

ORDINANCE 10-05

AN ORDINANCE AMENDING ARTICLE IV OF THE ZONING ORDINANCE AS INDICATED BELOW, REGARDING DEVELOPING REGULATIONS FOR ELECTRONIC DIGITAL SIGNS INCLUDING DEFINITION OF MINIMUM SPACING, MAXIMUM SIGN BRIGHTNESS, MESSAGE DURATION, PERMITTED ZONING DISTRICTS

WHEREAS, the Board of Mayor and Aldermen wishes to amend multiple sections of the Zoning Ordinance regarding electronic digital signs. The amendments are to provide regulations for digital signs including permitted zoning districts, minimum sign spacing, and maximum sign brightness and message duration. The regulations are to prevent the distraction to drivers associated with the electronic digital signs.

NOW THEREFORE, BE IT ORDAINED by the Board of Mayor and Aldermen that Article IV, Supplementary Provisions Applying to Specific Districts is amended as indicated below:

Amendment #1

Article 4 Supplementary Provisions Applying to Specific Districts
Section: 4.070 Standards for Signs
Sub-Section: B. Definitions

Electronic Message Display: Any sign that displays still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode (LED) display, plasma screen, liquid crystal display (LCD), fiber optic or other electronic media or technology. Signs that only contain gas prices and time and temperature shall only meet maximum lighting intensity requirements and image duration requirements listed below. Digital signs shall be regulated as reader boards by other provisions of this ordinance regarding maximum percentage of sign and location of sign.

Amendment# 2

Article 4 Supplementary Provisions Applying to Specific Districts
Section: 4.070 Standards for Signs
Sub-Section: J. Standards and Criteria

8. Electronic Message Display

J. Standards and Criteria

Signs that only contain gas prices and time and temperature shall only meet maximum lighting intensity requirements and image duration requirements listed below. Digital signs shall be regulated as reader boards by other provisions of this ordinance regarding maximum percentage of sign and location of signs.

Number and Location:

One (1) electronic message sign per property. Signs shall be located 100 ft outside of intersections and not installed in locations that will directly block or confuse a driver's

view. Signs shall be spaced 200 ft from any other electronic message signs along roadways. The distance shall be measured along roadways not straight lines between signs. Signs shall be located 100ft from residential property lines. Signs along interstate and limited access state highways shall meet State of Tennessee Requirements.

Permitted Zoning Districts:

Electronic Message signs shall be permitted in all zoning districts except, C-6, Town Center Residential, C-5, Transitional Commercial Zoning District, C-3, Neighborhood Center Commercial and all residential and agricultural zones. The Planning Commission shall review and may approve all proposed locations of signs in planned unit development zoning districts if the intent and requirements of the ordinance are met. The Board of Zoning Appeals may review proposals for non-residential church, school, and day care buildings and uses permitted by special exception in residential and agricultural zoning district provided that the intent of the ordinance and requirements are met.

Illumination and Brightness:

Sign during daytime hours shall be a maximum lighting intensity of 7,500 nits and during night time hours shall be a maximum intensity of 750 nits.

Message Duration:

Images shall remain static for a minimum of eight seconds and image changes and scrolling shall be accomplished within two (2) second or less. Images shall not flash and include sudden blasts of lights, or contain continuous scrolling and animation over (2) seconds in length.

Amendment# 3

Article 4 Supplementary Provisions Applying to Specific Districts
Section: 4.070 Standards for Signs
Sub-Section: J. Standards and Criteria

Renumber of Existing Sections

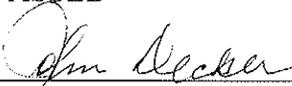
8- 9	Residential Districts
9- 10	Commercial/Industrial District
10-11	Interstate Sign District
11-12	Other Uses

BE IT FURTHER ORDAINED that this amendment was approved by the Planning Commission at January 10, 2010 Meeting.

This ordinance shall become effective upon its final reading and adoption by the Board of Mayor and Aldermen, and publication, the public welfare requiring it.

First Reading: March 18, 2010 PASSED

Second Reading: April 15, 2010 PASSED



John Decker, Mayor



Amanda Priest, City Recorder