

Article 5

**SECTION 10
SIGNS, BILLBOARDS, AND OTHER ADVERTISING STRUCTURES**

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.

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.

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.

A. General regulations. In any zoning district the following general regulations shall apply:

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.

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.

3. No sign shall have moving parts. No signs, except electronic message centers (EMC), shall have red, green, yellow, amber, or blue lights.

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.

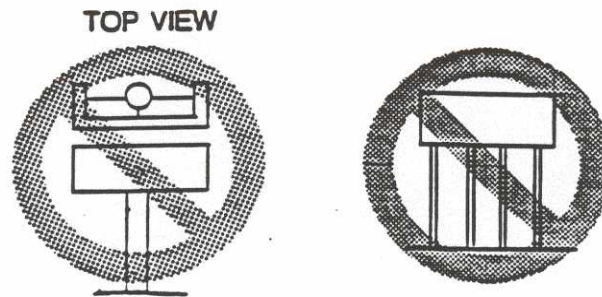
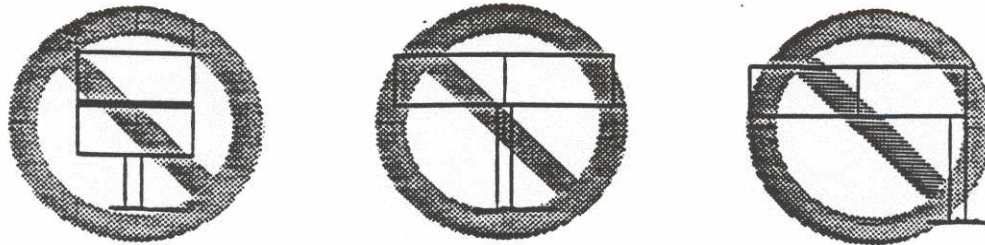
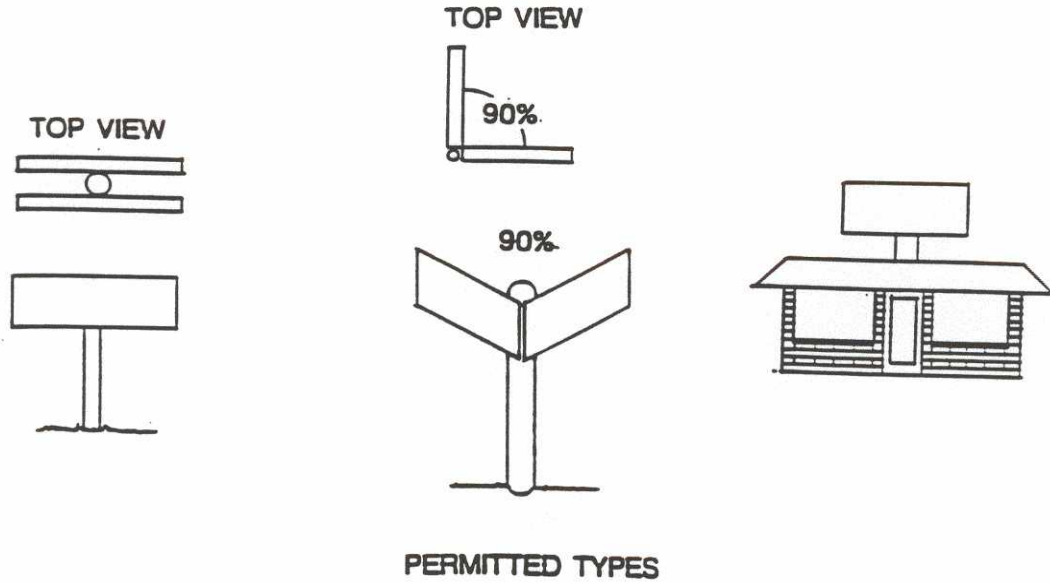
(2) A sign within the D-1 (Downtown Design Overlay) District, which has received approval from the Downtown Design Review Board as being compatible and in character with the Downtown Design guidelines and surrounding established development.

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.
6. No business or advertising ground sign shall be erected to exceed fifty feet (50) in length.
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 of 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.

8. [Advertising signs:]
 - a. 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.
 - b. 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 requirements.

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c. 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.

d. 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.

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.

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.

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. Projecting, shingle, and awning signs shall be a minimum of eight (8) feet above sidewalks in the commercial portion of a TND-1 (traditional neighborhood development) district.

All business signs shall be setback five (5) feet from all side and rear property lines. Traffic control signs not exceeding nine (9) square feet in area and less than or equal to three (3) feet 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.

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.

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

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.

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.

16. The total surface area for ground or monument signs 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.

17. For wall signs, the total surface area shall be measured by calculating the entire area enclosed by the perimeter of the extreme limits of the sign copy including vertical and horizontal spacing between letters and logos on the sign face.

18. 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.

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 a TND-1 (traditional neighborhood development) district where a clear height of eight (8) feet shall be maintained. Where such signs project over public property, they shall not extend closer than twenty (20) inches to the curblin.

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.

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.

22. Temporary business signs if serviced by electrical power, shall conform to the latest adopted revision of the National Electrical Code.

23. All permanent on-premise signs shall contain the street number of the business.

24. All distances shall be measured along a straight line between the two (2) closest points.

25. Measurements for distances and heights from a roadway surface shall include the roadway surface of ramps and flyovers.

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.

27. In C-1, C-2, C-3, C-4, C-5, and C-6 Commercial Districts, where more than one (1) business is located on the same lot, with a minimum street frontage of one hundred fifty (150) feet, the total allowable surface area of business ground or monuments signs shall be multiplied by 1.50. If a ground or monument sign is within a scenic highway or parkway corridor, or is allowed a maximum of four hundred (400) square feet due to its orientation to an interstate highway and its location within five hundred (500) feet of an interstate highway right-of-way, the multiplier shall be reduced from 1.50 to 1.25.

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.

29. 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 signage 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. Master signage plans required pursuant to other provisions of this ordinance, shall be submitted for review and consideration by the metropolitan planning commission as a use on review, and shall include the following information in the application package:

- a. Master signage plan application and a consent form signed by all the property owner(s) 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 signage 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 signage plan, the metropolitan planning commission shall determine the boundaries of the unified development.
- i. The approved signs shall be located on property within the area defined by the metropolitan planning commission as the unified development.

Master Signage Plans shall be reviewed by the Metropolitan Planning Commission as a Use on Review. A Master Signage Plan may also be included as part of a use on review application for a shopping center, commercial subdivision, office park or similar development. The Metropolitan Planning Commission may approve, modify or deny the request. All applications for sign permits in an area with an approved Master Signage Plan shall be in conformance with the Plan.

Since approval of Master Signage Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for any signs that require a Master Signage Plan approval. When a Master Signage Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master Signage Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.

30. To encourage coordinated, well designed sign systems that allow sufficient identification of businesses within unified developments in a manner which promotes traffic safety and avoids visual blight, development directory signs may be approved by the metropolitan planning commission as a part of a master signage plan (see subsection 25, above) subject to meeting the following:

- a. The development directory sign shall meet the requirements of Article 5, Section 10, for a business ground or monument sign.
- b. The development directory sign shall count as one of the business ground or monument sign permitted pursuant to Article 5, Section 10, for the lot on which the sign will be located. If the maximum number of business ground or monument signs and/or the maximum surface area is already met or exceeded on a lot proposed for a development directory sign, the number of signs and/or surface area must be reduced so that the addition of the development directory sign would put the signage 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 offpremise sign.

31. To promote the safe and efficient flow of traffic, project directional signs may be approved by the metropolitan planning commission as a part of a master signage plan (see subsection 25, above) to direct traffic from a collector or arterial street (as designated in the *Major Road Plan for Knoxville – Knox County, Tennessee*) to businesses located on lower classification streets within the same unified development, subject to meeting the following:

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.

B. *Agricultural districts*. In any A-1, agricultural district, the following regulations shall apply:

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.
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.
3. Billboards and other advertising signs are prohibited.

C. *Residential districts.* In residential 1, 1-A, 2, 3, 4, and RP-1, 2, and 3, planned residential districts, the following regulations shall apply:

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 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.
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.

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.
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.

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.

5. In planned residential districts, no exposed light source shall be permitted.

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.

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.

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.

9. Billboards and other advertising signs are prohibited.

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. *Office districts.* In O-1, office, medical and related services districts, and in O-2, civil and institutional districts and O-3, office park district, the following regulations shall apply:

1. For permitted residential district uses, the regulation of signs shall be the same as in the residential regulations above.

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.*

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.
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.
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.
6. Reserved.
7. Development directory signs and project directional signs may be permitted in the O-3 office park district subject to meeting the criteria for development directory signs identified in subsection A.25 above and if approved by the metropolitan planning commission through the master signage plan procedures identified in section A.26 above.

E. *Commercial districts.* In C, commercial and SC, shopping center districts, the following regulations shall apply:

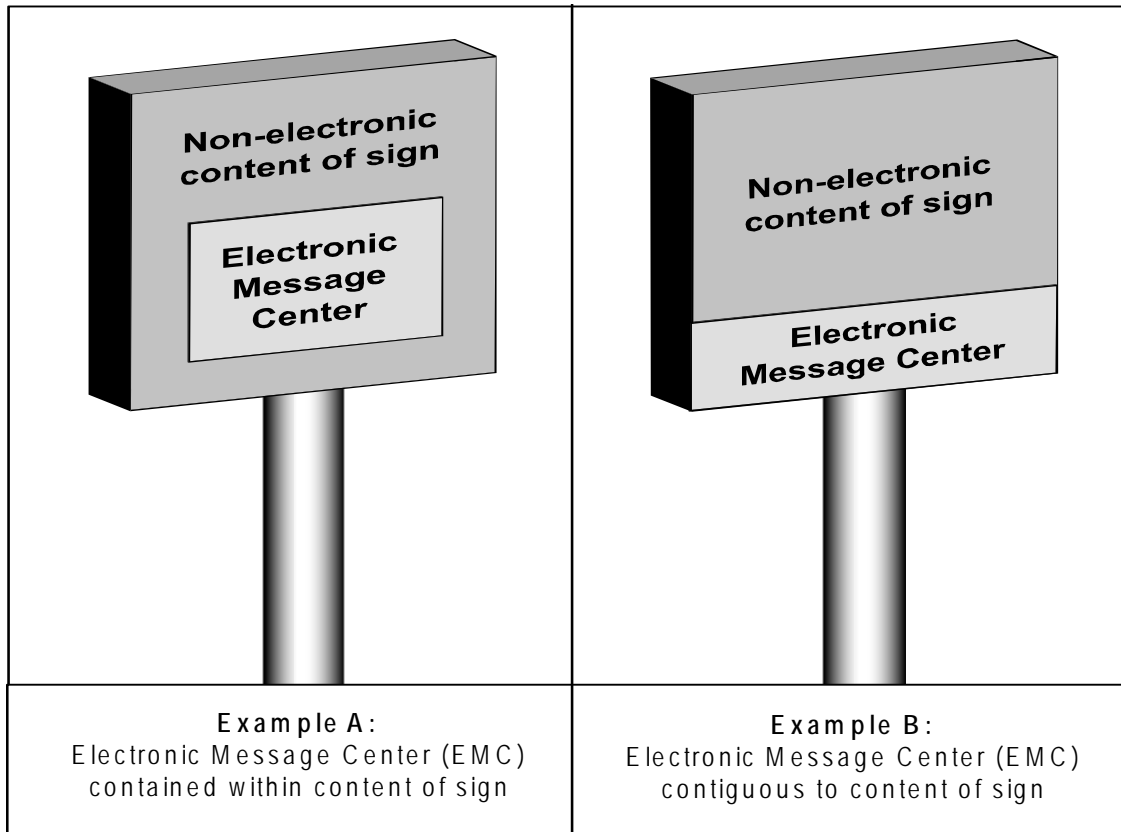
1. Within all commercial districts business signs shall be limited to:
 - a. Locations on buildings on the parcel.
 - b. Ground signs, including portable signs.

- c. Any other specific district requirements.
- d. For the purposes of this section canopies, gasoline pumps, and drive-through 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 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.

2. Within all commercial 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 used as a changeable price sign subject to the following:

- (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.
 - (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.
 - (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,
 - (d) Changeable price signs shall be limited to three (3) per sign structure.
 - (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.
 - (f) Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.
- b. No EMC shall be erected or used by a business unless any 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 free standing business sign. For purposes of this section, integrated into the total sign surface of a free standing business 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. maximum.

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

For purposes of EMC regulations, the following definitions shall apply:

- *Candela* means a unit which expresses the luminous intensity of a light source.
- *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.
- *Footcandle* means 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.
- *Nit* means one candela per square meter.

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 exceed the following standards:

Designated Speed Limit on Frontage Road (in MPH)	Minimum Text Size (in Inches)
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.

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, except that there is no minimum matrix area and the matrix area shall not exceed (20) square feet. 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.

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.

4. Billboards and other advertising signs are prohibited.

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.

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.

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.

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 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.

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.

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 or surface illumination.

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.

12. Only the following types of signs shall be permitted in the C-7 districts:

- 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.

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 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.

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.

15. Development directory signs and project directional signs may be permitted in the C-3, C-4, C-6, SC-1, SC-2, SC-3, PC-1, PC-2 & TC-1 commercial and mixed use districts subject to meeting the criteria for development directory signs identified in section A.25 above and if approved by the metropolitan planning commission through the master signage plan procedures identified in Section A.26 above.

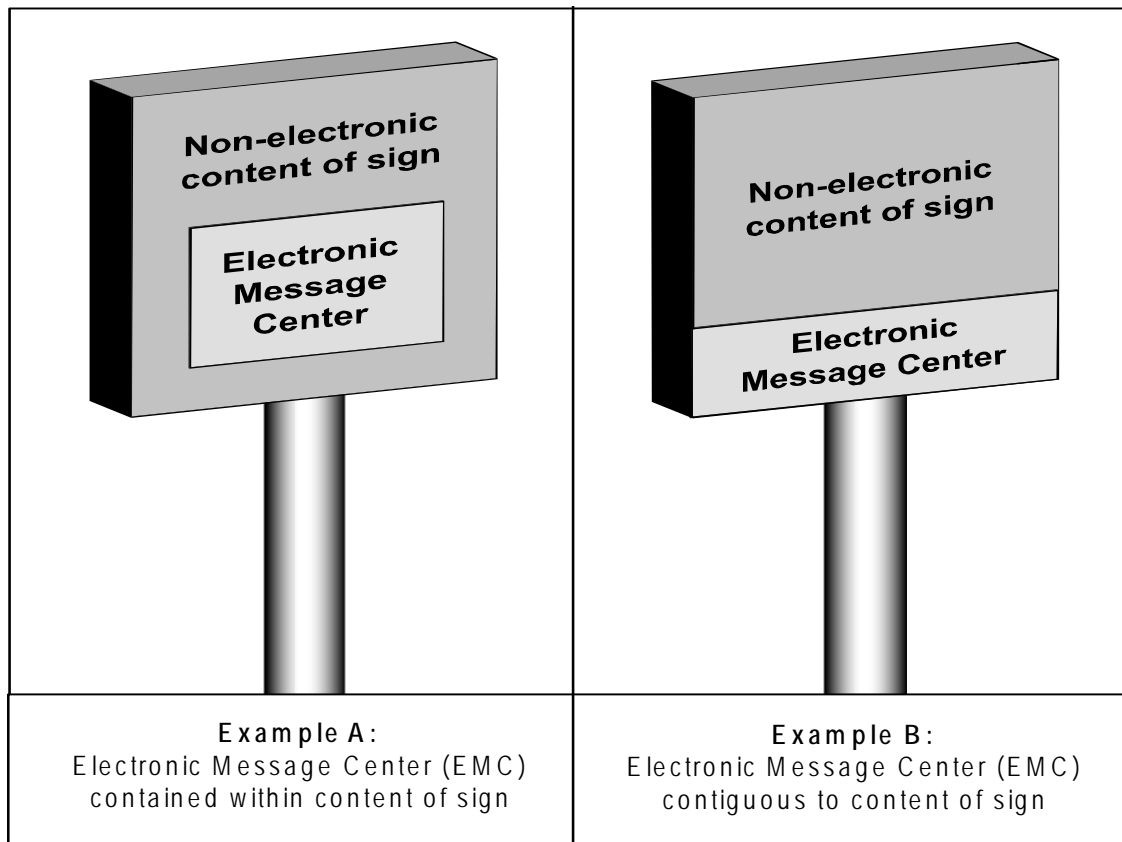
F. *Historic districts.* In an H-1, historic overlay district, the following regulations shall apply:

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.
2. Billboards and other advertising signs are prohibited.

G. *Industrial districts:* In I, industrial districts, the following regulations shall apply:

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.
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.
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.
4. Billboards and other advertising signs are prohibited.
5. Within all industrial districts the following regulations shall apply to Electronic Message Centers (EMC).
 - a. EMCs legally existing on [the effective date of this ordinance] shall be allowed to continue operation subject to meeting the operational standards as required by subsection I herein. After [the effective date of this ordinance], 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 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 used as a changeable price sign subject to the following:
 - 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.
 - b. Changeable price signs shall be limited to parcels with a minimum of 250 feet of frontage on the street where the property is addressed.
 - 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,

- d. Changeable price signs shall be limited to three per sign structure.
 - 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.
 - f. Each changeable price sign on a parcel shall be counted toward the total allowable signage allowed per parcel.
- b. No EMC shall be erected or used by a business unless any 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 free standing business sign. For purposes of this section, integrated into the total sign surface of a free standing business 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. maximum.

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

For purposes of EMC regulations, the following definitions shall apply:

- Candela means a unit which expresses the luminous intensity of a light source.
 - 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.
 - Footcandle means 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.
 - Nit means one candela per square meter.
- i. 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.
- j. The transition from one display to another must be instantaneous without any special effects.
- k. Every line of text in an EMC shall exceed the following standards:

Designated Speed Limit on Frontage Road (in MPH)	Minimum Text Size (in Inches)
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.

l. All EMCs legally existing on [the effective date of this ordinance], must comply with the operational standards listed in subsections g, h, i, j, and k. A

legally existing EMC that cannot meet the minimum text size requirement in subsection k above must use the largest size possible for one line of text to fit in the available space.

m. 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, except that there is no minimum matrix area and the matrix area shall not exceed (20) square feet. 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.

H. *Floodway districts.* In the F-1, floodway district, the following regulations shall apply:

1. There shall be permitted for public parks, playgrounds, and other outdoor recreational uses, signs not exceeding nine (9) square feet in area.
2. Billboards and other advertising signs are prohibited.

I. *Traditional neighborhood development (TND-1) district sign regulations.*

Approval of a signage plan is required at the time of development plan approval. After approval of a signage plan by the Planning Commission, the MPC staff 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 below. The location of the types of signs shall be shown in the signage plan. When a TND signage plan has been approved, variances shall not be granted for any signs on a lot covered by the signage plan. Types of signs permitted (see Article 2 for definition of signs) are subject to approval of signage plan. The following types of signs may be appropriate to commercial, office, civic, and multi-dwelling structures and developments within a TND. As part of the development plan, the types of signs that are to be used in the TND shall be outlined in relation to the proposed uses. In order to reduce visual clutter, the signage plan shall require that no more than two types of signs (other than window signs) are allowed on the front face of a building within the neighborhood commercial setting of a TND.

1. *Wall signs:* The total size of this sign shall not exceed one-half (0.5) square feet per linear foot of the front face of the building or a maximum of 30 feet, whichever is less. The height of the sign shall not exceed 24 inches or 2 feet.
2. *Monument signs:* The location and landscaping around such signs shall be outlined in the sign plan. Permitted dimensions are:

Height of Building	Max. Base Height	Max. Height of Sign	Max. Width of Sign	Total Area of Sign
1 story or 1 ½ stories	12 inches above ground	3 feet	4 feet	12 sq. ft. plus base
Two (2) Stories	15 inches above ground	3.5 feet	5 feet	17.5 sq. ft. plus base
Three (3+) or More Stories	18 inches above ground	4 feet	6 feet	24' sq. ft. plus base

3. *Column signs*: Surface area not to exceed 30 square feet. Total height of the sign cannot exceed five (5) feet, six (6) inches (see chart below for specific maximum sizes).

Height of Building	Max. Column Height & Width	Max. Height of Sign	Max. Width of Sign	Total Area of Each Face*
1 story or 1 ½ stories	3 ft. & 6 in. tall, and 18 in. wide	3 feet	4 feet	12 sq. ft. plus columns
Two (2) Stories	4 ft. & 6 in. tall, and 20 in. wide	4 feet	5 feet	20 sq. ft. plus columns
Three (3+) or More Stories	5 ft. & 6 in. tall, and 24 in. wide	5 feet	6 feet	30 sq. ft. plus columns

*see Article 5, Section 10, A.18.

4. *Projecting signs*: A sign not over twelve (12 square feet in area, within the TND-1 District, which projects no more than four (4) feet from the front façade of the building.

5. *Arcade and Hanging signs*: A covered sign (under a porch roof, awning, or colonnade), whose surface area is not to exceed over six (6) square feet.

6. *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.

7. *Window signs*: Any sign placed within a window facing the street or thoroughfare, and shall be composed of applied letters or symbols on no more than thirty (30) percent of the storefront glass. These signs shall not obscure the view of the interior of the store and may include neon lighted signs.

8. *Shingle Signs*: A projection of a wall sign not over six (6) square feet in area, and projecting not more than two (2) feet over public property.

J. *All districts*. In any district the following signs shall be permitted:

1. For each permitted or required parking area that has a capacity of more than four (4) cars, one (1) sign, not more than nine (9) square feet in area, designating each entrance to or exit from such parking area; and one (1) sign, not more than twelve (12) square feet in area, identifying or designating the conditions of uses of such parking area.

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. 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.

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.

K. *Non-conforming outdoor advertising signs and structures*. 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. 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.

L. *Permits—General*::

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.
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.
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.
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 a notarized consent affidavit of the property owner and/or lessee of the proposed site.
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.
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.

7. 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.

M. *Portable sign regulations.*

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.

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. 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.

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.

4. No portable sign shall be used as an advertising (off-premise) sign.

5. No portable sign shall exceed thirty-two (32) square feet.

N. *Sign permit fees.*

1. Prior to issuing any permit for construction of signs, as provided herein, the applicant shall pay to the City a sign construction permit fee of fifty dollars (\$50.00) plus an additional sum of three dollars (\$3.00) per one thousand dollars (\$1,000.00) of sign construction value. Sign construction permit fees shall be assessed and collected prior to the approval of any application for construction or major renovation. Minor renovation shall include changing of removable parts of signs that are designed to be changed, repainting of display matter, or replacing lettering or decoration. Minor renovations are deemed to be maintenance work for which no fees are charged and no permit is required, however such maintenance work shall be done only by parties complying with subsection K.3.

2. A sign permit fee is required for each portable sign location in accordance with the above fee schedule.

O. ANNUAL INSPECTION FEES:

1. In addition to the permit fees set forth in Section M and commencing on July 1, 1987, an annual inspection fee shall be assessed for any existing ground sign or portable sign as follows:

- a. Signs of fifty (50) square feet and less..... \$12.00
- b. Signs of fifty-one (51) to one hundred (100) square feet..... \$25.00
- c. Signs one hundred one (101) to four hundred fifty (450) square feet..... \$50.00
- d. Signs larger than four hundred fifty (450) square feet..... \$100.00

2. These inspection fees shall not apply to any on-premise sign owned by an organization if said organization is exempt from taxation pursuant to paragraph (3) of subsection (C) of Section 501 of the Internal Revenue Code of 1954 as amended, if said organization submits proof of its tax exempt status to the sign inspector.

3. The sign inspector shall make an annual inspection of existing ground and portable signs for compliance with the provisions of Zoning, Electrical, and other City Codes. The inspector shall attach a permanent numbered tag to each inspected sign and shall maintain records of all inspected signs.

(Ord. No. 5824, 11-8-74; Ord. No. O-74-82, § 1, 3-16-82; Ord. No. O-85-83, § 2, 5-24-83; Ord. No. O-139-85, § 1, 8-13-85; Ord. No. O-67-86, § 1(a)--(g), 5-6-86; Ord. No. O-89-95, § 1, 2-28-95; Ord. No. O-490-95, § 1, 9-28-95; Ord. No. O-407-00, § 1, 8-22-00; Ord. No. O-150-01, § 1, 5-15-01; Ord. No. O-27-02, § 1, 1-22-02; Ord. No. O-241-04, § 1, 12-7-04; Ord. No. O-238, § 1, 10-25-05; Ord. No. O-8-06, § 1, 1-17-06; Ord. No. O-176-06, § 1, 8-29-06; Ord. No. O-30-07, § 2, 2-27-07; Ord. No. O-236-07, § 1, 10-23-07)