SECTION 2

SIGNS, BILLBOARDS & OTHER ADVERTISING STRUCTURES

These conditions are established as a reasonable and impartial method of regulating signs and other advertising structures in order to insure light, air, and open space, to reduce hazards at intersections, and to protect property values of the entire community. Several types of signs are depicted on Illustration 1. The regulations for signs and other advertising structures are as follows:

A. For all zoning districts the following regulations for signs and other advertising structures shall apply:

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.

2. No sign shall be located on, or attached to, any public property except public signs authorized by the Town of Gordonsville, Smith County, or the State of Tennessee.

3. No signs shall be painted or attached to any fence, trees, rocks, canopy posts, utility poles, and the like.

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

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

B. In all zoning districts the following signs shall be permitted:

1. For parking areas, entrance and exit signs not exceeding two (2) square feet in area and one (1) sign not more than nine (9) square feet in area identifying or designating the conditions of the use of such parking area.

2. On-premise and off-premise real estate signs not exceeding thirty-two (32) square feet in sign face area which advertise for the sale, rental or auction of land(s) or building(s). Such signs shall not be illuminated, shall not be more than six (6) feet in height, shall not be located on any public rights-of-way and off-premise real estate signs shall not be located for a period exceeding thirty (30) days.

3. 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, nor shall they remain standing after construction has been completed.

4. Signs established by, or by order of, any governmental agency.

5. For special events of public interest, one (1) sign, not over twenty (20) square feet in area located upon the site of the event and removed within forty-eight (48) hours after the event but in no case shall such sign be displayed for a period longer than two (2) months in any one calendar year.

6. Memorial plaques, cornerstones, historical tablets and the like.

7. Political signs displayed on private property with the consent of the property owner.

C. In the R-1 and R-2 Residential and A-1 Agriculture Districts, the following regulations for signs and other advertising structures shall apply:

1. Name plates indicating name, address, house number, announcement of boarders or roomers are permitted but shall not exceed two (2) square feet in area.

2. For multi-family complexes, apartment buildings, and mobile home parks, identification signs not exceeding nine (9) square feet in area are permitted.

3. Signs announcing customary home occupations are permitted, but shall not exceed four (4) square feet in area.

4. Church, school, or public building bulletin boards or identification signs, not exceeding thirty (30) square feet in area are permitted.

5. For a subdivision consisting of forty (40) or more lots or a multi-family development consisting of twelve (12) or more dwelling units, one (1) permanent sign identifying the development at each major vehicular entrance is permitted, provided that all yard setbacks are complied with, and provided that the sign does not exceed eight (8) feet in height and forty (40) square feet in area.

6. Flashing or intermittent illumination is prohibited.

7. Billboards and similar off-premise signs are prohibited unless they are utilized for advertising along Interstate 40 with the following conditions:

a. Situated within one-hundred (100) feet of Interstate 40 right-of-way.

b. No closer than one-thousand (1000) feet apart.

c. Situated at least two-hundred (200) feet away from any residential structure.

D. In the C-1 and C-2 Commercial Districts, the following regulations for signs and other advertising structures shall apply:

1. All signs permitted in the R-1 and R-2 Residential and A-1 Agriculture Districts, subject to the same regulations, are permitted.

2. On-premise signs shall not exceed two-hundred (200) square feet in area, shall not be less than fifty (50) feet apart, and shall not be freestanding with a height of thirty-five (35) feet from grade.

3. Each commercial establishment shall be permitted one (1) wall sign for on-premise advertising per outside wall provided that such sign shall not exceed twenty-five (25) percent of the area of the face of the wall upon which the sign is erected, or portion of the wall occupied by the commercial establishment, whichever is less, and further provided that if more than one (1) outside wall is utilized for a sign that no roof sign shall be permitted.

4. Each commercial establishment which utilizes only one (1) wall sign shall be permitted one (1) integral or mansard roof sign for on-premise advertising provided that such integral or mansard roof sign shall not exceed fifty (50) square feet in sign face area or twenty-five (25) percent of the area of the face of the building upon which it is erected, or portion of the face of the building occupied by the commercial establishment, whichever is less.

5. Each commercial establishment shall be permitted one (1) projection sign provided that such projection sign shall not exceed twenty (20) square feet in sign face area and shall not extend above the roof line of the building occupied.

6. Window and awning signs are permitted for commercial establishments.

7. For structures in the C-1 Limited Commercial District directly abutting the public right-of-way, awning, canopy, or marquee signs overhanging the public right-of-way are allowed provided that no such sign shall be closer than two (2) feet to any street pavement line and provided that no such sign shall obstruct free or clear vision or cause hazards for vehicles or pedestrian traffic.

8. Billboards and similar off-premise signs are permitted only in the C-2, General Commercial District along State Highway 53 subject to the following regulations:

a. No billboard or similar off-premise sign shall exceed two-hundred (200) square feet in area.

b. No billboard or similar off-premise sign shall exceed fifty (50) feet in height as measured from the uppermost portion of the display surface area to the finished grade at the base of the sign or curb level, whichever provides greater height.

c. Billboards and similar off-premise signs shall be erected or placed in conformity with the side, front, and rear yard requirements of the C-3, Highway Commercial District.

d. No billboard or similar off-premise sign shall be erected or placed closer than within two-hundred (200) feet of any residential district.

e. No billboard or similar off-premise sign shall be erected or placed closer than within one-thousand (1000) feet of any other billboard or similar off-premise sign.

f. All billboards and similar off-premise signs shall conform with all applicable state regulations including those in the *Tennessee Code Annotated* and those of the Tennessee Department of Transportation.

E. In the I-1 and I-2 Industrial Districts, the following regulations for signs and other advertising structures shall apply:

1. All on-premise signs permitted in C-1 and C-2 Commercial Districts, subject to the same regulations, are permitted.

2. Billboards and similar off-premise signs are permitted in the I-1 and I-2 Industrial Districts subject to the following regulations:

a. No billboard or similar off-premise sign shall exceed three-hundred (300) square feet in area.

b. No billboard or similar off-premise sign shall exceed fifty (50) feet in height as measured from the uppermost portion of the display surface area to the finished grade at the base of the sign or curb level, whichever provides greater height.

c. Billboards and similar off-premise signs shall be erected or placed in conformity with the side, front, and rear yard requirements of the I-1 and I-2 Industrial Districts.

d. No billboard or similar off-premise sign shall be erected or placed closer than within three-hundred (300) feet of any residential district.

e. No billboard or similar off-premise sign shall be erected or placed closer than within one-thousand (1000) feet of any other billboard or similar off-premise sign.

f. All billboards and similar off-premise signs shall conform with all applicable state regulations including those in the *Tennessee Code Annotated* and those of the Tennessee Department of Transportation.