

APPENDIX C

TITLE 14

CHAPTER SIX

OFFICIAL SIGN CODE

OF

THE TOWN OF DANDRIDGE, TENNESSEE

**Passed by:
Ordinance No. 09/10-20
July 13, 2010**

**TITLE 14
CHAPTER SIX
OFFICIAL SIGN CODE**

GENERAL PURPOSE AND INTENT OF SIGN CODE

The purpose of these provisions are to establish an equitable process of regulatory oversight of signs within the town as a reasonable balance and impartial method of preserving and protecting the free speech, public health, safety and welfare by encouraging appropriate signage within the town that is compatible with the character of the town while providing due regard for the public and private interests of the citizenry by recognizing that signs serve a vital communicative function. The general intent of regulating signs and similar advertising structures within the town is to ensure open space, prevent over concentration and cluttering of signs, to reduce improper sign placement, reduce advertising distractions that may contribute to traffic accidents, to protect property values and to enhance the aesthetics of the town by establishing impartial and reasonable standards for the placement of signs. The following regulations are crafted to manage location, height, bulk, scale, size and spacing of signage within the town. These regulations in no way attempt to regulate the content of signage itself. Therefore, all new signs erected, constructed or placed upon any property within the corporate limits shall conform with these regulations. The following regulations shall apply as specified:

SECTION 14-604.1 DEFINITIONS

For the purpose of this Section the following definitions shall apply for all districts:

ABANDONED OR OBSOLETE SIGN. A sign either on-premise or off-premise, which identifies, describes, directs attention to, or gives directions for locating any business or establishment no longer in operation, or advertises any product no longer being marketed or any sign structure lacking sign face or sign copy.

AWNING, CANOPY, OR MARQUEE SIGN. A sign painted, stamped, perforated or stitched, or otherwise applied on the valance of an awning or canopy (*this includes covered walkways*).

BANNER SIGN. A sign usually of cloth, paper, plastic or other non-rigid material with no enclosing framework that is fastened or otherwise attached to support structures spanning horizontally and overhanging an area and generally temporary in nature.

BILLBOARD SIGN. A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located. This includes electronic and dynamic signs with advertisements other than the on-premise business. ***These signs shall be considered off-premise signs and are prohibited.***

CHANGEABLE COPY SIGN (READER BOARD). A sign on which copy is changed manually in the field, i.e., reader boards with changeable letters.

CONSTRUCTION SIGN. A sign erected during the construction of a building or other type of improvement, customarily listing the name of the owner, architect, engineer, designer, and/or contractors involved in the construction of said building or improvement.

DIRECTIONAL SIGN. An incidental on-premise sign giving directions, instructions, or facility information, such as parking, loading, entrance, or exit.

DYNAMIC SIGN. A non-static sign employing actual motion or the illusion of motion by artificial means. Dynamic signs constitute a broad category of which are differentiated from manually changeable signs as defined and regulated by these regulations and include the following types:

ELECTRONIC DISPLAY SCREEN. A sign, or portion of a sign, that displays an electronic image or video, which may or may not include text. This definition includes television screens, multi-prism screens, plasma screens, digital screens, flat screens, LED screens, video boards, and holographic displays.

ELECTRONIC MESSAGE CENTER. Any sign or portion of a sign that uses changing lights to form a sign message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. This definition includes electronic changeable copy signs and menu boards.

ELECTRONIC MESSAGE DISPLAY. A sign capable of displaying words, symbols, figures, or images that can be electronically changed by remote or automatic means. Such signs shall include the following modes of operations:

1. Static. Signs which include no animation or effects simulating animation.
2. Fade. Signs where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
3. Dissolve. Signs where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
4. Travel. Signs where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.
5. Scrolling. Signs where the message is changed by the apparent vertical movement of the letters or graphic elements of the message.

(Dynamic Signs continued)

FLASHING SIGN. A sign, the illumination of which is intermittently on and off so as to flash or blink or the intensity varies so as to appear to flash or blink. *Such signs are prohibited.*

MENU BOARD. A permanently mounted dynamic sign displaying the bill of fare sign associated with drive-through windows and oriented toward drive-through traffic.

MULTI-PRISM SIGN. An off-premise sign made with a series of triangular sections that rotate and stop, or index, to show three (3) images or messages in the same area at different times.

FASCIA SIGN. A sign attached directly to the fascia of a building.

FENCE SIGN. A sign that is fastened to or painted on a fence in such a manner that the fence becomes the supporting structure for, or forms the background surface of the sign.

FREESTANDING (GROUND) SIGN. Any non-movable sign not affixed to a building, including ground, podium, pylon, pole, tower or similar signs.

GARAGE OR YARD SALE SIGN. A sign either on-premise or off-premise, which identifies, describes, directs attention to, or gives direction for locating a garage sale or yard sale.

ILLUMINATED SIGN. A sign that has an artificial light source incorporated internally or externally illuminated by electric or other devices for night visibility.

INTERNAL ILLUMINATION. A source of illumination entirely within the sign which makes the sign content visible at night by means of the light being transmitted through a translucent material, but wherein the source of the illumination is not visible.

LEADING EDGE. The first vertical edge of a sign as measured in a straight line from the nearest street right-of-way or property line, or as determined by the Building Official.

MAJOR DIRECTORY SIGN. A freestanding sign for multiple businesses within shopping centers.

MANSARD SIGN. A sign attached to a roof-like façade architecturally comparable to a building wall. For the purpose of these regulations the area of the mansard shall be determined by multiplying the width and the total vertical height, ignoring any slope.

MARQUEE SIGN. A sign that advertises from a roofed structure projecting from and supported by a building, or free-standing when such roofed structure extends beyond the building line, building wall or street lot line.

MENU BOARD (non-dynamic). A non-dynamic sign displaying the bill of fare sign associated with drive-through windows and oriented toward drive-through traffic.

MONUMENT SIGN. A freestanding sign constructed on the ground with a continuous solid foundation of brick, stucco, stonework, textured wood, textured concrete or other suitable material located at the base of the sign at grade level.

MOBILE OR PORTABLE SIGN. A sign which is designed to be readily transportable from place to place, not permanently attached to a footer or masonry foundation, or any such sign, which generally meets this criteria, as shall be determined by the Building Official to be a mobile or portable sign.

OFF-PREMISE SIGN. A sign which advertises goods, services, facilities, events or attractions available at a location other than the premises where the sign is located (*this shall include electronic & digital signage*).

ON-PREMISE SIGN. A sign other than an off-premise sign.

PERMANENTLY AFFIXED. Shall mean permanently attached with adhesive, bolts, nails, approved concrete footings, not intended to be easily removed. The building official shall make the final determination of if a sign is permanently affixed.

PLATE LINE. The point at which any part of the roof structure first touches or bears upon an external wall.

POLITICAL SIGN. A temporary sign designed to attract support for a particular candidate, political party, or political issue or to express an opinion on any matter of public interest.

PORTABLE SIGN. Shall mean any sign designed to be moved easily and not permanently affixed to the ground or to a structure or building. This includes attached or painted advertisements on vehicles parked and visible from the right-of-way, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business (*all temporary signs are also considered portable*).

PREMISES. A lot of record as defined by the Dandridge Municipal Code.

PROJECTING SIGN. A sign that is wholly or partly dependent upon a building for support and which projects more than one (1) foot from such building.

PYLON SIGN. A freestanding sign permanently affixed to the ground by one or more supports that has a width of two feet or a height at least three times the width.

REAL ESTATE SIGN. A sign advertising the sale, auction, rent or lease of the premises on which it is located.

ROOF SIGN. Any sign erected or maintained upon or attached to a roof of a building.

SANDWICH BOARD. Any sign designated or constructed in such a manner that it can be moved or relocated without involving any structural or support changes.

SIGN. Outdoor graphics conveying or intended to convey some information, knowledge or idea to the public. The word “sign” includes the word “billboard” or any other type of advertising device. For the purposes of installation and removal, sign shall also include all sign structures. This definition shall not include festival or holiday decorations; the noncommercial use of a flag, emblem, insignia, or other display of any nation or political subdivision; traffic, safety or similar regulatory devices; legal notices; scoreboards; memorial signs or tablets; emblems of religious institutions that are attached to buildings; and customary displays of merchandise or objects and materials placed behind a store window.

SIGN STRUCTURE. Any structure, vehicle, trailer or any other object or device that supports, has supported, or is capable of supporting a sign.

SUSPENDING SIGN. A sign that is attached to the underside of a horizontal plane or arm and is supported by the horizontal plane.

TEMPORARY SIGN. Any sign which by reason of construction or purpose intended to be displayed for a short period of time.

UNDER-AWNING SIGN. A sign located under a permitted awning or canopy at the entrance to the premises. Such sign shall only identify the name of the business or premises and shall be perpendicular to the entrance wall of the building.

VEHICLE OR TRAILER SIGN. A permanent or temporary sign affixed, painted on, or placed in or on any vehicle, trailer, or other device capable of being driven or towed, which is displayed in public view so that the primary purpose is to attract the attention of the public, rather than to serve the business of the owner thereof in a manner which is customary for said vehicle or trailer.

WALL SIGN. A sign fastened to or painted on the wall of a building or structure 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 such building or structure (*This includes signs attached to windows*). For the purpose of these regulations a wall shall be considered as the first perpendicular surface originating from ground level. An individual sign may fall under more than one of the above definitions, e.g., illuminated free-standing on-premise sign, temporary off-premise sign, etc.

WINDOW SIGN. An outside sign attached to a window, either temporary or permanent, for the purpose of advertisement.

SECTION 14-604.2 PERMITTING REQUIREMENTS AND FEES

For all signs permitted in any residential, commercial or industrial zoning district as shown on the Official Zoning Map of the Town of Dandridge, Tennessee or with any residential, commercial or industrial use, the following regulations unless otherwise noted herein shall apply:

14-604.2.1 An application for a sign permit shall be submitted to the Building Official on forms furnished by the town and approved prior to the erection, relocation, major alteration or modification of any sign located in the Town of Dandridge. The replacement and/or addition of a sign or conversion from an existing conventional sign to a dynamic sign shall be considered as new signage, requiring a sign permit in conformance with these regulations.

14-604.2.2 The application for a sign permit shall contain the following information:

1. Name, address and telephone number of applicant.
2. Location of building, structure or lot to which or upon which the sign is to be located.
3. Affidavit from property owner, if different from sign owner, indicating approval for sign location.
4. The Building Official may require evidence of liability insurance policy or bond responsibility for sign erection if deemed necessary.
5. Brief description, sketch or drawing of the proposed sign, including all dimensions and estimated cost.
6. Evidence of setback compliance for all freestanding sign structures.
7. Engineered drawings for any sign exceeding fifteen (15) feet in height or seventy (70) square feet in sign face area. Engineered drawings may be required for other signs if determined as necessary by the Building Official.

14-604.2.3 A sign permit fee shall be submitted to the Building Official with the application for the sign permit. The permit fee shall be based on the square footage of sign face area, per sign face, as follows:

1. Up to 100 square feet of sign area: \$0.25 per square foot with a minimum fee of \$15.00.
2. From 101 square feet to 250 square feet or less of sign face area: \$0.50 per square foot
3. Greater than 250 square feet of sign face area: \$1.00 per square foot
4. For applications involving multiple signs, the permit fee shall be calculated separately for each sign.

14-604.2.4 For temporary signs, a one hundred dollar (\$100) refundable cash bond shall be deposited to the town to guarantee removal of the sign. Following removal of the sign before the expiration date, the deposit will be returned to the applicant. Temporary signs exempted from this requirement are temporary signs advertising charitable events, political signs, church-sponsored events, civic groups and governmental entities.

14-604.2.5 Sign permits shall become null and void six (6) months from the original date of issuance if the work authorized under the permit has not been commenced by that time.

14-604.2.6 For permitting fees, the area for a sign with more than one face shall be computed by adding together the area of all sign faces. However, the permissible maximum square footage shall only be applied to one face for signs with identical double faces placed in such a manner to ensure that the angle at which the two sign faces are placed does not exceed 60 degrees.

14-604.2.7 No sign shall be considered in compliance with these regulations until such time as a Certificate of Approval has been issued. A Certificate of Approval shall be issued on the date that the final inspection of the sign is completed and approved by the Building Inspector or authorized official.

SECTION 14-604.3 SIGN MAINTENANCE

For all signs and similar advertising structures, including any existing conforming or non-conforming signs, the following regulations shall apply:

14-604.3.1 All signs, support structures, braces, guys, anchors, and electrical equipment shall be kept in safe repair and shall be well maintained.

14-604.3.2 All signs and support structures shall be maintained in such a manner so as to allow a clear and unobstructed view of traffic when approaching an intersection or exiting or entering private property.

14-604.3.3 The area around all signs shall be properly maintained, clear of brush, trees and other obstacles so as to make signs readily visible. Landscaping shall be continuously maintained at the expense of the owner.

14-604.3.4 All sign copy shall be maintained securely to the sign face and all missing copy shall be replaced.

14-604.3.5 Any sign or similar advertising structure failing to meet the above requirements shall be repaired or removed within thirty (30) days after receipt of notification from the Building Official.

SECTION 14-604.4 GENERAL REGULATIONS

The purpose of this section is to provide requirements of general application throughout the town that will afford reasonable signage for purposes of identification of buildings, businesses and individual occupancies that is compatible with the character of the area, associated land use and neighboring developments. It is the intent of this section to establish standards applicable to all signage within the town that will encourage signs to be proportionate in size and scale and compatible with the appropriate planning neighborhood. For all zoning districts as shown on the Official Zoning Map of Dandridge, Tennessee, the following regulations for signs and similar advertising structures shall apply:

14-604.4.1 No sign shall be located in such a manner so as to obstruct free or clear vision, or cause hazards for vehicular or pedestrian traffic by reason of location, shape, illumination or color.

14-604.4.2 No sign shall be located on, or attached to, any public property except public signs authorized by the Town of Dandridge, Jefferson County, or the State of Tennessee.

14-604.4.3 No sign shall be located on or overhanging any public rights-of-way except as provided in this Official Sign Code.

14-604.4.4 All permanent signs overhanging a sidewalk shall have a minimum clearance of nine (9) feet above the ground and may extend over a sidewalk a distance two-thirds (2/3) of the width of the sidewalk, but in no case exceeding ten (10) feet.

14-604.4.5 No sign shall be erected, replaced or relocated so as to prevent free ingress or egress from a required door, window or fire escape.

14-604.4.6 No sign attached to a building shall be erected, replaced or relocated on such building so as to extend over eight (8) feet above the rafter of the building.

14-604.4.7 Setbacks for all signs shall be measured by the Building Inspector from the leading edge of the sign.

14-604.4.8 No source of incandescent lighting used for illuminating signs shall be directly visible from any street or highway or from any residential district.

14-604.4.9 No temporary mobile or portable sign shall be allowed unless a special permit has been obtained from the Building Inspector and then for a thirty (30) day consecutive period to be removed no more than seven (7) days following the conclusion of the event. Any one establishment or event may have up to four (4) special permits per calendar year. Mobile or portable signs requiring electrical power are prohibited. No mobile or portable sign shall exceed fifteen (15) square feet in sign area. All mobile or portable signs shall be securely anchored at all times. If a temporary mobile or portable sign is determined to be seasonal in nature, the special permit shall specify the dates and other conditions under which the sign is permitted

14-604.4.10 All nonconforming signs, which existed lawfully at the time of the enactment of this Official Sign Code, shall be allowed to remain and shall be considered as "grandfathered" in place. Any signage previously approved by the planning commission in any district shall be "grandfathered" and allowed to continue with the business that such "grandfathered" approval was granted, but shall be non-transferable to other businesses.

14-604.4.11 Off-premise signs are prohibited in ALL districts, except for signs installed by city, county, state or federal governments.

14-604.4.12 No part of any sign shall exceed twenty-five (25) feet in height, except for provisions applicable to the B-3 District contained in this sign code.

14-604.4.13 The parking of an off-premise vehicle or trailer sign on a public right-of-way for an extended period of time is prohibited except during normal business hours when related to conducting business (*deliveries, merchandise pick-up, service calls, etc.*). When a vehicle or trailer sign is on the same premise as the associated business, said vehicle shall be parked within a designated parking space for business vehicles.

SECTION 14-604.5 SIGNS ALLOWED IN ALL DISTRICTS

The following signs are allowed in all zoning districts:

14-604.5.1 Signs established by, or by order of, any governmental agency.

14-604.5.2 For parking areas, permanent entrance and exit signs with no advertising are permitted not to exceed four (4) square feet in area, but, no such signs shall have the effect of obstructing ingress or egress visibility.

14-604.5.3 Temporary signs denoting the architect, engineer or contractor when placed at the construction site. Such signs shall not be illuminated and no such signs shall exceed an area of thirty-two (32) square feet. The signs may remain up to thirty (30) days following the submittal of the notice of completion.

14-604.5.4 Temporary signs containing announcement by public or non-profit organizations of fund raising events, special events or activities of interest to the general public. Such signs shall not exceed thirty-two (32) square feet in size. Such sign may be erected up to two (2) weeks prior to an event, but must be removed within seven (7) days following the conclusion of the event.

14-604.5.5 Temporary "Grand Opening" signs shall not exceed eight (8) square feet in residential districts and thirty-two (32) square feet in non-residential districts. Such signs may be erected for up to thirty (30) days after the business initially opens.

14-604.5.6 Political signs do not require a permit and may be displayed on private property with the consent of the owner. Such signs are considered temporary signs and must be removed within seven (7) days following the end of the election.

14-604.5.7 Nothing contained herein shall prohibit an on-premise business located outside the historic district from configuring landscaping in such a fashion as to reflect a sign, provided that all such landscaping material shall be natural and contain two (2) of the following categories: live plants, shrubbery trees, live flowers and mulch as ground cover. All of the same shall remain in their natural state of color and no such landscaping configured to resemble a sign for the on-premise business shall cover more than thirty percent (30%) of any unimproved area immediately adjoining any city street or highway. Nothing contained herein shall supersede the applicable site plan provisions contained within the Zoning Ordinance unless approved by the Board of Zoning Appeals (per ordinance 06/07-11).

SECTION 14-604.6 SIGNS ALLOWED IN RESIDENTIAL DISTRICTS

In the R-1, R-2 and R-3 Residential Districts, as shown on the Official Zoning Map of Dandridge, Tennessee, the following regulations for signs and similar advertising structures shall apply:

14-604.6.1 For multi-family complexes, apartment buildings, and mobile home parks, identification signs not exceeding twenty-five (25) square feet in area are allowed.

14-604.6.2 Signs announcing legal customary home occupations (R-1 & R-2) are allowed, but shall not exceed four (4) square feet in area.

14-604.6.3 Church, school, or public building bulletin boards or identification signs, not exceeding forty (40) square feet in area are allowed.

14-604.6.4 Bed and Breakfast non-internally illuminated sign not to exceed ten (10) square feet in area are allowed. The sign shall complement the nature of the use; i.e., historic structures should have an historic style sign. The sign shall contain no information other than identification of the premises as the named bed-and-breakfast home.

14-604.6.5 Single real estate signs advertising the sale, rental, or lease of only the premises on which they are located, provided that they are not over six (6) square feet in area, and placed at least five (5) feet from all lot lines and street rights-of-way.

14-604.6.6 No sign shall be placed closer than five (5) feet to any property or right-of-way line.

14-604.6.7 For a subdivision consisting of twenty (20) or more lots, a multi-family development consisting of sixteen (16) or more dwelling units or a mobile home park consisting of ten spaces, one (1) permanent sign identifying the development at each major vehicular entrance is allowed, provided that all yard setbacks are complied with, and provided that the sign does not exceed eight (8) feet in height and twenty-five (25) square feet in area.

SECTION 14-604.7 SIGNS ALLOWED IN BUSINESS DISTRICTS

All signs allowed in residential districts may also be permissible in business districts, subject to applicable permitted use requirements of this zoning ordinance and the issuance of a sign permit, as required by this Official Sign Code. The following regulations for signs and similar advertising structures shall apply:

14-604.7.1 SIGNS ALLOWED IN THE B-1 DISTRICT

Due to the unique nature of the B-1 District, as shown on the Official Zoning Map, the following requirements are established to protect the historic character and integrity of the downtown. All signs within the B-1 District shall conform to the following minimal requirements of the underlying district and additional requirements of the H-1 District. The following regulations shall apply:

14-604.7.1a Electronic and dynamic signs are prohibited within the district.

14-604.7.1b No sign shall have internal illumination or intermittent blinking or flashing illumination (*except marquee signs upon approval by the Historic Planning Commission*).

14-604.7.1c Sign materials and architectural style shall be consistent and compatible with the historic character of the district.

14-604.7.1d When a different standard exists between the zoning ordinance and the Dandridge Design Guidelines, applicable to the H-1, Historic Overlay District, the more restrictive standard shall prevail.

14-604.7.2 SIGNS ALLOWED IN THE B-2 DISTRICT

Due to the prevalent occurrence of the B-2 Districts, as shown on the Official Zoning Map, and the need to establish standards for the general welfare of the town, the following requirements are established. All signs within the B-2 District shall conform to the following minimal requirements:

14-604.7.2a No part of any on-premise freestanding business sign located in the B-2 District shall be higher than twenty-five (25) feet from grade. Where an unusual circumstance involving topography or congestion exists, the planning commission may allow a sign of up to thirty (30) feet. Except for entrance/exit signs, as regulated in this ordinance, the announcement portion of all permanent signs shall be located at least seven (7) feet from the ground.

14-604.7.2b Businesses shall be allowed a total of two (2) permanent signs consisting of either one (1) wall sign, one (1) roof sign or one (1) freestanding sign (*a sign may also be permitted for parking areas; see "Regulations for all Districts"*). Temporary signs advertising products are prohibited.

14-604.7.2c When applicable, a business may also be permitted one (1) canopy sign not to exceed twelve (12) square feet in area and not extending past the vertical edge of the canopy the sign is attached. The canopy sign area permitted shall be in addition to the permissible aggregate sign area, but in no case shall exceed forty (40) percent of the canopy area.

14-604.7.2d The maximum sign area for a permissible freestanding sign allowed for each business shall not exceed eighty (80) square feet.

14-604.7.2e Each business establishment shall be allowed one (1) wall or one (1) roof sign for on-premise advertising provided that each sign per business shall not exceed forty (40) square feet.

14-604.7.2f In addition to the aforementioned permissible signs, not to exceed the aggregate sign area permitted, businesses may also be allowed up to two (2) window signs on the first story only not to exceed thirty (30) percent of the window coverage and affording seventy (70) percent of the window area to be visible for employees and patrons.

14-604.7.2g No part of any on-premise freestanding sign shall be located closer than fifty (50) feet from another freestanding sign.

14-604.7.2h Single real estate signs advertising the sale, rental, or lease of only the premises on which they are located, provided that they are not over thirty-two (32) square feet in area, and placed at least five (5) feet from all lot lines and street rights-of-way.

14-604.7.2i No sign shall be placed closer than five (5) feet to any property or right-of-way line.

14-604.7.3 SIGNS ALLOWED IN THE B-3 DISTRICT

Due to the characteristics of the B-3 District, as shown on the Official Zoning Map, in serving a higher volume of traffic with a higher degree of visibility, equitable standards that safeguard the general public and do not impose rigid restrictions on businesses, the following requirements are established. All signs within the B-3 District shall conform to the following minimal requirements:

14-604.7.3a Businesses within 2,000 feet of the interstate with public street frontage on a street classified as an arterial may have a total of two (2) permanent freestanding signs consisting of one (1) ground sign up to 80 ft in height and one (1) free-standing or monument sign up to twenty (25) feet in height. Temporary signs advertising products are prohibited. The aggregate square footage shall not exceed four hundred (400) square feet.

14.604.7.3a1 Businesses not within 2,000 feet of the interstate with public street frontage on a street classified as an arterial may have a total of two(2) permanent signs consisting of one(1) ground sign up to 30 ft. in height and one(1) wall or roof sign. The aggregate square footage shall not exceed three hundred(300) square feet. (per Ordinance No.10/11-10, 7/12/11)

14-604.7.3b Businesses within 2,000 feet of the interstate without public street frontage on a street classified as an arterial may have a total of two (2) permanent freestanding signs consisting of one (1) ground sign up to 80 ft in height and one (1) free-standing or monument sign up to twenty (20) feet in height. Temporary signs advertising products are prohibited. The aggregate square footage shall not exceed three hundred and fifty (350) square feet.

14-604.7.3b1 Businesses not within 2,000 feet of the interstate without public street frontage on a street classified as an arterial may have a total of two(2) permanent signs consisting of one(1) ground sign up to 30 ft. in height and one(1) wall or roof sign. The aggregate square footage shall not exceed three hundred(300) square feet. (per Ordinance No.10/11-10, 7/12/11)

14-604.7.3c In addition to the permissible freestanding signs, each business establishment shall be allowed one (1) permanent wall or one (1) permanent roof sign for on-premise advertising provided that such sign shall not exceed forty (40) percent of the area of the face of the wall upon which the sign is erected, or portion of the wall occupied by the business establishment, whichever is less. Temporary signs advertising products are prohibited. No such sign shall exceed twenty-five (25) feet in height. All signage shall not exceed the applicable aggregate square footage for all signs.

14-604.7.3d In addition to the aforementioned permissible signs, not to exceed the aggregate sign area permitted, businesses may also be allowed up to two (2) window signs on the first story only not to exceed thirty (30) percent of the window coverage and affording seventy (70) percent of the window area to be visible for employees and patrons.

14-604.7.3e No part of any on-premise freestanding sign shall be located closer than seventy-five (75) feet from another freestanding sign.

14-604.7.3f Single real estate signs advertising the sale, rental, or lease of only the premises on which they are located, provided that they are not over thirty-two (32) square feet in area, and placed at least five (5) feet from all lot lines and street rights-of-way.

14-604.7.3g No sign shall be placed closer than five (5) feet to any property line or the edge of the right-of-way line.

SECTION 14-604.8 SIGNS ALLOWED IN MANUFACTURING DISTRICTS

Due to the need for limited advertising and the higher intensive activities of permitted uses within the M-1 District, as shown on the Official Zoning Map, the following requirements are established. All signs within the M-1 District shall conform to the following minimal requirements:

14-604.8.1 Industries shall be allowed one (1) permanent freestanding ground sign and either one (1) permanent wall or one (1) permanent roof sign for on-premise advertising provided that the aggregate square footage does not exceed four hundred and fifty (450) square feet. Temporary signs advertising products are prohibited.

14-604.8.2 The permitted wall or roof sign shall not exceed forty (40) percent of the area of the face of the wall upon which the sign is erected, or portion of the wall occupied by the establishment, whichever is less.

14-604.8.3 No such sign shall exceed twenty-five (25) feet in height.

14-604.8.4 No part of any on-premise freestanding sign shall be located closer than seventy-five (75) feet from another freestanding sign.

14-604.8.5 Single real estate signs advertising the sale, rental, or lease of only the premises on which they are located, provided that they are not over thirty-two (32) square feet in area, and placed at least five (5) feet from all lot lines and street rights-of-way.

14-604.8.6 No part of any on-premise freestanding sign shall be closer than five (5) feet from any street right-of-way line or property line.

SECTION 14-604.9 SHOPPING CENTERS, OFFICE PARKS, NON-RESIDENTIAL PLANNED UNIT DEVELOPMENTS & MULTI-USE BUILDINGS

14-604.9.1 Shopping centers shall be allowed one (1) on premise freestanding Major Directory Sign not to exceed two hundred (200) square feet. The Major Directory Sign shall advertise all occupants within the shopping center and/or afford spacing on such sign for potential full occupancy of the center.

14-604.9.2 The Major Directory Sign may not be used to advertise for only one (1) occupant regardless of any agreement between occupying owners.

14-604.9.3 In addition to the permissible Major Directory Sign, each individual business shall be allowed one (1) wall or roof sign not to exceed fifteen (15) percent of the total square footage of the front façade of the business.

14-604.9.4 In addition to the landscaping requirements of Section 11-313, there shall be a minimal landscaped area around the base of the Major Directory Sign of at least ten percent (10%) of the total square footage of the sign or a minimum of fifty (50) square feet in area.

14-604.9.5 Office Parks shall be required to submit a Common Signage Plan for the entire development. Such plan shall include a minimum, overall layout of the office park with sign and building locations, parking, existing streets, sign sizes and allocation of signs for multiple

tenants. Such plan may be superimposed onto a site plan for convenience. Multiple Directory Signs may be permitted upon approval of the Common Signage Plan.

14-604.9.6 Multi-use buildings shall be allowed one (1) freestanding ground sign not to exceed the district standards that the building is located in, In addition to the permissible freestanding signs, each business establishment shall be allowed one (1) wall or one (1) roof sign for on-premise advertising provided that such sign shall not exceed forty (40) percent of the area of the face of the wall upon which the sign is erected, or portion of the wall occupied by the business establishment, whichever is less. No such sign shall exceed twenty-five (25) feet in height.

14-604.9.7 No part of any on-premise freestanding sign shall be closer than five (5) feet from any street right-of-way.

SECTION 14-604.10 DYNAMIC SIGNS

Based on studies linking dynamic signs and driver distraction associated with message duration, message transition, illumination, brightness, special effects, minimal regulations are established to regulate dynamic signs within the town and therefore maintain the objective of preserving the unique characteristics of Dandridge. These regulations are considered the minimal standards necessary to achieve the long range planning policies of the town.

14-604.10.1 Zoning Districts Permitted: On-premise dynamic signs, in accordance with all applicable requirements, are permitted within the B-2, B-3, B-4 and M-1 Districts only.

14-604.10.2 Dynamic signs shall not constitute the principal on-premise sign, but shall be permitted not to exceed thirty percent (30%) of the total sign area the digital portion is attached to and not to exceed twenty-five (25) square feet in area devoted to the dynamic portion of the sign (*per Ordinance No.10/11-04, December 14, 2010*)

14-604.10.3 There shall be a minimum one hundred (100) feet of separation from individual dynamic signs.

14-604.10.4 Dynamic signs shall be oriented away from residential neighborhoods.

14-604.10.5 The letter size for the advertising on the sign face, measured in inches from top to bottom of individual letters, shall be a minimum of seven (7) inches high and a maximum of twelve (12) inches high.

14-604.10.6 Each message displayed on an electronic message center must be static or depicted for a minimum of ten (10) seconds. The continuous scrolling of messages is prohibited.

14-604.10.7 Dynamic signs shall be designed and equipped to immediately freeze or discontinue the device in one position if a malfunction occurs.

14-604.10.8 No dynamic sign shall be brighter than necessary for clear and adequate visibility or of such intensity that it interferes with the effectiveness of an official traffic control device.

14-604.10.9 The owner is responsible for making any adjustments to the brightness of the dynamic sign following notice by the town of non-compliance with these requirements.

14-604.10.10 Conversions to a dynamic sign for the principal sign shall be considered the same as new signage.

14-604.10.11 The addition of any electronic message center to any nonconforming freestanding sign is prohibited.

SECTION 14-604.11 SIGNS PROHIBITED

The purpose and intent of this section is to identify signs that are prohibited within the town and do uphold the stated purpose and intent of the sign regulations as a whole. The following signs are prohibited within the town:

14-604.11.1 Flashing or intermittent illumination is prohibited, as defined herein.

14-604.11.2 Continuous scrolling messages are prohibited.

14-604.11.3 Dynamic signs as the principal on-premise sign are prohibited.

14-604.11.4 Billboards and similar permanent off-premise signs are prohibited, except for directional or advertisements placed by a governmental entity at the federal, state or town level.

14-604.11.5 Any sign that due to its position, illumination, size, shape or color, may obstruct, impair, obscure, interfere or be confused with any authorized traffic control sign, signal or other traffic control device.

14-604.11.6 Any sign not authorized by the town or other authorized governmental entity to be located on or attached to trees, utility poles, park benches, street lights or public property.

14-604.11.7 Dynamic signs attached to or located on stationary motor vehicles, equipment, trailers and related devices.

14-604.11.8 Dynamic signs using a video display method, or other artificial means to change from one message to another (*i.e. fading, dissolving, etc.*)

14-604.11.9 Signs located in the public right-of-way.

14-604.11.10 Signs that have been abandoned or are not being maintained.

14-604.11.11 Signs without an authorized permit or are in conflict with the adopted sign regulations of the town.

14-604.11.12 Dynamic signs in Residential Districts.

14-604.11.13 Any additional advertising to an authorized sign that was not included on the original sign application. This includes temporary signage attached to an authorized sign.

SECTION 14-604.12 VIOLATIONS AND ENFORCEMENT

14-604.12.1 Non-compliance with this ordinance shall be deemed a violation. When the sign administrator (Building Official) finds violations of the provisions of this ordinance, the administrator shall document such findings and take the appropriate action to correct said violations. A citation to municipal court may be issued to the owner, agent, or employee for violations of this ordinance.

14-604.12.2 Each day a violation continues shall be considered a separate offense. The owner or tenant of any building, sign, premises, or sign thereon, and any architect, builder, contractor, agent or other person who commits, or participates in, assists in, or maintains any violation hereunder may be found responsible of a separate offense. Nothing herein contained shall prevent the town from taking such lawful action as is necessary to prevent or remedy any violation of this ordinance.

14-604.12.3 Any person violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be fined in an amount not to exceed fifty dollars (\$50.00). Each day a violation is committed or permitted to continue shall constitute a separate offense and shall be punishable as such.

SECTION 14-604.13 SIGN REMOVAL

The following provisions shall apply for the removal of abandoned, illegal nonconforming, or obsolete signs:

14-604.13.1 Abandoned or obsolete signs or sign structures, including any nonconforming on-premise or off-premise sign or sign structure, shall be removed within thirty (30) days of written notification by the Building Official.

14-604.13.2 Any sign that is declared to be an illegal sign, one that is erected or placed in violation of this ordinance or other applicable code, shall be removed immediately.

14-604.13.3 When fifty (50) percent or more of the sign structure of any nonconforming sign is removed, (including poles, cabinet or support structure), the sign structure shall only be replaced so as to comply with all applicable provisions of this ordinance.

14-604.13.4 Any sign or sign structure found by the Building Official to present an immediate danger to the public shall be immediately repaired or removed.

14-604.13.5 Any obsolete sign panel or sign copy which identifies, describes, directs attention to, or gives directions for locating any business or establishment no longer in operation, or advertises any product no longer being marketed shall be removed within thirty (30) days by the owner or lessee after becoming obsolete. Covering obsolete sign panels or sign copy with any material is specifically prohibited.

SECTION 14-604.14 VALIDITY

Should any section, clause, or provision of this Official Sign Ordinance be declared by a court of competent jurisdiction to be unconstitutional or invalid, the judgement shall not affect the validity of the Official Sign Ordinance as a whole or any other part judged invalid.

SECTION 14-604.15 APPEALS AND VARIANCES

Appeals of the decisions of the Building Official and requests for variances from the provisions of this ordinance shall be submitted in writing to the town for consideration by the Board of Zoning Appeals.