

ORDINANCE NO. 2013-08

AN ORDINANCE TO AMEND TITLE 14, CHAPTER 5, "SIGN REGULATIONS" IN THE SIGNAL MOUNTAIN TOWN CODE TO MODIFY AND CLARIFY CERTAIN SECTIONS RELATING TO SIGNS AND SIGNAGE.

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WHEREAS, the Design Review Commission has provided a recommendation to the Town Council that there is a need to modify and clarify certain sections of the "Sign Regulations" by amending Title 14, Chapter 5, relating to signs and signage; now therefore,

SECTION 1: BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF SIGNAL MOUNTAIN, TENNESSEE that Section 14-502 of the Town Code entitled "Definitions" shall be amended as follows:

**Section 14-502. Definitions.**

- a. Add new definition "Window": The uninterrupted aggregate of the glazing including framing set into windows and doors on a given wall. See "Glazing".
- b. Add new definition "Glazing": Sheets of glass including framing set into windows and doors on a given wall. See "Window".
- c. Replace definition #64 entitled, "Window sign." in its entirety with "Window sign, permanent: A sign that is affixed to the interior of the window or within three (3) feet of the interior of the window that is visible from the exterior of the structure and that includes lettering, logos, gaseous illuminated "Open" signs or other informational signage. Merchandise displayed for sale is excluded.
- d. Add new definition "Window sign, temporary." Signs or banners of a temporary nature either interior or exterior such as "grand opening," "going out of business" and "special sales" or "promotions." See Section 14-507 Banners of this ordinance for guidelines. Note temporary commercial window signage shall not exceed 15 (fifteen) square feet.

- e. Modify definition #25 entitled "Light-box sign." to delete words "internally illuminated" so the modified definition will read "a cabinet type fixture."

**SECTION 2:** BE IT FURTHER ORDAINED that Section **14-504** of the Town Code

entitled "Review Process" shall be deleted in its entirety and the following language shall be substituted in lieu thereof as follows:

**14-504. Review process.** The building inspector shall determine whenever an application for signage is complete (see 14-503.2). If not completed, the building inspector shall defer the application and inform the applicant that more information is necessary before the review process can begin. The building inspector will issue no more than one (1) deferral due to an incomplete application. Thereafter, the applicant must re-apply.

Upon receipt of a complete application, the building inspector will determine if the proposed signage meets the objective criteria required by this ordinance. If so, he will refer the proposal to the DRC for review. Within sixty (60) days, the DRC shall act to approve, deny, defer or conditionally approve the proposal and instruct the building inspector to issue or deny a sign permit. The DRC shall set forth in writing its decision as well as the reasoning supporting it.

In cases of conditional approval or disapproval, the DRC shall advise the applicant of the right of appeal provided in Section 14-515 (Appeals) of this ordinance. The DRC shall submit written comments to the Town Council prior to its scheduled hearing of an appeal as to how the conditionally approved or disapproved signage could be modified to meet the requirements set forth in this ordinance."

**SECTION 3:** BE IT FURTHER ORDAINED that Section **14-505** of the Town Code

entitled **Exempt Signs** shall be modified to delete in its entirety Item #14 that refers to exposed gaseous illumination tube signs.

**SECTION 4:** BE IT FURTHER ORDAINED that Section **14-506** of the Town Code

entitled "Prohibited Signs" shall be amended as follows:

**14-506. Prohibited signs.**

- a. Add to #24 "Light box signs" words so that it reads, "Light box or cabinet type signs whether lit or unlit."



- b. Add to #16 "Sign kiosks or signs with three (3) or more faces" except for government signs located in parks or at trailheads.

SECTION 5: BE IT FURTHER ORDAINED that Section 14-509 of the Town Code entitled "Allowable signage" shall be amended as follows:

**14-509. Allowable signage.**

- a. Under (1,a) Commercial add new subsections (b), (c) and (d) as follows:

(b) Each business/tenant may have (1) primary exterior sign to identify itself that shall not exceed twenty-five (25) square feet selected from the types of signs described under Section 14-510, "Types of signs".

(c) Each business/tenant may have interior window signage that shall not exceed 15% of the uninterrupted aggregate of the glazing on a given wall visible from the street.

(i) Required: Lettering detailing address, contact information or hours of operation that shall not exceed two (2) square feet and shall not be counted as a percentage of the interior signage allowance.

(ii) Optional: One (1) non-moving, blinking or flashing, exposed gaseous illumination tube "Open" sign that shall not exceed four (4) square feet and shall be counted as a percentage of the interior signage allowance.

(d) A secondary sign that shall not exceed fifteen (15) square feet for each multi-tenant development or business/tenant may be considered under the following conditions:

SECTION 5: BE IT FURTHER ORDAINED that Section 14-510 of the Town Code entitled "Types of signs" shall be amended as follows:

**Section 14-510. Types of signs.**

(a) Subsection (1, a) Monument signs shall be located within a green or landscaped area with a minimum setback of ten (10) feet from the property line or sight-triangle requirement, whichever is greater. Adequate landscaping shall be provided to blend the sign into the site.

(b) Subsection (5) Window signs. Window signs should be scaled to pedestrians and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or provide information. Window signs shall occupy no more than 15% of the uninterrupted aggregate of the glazing on a given wall visible from the street and shall be applied so that they do not obscure the visibility into a shop for the passerby.

SECTION 6: BE IT FURTHER ORDAINED that this amendment shall become effective immediately from and after its passage as provided by law.

MAY 13, 2013  
First Reading

MAY 20, 2013  
Second Reading

 2013  
Mayor  
 2013  
Recorder