

**ORDINANCE#**

**AN ORDINANCE OF THE TOWN OF ASHLAND CITY AMENDING ORDINANCE #501  
SECTION 20-105.1(b)(2): WALL SIGNS**

**WHEREAS**, the Town of Ashland City Planning Commission has reviewed and discussed the amendment and has voted to recommend its passage; and

**WHEREAS**, the Mayor and Council of Ashland City, Tennessee has given due consideration to amend the Zoning Ordinance of the Town of Ashland City

**NOW, THEREFORE BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE TOWN OF ASHLAND CITY, TENNESSEE**, that Section 20-105.1(b)(2) be amended as follows and all remaining sections will be renumbered accordingly:

**20-105 Signs Permitted in Commercial, Industrial Districts, and Professional Office**

Within the commercial districts, commercial, professional office and office planned unit development districts and industrial districts, as delineated by the Ashland City Zoning Ordinance and Map, the following regulations shall apply. Accessory signs are permitted subject to the standards and provisions as set forth herein.

**105.1 COMMERCIAL, INDUSTRIAL, AND PROFESSIONAL OFFICE**

Within the Town of Ashland City, the following provisions shall apply.

- (a) Projecting signs are permitted subject to the following standards:
  - (1) A use may be permitted to have one (1) projecting sign attached to the front of the building.
  - (2) Such sign shall not exceed forty (40) square feet in display surface area.
  - (3) Such sign shall not project into the public right-of-way more than six (6) feet provided that in no case shall such sign be closer than two (2) feet from the curb or edge of pavement of the travel way.
  - (4) Such sign shall not exceed twenty (20) feet in height measured from the bottom of the sign provided that in no case shall such sign extend above the roof line of the building to which it is attached.
  - (5) Such sign shall clear the established grade by a minimum of ten (10) feet.
  - (6) Such sign shall be no closer than twenty (20) feet to any other projecting sign.

(b) Wall signs are permitted subject to the following standards:

(1) The display surface area of such sign shall not exceed ten (10) percent of the square footage of the wall to which it is attached up to a maximum of two hundred (200) square feet.

(2) ~~Such sign shall be located on the front wall of the building which is oriented to the street from which access is derived. For uses with two street frontages, wall signs may be located on a wall considered to be the front of the use shall be used for location of such signage.~~

(3) Such sign shall not extend above the roofline of the building to which it is attached or the parapet nor shall such sign project outward from the building more than six (6) inches. Any parapet constructed as a part of the building wall or added to an existing building shall match the architecture of the building, be of the same thickness and be on the same plane as the wall of which it is a part. Parapets or additions thereto shall not be braced back to the roof.

(4) Such sign placed in the horizontal space between windows of a two-story building shall not exceed in height more than two-thirds (2/3) of the distance between the top of the window below and the sill of the window above.

(5) Such sign shall not cover or interrupt major architectural features of the building. Architectural features or details shall not be removed to accommodate a sign.

(6) If a use utilizes both wall and projecting signs, the total display surface area shall not exceed eighty (80) square feet.

(7) Signs attached to the inside of windows and intended to be visible from the exterior of the building shall not be counted as a wall sign; provided, however, that such window signs shall not cover more than twenty-five (25) percent of any window.

(8) Any canopy sign shall be included in the calculations for total permitted sign area for wall signs and deducted from the total. A canopy sign may be internally illuminated or have back lighting.

(c) Pole or ground signs are permitted subject to the following standards:

(1) A use shall be permitted to have one (1) ground or pole sign for each street frontage. In the event a street frontage is in excess of two hundred fifty (250) feet in length, one (1) additional such sign shall be permitted with a minimum separation of one hundred (100) feet between the signs. Pole signs subject to a minimum set back of twenty feet from the street right of way line.

(2) Such sign shall have a maximum display surface area of fifty (50) square feet.

(3) Between a distance of ten (10) feet and twenty (20) feet from the street right-of-way line, all signs shall be ground or pole signs. The maximum height of a ground sign shall be four (4) feet. Ground signs which are integrated into an attractive brick, stone, or wood architectural feature or an earth berm, all of which shall be permanently landscaped, may exceed four (4) feet in height to a maximum of seven (7) feet. Pole and ground signs are permitted subject to a minimum setback from the street right-of-way line of ten (10) feet. The maximum height of a pole sign shall be thirty (30) feet.

(4) The number of signs permitted on a sign structure shall be limited to one (1) sign except that an additional sign which is a changeable copy sign may be permitted with a maximum display surface area of twenty (20) square feet. An accessory sign and a changeable copy sign may be integrated into one (1) sign and shall be no larger than seventy (70) square feet for a pole sign and fifty (50) square feet for a ground sign.

(5) Any changeable copy sign may be electronically or mechanically controlled. Such sign shall not flash on and off, scroll across the copy area or change colors sporadically. The electronically controlled copy shall remain static for a minimum of six (6) seconds before changing.

(6) Such signs shall be set back from the right-of-way a minimum of ten (10) feet.

(d) The following provisions and standards shall apply to commercial complexes:

(1) A commercial complex may be permitted one (1) pole or ground sign for each street frontage identifying the name of the complex or business. In the event a street frontage is in excess of two hundred fifty (250) feet in length, one (1) additional such sign shall be permitted with a minimum separation of two hundred (200) feet between the signs. The maximum size of each such sign shall be a ratio of 1/2 to 1 of square footage of sign area to the length of the street frontage or the front facade of the building, whichever is greater, with a maximum display surface area of one hundred (100) square feet. In the event the above ratio results in a sign less than fifty (50) square feet in size, then a minimum size sign of fifty (50) square feet shall be permitted.

A sign setback of ten (10) feet from the street right-of-way line shall be observed. Between a distance of ten (10) feet and twenty (20) feet from the street right-of-way line, all signs shall be ground or pole signs. The maximum height of a ground sign shall be four (4) feet. Ground signs which are integrated into an attractive brick, stone, or wood architectural feature or an earth berm, all of which shall be permanently landscaped, may

exceed four (4) feet in height to a maximum of seven (7) feet. Pole and ground signs are permitted subject to a minimum setback from the street right-of-way line of ten (10) feet. The maximum height of a pole sign shall be thirty (30) feet.

(2) Additional signage may be permitted on the building(s) within the complex and shall be either wall signs, projecting signs or signage painted on glass windows or a combination thereof. Such signage shall be in scale with the size of the wall of the building upon which it is located and be architecturally compatible. The display surface area of such signage shall not exceed ten (10) percent of the square footage of such wall and may be apportioned for multiple occupants with each occupant being entitled to an equal share of the display surface area. Signs attached to the inside of windows and intended to be viewed from the exterior of the building shall cover no more than twenty-five (25) percent of such window.

Wall or projecting signs shall be subject to the requirements of Section 105.1 (a) and 105.1 (b) above.

(3) In lieu of a pole or ground sign identifying the name of the complex, such commercial complex may utilize a directory sign identifying individual occupancies subject to the same size requirements as in paragraph (1) above with each occupant being entitled to one (1) directory panel.

(4) A directory sign listing the names of individual businesses or occupancies may be permitted at the entrance to the parking lot or at the entrance of each building. The maximum display surface area shall not exceed ten (10) square feet and the maximum height shall be six (6) feet.

(5) A commercial complex may also be permitted entrance identification signage. Two (2) signs may be permitted, one (1) on either side of the entrance, and both shall be on private property in a joint user access easement or private platted sign easement. All such signs shall be integrally designed as a part of a permanently constructed and maintained brick, stone, or wood architectural feature or earth berm, all of which shall be permanently and attractively landscaped and privately maintained. No such sign shall exceed twenty-five (25) square feet in size or seven (7) feet in height.

(e) Signs may be internally or externally illuminated subject to the following standards:

(1) Exposed bulbs are prohibited.

(2) No sign shall change color or intensity.

(3) The brightness and surface illumination shall not exceed:

Internal illumination - 150-foot lamberts

External Illumination - 50-foot candles

(4) In no event shall the light from any illuminated sign exceed one-half (h) foot-candle at the property line of any lot that is zoned residential.

(5) The light from any illuminated sign shall be shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect the surrounding or facing premises nor adversely affect safe vision of operators of vehicles moving on public or private streets or parking areas. Light shall not shine or reflect on or into any residential structure and is subject to review by the building official.

(f) This section shall apply only to those uses engaged in the retail petroleum and petroleum products business. In addition to the requirements in Section 105.1, the following provisions shall apply:

(1) One (1) permanent price sign per street frontage. Such sign shall be affixed to or made a part of the permitted pole sign and shall not exceed twenty (20) square feet in size. Such sign shall be set back from the right-of-way a minimum of ten (10) feet.

(2) Two (2) non-illuminated self-service or full-service signs per pump island may be displayed. Such signs shall not exceed one hundred sixty (160) square inches per sign and shall be located at the ends of the pump island.

(3) Federal and State stamps, octane ratings, pump use directions, prices, and no smoking signs as required by Federal, State, and local authorities may be displayed. Such signs shall be located on the body of the pump.

(4) Petroleum product pumps or dispensers may display signs on the pumps not to exceed two (2) square feet and designed to be viewed by customers operating the pumps.

(g) This section shall be applicable only to movie houses or theaters. The following additional provisions shall apply:

(1) In lieu of a wall sign or in combination therewith, a marquee sign may be permitted. Such marquee may project over a private sidewalk or driveway but not over a public right-of-way. Such marquee structure shall be permanently attached to the principal building.

(2) Where the building contains more than one (1) theater, additional display surface area may be permitted up to a maximum of fifty (50) square feet of sign area for each theater. This sign area shall be in addition to an identification sign for the theater(s).

Recommended by Ashland City Planning Commission at the regularly called meeting on 04/01/2024.

First Reading  
Second Reading

ATTEST:

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Mayor

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City Recorder