employees shall have the authority to enter on the private property on which the sign is located to remove such sign and/or institute appropriate action to have the sign removed. The City is further authorized to place a lien, in the amount of the removal cost, against the property upon which the illegal non-conforming sign is located.

3. Regulations for off-premise signs approved prior to 1984.

a. Size, location and structure restrictions. Off-premise signs shall be placed on a unipole structure and shall not be double-decked (either one above the other, or side by side on the same structure). The total sign area per face shall not exceed forty-eight (48) feet by fourteen (14) feet (six hundred seventy-two (672) square feet) with a twenty (20) percent nonpermanent extension, except within five hundred (500) feet of interstate arteries where the total sign area per face may be seven hundred seventy-five (775) square feet.

b. Spacing requirements - Primary and secondary arteries. No off-premise sign structure shall be established within seven hundred fifty (750) feet of any other off-premise sign structure on either side of the same street. The minimum distance between sign structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures. The minimum spacing shall apply to off-premise sign structures located on either side of the same street or highway. Official and on-premise signs as well as any other sign which does not constitute an off-premise sign structure as defined herein, shall not be counted nor shall measurements be made from them for the purpose of determining compliance with these spacing requirements.

c. Spacing requirements - Interstate arteries. No off-premise sign structure shall be established within one thousand (1,000) feet of any other off-premise sign structure on the same side of the same interstate artery. The

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minimum distance between sign structures shall be measured along a straight line and shall be made between the two (2) nearest points of the structures.

d. Setback requirements. All off-premise sign structures, including billboards, shall be erected in conformity with the front, side and rear yard requirements of the district in which located.

Q. ADMINISTRATION

1. Permit Requirements

a. No sign, portable sign, outdoor display, or billboard other than signs listed in subsection E (Signs Exempt From These Regulations) and subsection F (Signs Exempt From Permit Requirement) shall be placed, operated, maintained, erected or attached to, suspended from, or supported on a building, structure or ground until a permit in writing, authorizing the same has been issued by the office of the chief building official.

b. No sign permit shall be issued to any person, firm, business, or corporate entity doing business within the City until such person, firm, business, or corporate entity has obtained and a valid business license from the City of Knoxville.

c. Before a permit may be issued, complete plans and specifications showing the construction, methods of support and the materials used shall be submitted for approval to the Sign Inspector. In addition to any other required information, such plans and specifications shall include the following:

(1) A detailed site plan of the property drawn to scale, showing all existing and proposed freestanding signs, buildings, parking areas, and driveway entrances to the site, together with all roadways and informational signs located on the right-of-way of said roadways which are located immediately adjacent to the proposed site.

(2) The total number of square feet of existing and proposed signage on the parcel where the proposed sign is to be erected.

(3) The location of all existing ground signs located within the area of the proposed site which signs are within the minimum space requirements for distances between structures as set forth in Article 5, Section 10 of the zoning ordinance of the City of Knoxville.

(4) For off-premise signs and portable signs, the name and a notarized consent affidavit of the property owner and/or lessee of the proposed site.

d. Applications shall be processed within ten (10) working days of receipt of all required documents in the sign inspector's office.

e. The sign inspector shall keep and maintain accurate records of all sign permits issued by the City, which records may serve as the basis for a comprehensive inventory of the signs within the City.

f. As of June 1, 2001, there shall be a ban on the issuance of permits for new construction of off-premise signs, including billboards, at new locations within the City of Knoxville; provided however that lawfully existing off-premise signs, including billboards, shall be nonconforming uses, as regulated by Article 6 of this ordinance.

2. Authority for Approval and Enforcement. The office of the chief building official shall have primary responsibility for the administration and enforcement of these sign regulations, and shall issue sign applications and permits for all signs located within the City of Knoxville.

3. Penalties for Violation. Penalties for violation of these regulations shall be in accordance with Article VII, Section 8 of this ordinance.

R. VARIANCES AND APPEALS

1. Variances from the terms of these regulations may be requested in accordance with Article VII, Section 1 of this ordinance.

2. Appeals where it is alleged there is an error in any order, requirements, decision or determination by an administrative official in carrying out these regulations may be requested in accordance with Article VII, Section 1 of this ordinance.

DEFINITIONS

Current Definitions	Proposed Definitions
TERMS RELATED TO SIGNS	
Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended for advertising, whether placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence, or other manmade structure, and any such advertising is a structure within the meaning of the word "structure" as used in this ordinance.	Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended to announce, direct attention to, or advise, which is placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence or other manmade structure.
Advertising sign or structure - See Sign.	
Awning currently not defined	Awning - A structure, other than a canopy, made of cloth, metal or other material affixed to a building in such a manner that the structure may be raised or retracted from a from a building to a flat position against the building.
Candela means a unit which expresses the luminous intensity of a light source.	Candela - A unit which expresses the luminous intensity of a light source.
Canopy currently not defined	Canopy - A permanent structure, other than an awning, made of cloth, metal or other material attached to a building for the purpose of providing shelter to patrons or automobiles, or as a decorative feature on a building wall. A canopy is not a completely enclosed structure. The lower, steeper portion of a mansard roof shall be considered a canopy for the purposes of this section if there is no enclosed space below this portion of the mansard roof.
Dimmer means a device which changes the brightness of a display or which creates the capacity of increasing or decreasing the overall brightness/intensity of a display.	Dimmer - A device which changes the brightness of a display or which creates the capacity of increasing or decreasing the overall brightness/intensity of a display.
Erect – When used in connection with signs shall mean to build, construct, attach, hand, place, suspend, or affix and shall also include the painting of wall signs.	Erect - When used in connection with signs shall mean to build, construct, attach, hang, place, suspend, or affix and shall also include the painting of wall signs.
Footcandle means a unit of illuminance (light falling on a surface). One lumen falling on one square foot equals one footcandle.	Footcandle - A unit of illuminance (light falling on a surface). One lumen falling on one square foot equals one footcandle
Light detector, light sensor means an electronic component used to detect the amount or level of ambient light surrounding a display.	<i>Light detector, Light sensor</i> - An electronic component used to detect the amount or level of ambient light surrounding an EMC cabinet.
Master signage plan – A site plan and associated text and illustrations submitted to the Metropolitan Planning Commission for consideration for approval of a sign system for a proposed or existing development.	<i>Master sign plan</i> - A site plan and associated text and illustrations of a sign system for a proposed or existing development submitted to the Metropolitan Planning Commission for consideration for approval.
Nit means one candela per square meter.	Nit - One candela per square meter.
Sign, billboard, or other advertising device - Any structure or part thereof or device attached thereto or represented thereon, which shall display or include any letter, words, model, banner, flag, pennant, insignia or representation used as, or which is in the nature of an announcement, direction or advertisement. The word "sign" includes the word "billboard" or any other type of advertising device, but does not include the flag, pennant, or insignia of any nation, state, city or other political unit.	Sign, billboard, or other advertising device - Any structure or part thereof or device attached thereto or represented thereon, which shall display or include any letter, words, model, banner, flag, pennant, insignia or representation used as, or which is in the nature of an announcement, direction or advertisement. The word "sign" includes the word "billboard" or any other type of advertising device, but does not include the flag, pennant, or insignia of any nation, state, city or other political unit.
Sight triangle currently not defined.	Sight triangle - The area located at the intersection of two streets, whether public or private, or a street and private driveway through which an unobstructed view of approaching traffic is necessary for motorists.
Sign illumination, internal, currently not defined.	Sign illumination, internal - Lighting of a sign from internal sources, such as in light source within the framework of a sign cabinet and behind the face of the sign so that light is transmitted through the face of the sign.

DEFINITIONS

Sign illumination, external, currently not defined.	Sign illumination, external - Lighting of a sign from a light source external to the body of the sign, so that light is directed on to the face of the sign.
TYPES OF SIGNS	
Advertising sign - A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises and only incidentally on the premises if at all.	Off-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises and only incidentally on the premises if at all.
Abandoned sign currently not defined.	Abandoned sign - Any sign, including its supporting structure, erected in conjunction with a particular use, for which the use has been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.
Arcade and hanging signs - A covered sign which hangs from a porch roof, awning, colonnade or similar feature whose surface area is not to exceed over six square feet.	Arcade or hanging sign - A type of attached sign which hangs from a porch roof, awning, canopy, colonnade or similar feature whose surface area is not to exceed over six square feet.
Attached sign currently not defined	Attached sign - A sign that is permanently affixed to or painted on a building, canopy, or wall and having a permanent or changeable copy face.
Awning and canopy signs - A sign that is printed or sewn onto durable material and hung over doorways and storefronts that provide shelter and shade for pedestrians, which shall be limited to street level businesses.	Awning sign - A type of attached sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself. [From Cumberland Form Code]
Billboard - A type of advertising sign having more than one hundred square feet of display surface which is either erected on the ground or attached to or supported by a building or structure.	Billboard - A type of off-premise sign having more than one hundred square feet of display surface which is either erected on the ground or attached to or supported by a building or structure.
Business sign - A sign which directs attention to the business or profession conducted on the premises. A "for sale", "to let" or "information" sign shall be deemed a business sign.	On-premise sign - A sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered on the premises on which the sign is erected. A "for sale", "to let" or "information" sign shall be deemed an on-premise sign.
Awning and canopy signs - A sign that is printed or sewn onto durable material and hung over doorways and storefronts that provide shelter and shade for pedestrians, which shall be limited to street level businesses.	Canopy sign - A type of attached sign placed on a canopy so that the display surface is parallel to the plane of the wall. [From Cumberland Form Code]
Changeable letter reader board sign - A sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols and other similar character of changeable pictorial panes	Changeable letter reader board sign - A sign on which message copy is changed manually through the utilization of attachable letters, numbers, symbols and other similar character of changeable pictorial panes.
Changeable price sign currently not defined	Changeable price sign - A sign that shows a product or service, such as fuel or hotel/motel room rates as an unchanging element of the sign and includes an EMC component to the sign wherein the price is changeable.
Column signs - A sign which is supported by and integrated with columns (or posts), appropriate in scale and material to its related building (see illustration).	Column sign - A type of detached sign which is supported by and integrated with columns or posts.
Detached sign currently not defined	Detached sign - Any sign that is not affixed or attached to a building and is securely and permanently mounted in or on the ground.
Development directory sign - A business ground or monument sign identifying a shopping center, office park, commercial subdivision, or similar mixed use or commercial development, and listing individual businesses or tenants within the unified development, including businesses not located on the lot on which the sign is located. A development directory sign is not classified as an advertising sign.	Development directory sign - A type of detached sign identifying a shopping center, office park, commercial subdivision, or similar mixed use or commercial development, and listing individual businesses or tenants within the unified development, including businesses not located on the lot on which the sign is located. A development directory sign is not classified as an off-premise sign.
Directional Sign - A type of incidental sign located on a site designed to guide vehicular and/or pedestrian traffic on a lot or parcel by using such words as "Entrance", "Exit", "Parking", "One-	Directional sign - A type of incidental sign located on a site designed to guide vehicular and/or pedestrian traffic on a lot or parcel by using such words as "Entrance", "Exit", "Parking", "One-Way", or

DEFINITIONS

Way", or similar directives, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.	similar directives, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.
Directory Sign, On-Site – A type of incidental sign located on a site designed to identify specific businesses, offices, tenants or other uses of a lot or parcel, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.	Directory sign, on-site - A type of incidental sign located on a site designed to identify specific businesses, offices, tenants or other uses of a lot or parcel, but not including any advertising message. A name or logo of a business, use or place may also be included on the sign.
Electronic message center sign- A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.	Electronic message center sign - A sign which uses a bank of lights that can be individually lit to form copy such as words, letters, logos, figures, symbols, illustrations, or patterns to form a message without altering the sign face.
Ground sign - A sign supported by a pole, uprights, or braces on the ground.	Ground sign - A type of detached sign supported by a pole, uprights, or braces on the ground.
Historic Sign - An existing, nonconforming, historically significant sign that contributes to the historical or cultural character of the community at large which has been removed from its original location within the City of Knoxville and is to be reused and relocated to a different location on its original site or relocated to another location within the community.	Historic sign - An existing, nonconforming, historically significant sign that contributes to the historical or cultural character of the community at large which has been removed from its original location within the City of Knoxville and is to be reused and relocated to a different location on its original site or relocated to another location within the community.
Incidental Sign - A sign, generally directional or informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "office", "gymnasium", and other similar directives. No sign with an advertising message other than a name or logo of a business, use or place shall be considered incidental.	Incidental sign - A sign, generally directional or informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "office", "gymnasium", and other similar directives. No sign with an advertising message other than a name or logo of a business, use or place shall be considered incidental.
Identification sign currently not defined	Identification sign - A sign displaying only the name, address, and/or crest, insignia, trademark, occupation, or profession of an occupant or the name of any building on the premises.
Information Sign – A type of incidental sign located on a site designed to convey information or instructions, but not including any advertising message, for the safety and convenient use of a lot or parcel. A name or logo of a business, use or place may also be included on the sign.	Information sign - A type of incidental sign located on a site designed to convey information or instructions, but not including any advertising message, for the safety and convenient use of a lot or parcel. A name or logo of a business, use or place may also be included on the sign
Landmark Sign - An existing, nonconforming, on-premise sign, which exhibits unique characteristics, enhances the streetscape or identity of a neighborhood and contributes to the historical or cultural character of the streetscape or the community at large.	Landmark sign - An existing, nonconforming, on-premise sign, which exhibits unique characteristics, enhances the streetscape or identity of a neighborhood and contributes to the historical or cultural character of the streetscape or the community at large.
Marquee sign - A projecting sign attached to or hung from a marquee and said marquee shall be known to mean a canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line.	Marquee sign - A type of attached sign integrated into or hung from a marquee. A marquee is a type of canopy or covered structure projecting from and supported by a building, when such canopy or covered structure extends beyond the building, building line, or property line for the purpose of providing shelter to pedestrians at an entrance to a building.
Memorial sign currently not defined	Memorial sign - A plate, plaque or engraving cut into or attached to a building surface which designates names of buildings and/or date of erection and other items such as architect, contractor, or others involved in the buildings creation.
Menu board currently not defined	Menu board - A type of attached or detached sign primarily designed for the display of menu items and prices for the purpose of placing orders for such items in conjunction with a restaurant utilizing drive-through or curbside service.
Monument sign - A sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports (see illustration).	Monument sign - A type of detached sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports.
Nameplate currently not defined.	Nameplate - A plate, plaque or engraved name, e.g. on a door, or integral to a wall of a building, bearing a name and associating the name with the building to which the nameplate is attached.

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Pole sign or banjo sign - A type of ground sign at least ten feet above the ground supported on a single post or pole, most commonly associated with gasoline service stations.	Pole sign - A type of ground sign at least ten feet above the ground supported on a single post or pole.
Portable sign - All moveable or portable advertising or business signs mounted upon trailers or other structure(s) or device(s) designed to be transported with only incidental parking and assembling for reuse.	Portable sign - All moveable or portable off-premise or on-premise signs, unless otherwise permitted by these regulations, mounted upon trailers or other structure(s) or device(s) designed to be transported with only incidental parking and assembling for reuse.
Project directional sign – A ground or monument sign used 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. A project directional sign is not classified as an advertising sign.	Project directional sign - A type of detached sign used 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 the same or lower classification streets within the same unified development. A project directional sign is not classified as an off-premise sign.
Projecting sign - A sign which is attached to the face or outside wall of a building which projects out at an angle therefrom and projects more than twelve inches beyond the face of such wall.	Projecting sign - A type of attached sign that is wholly or partly dependent upon a building for support, which projects at an angle away from the building, extending more than one (1) foot. [From Cumberland Form Code]
Roof sign - A sign that is mounted on the roof of a building or which is wholly dependent upon a building roof for support.	Roof sign - A type of attached sign that is mounted on the roof of a building or which is wholly dependent upon a building roof for support.
Shingle sign - A projection of a wall sign not over six square feet in area, and projecting not more than two feet over public property.	Shingle sign - A type of projecting sign not over nine square feet in area and projecting not more than three feet over public property that hangs from a bracket or support and is located over or near a building entrance. [From Cumberland Form Code]
Sidewalk sign currently not defined	Sidewalk sign - A type of moveable detached sign not secured or attached to the ground or surface upon which it is located. [From Cumberland Form Code]
Temporary sign - Temporary signs shall include any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time only.	Temporary sign - Any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time consistent with the terms of these regulations.
Umbrella sign currently not defined	Umbrella sign - A sign integrated into the body of an umbrella, either on its protective covering or support structure.
Wall or flat sign - Any sign erected parallel to the face, or on the outside wall, of any building and supported throughout its entire length by such wall where the edges of the sign do not project more than twelve inches therefrom.	Wall sign - A type of attached sign fastened to or painted on the wall of a building in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than one (1) foot from the building or structure. A wall sign may not project above the wall or parapet. [From Cumberland Form Code]
Window signs - Any sign placed within a window facing the street or thoroughfare, and may be composed of applied letters, symbols, neon or similar lighting. This window sign provision shall apply to zoning districts which have design guidelines such as Traditional Neighborhood Development (TND-1) and Historic Overlay (H-1) Districts.	Window sign - A type of attached sign placed within a window facing the street or thoroughfare, including a television or monitor placed in a window for the purpose of advertising products, services or the business, and may be composed of applied letters, symbols, neon or similar lighting, but may not obscure the view of the interior of the building.

SPECIFIC ISSUE SUMMARIES

MAXIMUM DETACHED SIGN HEIGHT

Current City Standards (Example districts)

C-3 (General Commercial)

- 50 feet for ground and monument

O-1 (Office, Medical and Related Services)

- 6 feet for monument

Proposed Standards (Example districts)
C-3 (General Commercial) <ul style="list-style-type: none"> • 30 feet, except for 40 feet within 500 feet of interstate interchange and 10 feet if adjacent to scenic highway
O-1 (Office, Medical and Related Services) <ul style="list-style-type: none"> • 6 feet monument, except for 10 feet for monument signs if adjacent to major arterial roads

Farragut

General Commercial and Office

- 6 feet monument, except 60 feet above road height or elevation 1360, whichever is less, for signs within 500 feet of interstate interchange.

Nashville

General Commercial

- 40 feet, except 50 feet within 1,000 feet of interstate interchange

Office

- 20 feet

Memphis

General Commercial, CMU-1 inside interstate loop on arterial road

- 25 feet, except 75 feet within 1,500 feet of interstate interchange

Office

- 16 feet

Chattanooga

General Commercial and Office

- 20 feet at minimum setback of 10 feet, up to 30 feet if set back additional 10 feet

Lexington, KY

General Business

- 25 feet, except 90 feet in the Interchange Service Business Zone

Office

- 10 feet

SPECIFIC ISSUE SUMMARIES

MAXIMUM DETACHED SIGN AREA

Current City Standards (Example districts)

C-3 (General Commercial)

- 275 square feet for detached ground or monument sign

O-1 (Office, Medical and Related Services)

- 36 square feet for detached monument

Proposed Standards (Example districts)
C-3 (General Commercial) <ul style="list-style-type: none"> • 195 square feet, except for 220 square feet within 500 feet of interstate interchange or 100 square feet if adjacent to scenic highway system
O-1 (Office, Medical and Related Services) <ul style="list-style-type: none"> • 36 square feet for all detached signs, except 100 square feet if adjacent to major arterial roads

Farragut

General Commercial and Office

- 20 square feet at minimum setback, up to 40 square feet with more setback, except 400 square feet for signs within 500 feet of interstate interchange.

Nashville

General Commercial

- 150 square feet to 480 square feet, depending on street frontage (288 sf for 200 ft of frontage)

Office

- 32 square feet to 192 square feet, depending on street frontage (64 sf for 200 ft of frontage)

Memphis

General Commercial, CMU-1 inside interstate loop on arterial road

- 250 square feet

Office

- 35 square feet

Chattanooga

General Commercial and Office

- 175 square feet, except 300 square feet for large tracts with multiple occupants

Lexington, KY

General Business

- 40 square feet, except 356 square feet in the Interchange Service Business Zone

Office

- 40 square feet

SPECIFIC ISSUE SUMMARIES

OFFICE DISTRICT SIGNS

Current City Standards

- O-1 district allows office buildings, hospitals, medical clinics, banks, hotels, colleges, churches
- Wall signs no greater than 2 square feet in area for each tenant
- One monument sign with up to 36 square feet in area and 6 feet in height

Proposed Standards
<ul style="list-style-type: none"> • Attached signs up to 5% of the area of primary building façade • One monument sign up to 36 square feet in area and 6 feet height, except along major arterial roads a monument sign up to 10 feet in height is proposed

Farragut

- For single use building, wall signs up to 1 square foot per linear foot of frontage, maximum of 350 sf
- One monument sign with up to 36 square feet in area and 6 feet in height

Nashville

- Attached signs up to 48 square feet to 288 square feet depending on street frontage, 200 feet of frontage allows 128 square feet of total sign area.
- Detached sign area included in above, height up to 20 feet

Memphis

- Wall signs for each client up to 35 square feet per sign, except 50 square feet above 35 feet above ground
- Detached signs up to 35 square feet in area and 16 feet in height

Chattanooga

- Attached signs up to 20% of the area of the façade to which it is attached
- Detached signs up to 175 square feet in area and up to 20 feet in height or 30 feet with greater setback

Lexington, KY

- Attached signs up to 5% of the area of primary building façade
- Detached signs up to 40 square feet in area and 10 feet in height

Charlotte, NC

- Attached signs up to 10% of the area of primary building façade, maximum of 200 sf per sign
- Detached signs up to 50 square feet in area and 7 feet in height

Raleigh, NC

- Wall signs up to 2 square feet per lineal foot of building, projecting signs up to 40 square feet per tenant, awning signs up to 15 sf per awning.
- Detached sign up to 70 square feet in area and 3.5 feet in height

SPECIFIC ISSUE SUMMARIES

SIGN SETBACKS

Current City Standards

- **Exception** to 10 ft setback from street right-of-way or 15 feet from pavement allows ground and pole signs with incidental obstruction (poles) for 10 feet above ground to avoid the setback, i.e., sign cabinets can be adjacent to street right-of-way
- 5 ft setback from side and rear property lines
- Directional and informational sign setbacks may be waived by city engineer

Proposed Standards
<ul style="list-style-type: none"> • In the commercial districts, detached signs shall be set back 10 ft from ROW or 15 ft from pavement. Exception is removed.
<ul style="list-style-type: none"> • 5 ft setback from side and rear property lines • Directional and informational sign setbacks may be waived by city engineer

Farragut

- Ground mounted signs for free standing commercial uses must be set back 20 ft from all property lines. Interstate pole signs shall be setback 20 ft from street and 10 ft from side and rear
- The setback shall be measured from the farthest most protrusion of the sign to the nearest point of a property line.

Nashville

- For commercial districts, minimum setback adjacent to street is 10 ft for any part of the sign. Other setbacks range from 2 ft to 25 ft, depending on length of lot line.

Memphis

- No sign greater than 6 sf in a non-residential district shall be erected closer than 10 ft to any lot line.

Chattanooga

- No detached sign may be closer than 10 ft to any street or right-of-way; no detached sign with a sign area larger than 40 sf may be closer than 15 ft to any street or right-of-way; and no detached sign which is larger than 100 sf may be closer than 20 ft to any street or right-of-way.

Lexington, KY

- In the general business district, the minimum setback shall be half the required setback for a principal building, but not less than 10 ft.

Charlotte, NC

- Signs with clearance between 30 inches and 6 ft are allowed adjacent to the street right-of-way. 5 ft is required if there is no clearance.

Raleigh, NC

- Allows buildings and sign structures within 5 ft of street right-of-way.

SPECIFIC ISSUE SUMMARIES

SIGHT TRIANGLES

Current City Standards

- No provisions

Proposed Standards
<ul style="list-style-type: none"> • All detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sign triangle having a length of twenty-five (25) feet along the street right of way at street intersections or fifteen (15) feet along the edge of pavement at driveways.

Farragut

- No provisions within sign regulations

Nashville

- No provisions within sign regulations

Memphis

- No sign shall be located so as to obscure or interview with the view of traffic
- No detached sign shall be located within the sight triangle, which varies with situation and includes driveways with a 10 ft leg.

Chattanooga

- No provisions within sign regulations

Lexington, KY

- No sign may be located within the required sight triangle of any intersection.

Charlotte, NC

- No sign not having clear vision between 30 inches and 6 feet shall be allowed in the sight triangle

Raleigh, NC

- Signs shall not obstruct the views of motorists using any street, driveway, parking aisles or the approach to any street intersection.
- All signs must comply with the sight triangle requirements of the Raleigh Street Design Manual. Typically 25 ft leg is minimum.

SPECIFIC ISSUE SUMMARIES

WINDOW SIGNS

Current City Standards

- There is no definition of a window sign
- There are regulations related to window signs
- There is no permit required or enforcement of window signs

Proposed Standards
<ul style="list-style-type: none"> • Window sign is defined as “a type of attached sign placed within a window facing the street or thoroughfare, including a television or monitor placed in a window for the purpose of advertising products, services or the business, and may be composed of applied letters, symbols, neon or similar lighting, but may not obscure the view of the interior of the building.”
<ul style="list-style-type: none"> • Allows window signs without a permit for up to 25% of the window area, up to 20 square feet • Prohibits window signs that exceed 25% of the window area or 20 square feet.

Farragut

- Window sign is not defined
- Allows temporary window signs without a permit, provided they do not exceed 25% of the window area up to 20 square feet.

Nashville

- Defined as “any sign attached to or directly applied on a window or glass door intended for viewing from the exterior.
- Allowed as temporary sign without permit for up to 25% of glass area.

Memphis

- Window signs are not defined
- Permanent window signs are limited to 25% of the window area in which they are displayed and temporary window signs are limited to 15% of the window area

Chattanooga

- Signs attached to the outside of windows are included in the total allowed sign area and required permits. Signs on the inside of windows are exempt from regulation.

Lexington, KY

- Defined as “a sign that is painted on, or applied or attached to, the interior of a window or located within 3 feet of the interior of a window, and which can be seen through the window from the exterior of the structure. Merchandise in a display is not considered a part of a sign.
- In the business zone districts, window signs do not require a permit and are limited to 25% of the total window area

Charlotte, NC

- Defined as any sign attached to or directly applied onto a window or glass door of a building intended for viewing from outside the building
- In nonresidential zones up to 50% of the total window or door area may be covered. A permit is not required.

Raleigh, NC

- Defined as an on-premise sign attached flat but parallel to the inside of a window or within 12 inches of the inside of the window. A permit is not required.
- Allows up to 30% of the total window area, but only 5% of the window area between 4 and 7 feet above the adjacent sidewalk

SPECIFIC ISSUE SUMMARIES

ABANDONED SIGNS

Current City Standards

- There is no definition of an abandoned sign
- "Abandoned business signs advertising a business no longer conducted on the premises shall be removed by the owner or lessee of the premises upon which the sign is located within **60 days** of written notification by the building official."

Proposed Standards
<ul style="list-style-type: none"> • Abandoned sign is defined: discontinued use for 60 days
<ul style="list-style-type: none"> • Creates opportunity to clean up sign and keep it for one year
<ul style="list-style-type: none"> • Creates process for notification by building official and additional 30 day period

Farragut

- Defined as a sign that has been discontinued for 90 days
- Abandoned signs are listed as prohibited signs, must be removed by owner

Nashville

- The zoning administrator shall notify in writing the owner or lessee of the sign that has been determined to be abandoned. The notice shall contain a removal order giving 10 days for compliance. If the sign and its appurtenances are not removed within ten days, in addition to other remedies the zoning administrator may have the sign removed at the expense of the owner.

Memphis

- Any nonconforming on-premise sign, the use or copy of which is discontinued or removed for a period of **365 days** regardless of any intent to resume or not to abandon such sign shall be deemed to be abandoned and shall not thereafter be reestablished. Abandonment or obsolescence of a nonconforming sign shall terminate immediately the right to maintain such sign.

Lexington, KY

- Defined as a sign that has been discontinued for 180 days
- Abandoned signs are listed as prohibited signs

Charlotte, NC

- If the use to which the sign refers to is visibly discontinued for more than 12 consecutive months, then the sign shall lose its non-conformity and be unlawful and shall be removed.

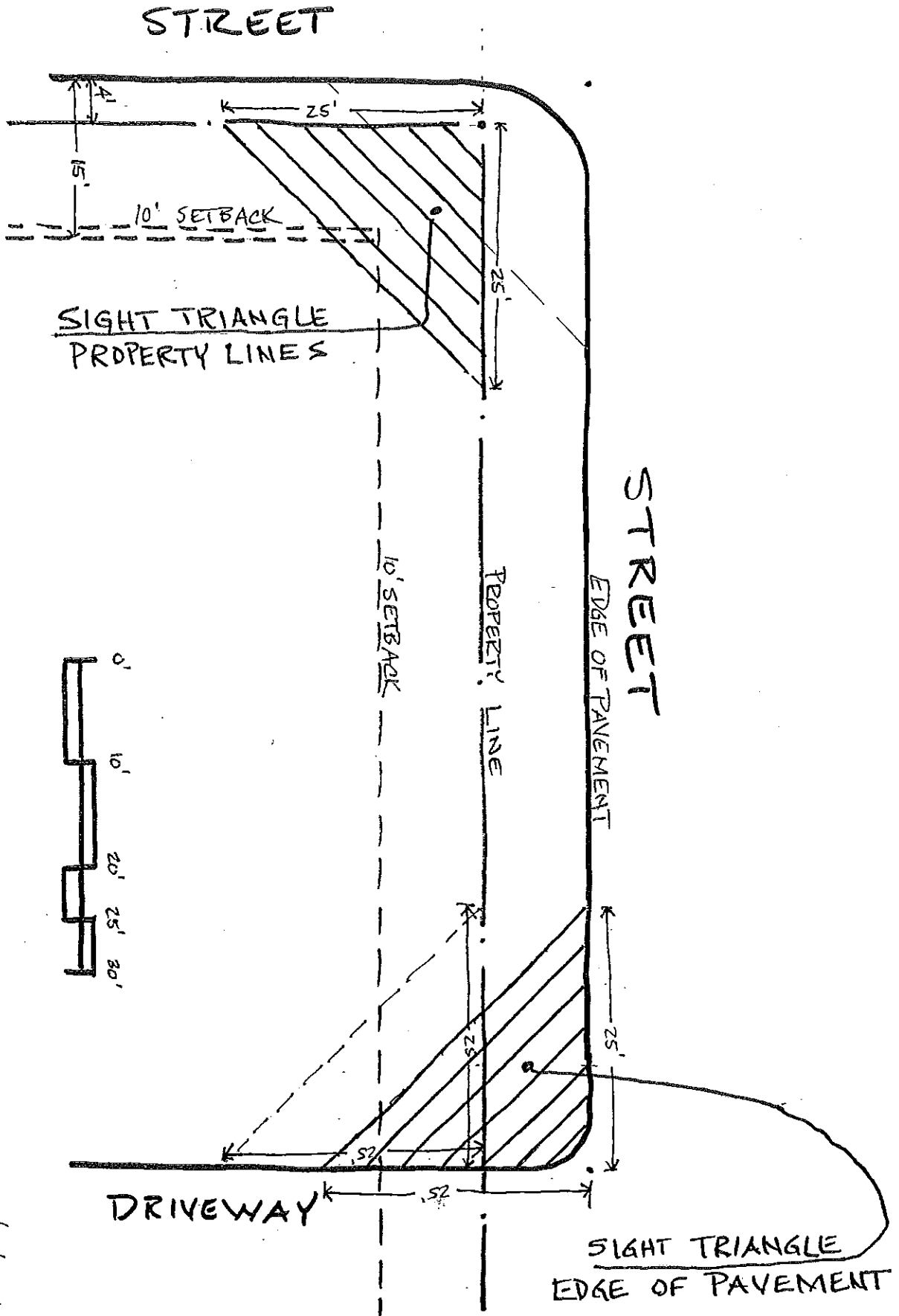
Raleigh, NC

- Any sign which pertains to a business, profession, commodity or service which is vacant, unoccupied or discontinued for a period of 1 year or more; any part of a sign which is unused for a period of 1 year or more; or any sign which pertains to an event or purpose which no longer applies shall be deemed abandoned. An abandoned sign is prohibited and shall be removed by the owner of the sign or the owner or tenant of the premise.

SCENIC HIGHWAY SYSTEM ROADS IN THE CITY OF KNOXVILLE

1. Kingston Pike – from Concord St./Neyland Dr. to Lyons View Dr.
Nonresidential zoning along this segment: O-1, C-6
2. Lyons View Drive – from Kingston Pike to Northshore Dr.
Nonresidential zoning along this segment: C-1, C-3
3. Cherokee Boulevard.
Nonresidential zoning along this segment: None
4. South Knoxville Boulevard – from Sevier Ave. to Sevierville Pike.
Nonresidential zoning along this segment: C-1, C-3
5. Middlebrook Road – from Whitehall Road westward to city boundary; except for any segment fronting on land that is zoned C-3 or I-3.
Nonresidential zoning along this segment:
6. Pellissippi Parkway.
Nonresidential zoning along this segment: O-1, C-3, C-6, PC-1, PC-2
7. Governor John Sevier Highway – from Alcoa Highway to Chapman Highway.
Nonresidential zoning along this segment: O-1, C-3, C-4
8. Northshore Drive – from Lyons View Rd westward to city boundary.
Nonresidential zoning along this segment: SC-1, C-3, C-1, C-6, O-1, PC-1, TC-1
9. Westland Drive – from Northshore Dr. westward to city boundary.
Nonresidential zoning along this segment: None
10. Alcoa Highway – from Kingston Pike southward to city boundary.
Nonresidential zoning along this segment: O-1, O-2, BP-1, C-3, C-4, C-6,

EXHIBIT I



7/23/14

EXHIBIT J OPTION L.6.c

ALTERNATIVE ADDITIONAL MAXIMUM SIGN HEIGHTS and AREAS

CURRENTLY PROPOSED

c. *Maximum sign heights for primary detached signs.* In commercial and industrial zone districts, the maximum sign height for primary detached signs shall be thirty (30) feet, except that the maximum sign height for primary signs shall be forty (40) feet for properties within five hundred (500) linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the following interchanges:

- (a) Interstate 40/75 at Lovell Road, Pellissippi Parkway/Interstate 140, Cedar Bluff Road, and Weisgarber Road/Papermill Drive/Northshore Drive;
- (b) Interstate 640/75 at Clinton Highway and Western Avenue;
- (c) Interstate 640 at Broadway, Washington Pike and Millertown Pike;
- (d) Interstate 40 at Asheville Highway, Strawberry Plains Pike and Midway Road;
- (e) Interstate 75 at Merchant Drive, Callahan Road and Emory Road; and
- (f) Interstate 140 at Kingston Pike, Westland Drive, and Northshore Drive.

d. *Maximum sign area for primary detached signs.* The maximum sign area for primary detached signs shall be one hundred ninety-five (195) square feet, except that the maximum sign area for primary signs shall be two hundred twenty (220) square feet for properties within 500 linear feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate at the interchanges described above in subsection c.

OPTIONAL PROPOSAL

c. *Maximum sign heights and sign area for primary detached signs.* In commercial and industrial zone district, the maximum sign height and maximum sign area for primary detached signs shall be in accordance with Table L.6.c, as follows:

TABLE L.6.c

Maximum Height and Maximum Sign Area for Primary Detached Signs by Type of Detached Sign				
Road Classification of the lot front to which the detached sign is oriented	Monument or Column Sign		Ground or Pole Sign	
	Height	Area	Height	Area
Within 500 feet of an Interstate Interchange (see subsection d)	12 ft	120 sq ft	50 ft	220 sq ft
Other signs within 100 feet of Interstate* and Expressway* ROW	12 ft	120 sq ft	35 ft	195 sq ft
Collector and Arterial Roads*	10 ft	100 sq ft	25 ft	160 sq ft
Local Roads*	8 ft	64 sq ft	15 ft	120 sq ft

* As classified in the Major Road Plan for the City of Knoxville and Knox County

d. Maximum sign heights and sign area for parcels or lots within 500 feet of an Interstate interchange shall be applicable only at the following interchanges:

- (1) Interstate 40/75 at Lovell Road, Pellissippi Parkway/Interstate 140, Cedar Bluff Road, and Weisgarber Road/Papermill Drive/Northshore Drive;
- (2) Interstate 640/75 at Clinton Highway and Western Avenue;
- (3) Interstate 640 at Broadway, Washington Pike and Millertown Pike;
- (4) Interstate 40 at Asheville Highway, Strawberry Plains Pike and Midway Road;
- (5) Interstate 75 at Merchant Drive, Callahan Road and Emory Road; and
- (6) Interstate 140 at Kingston Pike, Westland Drive, and Northshore Drive.

**SIDE-BY-SIDE COMPARISON OF TEXT FROM
TASK FORCE AND STAFF RECOMMENDED VERSIONS**

C. DEFINITIONS – Modified from Task Force Version	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended for advertising, whether placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence, or other manmade structure, <u>and any such advertising is a structure within the meaning of the word "structure" as used in this ordinance.</u>	Advertising - Any writing, printing, painting, display, emblem, drawing, sign, or other device designed, used or intended to announce, direct attention to, or advise, which is placed on the ground, rocks, trees, tree-stump, or other natural structures or on a building, structure, milestone, signboard, billboard, wallboard, roofboard, frame, support, fence or other manmade structure.
Light detector, Light sensor - An electronic component used to detect the amount or level of ambient light surrounding a <u>display.</u>	Light detector, Light sensor - An electronic component used to detect the amount or level of ambient light surrounding an EMC cabinet.
Master sign plan - A site plan and associated text and illustrations submitted to the Metropolitan Planning Commission for consideration for approval <u>of a sign system for a proposed or existing development.</u>	Master sign plan - A site plan and associated text and illustrations of a sign system for a proposed or existing development submitted to the Metropolitan Planning Commission for consideration for approval.
Abandoned sign - Any sign, including its supporting structure, erected in conjunction with a particular use, <u>that use having been subsequently discontinued</u> for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.	Abandoned sign - Any sign, including its supporting structure, erected in conjunction with a particular use, for which the use has been discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.
<u>None</u>	Memorial sign - A plate, plaque or engraving cut into or attached to a building surface which designates names of buildings and/or date of erection and other items such as architect, contractor, or others involved in the buildings creation.
Temporary sign - Any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time <u>only</u> consistent with the terms of these regulations.	Temporary sign - Any sign, banner, pennant, valance, or advertising display constructed of wood, metal, cloth, canvas, light fabric, cardboard, wallboard, or other light material, with or without frames, where either by reason of construction or purpose the sign is intended to be displayed for a short period of time consistent with the terms of these regulations.

**SIDE-BY-SIDE COMPARISON OF TEXT FROM
TASK FORCE AND STAFF RECOMMENDED VERSIONS**

C. DEFINITIONS – Replaced with definitions to conform to recently approved Cumberland Avenue Form Code	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
Awning sign - A type of attached sign that is comprised of the application of words, pictures, symbols and/or logos to an awning attached to the ground floor of buildings to provide shelter and shade for pedestrians.	Awning sign - A type of attached sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself.
Canopy sign - A type of attached sign attached to or painted or printed upon or on top of a canopy.	Canopy sign - A type of attached sign placed on a canopy so that the display surface is parallel to the plane of the wall.
Column sign - A type of detached sign which is supported by and integrated with columns (or posts), appropriate in scale and material to its related building (see illustration).	Column sign - A type of detached sign which is supported by and integrated with columns or posts.
Projecting sign - A type of attached sign which is attached to the face or outside wall of a building which projects out at an angle therefrom and projects more than twelve inches beyond the face of such wall.	Projecting sign - A type of attached sign that is wholly or partly dependent upon a building for support, which projects at an angle away from the building, extending more than one (1) foot.
Sidewalk sign - A type of detached sign that is made up of two opposing sign faces, hinged at the top and set up in a triangle shape with one side of the triangle being the ground surface. Such sign shall be placed on the ground or paved surface and may be placed on a sidewalk within public right-of-way or public property within fifteen (15) feet of the entry to a business or outdoor space associated with the business. For these purposes a sidewalk sign is not a portable sign.	Sidewalk sign - A type of moveable detached sign not secured or attached to the ground or surface upon which it is located.
Shingle sign - A type of attached sign not over six square feet in area, and projecting from a wall not more than two feet over public property.	Shingle sign - A type of projecting sign not over nine (9) square feet in area and projecting not more than three (3) feet over public property that hangs from a bracket or support and is located over or near a building entrance.
Wall sign - A type of attached sign erected parallel to the face, or on the outside wall, of any building and supported throughout its entire length by such wall where the edges of the sign do not project more than twelve inches therefrom. A wall sign may not project above the wall or parapet.	Wall sign - A type of attached sign fastened to or painted on the wall of a building in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than one (1) foot from the building or structure. A wall sign may not project above the wall or parapet.

**SIDE-BY-SIDE COMPARISON OF TEXT FROM
TASK FORCE AND STAFF RECOMMENDED VERSIONS**

E. SIGNS EXEMPT FROM THESE REGULATIONS	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
11. Signs carried by a person <u>when the person does not receive any financial compensation.</u>	11. Signs carried by a person.
14. Memorial signs or <u>tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of bronze or other incombustible material and attached to the surface of a building.</u>	14. Memorial signs with a maximum sign area of six (6) square feet.
15. Works of art bearing no <u>commercial message.</u>	15. Works of art with no advertising.
16. Holiday lights and decorations with no <u>commercial message.</u>	16. Holiday lights and decorations with no advertising.
23. In residential districts, any sign of a type described below which does not exceed two square feet in area: a. A sign giving a property identification name or number or name(s) of occupant, one sign per lot; b. A mailbox sign (one sign per dwelling unit), and c. A sign(s) posted on property relating to private parking, trespassing or dangerous animals (limited to <u>one sign</u> per lot if less than one acre in size)	23. In residential districts, any sign of a type described below which does not exceed two square feet in area: a. A sign giving a property identification name or number or name(s) of occupant, one sign per lot; b. A mailbox sign (one sign per dwelling unit), and c. A sign(s) posted on property relating to private parking, trespassing or dangerous animals (limited to four (4) signs per lot if less than one acre in size)

F. SIGNS EXEMPT FROM PERMIT REQUIREMENT	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
8. Sidewalk signs in the C-2, TND-1, TC-1 and SW zone districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated.	8. Sidewalk signs, subject to the provisions of subsection I(1).

H. GENERAL SIGN STANDARDS	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
4. Sight Triangle Requirements. Detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sight triangle <u>having a length along the driveway or street of twenty-five (25) feet.</u>	4. Sight Triangle Requirements. Detached signs shall be located so that no part of the sign structure, including the sign cabinet or sign face, shall encroach within a sight triangle as follows: a. At the intersection of two public streets the sight triangle shall have lengths along the property line of no less than twenty-five (25) feet; and b. At the intersection of a public street and a private commercial driveway or joint permanent easement connection to that street the sight triangle shall have lengths along the edge of pavement of no less than twenty-five (25) feet, provided that the required setback from the public street shall also be provided.

**SIDE-BY-SIDE COMPARISON OF TEXT FROM
TASK FORCE AND STAFF RECOMMENDED VERSIONS**

I. STANDARDS FOR SPECIFIC SIGNS	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
<p>1. Detached Signs Near Intersections of Interstate Highways and the Scenic Highway System.</p> <p style="padding-left: 20px;">a. An on-premise detached sign located within five hundred (500) feet of a point where the center line of an intersecting street or road meets the right-of-way of an Interstate highway as described in subsection L.6.b, and also within a two thousand (2,000) foot radius of any intersection of the interstate highway and the scenic highway system shall not exceed one hundred ninety-five (195) square feet in sign area and thirty (30) feet in height, or the sign area and sign height requirements of the zone district, whichever is less. The exception to height regulations near interstate highways (section H.1) shall not apply where the sign location is within two thousand (2,000) feet of the right-of-way of the scenic highway system.</p> <p style="padding-left: 20px;">b. At the time of application for such a sign, all existing and proposed signs shall be located on a site plan provided to the sign inspector with certification stating whether the sign is or is not within two thousand (2,000) feet of the right-of-way of the scenic highway system.</p>	<p>This section deleted.</p>
<p><u>None</u></p>	<p>1. Sidewalk Signs. Sidewalk signs are allowed only in the C-2, TND-1, TC-1 and form districts, provided they are less than five (5) feet in height, two (2) feet in width, have a sign area less than six (6) square feet, and may be placed no closer than twenty-five (25) feet from any other sidewalk sign. A sidewalk sign shall be placed on the ground or paved surface and may be placed on a sidewalk within public right-of-way or public property within fifteen (15) feet of the entry to a business or outdoor space associated with the business. Such signs cannot be located within any designated fire lane or obstruct vehicular, bicycle, or pedestrian traffic, must comply with ADA clearance and accessibility standards, must be removed from the sidewalk at the close of business each day and shall not be illuminated. A sidewalk sign cannot be illuminated or contain an electronic message center or any moving parts.</p>

**SIDE-BY-SIDE COMPARISON OF TEXT FROM
TASK FORCE AND STAFF RECOMMENDED VERSIONS**

L. SIGNS PERMITTED BY ZONE DISTRICT	
TASK FORCE VERSION	STAFF RECOMMENDATION VERSION
<p>5. Office zone districts (O-1, O-2, and O-3)</p> <p>(2) One (1) detached sign is allowed per parcel or lot, subject to the following requirements:</p> <p>(a) Types of detached signs are limited to monument or column signs, <u>except on property that is adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, a pole sign may be erected in the yard adjacent to such roads:</u></p> <p>(b) The maximum sign area shall be thirty-six (36) square feet; and</p> <p>(c) The maximum height shall be six (6) feet, <u>except that adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, a monument or column sign may be eight (8) feet and a pole sign may be fifteen (15) feet.</u></p>	<p>5. Office zone districts (O-1, O-2, and O-3)</p> <p>(2) One (1) detached sign is allowed per parcel or lot, subject to the following requirements:</p> <p>(a) Types of detached signs are limited to monument or column signs; and</p> <p>(b) For detached signs the maximum height shall be six (6) feet and the maximum sign area shall be thirty-six (36) square feet, except that adjacent to a major arterial road, expressway or interstate, as documented in the Knoxville-Knox County Major Road Plan, the maximum sign height for a detached sign shall be ten (10) feet and the maximum sign area shall be one hundred (100) square feet.</p>
<p>6. Commercial and Industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3 and I-4)</p> <p><i>e. Exceptions to the standards described above.</i></p> <p>(1) On parcels and lots adjacent to the interstate, a secondary detached sign, if located within one hundred (100) feet of the interstate right-of-way and if its sign faces are oriented perpendicular or radial to the interstate right-of-way is subject to the maximum height and sign area requirements for a primary detached sign.</p> <p>(2) In the BP-1 zone districts, the maximum sign area for detached signs is one hundred (100) square feet and the maximum height is six (6) feet.</p> <p>(3) A development within a planned commercial or shopping center zone district (PC-1, PC-2, SC-1, SC-2 and SC-3) that is twenty (20) acres or more may increase the maximum sign height by ten (10) percent for a primary ground sign. This exception shall not apply where the sign location is within two thousand (2,000) feet of the right-of-way of the scenic highway system.</p> <p>(4) In planned commercial, shopping, business or industrial zone district (PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, and I-1), additional signs may be approved by the planning commission as part of the development plan provided that scale drawings indicate the signs will not detract from the character of the development or surrounding development and that the development plan clearly shows that because of unusual topography, building locations and relationships or developments with multiple structures, additional signs are essential to inform and direct the public.</p> <p>(5) In the neighborhood commercial (C-1) and pedestrian commercial (C-7) zone districts, the maximum sign area for detached signs is fifty (50) square feet.</p>	<p>6. Commercial and Industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3 and I-4)</p> <p><i>e. Exceptions to the standards described above.</i></p> <p>(1) On parcels and lots adjacent to the interstate, a secondary detached sign, if located within one hundred (100) feet of the interstate right-of-way and if its sign faces are oriented perpendicular or radial to the interstate right-of-way is subject to the maximum height and sign area requirements for a primary detached sign.</p> <p><u>(2) On parcels and lots adjacent to any streets or roads that are a part of the Scenic Highway System, the maximum sign height for a primary detached sign shall be ten (10) feet and the maximum sign area for a primary detached sign shall be one hundred (100) feet.</u></p> <p>(3) In the neighborhood commercial (C-1) and pedestrian commercial (C-7) zone districts, the maximum sign area for detached signs is fifty (50) square feet.</p> <p>(4) In the BP-1 zone districts, the maximum sign area for detached signs is one hundred (100) square feet and the maximum height is six (6) feet.</p> <p>(5) In planned commercial, shopping, business or industrial zone district (PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, and I-1), additional signs may be approved by the planning commission as part of the development plan provided that scale drawings indicate the signs will not detract from the character of the development or surrounding development and that the development plan clearly shows that because of unusual topography, building locations and relationships or developments with multiple structures, additional signs are essential to inform and direct the public.</p>

WINDOW SIGNS Options

The planning commission has discussed window signs to a significant extent in its workshop and meeting sessions. The task force heard from the city administration that window signs are a significant issue. Public input has generated comments in favor of prohibiting all window signs and also in favor of exempting all window signs from all regulations. Staff has stated that extreme use of signs in windows presents significant safety issues. The proposed regulations try to achieve a middle ground, but there are several other scenarios between the two extreme positions the planning commission could pursue, including for example:

- A. To exempt all window signs from all regulations;
 - B. To prohibit all window signs;
 - C. To allow window signs but treat them as part of the attached sign package on a building, require permits and count them within the allowable sign area for attached signs;
 - D. To treat signs on the inside of window differently from signs attached to the outside of windows;
 - E. To allow a greater amount of the window to be used for signs.

- A. To exempt all window signs from all regulations:
 - Remove window signs from list of PROHIBITED SIGNS;
 - In SIGNS EXEMPT FROM REGULATIONS, remove phrase providing limited area allowed for window signs.

- B. To prohibit all window signs:
 - In PROHIBITED SIGNS, remove phrase providing limited area allowed for window signs;
 - Remove window signs from list of SIGNS EXEMPT FROM REGULATIONS.

- C. To allow window signs but treat them as part of the attached sign package on a building, require permits and count them within the allowable sign area for attached signs:
 - Remove window signs from list of PROHIBITED SIGNS;
 - Remove window signs from list of SIGNS EXEMPT FROM PERMITTING.

- D. To treat signs on the inside of window differently from signs attached to the outside of windows:
 - Change definition: “within” becomes “inside”
 - Remove window signs from list of PROHIBITED SIGNS;
 - In EXEMPT FROM REGULATIONS, delete the phrase providing limited area allowed for window signs and add the provision: “provided, however, that signs attached to the outside of windows shall be subject to the provisions of these regulations.”

- E. To allow a greater amount of the window to be used for signs:
 - Change 20% and 20 square feet to any other set of numbers; for example, 50% and 32 square feet.

ABANDONED SIGNS Options

The planning commission has discussed abandoned signs to a significant extent in its workshop and meeting sessions. The task force heard from the city administration that abandoned signs are a significant issue and that there is a need for a codified process to address maintenance or removal. Public input has generated comments in favor of prohibiting all abandoned signs and also in favor of allowing abandoned signs to remain in place for future use.

The proposed regulations seek to achieve a middle ground by providing extended life for a sign that is no longer associated with a business on the property, but there are several other scenarios the planning commission could pursue, including, for example:

- A. To allow abandoned signs to remain in place;
- B. To require immediate removal of all abandoned signs;
- C. To require removal of *nonconforming* abandoned signs in accordance with the proposed procedures; and
- D. To require the maintenance of abandoned signs and allow them to be used to describe real estate availability; for example, for sale or for lease notices.

A. To allow abandoned signs to remain in place:

- Remove definition for abandoned signs;
- Eliminate section on ABANDONED SIGNS.

B. To require immediate removal of abandoned signs:

- Remove segment of ABANDONED SIGNS that starts with “Any sign which otherwise conforms to the provisions of this Article” through the end of paragraph 1. This is the provision that allows a properly maintained sign to remain standing for up to a year.

C. To require a timely removal only of signs which do not meet the detached sign requirements:

- Amend definition to read “Any *nonconforming, on-premise* sign”;
- Amend first sentence of “ABANDONED SIGNS to read the same.

D. To allow maintenance and use of abandoned detached signs for real estate availability:

- Within ABANDONED SIGNS, add provision (d) to the end of section 1 as follows: *d. Exception to one year time limit. Temporary use of a detached sign to advertise the availability of the property shall be allowed, subject to receiving a sign permit, except when such sign meets the dimensional standards provided for a temporary sign for the purpose of advertising real estate availability in Section F(2) no permit is required; provided no other temporary detached sign announcing real estate availability shall be allowed on the property and provided that such sign shall be removed or brought into conformity with detached sign regulations at the time the property receives a certificate of occupancy for a new use.*

SIGHT TRIANGLE Option

The planning commission has discussed the need for regulations prohibiting detached signs from encroaching into sight triangles at the intersections of streets and commercial driveways. Also under consideration is the removal of the current exception that allows sign cabinets to encroach into the required 10 foot sign setback from property lines adjacent to public street right-of-way. The effect of this exception was to allow sign structures and cabinets to encroach up the property lines in many cases, with the potential of obstructing sight lines at intersections of driveways and streets.

The sight triangle provisions may not be needed if signs are prohibited from encroaching into the 10 foot setback from property lines adjacent to public street right-of-way.

To remove the sight triangle provisions from the sign regulations:

- Remove the definition for sight triangle;
- Remove paragraph 4 from GENERAL SIGN STANDARDS AND REQUIREMENTS and renumber the following paragraphs.



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Planning Commission Workshop-Oct 30 (sign regulations)

1 message

Greater Knoxville Hospitality Association <gkha.info@gmail.com>

Thu, Oct 30, 2014 at 4:10 PM

Reply-To: gkha.info@gmail.com

To: commission@knoxmpc.org

Cc: Greater Knoxville Hospitality Association <gkha.info@gmail.com>

Metropolitan Planning Commission:

As you consider changes to the City of Knoxville Sign Ordinance, we request your consideration of the impact sign reduction will have on our business community, taxpayers and the hospitality/tourism industry in particular.

Tourists are considered “temporary tax papers”; paying taxes when they visit and spend money, thereby relieving residents of some tax obligations. According to the recently released “*The Economic Impact of Travel on Tennessee Counties*” prepared by the Tennessee Department of Tourist Development & U.S. Travel Association, October 2014, direct spending in Tennessee by both domestic and international travelers reached \$16.7 billion on transportation, lodging, food, entertainment and recreation and general retail trade. This showed an increase of 3.4 percent from 2012.

Knox County received \$930.74 million from domestic travelers, ranking as one of the top five counties in Tennessee that benefited from direct domestic travel expenditures – a 2.9 percent increase over 2012.

Travel/Food Services ranked as the combined #1 industry by nonfarm employment in Tennessee in 2013. Knox County alone generated 9,500 jobs and produced \$292.13 million in payroll.

As a result of taxes generated by tourist activity in Knox County; each household pays \$379.91 less in local and state taxes; each household pays \$122.07 less in local county taxes and each household pays \$257.84 less in state taxes.

In other words, if it were not for state and local taxes generated by tourism, each Knox County household would pay \$379.91 MORE in taxes.

Tourism is an economic driver for our community. Signs drive tourists to their destination. Businesses need signs.

Knoxville is fortunate to be located in the heart of two interstate systems. By being parallel to the interstate, we enjoy the benefits of the travelers need for gas, lodging and food. Signage and vibrant

lighting indicate a safe, secure and thriving exit where a family feels comfortable and secure when stopping along their travels.

Cities that are perpendicular to interstates realize the importance of pulling travelers off the road. Their interstate sign regulations allow for large signs. They welcome the business these travelers bring. These cities appreciate their patronage and the extra tax dollars that are invested in the community.

The 40% reduction in sign height, as well as the reductions in overall sign square footage that were negotiated in the Sign Task Force Committee are extreme. The reduction in visibility will greatly inhibit a business's ability to pull tourists into the city. The main city streets off the interstate exits lie below the interstate. Sign height is critical to the health of those hospitality/tourism businesses.

Many of the other changes in the sign ordinance are unnecessary and difficult, if not impossible, to enforce. We are in agreement with the "Sign Ordinance and Task Force Update" as prepared by the Knoxville Chamber.

We respect and appreciate the work and dedication to the development of a new sign plan. It is our hope that an agreement can be provided, respecting the interests of businesses and Knoxville citizens.

Regards,

Jill Thompson

Jill Thompson

Executive Director
Greater Knoxville Hospitality Association
P. O. Box 239, Knoxville, TN 37901
o 865-342-9133 f 865-947-9888 c 865-567-6325
gkha.info@gmail.com

Facebook: Greater Knoxville Hospitality Association-GKHA

GKHA is a not for profit membership organization for hotels/lodging, restaurants, venues, attractions, service and suppliers of the hospitality and tourism industry - dedicated to enhance the economic, legislative and social interest of its members throughout the Greater Knoxville area.



Attached: Knox County EI

KNOX COUNTY TRAVEL SNAPSHOT

Facts About a Leading Industry That's More Than Just Fun

MPC November 13, 2014

BY THE NUMBERS

2013 Economic Impact of Tourism in Knox County

- Generated **\$930.74 MILLION** in direct tourism expenditures
- Generated **9,500** jobs
- Produced **\$292.13 MILLION** in payroll
- Created **\$22.11 MILLION** in local tax revenue
- Created **\$46.70 MILLION** in state tax revenue

ON AN AVERAGE DAY

On An Average Day In 2013, Tourist Spending in Knox County

- Generated **\$ 2,549,972** in daily expenditures
- Generated **26** jobs daily
- Produced **\$800,356** in daily payroll
- Created **\$60,575** daily in local tax revenues
- Created **\$129,945** daily in state tax revenues

PER HOUSEHOLD

As a result of taxes generated by tourist activity in the county:

- Each household pays **\$379.91** less in local and state taxes
- Each household pays **\$122.07** less in local county taxes
- Each household pays **\$257.84** less in state taxes

IN OTHER WORDS....

If it were not for state and local taxes generated by tourism...

- *Each Knox Co. household would pay \$379.91 more in taxes*

Sources: 2013 Economic Impact of Travel on Tennessee Counties Report
www.tnvacation.com/industry; U.S. Census Bureau Quick Facts by County
<http://quickfacts.census.gov>

Agenda Item # 5



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] proposed sign ordinance

1 message

Martin Daniel <martin@elevationoutdooradv.com>

Thu, Oct 30, 2014 at 1:02 PM

Reply-To: martin@elevationoutdooradv.com

To: commission@knoxmpc.org

Dear Commissioners:

I have reviewed the proposed sign ordinance, Exhibit E to the MPC package, and I have numerous comments regarding its content. Please see them attached.

Thank you.

Martin Daniel

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This message was directed to commission@knoxmpc.org



Proposed MPC sign ordinance 2014 issues.docx

15K

Proposed MPC sign ordinance:

Issues/problems:

1. C., p.1, Definition of "Advertising" repetitive, circular, non-sensical.
2. C., p.2. "Sight Triangle", too much space taken for this, resulting in too much setback.
3. C., p.5, "Window Sign", "but may not obscure the view" seems out of place. Non-sensical. Enforcement difficult.
4. D. 3., p. 8. Delete "and signs which have red, green, yellow, amber, or blue lights".
5. D. 7., Delete, or modify. Prohibition of signs on vehicles difficult to enforce, will result in conflicts with business owners.
6. D., 11., p.8. Window sign regulation too restrictive. Modify to 50% coverage allowed, or more.
7. E. 1., p. 8. What is Article IV referenced here? Does it exist?
8. E. 9., p.9. Modify this provision to allow bus advertising.
9. E. 13, p. 9. Too broad. Remove "not visible" as existing language this makes the provision too broad.
10. E. 18, p.9. Remove last sentence which requires menu boards to be located at certain distance from where orders taken.
11. E. 20, p. 9. Add "organizational".
12. E. 19. Is regulation of menu size necessary? Delete.
13. F. 1. Modify, Size of real estate signs in residential districts should be allowed up to 12 s.f.
14. G. 1. c., Delete, as too restrictive. Difficult to understand. A sign viewed from 2 different directions is "considered as one sign"?
15. G.2.a., allowed height should be measured from the road from which the sign is intended to be read, not the closest access road.

16. G. 2. c., This is vague, difficult to understand, too restrictive. Expand distance from interstate ROW in which signs next to interstate are allowed to be higher, to 300'. See also L.6.d.
17. G.4. This entire provision concerning "Primary Building Elevation" is excessive, vague and confusing. What is its purpose? How does it work?
18. G.6. So how do we measure setback, from what point? This is confusing. Clarification necessary.
19. H.5. Delete requirement of landscaping around detached signs. This is burdensome, expensive to the business owner.
20. I.1. Description of zone near intersections of interstate highway is confusing, difficult to understand. What is the purpose of this provision?
21. I.4. What is a "Large Site"? Not defined.
22. I.6. EMCs(digital signs) should be allowed in all commercial districts, not just H-1 and D-1 overlay districts. It's time for Knoxville to come into the 21st century.
23. J.1.-8. Master sign plans should provide incentives to use monument signs. The provision for Development Directory Signs is too restrictive, square footage should be enlarged to 400 s.f.
24. L.6.a. Reference to "Article IV". Where is Article IV?
25. L.6.c. Higher signs should be allowed at ALL interstate interchanges within City limits.
26. L.6.e. Signs in C-1 should be allowed to be 195 s.f., 30'high.
27. O.1. Time triggering "abandonment" is too short-60 days. Lengthen to 18 months.
28. P.2.,3. These provisions appear to be cut and pasted from the existing ordinance and are no longer applicable.
29. Q. 1.b. Delete requirement that sign permittee have a City business license.



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] NAC endorses Scenic Knoxville's proposal for Sign Regulations

1 message

Travetta <travetta@msn.com>

Wed, Oct 29, 2014 at 11:29 AM

Reply-To: travetta@msn.com

To: "commission@knoxmpc.org" <commission@knoxmpc.org>

Dear members of the MPC,

My name is Travetta Johnson. I attended your last meeting prepared to read this statement on behalf of the Neighborhood Advisory Council (NAC). The NAC consists of neighborhood leaders from around the city, meets monthly, and serves in an advisory and partnership capacity to:

- 1) Give advice and feedback on the programs and policies of the Office of Neighborhoods,
- 2) Bring neighborhood issues and concerns to the attention of the city administration,
- 3) Propose responses and solutions to address these concerns; and
- 4) Serve as a sounding board for city initiatives and proposals affecting neighborhoods.

Since the ruling was postponed, I am following up with this statement in writing.

The NAC has studied the MPC amendments to the City of Knoxville Zoning Ordinance Definitions and Sign Regulations document, and has listened to members from the Sign Ordinance Task Force at two different meetings. We have viewed photographic evidence that taller, bigger signage does not directly correlate to increased business.

With all due respect for the extensive work the Sign Ordinance Task Force has done, we feel their recommendation, regarding sign height and area is not enough of a change to make a significant difference for the future aesthetics of our city.

While we respect the local business interests to have greater visibility, our primary concern is for the residents who live and drive in Knoxville. We would urge the MPC to consider what other progressive-minded cities in the region are doing in regard to sign ordinances, and to imagine what we want Knoxville to look like 10-20 years from now in terms of its beautification, lack of visual clutter, and overall aesthetics.

At our last meeting (Oct. 8), the NAC voted to endorse Scenic Knoxville's proposal for maximum sign height and area. The vote was 11 in favor, with 2 abstaining, due to insufficient knowledge on the subject.

For sake of the residents of Knoxville, and the overall beautification of our city, we would strongly urge the MPC to consider endorsing the Scenic Knoxville proposal for sign height and area. As for the business interests, we respectfully believe people are more likely to support a business that has demonstrated through tasteful signage, that they care as much or more about investing in the greater good of the community, as they do their own private business endeavors.

Thank you,

Travetta Johnson, on behalf of the Neighborhood Advisory Council (NAC)

Travetta Johnson
865-368-5778 cell

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This message was directed to commission@knoxmpc.org



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] sign ordinance

1 message

Lynne A. Liddington <laliddington@aqm.co.knox.tn.us>
Reply-To: laliddington@aqm.co.knox.tn.us
To: commission@knoxmpc.org

Mon, Oct 27, 2014 at 2:28 PM

Rebecca Longmire,

Just to let you know, I am adamantly against this sign ordinance, especially as it relates to signs in store windows.

Lynne Liddington

—

This message was directed to commission@knoxmpc.org



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Sign Ordinance

1 message

Josh Buchanan <jbuchanan@knoxvillechamber.com>

Mon, Oct 27, 2014 at 8:12 AM

Reply-To: jbuchanan@knoxvillechamber.com

To: "commission@knoxmpc.org" <commission@knoxmpc.org>

 Home

City of Knoxville

Sign Ordinance and Task Force Update

Knoxville is nestled into one of the most beautiful regions in the world. The hills, mountains, lakes, rivers, and wide variety of plant life truly are our most valuable assets. According to [The Great Smoky Mountains National Park website](#), "In the half-million acres of Great Smoky Mountains National Park there are more tree species than in all of Europe..." Without being able to enjoy these natural resources, these splendors of nature, while driving around town no one would want to live here. Knoxville has taken great strides in preserving natural spaces such as the Urban Wilderness, scenic highways, and greenways for which we are grateful. However, it is vitally important that we consider our business community, the engine that provides goods and services which we all need, and jobs to keep our economy, our society, moving forward and improving our quality of life. Businesses need signs; they are a necessity for survival. Signs are a basic fundamental tool for public outreach and information sharing. **This is why we have agreed to the negotiated terms of a 40% reduction in sign height in Knoxville, as well as reductions in overall sign square footage.**

For many businesses their window is the only means for advertising. Take a look at Patricia Nash or the Fresh Market, Elliott's Boots or Ashe's Liquor Store and you'll see tasteful window signs in which the majority of the window is covered. It is imperative that we uphold a business' right to advertise in their window space. Limiting this private space is damaging to businesses, addresses a non-existent problem, is unenforceable or would cost too much to enforce, and outside the parameters of government reach. **We oppose any regulation of window signage.**

Businesses come and businesses go and when a property owner is left with a vacant building and an unused sign, we don't need to add unnecessary costs to the property owner or new business as long as the sign has been maintained in accordance with set standards. **We agree that the property owner should maintain signs at vacant buildings, leaving them blank or covering them with a for sale or rent sign. But, the recommendation that a sign be removed after a building has sat empty after 1.25**

years is overly burdensome to the property owner, adding insult to injury when they are already losing money from a vacant building. Many times a vacant building takes years to be filled with a new business, and businesses want a move in ready building with signage already available. In order for a prosperous economy, let's not burden property owners and businesses with senseless regulations.

Another regulation we are ok with is a 10 foot set-back, however there is no need for a sight triangle. We already have a city code which regulates visual obstructions at intersections. Again, there is no need to overcomplicate or burden Knoxville's businesses. According to the proposed sight triangle some businesses would not be able to have a sign at all.


Finally, what businesses do with their landscaping and pole bases are better left to their own budgeting and plans and out of the hands of government regulation. Businesses understand how the aesthetics of their properties adds to the value of their service and will inherently strive for the best appearance in accordance with their cash flow. They should not be forced to do expensive projects that could put too much strain on their budgets, especially small businesses. This would also be difficult to regulate and is more appropriate for a master planned development.

We appreciate the time and hard work that has gone into formulating a more congruent sign plan that reflects the Knoxville Community as a whole. Restructuring the current ordinance will lend to more consistent interpretation. **We hope the long hours spent on this topic are not in vain and that an agreement can be made to put together the most sensible plan that considers the interests of our businesses for Knoxville's ever improving quality of life.**

Josh Buchanan | Policy Analyst


17 Market Square, #201 | Knoxville, TN 37902

Cell: [865.210.3782](tel:865.210.3782) | Office: [865.246.2641](tel:865.246.2641)

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This message was directed to commission@knoxmpc.org

 **Info sheet for MPC_Sign Ordinance.docx**
19K



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Workshop On Sign Ordinance Proposal

1 message

joyce feld <jlfeld@gmail.com>

Thu, Sep 25, 2014 at 4:25 PM

Reply-To: jlfeld@gmail.com

To: commission@knoxmpc.org

Cc: Mark Donaldson <Mark.Donaldson@knoxmpc.org>

Dear Commissioners,

I have attached an article by Ed McMahon of the Urban Land Institute entitled "The Secrets of Successful Communities". Mr. McMahon was a recent guest in Knoxville of PlanET and delivered a fascinating presentation on this topic. I hope you will be able to take some time before the workshop on Sept 29th to read this 4-page paper which elaborates on seven "secrets". I think Secrets #1 and #6 are particularly relevant to the goal of creating a good sign ordinance.

You can also view Mr. McMahon speaking about these concepts here. I think you'll find him a very interesting and informative speaker.

<https://mail.google.com/mail/u/0/?dest=http://gmail.google.com/gmail&shva=1#search/mcmahon/1461294527e4768a?projector=1>

Finally, it is noteworthy that TDOT recently relaxed its criteria for the placement of blue logo signs on interstates that traverse urban areas. These are the small signs that inform travelers of businesses and attractions of interest at the upcoming exit. Previously, these signs were not permitted in urban areas with populations greater than 100,000. City Council recently passed on first reading a resolution (attached) which would allow these signs to be installed in Knoxville. This new policy eliminates the rationale for needing 40 foot signs at interstate exits.

Thank you for your time and attention to this important topic.

Joyce Feld
President
Scenic Knoxville

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This message was directed to commission@knoxmpc.org

2 attachments

 **McMahon-Secrets of Successful Communities.pdf**
4568K

 **Logo Sign Resolution.pdf**
187K



The Secrets of Successful Communities

by Edward T. McMahon

published on PlannersWeb.com – July 29, 2013

July 29th, 2013

1. Have a vision for the future
2. Inventory community assets
3. Use education and incentives, not just regulation
4. Pick and choose among development projects
5. Cooperate with neighbors for mutual benefit
6. Pay attention to community aesthetics
7. Have strong leaders and committed citizens

Other articles by Edward McMahon published in the Planning Commissioners Journal and available on PlannersWeb.com

[The End of the Strip?](#)

[Billboards: The Case for Control](#)

Editor’s Note: Ed McMahon is one of the country’s most incisive analysts of planning and land use issues and trends. He holds the Charles Fraser Chair on Sustainable Development and is a Senior Resident Fellow at the Urban Land Institute in Washington, DC. McMahon is a frequent speaker at conferences on planning and land development. Over the past 21 years, we’ve been pleased to have published more than two dozen articles by McMahon in the Planning Commissioners Journal, and now on PlannersWeb.com.



There are over 25,000 incorporated communities in America. How many of these are truly successful?

How is it that some small towns and rust belt cities are prospering, while many others are suffering disinvestment, loss of identity, and even abandonment?

Why are some communities able to maintain their historic character and quality of life in the face of a rapidly changing world, while others have lost the very features that once gave them distinction and appeal?

How can communities, both big and small, grow without losing their heart and soul?

From coast to coast, communities are struggling to answer these questions. After working in hundreds of communities in all regions of the country, I have come to some conclusions about why some communities succeed and others fail. There are many communities that have found ways to retain their small town values, historic character, scenic beauty and sense of community, yet sustain a prosperous economy. And they’ve done it without accepting the kind of cookie-cutter development that has turned many communities into faceless places that young people flee, tourists avoid and which no longer instill a sense of pride in residents.

Every “successful” community has its own strengths and weaknesses, but they all share some common characteristics. It’s clear for instance that successful communities involve a broad cross-section of residents in determining and

The Place Making
Dividend

Density Without High-
Rises?

What's So Bad About
Zoning?

Building Codes Get
Smarter

Barriers to Better
Development

Public Buildings Should
Set the Standard

Road Design: A Turn
Ahead

School Sprawl

Green Infrastructure

Making a "Visible"
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Why is Everybody So
Mad About
Development?

Gateway Communities

Smart Growth Trends

All Development Is Not
Created Equal

Bicyclists and
Pedestrians Belong!

Tourism and the
Environment: What's the
Connection?

Stopping Sprawl by
Growing Smarter

On-Premise Sign
Regulation

Environmentally
Sensitive Development

planning the future. They also capitalize on their distinctive assets — their architecture, history, natural surroundings, and home grown businesses — rather than trying to adopt a new and different identity.



Sometimes a community's assets are obvious, like in Annapolis, Maryland (above). Sometimes they are not obvious. In the 1970's Lowell, Massachusetts was dying industrial city. It had an unemployment rate of 25%. It thought it had no assets. But it had abandoned textile mills. Today almost all of these mills — such as the one shown below — have been restored and repurposed. (Note: all photos in article by Ed McMahon unless otherwise noted)



Most successful communities also utilize a variety of private-sector and market incentives to influence their development, instead of relying solely on government regulations.

Not every, successful community displays all of the following characteristics, but most have made use of at least three or four:

1. Have a vision for the future
 2. Inventory community assets
 3. Use education and incentives, not just regulation
 4. Pick and choose among development projects
 5. Cooperate with neighbors for mutual benefit
 6. Pay attention to community aesthetics
 7. Have strong leaders and committed citizens
-

1. Have a Vision for the Future

Successful communities always have a plan for the future. Unfortunately, “planning” is a dirty word in some communities, especially in small towns and rural areas. In some places, this is the result of today’s highly polarized political culture. In other places, it results from a misunderstanding of planning and its value.

The truth is, failing to plan, simply means planning to fail. It is difficult to name any successful individual, organization, corporation or community that doesn’t plan for the future.

Try to imagine a company that didn’t have a business plan. It would have a very hard time attracting investors or staying competitive in the marketplace. The same is true of communities. A community plan is simply a blueprint for the future. People may differ on how to achieve the community’s vision, but without a blueprint, a community will flounder.

Understandably, people in small towns don’t like change. But change is inevitable.

Technology, the economy, demographics, population growth, market trends and consumer attitudes are always changing and they will affect a community whether people like



it or not. There are really only two kinds of change in the world today: planned change and unplanned change.

A community without a plan for the future is simply planning to fail.

Communities can grow by choice or chance. Abraham Lincoln used to say that “the best way to predict the future is to create it yourself.” Communities with a vision for the future will always be more successful than communities that just accept whatever comes along.

2. Inventory Community Assets

Creating a vision for the future begins by inventorying a community’s assets: natural, architectural, human, educational, economic, and so on.

Twenty-first century economic development focuses on what a community has, rather than what it doesn’t have. Too many cities and towns spend all their time and money on business recruitment. They build an industrial park out by the airport and then they try like crazy to attract a plant, factory or distribution center to move there. The few communities that are “successful” at this strategy usually accomplish it by giving away the store.

The old economic development paradigm was about cheap land, cheap gas and cheap labor. It was about shotgun recruitment and low cost positioning. In the old economy, the most important infrastructure investment was roads. Today, successful economic development is about laser recruitment and high value positioning. Today highly trained talent is more important than cheap labor and investing in education is far more valuable than widening the highway.

American communities are littered with projects that were sold as a “silver bullet” solution to a city’s economic woes: the New Jersey State Aquarium in Camden, New Jersey; Vision Land Amusement Park in Birmingham, Alabama; the Galleria Mall in Worcester, Massachusetts; the Winter Garden in Niagara Falls, New York — to name just a few.

Too many communities think that economic revival is about the one big thing. Whether it is a convention center, a casino, a festival marketplace, a sports arena, or an aquarium, city after city has followed the copycat logic of competition. If your city has a big convention center, my city needs an even bigger one. Festival marketplaces worked fine in cities like Boston and Baltimore, but similar projects went bankrupt in Toledo, Richmond, and a dozen other communities.

Successful economic development is rarely about the one big thing. More likely, it is about lots of little things working synergistically together in a plan that makes sense. In her award winning book –The Living City – author, Roberta Brandes Gratz says that “successful cities think small in a big way.”

Two examples of this are Silver Spring, Maryland and Cleveland, Ohio. Cleveland had an aging, undersized convention center. Civic boosters argued for a huge new convention center that could compete with much bigger cities like Chicago, Atlanta, or Minneapolis. But small cities like Cleveland will never win in an arms race to build the biggest convention center. Instead Cleveland took a look at its assets, one of which is the Cleveland Clinic — a world renowned medical center located a short distance from downtown. Instead of trying to compete with every other convention city, Cleveland decided to build a smaller, less expensive meeting facility — the Cleveland Medical Mart and Global Center for Health Innovation – focused on medical conventions and which would have an attached medical mart, affiliated with the Cleveland Clinic.



Cleveland’s Global Center for Health Innovation — the white building with the black striping — is located in the heart of downtown, next to the city’s War Memorial Fountain. Photo by Erik Drost; Flickr Creative Commons License.

Another example of asset based economic development is Silver Spring, Maryland. For many years, Silver Spring was among the largest suburban commercial centers in the Mid-Atlantic region. But, by the early 1990’s Silver Spring had fallen on hard times. In 1996, a story in the Economist said “You can see America wilting in downtown Silver Spring. Old office blocks stand empty. A grand art deco theater is frequented only by ghosts. Glitzy department stores have decamped to out-of-town shopping malls. Tattoo parlors, pawnbrokers and discounters remain.”

To combat this decline, local officials and an out of town developer proposed to build a second Mall of America (like the one in Bloomington, Minnesota). The proposed mega-mall would have 800 stores and it would cover 27 acres. The projected cost was \$800 million and it would require a \$200 million public subsidy. It would also mean the demolition of most of downtown Silver Spring's existing buildings.

So what happened? The county rejected the massive American Dream Mall and set their sights on a succession of more modest developments. First, they realized that despite its decline, Silver Spring had some important assets that were probably more valuable than a giant mega-mall. First, Silver Spring was adjacent to Washington, DC, the nation's capital. Second it was served by transit (i.e. the Washington Metro system), and third it was surrounded by stable middle-class neighborhoods.

Rather than spending \$200 million subsidizing a giant mall, county and state officials collaborated to find a site for the new headquarters for the Discovery Communications Corp, which was then housed in several different locations around the Washington area.



Shark Week. A massive inflatable Great White Shark in 5 pieces adorns the Discovery Channel HQ building in Silver Spring, Maryland. Photo by Glyn Lowe Photoworks; Flickr Creative Commons license.

The site where Discovery Communications decided to build their new headquarters was adjacent to the Silver Spring Metro Station. Bringing 1500 employees to downtown Silver Spring was a huge boost to the community, but what really synergized the renewal was Discovery Corp's agreement not to build a cafeteria in their new headquarters building. This meant employees would have to patronize local restaurants.

3. Use Education and Incentives, Not Just Regulation

Successful communities use education, incentives, partnerships, and voluntary initiatives not just regulation. To be sure, land use regulations and ordinances are essential to protecting public health and to setting minimum standards of conduct in a community.

Regulations prevent the worst in development, but they rarely bring out the best. Regulations are also subject to shifting political winds. Often one county commission or town council will enact tough regulations only to see them repealed or weakened by a future town council or commission with a different ideology or viewpoint.

If regulations aren't the entire answer, how can a community encourage new development that is in harmony with local aspirations and values?

Communities need to use carrots, not just sticks. They also need to use education, partnerships, and voluntary initiatives. Successful communities have identified a variety of creative ways to influence the development process outside of the regulatory process. Some of the incentives they use include: conservation easements; purchase of development rights; expedited permit review; tax abatements that promote the rehabilitation of historic buildings; award and recognition programs; density bonuses for saving open space; and other techniques.

In Staunton, Virginia the Historic Staunton Foundation offered free design assistance to any downtown business owner who would restore the façade of their building. They did this after the city council had rejected a measure to create an historic district in downtown Staunton. At first, only one business owner took advantage of the incentive, but then a second business owner restored his building facade, and then a third, and then many more. Today, there are five historic districts in Staunton including the entire downtown, but it all began with an incentive.



Staunton, Virginia

photos by Doug Kerr.
Flickr creative commons license.



Editor's note: Ed McMahon also mentions the Historic Staunton Foundation (HSF). According to a [quite interesting article](#) by Logan Ward in Preservation magazine (January/February 2012):

Year after year [since its formation in 1971 following the demolition of dozens of historic buildings], HSF documented the amount of money invested in preservation and its positive economic effects. City council members and city managers eventually got on board. "Before that, you had nobody doing anything for 10 years except talking about demolition," says [Bill] Frazier [who became executive director of HSF in 1976]. "It was a big shift in the city's consciousness. ... Staunton has completely turned itself around. Restaurants, shops, and live music venues line the small grid of downtown streets. ... In the city's five distinct historic districts, property values have climbed by 279 percent on average since 1983. Since 2000 alone, more than \$50 million in private investment on historic tax-credit projects — from single-family homes to mixed-use commercial projects — has poured into the city.

Successful communities also use education to encourage voluntary action by citizens. **Why do cities and towns need to use education?** Because, education reduces the need for regulation. Also, because people and businesses will not embrace what they don't understand. Finally, community education is important because, citizens have a right to choose the future, but they need to know what the choices are.

4. Pick and Choose Among Development Projects

All development is not created equal. Some development projects will make a community a better place to live, work, and visit. Other development projects will not.

The biggest impediment to better development in many communities is a fear of saying "no" to anything. In my experience, communities that will not say no to anything will get the worst of everything.

The proof is everywhere, communities that set low standards or no standards will compete to the bottom. On the other hand, communities that set high standards will compete to the top. This is because they know that if they say no to bad development they will always get better development in its place.

Too many elected officials have an "it'll do" attitude toward new development. Worse yet, they'll accept anything that comes down the pike, even if the proposed project is completely at odds with the community's well thought out vision for the future. They are simply afraid to place any demands on a developer for fear that the developer will walk away if the community asks for too much. This is especially true when dealing with out of town developers or with national chain stores and franchises.

The bottom line for most developers, especially chain stores and franchises, is securing access to profitable trade areas. They evaluate locations based on their economic potential. If they are asked to address local design, historic preservation, site planning or architectural concerns they will usually do so. Bob Gibbs, one of America's leading development consultants says that "when a chain store developer comes to town they generally have three designs (A, B, or C) ranging from Anywhere USA to Unique (sensitive to local character).



The McDonald's design we're all familiar with. Most would agree that Asheville, North Carolina, did better with its McDonald's, seen below.



Which one gets built depends heavily upon how much push back the company gets from local residents and officials about design and its importance.”

One community that has asked chain stores and franchises to fit-in is Davidson, North Carolina. Chain drugstores, like CVS, Rite Aid, and Walgreens are proliferating across the country. They like to build featureless, single-story buildings on downtown corners, usually surrounded by parking — often after one or more historic buildings have been demolished. This is what CVS proposed in Davidson.

The town could have easily accepted the cookie cutter design (Plan A), but instead it insisted on a two story brick building, pulled to the corner with parking in the rear. CVS protested, but at the end of the day they built what the town wanted

because they recognized the economic value of being in a profitable location.



Davidson, North Carolina, did not settle for CVS' "Plan A" design.

The lesson learned is that successful communities have high expectations. They know that community identity is more important than corporate design policy.

5. Cooperate With Neighbors for Mutual Benefit

Historically, elected officials have tended to view neighboring communities, the county government, and even the managers of adjacent national parks or other public lands as adversaries rather than allies. Some community leaders see economic development as a "zero-sum" game: if you win, I lose.

Successful communities know that today's world requires cooperation for mutual benefit. They know that the real competition today is between regions. They also understand that very few small towns have the resources, by themselves, to attract tourists or to compete with larger communities.

Regional cooperation does not mean giving up your autonomy. It simply recognizes that problems like air pollution, water pollution, traffic congestion and loss of green space do not respect jurisdictional boundaries. Regional problems require regional solutions.

There are numerous examples of communities working together for mutual benefit. In the Denver region, 41 communities cooperated to support funding for a regional transit system (i.e. FasTracks). Cleveland area communities cooperated to

build a Metro parks system. Metro Minneapolis and St. Paul collaborate on tax base sharing.



Even small rural communities can cooperate for mutual benefit. Small towns in Mississippi have worked together to organize and promote U.S. Route 61 as “the Blues Highway.” Similarly, five rural counties on Maryland’s Eastern Shore collaborated with the Eastern Shore Land Conservancy to create a regional agreement to preserve

farmland and open space.

6. Pay Attention to Community Aesthetics

During the development boom of the 1980’s, Time Magazine had a cover story article about what they called “America’s growing slow-growth movement.” The article began with a quote from a civic activist in Southern California, who said “we were in favor of progress, until we saw what it looked like.” Looks count! Aesthetics matter!

Mark Twain put it this way, “We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge.”

Over 80 percent of everything ever built in America has been built since about 1950 and a lot of what we have built is just plain ugly. There are still many beautiful places in America, but to get to these places we must often drive through mile after mile of billboards, strip malls, junk yards, used car lots, fry pits, and endless clutter that has been termed “the geography of nowhere.”



The problem is not development, per se; rather the problem is the patterns of development. Successful communities pay attention to where they put development, how it is arranged, and what it looks like.

The image of a community is fundamentally important to its economic well-being. Every single day in America people make decisions about where to live, where to invest, where to vacation and where to retire based on what communities look like. Consider tourism, for example. The more any community in America comes to look just like every other community the less reason there is to visit. On the other hand, the more a community does to protect and enhance its uniqueness whether natural or architectural, the more people will want to visit. Tourism is about visiting places that are different, unusual, and unique. If everyplace was just like everyplace else, there would be no reason to go anywhere.

Successful communities pay attention to aesthetics. Typically they control signs, they plant street trees, they protect scenic views and historic buildings, and they encourage new construction that fits in with the existing community.

Editor's note: Whether you're in a big city or small town, dignified, well-designed public buildings can also make a huge difference. They also set an example for developers showing that the community truly believes in a high quality built environment.



Two public buildings in the small city of Port Royal, South Carolina (population, 11,000) set the standard. Port Royal's city hall is above left; the fire station is above right (and, yes, even buildings like fire and police stations can and should be well-designed).

Take a look at Ed McMahon's earlier article, [Public Buildings Should Set the Standard](#), for more on the key role public buildings play.

7. Have Strong Leaders and Committed Citizens

Successful communities have strong leaders and committed citizens. A small number of committed people can make a big difference in a community. Sometime these people are longtime residents upset with how unmanaged growth has changed what they love about their hometown. Others times, the leaders might be newcomers who want to make sure that their adopted hometown doesn't develop the same ugliness or congestion as the one they left. More often than not, they're simply citizens who care a great deal about their community.

An example of a citizen who made a big difference is [Jerry Adelman](#). Jerry grew up in the small town of Lockport, Illinois. Almost single-handedly Jerry created the [Illinois and Michigan Canal National Heritage Corridor](#) which helped restore an abandoned canal linking Lockport with Chicago. Adelman's success at building local support for the canal convinced Congress to add the canal corridor to the national park system.

What about the Naysayers?

Every community has naysayers. Whatever the civic or community leaders propose to do, some people will always say things like: “you can’t do it,” “it won’t work,” “it costs too much,” “we tried that already.” And, “no,” is a very powerful word in a small community, but leaders of successful communities know that “yes” is a more powerful word. Yes, we can make this town a better place to live in, to look at, to work in, to visit.

A pessimist sees difficulty in every opportunity. An optimist sees opportunity in every difficulty.



Summing Up:

We live in a rapidly changing world. In his new book, The Great Reset, author Richard Florida says that “the post-recession economy is reshaping the way we live, work, shop and move around.” He goes on to predict that “communities that embrace the future will prosper. Those that do not will decline.”

One big change is that people and businesses can now choose where to live or operate a business. In today’s world, **communities that cannot differentiate themselves will have no competitive advantage**. This means that quality of life is more important than ever.

Successful communities know that sameness is not a plus. It is minus. Successful communities set themselves apart. They know that communities that choose their future are always more successful than those that leave their future to chance.

For requests to excerpt from or reprint this article, please contact the Editor at PlannersWeb.com / editor@plannersweb.com / 802-864-9083 / P.O. Box 4295, Burlington, VT 05406

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RESOLUTION

A RESOLUTION OF THE COUNCIL OF THE CITY OF KNOXVILLE RESPECTFULLY REQUESTING THE TENNESSEE DEPARTMENT OF TRANSPORTATION AND ITS COMMISSIONER TO CONSIDER PERMITTING LOGO SIGNS AT OR IN THE VICINITY OF INTERSTATE I-640, EXIT 8 AND THE RELEVANT AREA AROUND KNOXVILLE CENTER MALL.

RESOLUTION NO: R-325-2014

REQUESTED BY: Councilmember Della Volpe

PREPARED BY: Counsel

APPROVED: 09-16-2014

APPROVED AS AN EMERGENCY MEASURE: _____

MINUTE BOOK: 78 PAGE _____

WHEREAS, the Tennessee Department of Transportation (TDOT) controls signage that can be placed along interstate highways in Tennessee and has, until recently, limited the use of logo signs in municipalities with populations greater 100,000 to only the first exits in and out of such larger urbanized areas; and

WHEREAS, TDOT has recently promulgated revised regulations, effective October 29, 2014, that would allow local governments in such larger urbanized areas to apply in writing to the TDOT Commissioner to permit such logo signs at interstate or freeway exits that otherwise meet the regulatory criteria for such signage; and

WHEREAS, the City of Knoxville, acting through its Mayor and City Council, wishes to logo signs located at several of the interchanges within its boundary in order to provide the traveling public on such freeways with the business identification and directional

information needed to identify such available services, especially at exits where the nature of the road elevations and surrounding vegetation prevent reasonable visual evidence that such commercial services and business can be obtained by exiting the freeway at that interchange; and

WHEREAS, one specific example of such need exists at I-640 Exit 8 (one exit in either direction) in east Knoxville, which exits are in close proximity to Knoxville Center Mall (formerly East Towne Mall) and some 100 other independent businesses which lay immediately surrounding the interchange on local roads, but which are obscured by the artificial earthen berms (originally built as a part of the freeway to accommodate several freeway crossover bridges) and which after forty years are overgrown with mature vegetation that hides the sight of those service and commercial businesses from travelers' view; and

WHEREAS, the City Council is of the opinion that such logo signs will enable travelers on the Interstate to make informed decisions about needed services before they reach the exit ramps and effectively irrevocably pass those north and south bound exits and the many businesses there which generate state and local taxes and create some two thousand jobs; and

WHEREAS, City Council most respectfully requests the Commissioner of the TDOT to authorize use of such logo signs at these exits.

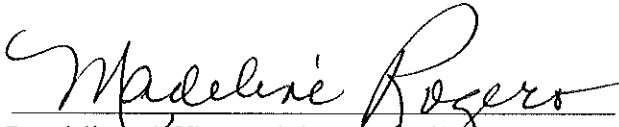
NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF KNOXVILLE:

SECTION 1: The Council of the City of Knoxville hereby respectfully requests the Commissioner of the Tennessee Department of Transportation to authorize the use of logo signs within the boundaries of the City of Knoxville, and in particular at the approaches to the exits at Interstate I-640, Exit 8.

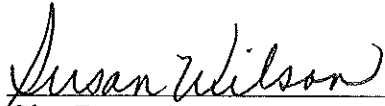
SECTION 2: Upon adoption, the City Recorder is hereby respectfully requested and directed to forward a true and correct of this Resolution to John Schroer, Commissioner of Transportation for the State of Tennessee and TDOT Region 1 Director Steve Borden, with a

copy to State Senator Becky Massey, and State Representative Bill Dunn, to advise them of this request under TDOT's Rules.

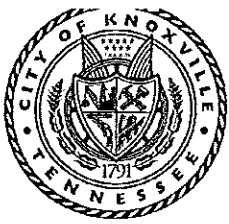
SECTION 3: This Resolution shall take effect from and after its passage, the welfare of the City requiring it.



Presiding Officer of the Council



City Recorder



11a

CITY OF KNOXVILLE, TENNESSEE

City Council

AGENDA INFORMATION SHEET

AGENDA DATE: September 16, 2014

DEPARTMENT: Legislative

DIRECTOR: City Council

AGENDA SUMMARY A Resolution respectfully requesting the Tennessee Department of Transportation and its Commissioner to consider permitting logo signs at or in the vicinity of Interstate I-640, Exit 8 and the relevant area around Knoxville Center Mall.

COUNCIL DISTRICT(S) AFFECTED

4th and 6th Districts

BACKGROUND

This Resolution respectfully requests that the Commissioner of the Tennessee Department of Transportation consider allowing permanent logo signs in the vicinity of Interstate 640, exit 8 (Knoxville Center Mall area). Previously the Tennessee Department of Transportation did not allow logo signs within the urbanized area boundary of cities of 100,000 or greater population, but due to a change in procedure, for a limited period of time (October 29, 2014 through June 30, 2015) the State is going to give the Tennessee Department of Transportation Commissioner discretion to allow these logo signs in the vicinity of Knoxville Center Mall, as well as other areas.

OPTIONS

1. Approve
2. Deny

RECOMMENDATION

ESTIMATED PROJECT SCHEDULE

PRIOR ACTION/REVIEW

N/A

FISCAL INFORMATION

N/A

ATTACHMENTS:

- FINAL Resolution - Interstate 640_Exit 8_Signage (DOC)



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Comments for MPC re sign ordinance draft

1 message

Melissa McAdams <melissamcadams2@gmail.com>

Mon, Sep 29, 2014 at 9:44 AM

Reply-To: melissamcadams2@gmail.com

To: commission@knoxmpc.org

Please let me know that you have received this email, and whether it can be provided to Commissioners before this afternoon's meeting.

Thank you, Melissa McAdams

Re: 10-B-13-OA

Comments to MPC on Knoxville's Sign Ordinance

September 26, 2014

Melissa G. McAdams, participant on the City Sign Task Force,
2/12 to 7/14

The draft sign ordinance submitted for your consideration by MPC staff is an improvement on some failings in the City's current regulation. In February 2012, city staff presented the Sign Task Force (STF) with a long list of issues that needed to be addressed to improve and update the sign ordinance. The STF agreed on several solutions—for example, dealing with abandoned signs, but was unable to reach agreement on sign height restrictions and several other issues.

At its final meeting in July, a majority of the STF gave up on trying to reach consensus, and voted to send the draft along to MPC, but

“not as a recommendation.” In my recollection, I voted against this motion because the good changes in the draft proposal did not outweigh the bad, primarily that sign heights in neighborhood residential areas were not reduced significantly and the deletion of a section regarding signs on scenic highways.

MPC staff has since added some provisions. **I applaud the addition of appropriate treatment of signage along state designated scenic highways.** Knoxville’s scenic roads are a condensation of the beauty that this area offers, and due to a misunderstanding of state law when the current ordinance was drafted, our city regulations do not include adequate sign regulation or protections to these few routes from commercial exploitation. Keeping some areas--with river, mountain, and valley views, unique and attractive for both tourists and Knoxville residents is essential to the health of this city. For some reason I am not privy to, Pellissippi Parkway, a scenic highway, is excepted, and I disagree with this part of the staff recommendations.

Because we had very little discussion at the final STF meeting in July, I am attaching my comments on July’s draft of the sign ordinance. Sign regulation is a difficult part of zoning law to understand, and I do think replacing the current ordinance which is a cut and pasted accretion of provisions, with the proposed version, is an improvement **except that road classifications were too simplified thereby removing the height and size reductions needed for areas in or near residences and areas where neighborhoods are or try to be pedestrian friendly.**

July 13, 2014

To: Cindy Mitchell

From: Melissa McAdams

Re: Comments on the Draft Sign Ordinance

Six items for discussion at the meeting:

1. **Signs in O-1 Office Districts:** At our meetings, city employees stated that variances from the office district rules are the most numerous sign variance requests before the BZA, so changes to this section are needed. As to the detached signage issue, I do not agree that 15 foot tall pole signs should be allowed. 2(a) should delete this exception. I do think that 2(b) on sign area size should add the exception for adjacent to major arterial roads and allow forty eight (48) square feet. 2 (c), on height, should read “except that adjacent to a major arterial road....a monument or column sign may be nine (9) feet. This change allows street graphics to be legible and visible along major roads with higher speed limits and keeps the signage attractive and appropriate.
2. **Sign area for detached signs** in commercial districts of 195 sq. ft. for primary and adjacent to interstate signs seems too large to me. Task force members’ submitted sign area numbers (8/5/13) averaged lower, especially away from interstate interchanges. The summary of detached sign area from 2011-2013 sign permit data showed the vast majority of signs put up in Knoxville were much smaller in area. I do not think the adjacent to interstate secondary signs should be that large, and I do think these signs should be subject to a spacing requirement—that they be separated by a certain distance, say 500 feet or more, from any other structure or not be allowed. I do not think signs on major arteries near residential neighborhoods need to be this large either.
3. On time allowed for **abandoned signs**, Farragut says discontinued for 90 days, Brentwood says 30 days, I think the 60 day proposed language is fine, but have no objection to 90 days. I do think allowing only one year for an unused sign to blight an area is plenty.
4. Section H, General Sign Standards, **setbacks**: Setbacks strike me as a safety concern, and I would defer to expert recommendations on necessary setbacks. Section H does not specify only applying to commercial districts. Driver vision should not be impaired and signs should not present a collision danger to passing traffic, especially large trucks. I assume some office and commercial properties on narrow side streets are not able to meet this setback requirement, and have to use wall signs.
5. **Sight Triangle** of 25 feet appears reasonable, but I would defer to what studies show on roadway safety. This length of clearance may only be needed on properties along major arterial roads.
6. **Window signs:** I am not in favor of illuminated temporary or permanent window signs—placed “within,” “outside,” or “on” a window. I was annoyed for years when passing a strobe light placed in the window of a barbershop

facing Kingston Pike in Bearden. For non-illuminated signage, Collierville and Brentwood limit temporary window signs to 15 and 25 percent, respectively, of the area of the window or glass door to which attached. I think 25 percent for a temporary window sign is generous. Permanent window signs, I assume, are subject to permits.

Additional issues:

1. Knoxville's requirement that all permanent signs shall contain the **street number** of the business appears to be completely ignored. Way finding is difficult on many streets of our city because addresses are not obvious. All new or replaced signage should not be permitted without a street number of readable size displayed.

2. **Designated Urban Roads not to be Impaired:** The lack of respect Knoxville's current ordinance has given to this city's state designated **scenic highway** roads (Kingston Pike between Neyland and Lyons View, Lyons View Pike, Cherokee Boulevard, South Knoxville Boulevard between Sevier Ave. and Chapman Hwy., parts of Middlebrook Pike, of Northshore Drive, and of Westland Drive, Pellissippi Parkway, etc. T.C.A. 54-17-114) has been based on a misunderstanding of state law. This misunderstanding has significantly damaged the scenic highways within Knoxville. State law, with some exceptions, prohibits advertising structures within 2,000 feet of any designated scenic highway. State law does not require that signs on scenic roads be allowed to be 35 feet high; it prohibits buildings from being built higher than 35 feet within 1000 feet of a scenic highway. State law prohibits excepted signs along scenic highways from being larger than 100 square feet in area and/or closer than 1000 feet apart per road or highway frontage. State law excepts from this protection signage within the corporate limits of cities, so cities are able to adopt restrictions they see fit for these roads noted for their scenic beauty, tourism benefits and historic significance. T.C.A. 54-17-109

Knoxville's sign ordinance should recognize the special significance of these roads and protect what is left of their unique beauty and attraction to the traveling public. The Sign Task Force did not discuss fully keeping more stringent standards for these roads, as the existing ordinance does, and I do not think we should drop this standard without replacing it with lower signage heights and smaller signage areas more appropriate for commercial areas on these scenic roads. One hundred square feet of area and 15 feet high should accommodate whatever future development or sign replacement may occur along these roads.

City Council and MPC should not allow commercial sign blight to continue along Knoxville's designated scenic highways. These few corridors deserve this protection. Section L.6.c.(f) Signs permitted by zone district should be deleted—Pellissippi Parkway should be protected.

3. I am not clear on how the sign ordinance, section L-3, **Historic overlay** zone districts, and the city's historic zoning guidelines work together.

4. **Legal non-conforming on premise signs** should be brought into compliance with new restrictions if relocating or significantly altering the sign structure, or adding signage to the property. Farragut's ordinance is stricter and requires conformance when property use changes.

Document #4 Mark Donaldson's additional recommendations to MPC:

1. Master Sign Plan Incentives: I think a 45 foot high development directory sign is too tall, especially in a location not on the interstate.
2. Delete c.(f) and optional e.(f): The inclusion of Interstate 140 and the Pellissippi Parkway interchanges as areas where larger signs are permitted flies in the face of their state designation as scenic highways. I would object to their inclusion in the section allowing larger, higher signs. The city should recognize the benefit of keeping this parkway a less commercially trashed thoroughfare. Monument size and heights look okay to me.
3. I agree with adding (e) preventing alteration, expansion or moving of an off- premise sign.

Minor edits:

1. O.1. Last sentence of first paragraph needs a "be" between "not" and "related" or remove the "d" from "related."
2. H.4. Illustration missing

3 attachments

 **page2image24072.png**
3K

 **Comments to MPC on Knoxville's Sign Ordinance.docx**
141K

 **July 2014 comments to Cindy.pdf**
60K



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Why Window Signs Matter

1 message

joyce feld <jlfeld@gmail.com>

Tue, Sep 30, 2014 at 11:08 AM

Reply-To: jlfeld@gmail.com

To: commission@knoxmpc.org

Cc: Mark Donaldson <Mark.Donaldson@knoxmpc.org>

Dear Commissioners,

Thank you for your thoughtful consideration of the sign ordinance proposal yesterday. By enacting changes that will significantly enhance its aesthetics, Knoxville has a rare opportunity to genuinely improve the quality of life in our city for its residents, its business community and its visitors.

Why Window Signs Matter

Scenic Knoxville strongly believes that it's important to regulate window signs.

Like on-premise and off-premise signs, window signs depend on visibility from the public realm for their value. If you doubt this, ask businesses if, in exchange for no other regulation, they're willing to turn their signs around so they're only readable from the inside.

Because window signs depend on the publicly owned and maintained right of way, they are a legitimate concern of the public and it's reasonable to regulate them. Except for the fact that they're applied from the interior, window signs are no different in function and intent from any other signs. The courts have established that government has a right to regulate signage as long as legitimate reasons are provided, such as aesthetics and public safety. Aside from content, which we may not regulate, we already place numerous restrictions on signs. Window signs are unfairly used by many to go beyond these restrictions and increase their signage.

The primary mission of the Sign Task Force was beautification and reduction of sign clutter. You can see from the attached photograph the result of lax regulation of window signs. Junky, isn't it? This was taken on Papermill Dr., and although this example might be extreme, there are numerous establishments which clutter their windows with signs and mar the aesthetics of the public right of way.

We aren't recommending the elimination of all window signs, but we do think it's reasonable to limit their size and format (e.g. EMCS

and monitors) in the same way that we already limit the size and format of other commercial signs.

Joyce Feld

President
Scenic Knoxville

City Council Sign Task Force Member

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This message was directed to commission@knoxmpc.org



Window Signs Papermill Dr-Jan 2014.jpg
964K

PAPERMILLMARKET
DISCOUNT
CIGARETTE & TOBACCO
OUTLET
865-588-1227

4615

I CIG.- BEER - CIGAR - ICE P
C C C C C H
R R R R R O
E E E E E N
A A A A A E
M M M M M C
A A A A A R
D D D D D S

OPEN

SWISHER SWEETS

pick up a little happiness
Coca-Cola
99¢
12.5oz
Coca-Cola
hand held

Newport
pleasure!
CIGARETTES
SPECIAL OFFER
1.89

AMERICAN SPIRIT
100% additive-free reduced tar tobacco

OPEN

AMERICAN SPIRIT

ADT
NEW SOFT TIPS
Marlboro
\$3.39

Marlboro
\$4.93
PLUS TAX

Special Blend
Marlboro
\$3.99
PLUS TAX



Fwd: 10-B-13-OA--Amendments to the City of Knoxville Zoning Ordinance, Article II, definitions and Article V, Section 10, Sign Regulations

1 message

Mark Donaldson <mark.donaldson@knoxmpc.org>
To: Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

Tue, Oct 8, 2013 at 3:42 PM

----- Forwarded message -----

From: **Carlene Malone** <carlene.malone@gmail.com>

Date: Tue, Oct 8, 2013 at 1:02 PM

Subject: 10-B-13-OA--Amendments to the City of Knoxville Zoning Ordinance, Article II, definitions and Article V, Section 10, Sign Regulations

To: bartcarey@comcast.net, Michael Kane <makane1@bellsouth.net>, Nathan Kelly <Nathan.J.Kelly@gmail.com>, cfomax@hotmail.com, Janice Tocher <jtocher.mpc@gmail.com>, herb@claibornehauling.com, artclancy3@gmail.com, Laura Cole <cole5137@bellsouth.net>, Len Johnson <lenedna@bellsouth.net>, rebeccalongmire@hotmail.com, Brian Pierce <brianpierce@mbiarch.com>, jwroth@qmwkx.com, wstowers@stowerscat.com

Cc: Duane Grieve <ldgfaia@grievearchitects.com>, George Wallace <gwallace@cbww.com>, Nick Della Volpe <ndellavolpe@bellsouth.net>, "mark.donaldson@mpc.org" <mark.donaldson@knoxmpc.org>

Dear Commissioners:

The existing Knoxville Zoning Ordinance does NOT allow "pole signs" in an Office Zone. The proposed changes allow a "pole sign" in Office zones that are located on an Arterial Street (**L. SIGNS PERMITTED BY SPECIFIC ZONE DISTRICT, 5. Office zone districts (O-1, O-2, O-3).**)

I request that "pole signs" be deleted from the Office zone for the following reasons:

1. Some "arterial" streets are residential in character. For example, Tazewell Pike, Cedar Lane, Westland, etc., are classified as "arterials".
2. Pole signs are not compatible with residential character, even if limited to 15 feet in height, as proposed. Height and area variances can be requested, of course.
3. Office zoning has served as a buffer or transitional zone between residential and more intense commercial uses.
4. Except for interstates, road classifications change. A Collector could be reclassified to an Arterial in the very near future. That would mean Office zoning established with neighborhood approval under the existing rules that do not allow pole signs, would suddenly allow pole signs, very likely to the dismay of the neighborhood.

4. It is one thing to permit an increase in the height and area of a pole sign in Commercial and Industrial zones within 500 feet of an interstate, as is proposed. Pole signs are generally permitted in Commercial and Industrial zones located in ALL street classifications. It is quite something else to allow a "pole sign" generally NOT permitted in the Office District to be permitted on an Arterial street.

In other words, increasing height and size based on road classification is different from adding a new sign type based on road classification, especially when the classification, Arterial, is changeable.

5. Unlike Collector and Arterial designations, it is highly unlikely that any street will be reclassified to an Interstate. In fact, the proposed ordinance specifically identifies the locations allowing the increase in height and area.

Thank you for considering my request.

Carlene Malone
687-8148



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Signs

1 message

Mike Cohen <mike@cohencommunicationsgroup.com>

Tue, Sep 9, 2014 at 8:07 PM

Reply-To: mike@cohencommunicationsgroup.com

To: commission@knoxmpc.org, Mark Donaldson <Mark.Donaldson@knoxmpc.org>

The attached sheet represents the official position of the Chamber of Commerce. We would like to have this shared with each MPC Commissioner.

We are glad that there is widespread agreement on the biggest issues: size and height. Both are significantly reduced, which was true compromise by the businesses involved...businesses who depend on signs as a critical part of their success.

We believe size and height is what most people care about and is what most needs to be addressed.

Thanks. Feel free to call or e-mail me at anytime.

--

Mike Cohen
Cohen Communications Group
[865-659-4750](tel:865-659-4750)



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This message was directed to commission@knoxmpc.org



Info sheet for MPC.docx
18K



City of Knoxville

Sign Ordinance and Task Force Update

Signs are one of the most important tool businesses have for public outreach and sales. Without a sign, people might never find you. Consider this advice from the Small Business Administration:

<http://www.sba.gov/content/why-do-i-need-sign-my-business>

The City of Knoxville decided almost two years ago that it wanted to address the height and size of signs. That led to the appointment of a Task Force, chaired by Councilman Duane Grieve, that included businesses as well as some who are, frankly, anti-sign and would rather see them all banned or made so small they are far less effective.

When the Task Force began meeting the mission shifted from focusing on just size and height to a variety of issues, including what percentage of a business's windows can be covered with signs.

Mr. Bill Weigel, CEO of Weigel Stores, Inc. has taken point for the business community because his business leans heavily on signs and because even among opponents he is highly respected. The Chamber and its representatives have been heavily involved in the process.

Here are some key points that articulate where things currently stand and what we support and hope to change.

SIGN SIZE AND HEIGHT: In the spirit of compromise, the business community has accepted a reduction of size and height. There are particular allowances for areas next to interstates as opposed to other types of streets. *WE SUPPORT THE AGREED- ON COMPROMISE.*

ABANDONED SIGNS: At least one version of the proposal calls for signs that have been unused for a set period of time (usually a year) to be considered abandoned and to be removed. We believe that is wrong. A vacant building is already a problem for the owner; compelling the owner to spend money to make the property less valuable is a mistake. *WE SUPPORT REQUIRING THAT SIGNS BE PROPERLY MAINTAINED*

AND ALTERED (for example, TO SAY "FOR SALE OR RENT") BUT IF MAINTAINED, THEY SHOULD NOT HAVE TO BE REMOVED.

WINDOW SIGNS: The proposed ordinance would restrict the percentage of a window that could be covered with a sign to 25 percent of the total window. This not only addresses a problem that does not exist; it also is unenforceable. It would, in effect, ban "wrap signs" such as those on the windows of new and successful downtown businesses like The Casual Pint and Patricia Nash, which you can see here: http://knoxyintheknow.com/wp-content/uploads/2014/04/IMG_0766.jpg The windows of a business belong to the business and the owner/operator should be free to do as they please. WE OPPOSE ANY REGULATION OF WINDOW SIGNAGE.

There is also a question of cost. No one has yet addressed what it would cost the city to enforce these regulations and whether they have the resources to hire the people needed to do so. If the city enacts regulations without resources, those laws are only enforced when someone complains-- not a good way to operate.



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Amendments to the City of Knoxville Zoning Ordinance definitions and sign regulations. 10-B-13-OA

1 message

joyce feld <jlfeld@gmail.com>
 Reply-To: jlfeld@gmail.com
 To: commission@knoxmpc.org

Tue, Sep 9, 2014 at 3:32 PM

Dear Commissioners:

I appreciate the opportunity to have served on the City Council Sign Task Force. The Task Force is recommending many positive changes to the sign ordinance that will benefit our city. However, the process has not been without its problems and unfortunately, the product as it stands now is not what the majority of the community is expecting from a two and a half-year process during which they have weighed in heavily.

To begin with, the composition of the task force is not balanced as originally promised, and as a result it does not fairly represent the community it serves. Aside from the Chair and Co-Chair, who are members of City Council, there were at first five - and now four - members who represent the interests of the Chamber. In contrast, there are only two members who represent a community that desperately wants a reduction in sign clutter and a significant improvement in the appearance of our city. If the task force membership was more representative, many of its recommendations today would be different.

In spite of detailed feedback from me (and others) as a Task Force member, numerous community speakers at four public forums and dozens of emails, little of this feedback provided by Scenic Knoxville and the community has been incorporated into the proposal. In contrast, several items in the proposal are clearly designed to cater to special interests, although a clear justification is lacking. For example, convenience stores will be allowed larger Wall Signs (Attached Signs) than all other businesses of a similar size by adjusting the formula by which sign size is computed (See Section G, #5). Allowable sign sizes for real estate signs were doubled and in some cases quadrupled after a single private meeting with representatives of the Board of Realtors - a change that was not discussed or approved by the Task Force (See Section F, #1-4 & 6). And the maximum allowable face size of pole signs was increased from 165 sq. ft. to 195 sq. ft based on a personal request of one task force member outside the purview of the Task Force.

Two and a half years ago City Council recognized that Knoxville has been saddled with an outdated sign ordinance that has wrecked visual havoc on our interstates and urban streetscapes. They passed new maximum allowable sign heights on first reading that are far smaller than those before you now, asked that the issue receive further study and formed the Sign Task Force. The **primary** mission of the Task Force derived from Council's intent to decrease sign clutter and improve the appearance of our City. Unfortunately, Scenic Knoxville and its supporters does not believe this proposal will adequately accomplish this goal.

Research shows us there is a strong correlation between sign control, community attractiveness, and economic vitality. Attractive streetscapes have been shown to be good for business as well as surrounding property values. An attractive city is a business friendly city and one where people want to live, work, recreate and visit.

I have attached two documents for your consideration that describe the changes that Scenic Knoxville would like to see in this proposal.

Thank you,

Joyce Feld
President, Scenic Knoxville
Member, City Council Sign Task Force

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This message was directed to commission@knoxmpc.org

2 attachments

 **Sign Task Force FB for STF 7-23-14.doc**
44K

 **Sign Task Force Master Signs 7-23-14.doc**
55K

SIGN TASK FORCE FEEDBACK

Joyce Feld
July 23, 2014

I have reviewed Document #1 and one section of Document #4. I am confused by the fact that several changes in the new proposal pertain to issues that were not raised during either of the two City Council workshops. It was my understanding that revisions were to be based on comments made by City Counselors and speakers during these two public meetings. In addition, the revisions that have been made do not seem to reflect equally the different viewpoints and suggestions discussed in the two workshops. Although Scenic Knoxville and its supporters made many suggestions, I am aware of only two (one very minor) changes in the new proposal that took these suggestions into account. I am also unclear why the Chamber has been given a unique opportunity to provide feedback on these documents, especially considering that the Chamber's interests are already over-represented on the Task Force. **It is important that this proposal be the outcome of an equitable and transparent process.**

Here are my comments to date.

Document 1

Section E

P. 9

#22. Decorative flags and bunting..... This should specify how long before an event these can be put up.

#24 Temporary signs for political purposes should have a size limit. Some have become ridiculously large.

Section F

P. 10

#1-6 Why were the maximum sizes in this section increased? I don't recall this being discussed since the last draft.

#1. Nine sq. ft. should be restored to 6 sq ft.
Wall signs should have a maximum size specified.

#2. Thirty-two sq ft should be restored to 16 sq ft.
Wall signs should have a maximum size specified.

#3. Nine sq. ft. should be restored to 6 sq ft.

#4 Sixty-four sq ft should be restored to 32 sq ft.
Detached signs should have a maximum height of 8 ft.

#6 31 days should be restored to 17 days.
24 sq ft with a maximum height of 6 ft in a residential district
32 sq ft with a maximum height of 8 ft in all other districts.

P. 11

#7 Farmers Markets should be allowed 2 signs per entrance. Some markets have entrances off of two different streets.

#9 20 sq ft should be restored to 10 sq ft.
Language should be added which would allow a maximum of one illuminated "OPEN" sign which must remain static and not be allowed to flash or scroll. Other digital signs, televisions or other monitors, videos, etc. should be prohibited. No sign should obscure the view of the interior of the building.

Section G

P. 11

(c) Please explain and provide rationale to task force.

P. 12

#5 Delete this section

The size of attached (wall) signs should be calculated based on the sq. footage of the building facade in the same manner as it is for all other commercial buildings. **There is no logical justification for this provision.**

Section I

P. 13

#1. Why was the last sentence deleted?

#2. (c) It should be made clear that attached and detached signs (if both are used) must be displayed simultaneously for a 15 day period rather than sequentially each with a 15 day period.

(e) What does this mean? It sounds like a temporary sign is allowed in addition to those specified in (c).

P. 18

#6. Delete this section. New technology is available which allows price signs to be changed remotely without using digital technology. When City Council allowed digital changeable price signs in 2009 the primary argument in favor of allowing

them was that it was too difficult to manually change signs which require frequent changing (e.g. gas stations). With new technology available this argument is no longer relevant. (See the non-digital changeable price sign for the Kroger gas station in Bearden)

#7 Delete this section which allows a digital sign on certain large developments (e.g. Turkey Creek). Electronic Message Centers were banned in Knoxville in 2009 and **this policy should be consistent throughout the city.**

Section K

P. 20

#6. Ground sign advertising the sale of property in an approved subdivision This should be limited to 64 sq feet (vs. 100 sq feet) and a maximum height of 8 feet (vs. 12 feet) in commercial zones and 36 sq. feet and a maximum height of 6 feet in residential zones.

Section L

P. 21

#4. (a) The existing ordinance requires that the ground (detached) sign for a home occupation in a residential zone be 20 feet back from the street right-of-way line. This requirement should be maintained.

P. 22.

#5. (2) (a) and (c) There should be no pole signs in an office zone district. The current ordinance does not allow pole signs in office districts and this restriction should be maintained.

#6. (a) Attached (wall) signs should be limited to 7% of the wall area of the primary building elevation instead of the 10% of wall area allowed here. The task force reviewed data for new attached signs over the previous 5 years and found that the vast majority of new requests were for 5-7% of wall area. When considering the wall area of large buildings such as big box stores, an additional 3% is significant.

#6 (c) & (d)

These sections should be replaced with the following table:

Maximum Sign Height and Sign Area

Maximum Height and Sign Area for Primary Detached Signs by Type of Detached Sign				
Street Classification of the lot front to which the detached sign is oriented	Monument or Column		Ground or Pole	
	Maximum Height	Maximum Sign Area	Maximum Height	Maximum Sign Area
Within 500 feet of an Interstate Interchange	12 ft	96 sq ft	25 ft	120 sq ft
*Adjacent to an Interstate	10 ft	64 sq ft	20 ft	64 sq ft
**Adjacent to a Federally designated highway (see below)	8 ft	48 sq ft	Not Allowed	
All other roadways	6 ft	28 sq ft	Not Allowed	

*It should be noted that businesses adjacent to an interstate will also have a second sign on the roadway from which the business is accessed (e.g. I-40 and Kingston Pike)

**Federally designated highways include Chapman Highway, Henley St., Broadway, Kingston Pike, Asheville Highway, Rutledge Pike, Clinton Highway, and Alcoa Highway

Section M

P. 24

Creation of Special Sign Districts Language should be added which would prohibit the ability to exceed the sign standards already specified for that zone.

Document 4

Alteration, Expansion or Moving of Legal Nonconforming Signs

The optional proposed amendment should be adopted. The first line should be amended to read "Alteration, Expansion or Moving. No off premise sign or **legal non-conforming on-premise sign** shall be changed or altered in any way;....

Other Issues

Moving People Signs These are highly distracting to passing motorists and should be regulated or banned.

Mobile Sign Trucks Some thought should be given to the regulation of mobile sign trucks, particularly those that use digital technology and whose sole purpose is advertising. While not common in Knoxville at this time they are used in other cities.

Off-Premise Advertising Signs (Billboards) There should be specific language in the proposal which bans any new and converted digital billboards. The language should be written to take into account any new technologies that might develop so that the billboard industry can't circumvent the intent of the ordinance in the future.

J. MASTER SIGN PLANS

CURRENT LANGUAGE

1. 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 uses development, a master sign plan is required for certain signs identified within Article 5, Section 10, and sign systems within the TC-1 and TND-1 zone districts. A master 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.

ALTER NATE LANGUAGE

1. 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 uses development, a master sign plan is required to allow the use of development directory and project directional signs and is required for all sign systems within the TC-1 and TND-1 zone districts. A master 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. In addition, a master sign plan provides incentives to reduce the overall number and size of detached signs throughout the unified development described by the master sign plan **in exchange for an increase in the dimensional standards for an approved development directory sign.**

4.
*Development
Directory Sign.*

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 sign plan (see subsection 3, above) subject to meeting the following:

a. The development directory sign shall meet the requirements of subsection L of these regulations for a detached sign in a commercial or industrial zone district.

4. *Development Directory Sign.*

To encourage coordinated, well designed sign systems that allow sufficient identification of businesses in a manner which promotes traffic safety and to reduce the overall number and size of detached signs within unified developments, development directory signs may be approved by the metropolitan planning commission as a part of a master sign plan subject to meeting the following:

a. One (1) development directory signs shall be allowed per street frontage or entrance to the unified development via a public street.
Interstate frontage is considered a street frontage .

b. A development directory sign may be approved with a maximum sign height of thirty (30) feet and sign area of one hundred ninety-five (195) square feet.

c. As an incentive to reduce sign clutter within the unified development , the planning commission may approve additional height and sign area for a development directory sign as follows:

(1) If all other signs within the unified development are specified on the master sign plan as monument or column signs in accordance with the height and sign area permitted by these regulations an additional twenty (20) percent increase from the base maximum sign height and sign area may be permitted.

(2) For each detached sign eliminated from the right of a parcel to erect a detached sign along the major street frontage, as established by the platted lot configuration of the project, an additional five (5) percent increase in maximum allowed height and sign area, up to a maximum

b. The development directory sign shall count as one of the detached signs permitted pursuant to these regulations 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 signs on the lot in conformance with the maximum limitations.

addition of thirty (30) percent, may be approved by the planning commission. Such details and calculations shall be shown on the master sign plan as approved by the planning commission.

(3) The multiplier factors shown in (1) and (2) above are cumulative, so that the ultimate maximum sign height and sign area may be fifty (50) percent greater than the base sign height and area.

d. A development directory sign approved as part of a master 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 sign plan.

e. A development directory sign may be approved on a lot in addition to other permitted detached signs on the lot.

NOTE: This is what a directory sign and separate detached sign on the same lot looks like:

c. 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.

d. 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.

f. 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 allowed 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.

e. Approved

development directory signs shall not be converted to any other type of off-premise sign.

g. Development directory signs shall be designed so as to integrate the sign into the overall design of the unified development through the use of compatible colors, materials and landscaping. Any support structure shall be finished to complement the design of buildings within the project.

f. A development directory sign approved as part of a master 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

h. Approved development directory signs shall not be converted to any other type of off-premise sign.

**in accordance
with an
approved
master sign
plan.**

6. Administrative Changes.

After approval of a master sign plan by the Planning Commission, the MPC director, or designee, may approve a change to the signs described within the master sign plan up to an increase in the size of any sign by up to ten (10) percent; provided this does not exceed the maximum standards permitted.

Items highlighted in amber are new. Items highlighted in blue are positive guidelines currently in existence that have been removed.

Items in red are new things that are actually WORSE than before. Most of the items in red were introduced without any known public input and without Sign Task Force vote.

Items in pink should be removed whether new or old!



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Agenda item 5, Amendments to zoning ordinance regarding signs

1 message

Melissa McAdams <melissamcadams2@gmail.com>
Reply-To: melissamcadams2@gmail.com
To: commission@knoxmpc.org

Wed, Oct 8, 2014 at 2:29 PM

To: MPC

From: Melissa G. McAdams, Sign Task Force Participant

Date: 10/8/14

Re: 10-B-13-OA, Sign ordinance

MPC staff has made several improvements to the draft ordinance, and I do think the proposed amendments are worthy of recommending to City Council. I agree with the optional proposal—adding road classifications with lower signage heights, contained in Exhibit J—option L.6.d(3). Collector and arterial roads and especially local roads should have lower height maximums.

I am confounded by MPC staff's recommendation in Exhibit J—option L.6.d(3) that contains sign heights greater than the Task Force discussed maximums (40 feet). The ground and pole sign height at interstate interchanges should be changed to 40 feet, and within 100 feet of interstate and expressway ROW to 30 feet. Also, the inclusion of the Interstate 140, Pellissippi Parkway, and Northshore Drive and Westland Drive should be deleted (Optional Proposal L.6.d(6)). These still fairly rural and residential areas should be protected from over tall signage.

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This message was directed to commission@knoxmpc.org



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Sign ordinance

1 message

Terry Caruthers <t_caruthers@hotmail.com>

Thu, Oct 9, 2014 at 8:07 AM

Reply-To: t_caruthers@hotmail.com

To: "commission@knoxmpc.org" <commission@knoxmpc.org>

Dear Commissioners,

As a lifetime resident of Knoxville who serves on the boards or as a representative with the Colonial Village Neighborhood Association (CVNA), the South Knoxville Neighborhood and Business Coalition (SKNBC), and the Neighborhood Advisory Council (NAC), I would like to share my personal opinion regarding the proposed sign ordinance.

While I respectfully honor and appreciate the extensive research and outreach conducted by the Sign Ordinance Committee and their dedication, time and commitment, I think they failed to achieve an outcome that benefits our scenic highways and vistas. I do not believe their height proposals (essentially a 10 foot reduction) are significant enough to impact the clutter along our roadways.

I support the height proposals made by Scenic Knoxville. From what I've read, they are more in keeping our roadways and vistas attractive, as well as being similar to what has been adopted and what is being proposed in other metropolitan cities in Tennessee and in surrounding states.

For once, Knoxville needs to up its game and remain in-step with the time, particularly when we are drawing more and more tourists and visitors because of our Urban Wilderness. They come to see the beauty of nature, not unsightly signage.

Thank you for your time.

Terry Lee Caruthers
6102 Arcadia Drive
Knoxville, Tennessee 37920
865-5556-5702

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This message was directed to commission@knoxmpc.org



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

[MPC Comment] Tall Signs Don't Equal Success

1 message

joyce feld <jlfeld@gmail.com>
Reply-To: jlfeld@gmail.com
To: commission@knoxmpc.org

Thu, Oct 9, 2014 at 9:24 AM

There is no research that shows that tall and big signs translate into business success. Attached is a photo of Chuy's restaurant on Kingston Pike. Chuy's has a 10-ft sign and a full parking lot. Attached is also a photo of Rafferty's restaurant located across the street from Chuy's which was taken 3 minutes later. Rafferty's has a 50-ft sign and an empty parking lot.

There is research which shows that communities with strict sign regulations have greater economic prosperity and higher property values.

Joyce Feld

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This message was directed to commission@knoxmpc.org

2 attachments

chufs.jpg
1444K



Raffertys vs. Chufs Signs.jpg
2046K