

APPENDIX A -- SIGN REGULATIONS

1.1.0 PURPOSE

The purpose of this section is:

Goal and Intent of Sign Regulations:

To develop sign specifications that left unregulated can result in visual clutter, can cause confusion for drivers, and can cause interference with the efforts to establish a desirable community identity.

To develop mandatory commercial design guidelines that promote high standards of design appropriate in scale, appearance and use for a small town, as stated in Goal #1 in the Town's Land Use Policy Plan.

“Successful urban design involves the encouragement of projects that enhance the physical setting. Streetscape enhancements, including landscaping, street furnishings, public art, and signage, can be powerful in establishing a sense of place...Taking a holistic approach to all aspects of the built environment results in a place that many people can benefit from in tangible ways. When a place feels cared for, people enjoy spending time there, and purchasing goods and services. By the same token, businesses feel comfortable investing in such a location. In this sense, the issues of urban design in general and sign design in particular are not just aesthetic, but economic as well.” Excerpted from Context-Sensitive Signage Design, published by American Planning Association, 2001, pp. 40-41.

The overall intent of these regulations is to emphasize that height, size, and design restrictions are narrowly tailored to serve significant government interest; that being traffic safety, aesthetics, and economics, while maintaining a content neutral approach. “The enhancement of pedestrian environments, the creation of attractive gateways, and the strengthening of the overall vitality and image of the community are all helped by adopting a good set of sign regulations” as referenced in the publication of the American Planning Association (2001) entitled Context-Sensitive Signage Design.

Objectives:

- A. To maintain public safety and traffic safety by ensuring that signs are properly designed, constructed, installed and maintained;
- B. To minimize the distractions and obstructions of view that contribute to traffic hazards and endangers public safety;
- C. To protect existing development and promote high standards of quality in new development by encouraging appropriately designed, placed and sized signage;
- D. To provide an effective guide for communication identification through signage while preventing signs from dominating the visual appearance of the areas in which they are located.

- E. To preserve important views to other natural features as set forth in Appendix E Design Review Manual.
- F. To set signage in a strong landscaped surrounding to be more visible than a cacophony of uncontrolled messages.
- G. To ensure that signage does not detract from the sense that Nolensville’s environment is a continuous landscape.
- H. To assist in the implementation of Goals for Community Appearance and Character in Appendix E, Design Review Manual.
- I. To preserve and enhance the existing small town character of Nolensville while creating a strong sense of town identity and community or “sense of place”.
- J. Encourage the development of good sign regulations for both aesthetic and economic purposes which enhance the physical setting, encourages people to use the local businesses, and businesses to invest in the local community.

1.2.0 DEFINITIONS

Abandoned Sign -- Any sign that no longer identifies or advertises a business, product or service that is no longer located on the premises where the sign is displayed.

Animated Sign -- Any sign or part of a sign that changes physical position by any movement or rotation or that gives the visual impression of such movement.

Banners, Pennants, Festoons and Balloons -- A sign having characters, letters or illustrations applied to cloth, paper or fabric of any kind, with only such non-rigid material for background.

Building Marker -- A sign that has been approved by the Historic Zoning Commission and which depicts the historic significance of the structure, including names and dates.

Canopy Sign -- A structure constructed of rigid materials, which is attached to, and supported by, a building and/or columns, poles braces extended to the ground.

Changeable Copy Sign, Automatic -- A sign in which the wording is changeable by automatic or remote controlled means; often referred to as electronic message boards and similar.

Construction Sign -- A temporary sign providing information about development on a site and the parties involved in the project.

Dilapidated Sign -- Any sign that is defective either structurally or is in a state of disrepair.

Directional Sign -- A sign whose message is exclusively limited to guiding the circulation of motorists or pedestrians on the site.

Directory Sign -- A sign or group of signs attached to a building or freestanding, which identifies the business, owner, address, or occupation of a group of businesses, but contains no advertising.

Electronic Message Board -- Any sign that uses changing lights to form a sign message or messages wherein the sequence of messages and their rate of change is electronically programmed and can be modified by electronic processes.

Exempt Sign -- Certain signs listed in this Ordinance are exempt from the requirements of obtaining a sign permit.

Existing Sign -- Sign existing as of the date of the adoption of this ordinance.

Flag -- Bunting or fabric of distinctive color and design and uses as an emblem, standard, or symbol, containing no advertising message, but may include company logos and names, and government flags and which is hoisted on a permanent flagpole.

Freestanding Sign -- A sign that is attached to, erected on, or supported by some structure (pole, frame or other structure) that is not itself part of or attached to a building or other structure whose principal function is something other than to support the sign.

Front Facade -- The portion of the structure that faces the road frontage and contains the primary entrance to a business.

Height of Sign -- The vertical distance measured from the lowest adjacent grade to the highest point of the sign or sign structure.

Historical Type Signage -- A sign structure that is designed to resemble an historic marker or stand is allowed provided however, that the maximum sign height is 6 feet from the final grade of the property and that the sign structure as constructed does not exceed 18 inches above the height of the sign.

Illegal Sign -- Any sign erected without a permit, any sign that promotes a business or service that no longer exists, any sign that is considered to be a danger to the general public.

Illuminated Sign -- Any sign lighted by or exposed to artificial lighting either by lights in the sign or directed toward the sign.

Incidental Sign -- Signs whose purpose is to provide information relating to the site it is located on. No commercial message or logo is allowed on an incidental sign.

Ingress/Egress Sign -- Incidental signs used to direct traffic onto and from a site.

Marquee Sign -- A sign designed to have changeable copy, either manually or electronically.

Menu Board -- A permanently mounted sign displaying the bill of fare for a restaurant.

Nonconforming Sign or Sign Structure -- Any sign or sign structure that legally was erected prior to the adoption this ordinance and otherwise does not conform to the requirements of this ordinance.

On-Premises Sign -- Any sign identifying or advertising a business, person, activity, goods, product or service located on the premises where the sign is installed and maintained.

Painted Wall Sign -- A sign applied to a building wall with paint and which has no sign structure.

Political Sign -- A sign identifying and urging voter support for a particular election issue, political party or candidate for public office.

Portable Sign -- A sign designated or intended to be moved easily that is not permanently affixed to the ground.

Projecting Sign -- A sign attached to and projecting out from a building face or wall.

Public Right of Way -- Land that is dedicated to a public agency for the purpose of infrastructure, roadway or waterway.

Real Estate Sign -- A temporary sign that relates to the sale, lease or rental of property or buildings.

Roof Line -- The highest horizontal point of a wall visible to the public.

Roof Sign -- A sign erected on a roof that projects above the highest point of the roofline, parapet or fascia of the building.

Sign -- Any devise, or structure that uses color, graphics, illumination, or writing to advertise, announce or identify a person, entity or business.

Sign Area -- Square foot area enclosed by the perimeter of the sign face that contains wording or graphics.

Sign Face -- The entire area of a sign upon which copy is placed.

Sign Structure -- The supports, uprights, bracing or framework of any structure exhibiting a sign, be it single faced, double faced or v-type.

Snipe Sign -- An off premise sign that is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences or to other objects.

Special Event Sign -- Signs or banners advertising the name, time, and place of a bona fide special event when conducted by a public agency, or for the benefit of any church, civic, or charitable cause, or in the case of a for profit business a grand opening, a new ownership announcement or other similar one time special event.

Subdivision Sign -- A sign located at the primary entrance to a subdivision.

Swinging Sign -- A sign that is attached to a bracket, arm or mast and is not permanently fastened to a wall or pole.

Temporary Sign -- A sign not designed or intended for permanent display.

Tubular Lighting -- Tubular lighting means lighting such as neon, gas, fiber optics, or other similar forms of lighting installed around the exterior building façade, canopy, awning, architectural feature or any other structural component of the building outside area of any allowable wall signs, for the purpose of drawing visual attention to the business.

Two Sided Sign or Two Faced Sign -- A sign constructed to display its message on the outer surfaces of two identical and opposite places.

Vehicle Sign -- A portable sign affixed to or inside a vehicle for the purpose of directing people to a business or cause in close proximity to where the vehicle is parked.

Wall Sign -- A sign mounted flat against a wall, building or structure.

Window Sign -- A sign, other than a projecting sign, to include design elements placed inside the window or immediately behind the windowpane or upon the window pane, used to advertise, announce, or identify a person or entity, or communicate information of any kind, or to draw attention to the business or use.

1.3.0 GENERAL PROVISIONS

- 1.3.1 **Applicability** Except as otherwise provided for in this section, it shall be unlawful to construct, enlarge, move or replace any sign or cause the same to be done, without first obtaining a sign permit from the Town.

1.4.0 EXEMPT SIGNS

Signs exempt from permit requirement. A sign permit shall not be required for the following:

- A. An official sign or notice issued by any court, public agency or office.
- B. A traffic directional, warning or information sign authorized by any public agency.
- C. A private street or road name sign or a traffic directional sign, which does not exceed four (4) square feet per sign face.
- D. “No trespassing,” “no hunting,” “no fishing,” “no loitering” and like signs not exceeding one (1) square foot in area.
- E. Any on-premises sign not exceeding one (1) square foot in area. Such signs shall not number more than two (2) per individually owned parcel, not to each business site.
- F. A residential or commercial real estate sign not exceeding six (6) square feet (2 feet x 3 feet) per sign face and two sign faces. An ingress/egress sign, which does not exceed four (4) square feet per sign face.
- G. Temporary window graphics provided they comply with Article 1.10.0 Window Sign Standards.
- H. Signs denoting a property as historic. Such signs shall be authorized by the Historic Zoning Commission and shall not exceed four (4) square feet per face.
- I. Athletic field signs.
- J. Temporary holiday lights and decorations with no commercial message.
- K. Governmental flags of the United States, the State and the Town not exceeding sixty (60) square feet. Governmental flags shall be limited to three (3) per site for commercial and industrial uses.
- L. Memorial signs or tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of permanent metallic or masonry materials and attached to the surface of a building.
- M. Signs legally existing at the time of adoption of this ordinance.
- N. Non-governmental flags that contain no commercial message provided they do not exceed fifteen (15) square feet per sign face and one (1) such sign per site. Flag pole location and height must be approved by the Planning Commission prior to the installation on the site.
- O. One “A” frame sign, also referred to as “sandwich boards” or menu boards, are allowable in place of one on-premises sign (see above) if it does not exceed 15 square feet and five (5) feet high. This allowance only applies to each individually owned parcel of land, not to each business.
- P. Political signs.

1.5.0 PROHIBITED SIGNS

1.5.1 **Signs Prohibited** It shall be unlawful to erect, cause to be erected, maintain or cause to be maintained, any sign not expressly authorized by, or exempted from, this ordinance. The following signs are expressly prohibited:

- A. Signs, which obstruct free ingress to or egress from a required door, window, fire escape or other required exit way.
- B. Signs and/or sign structures, which obstruct the view, may be confused with, or purport to be, a governmental or traffic direction/safety sign.
- C. Signs that contain any lighting or control mechanism that causes unreasonable interference with radio, television or other communication signals.
- D. Snipe signs erected on public property or on private property (such as private utility poles) located on public property, other than signs erected by a public authority for public purposes or as otherwise approved by the Town Board of Mayor and Aldermen.
- E. Signs, which contain any moving, flashing, animated lights, visible moving or movable parts, or giving the appearance of animation.
- F. Signs or sign structures other than freestanding and vertical wall extension, any portion of which extends above the parapet, building roofline or canopy against which the sign is located.
- G. Except as otherwise provided, no sign shall be permitted in the public right-of-way except those authorized or issued by a public agency or regulated utility.
- H. Abandoned or dilapidated signs.
- I. Signs mounted on a roof.
- J. Inflatable signs.
- K. Internally lit signs, except as permitted under Article 1.7.3 C of Appendix A.
- L. Banners, pennants, festoons, and balloons, except those otherwise provided for in this section.
- M. Signs that are painted on the façade of a building except where authorized by the Historic Zoning Commission.
- N. Searchlights and beacons.
- O. Signs on natural features such as trees, living vegetation, or rocks.
- P. Trailer signs, except for temporary signs.
- Q. Trash receptacle signs.
- R. Wind-blown devices.
- S. Spinner signs.

1.6.0 NONCONFORMING SIGNS

- A. The utilization of a nonconforming sign and/or sign structure as defined herein may continue subject to the conditions and requirements listed below. When the use of the property changes (including but not limited to the redevelopment of the site or a change in the use or name of the business, the signs on that property must be brought into compliance with the provisions of this section).
- B. No alterations to a non-conforming sign/sign structure shall be permitted except minor repairs and maintenance. Any structural or other substantial maintenance or improvements to a nonconforming sign (except for painting or refinishing the surface of an existing sign face or sign structure so as to maintain the appearance shall be deemed an abandonment of the nonconforming status, shall render any prior permit void and shall result in the reclassification of such signs an illegal sign.
- C. Any sign or sign structure that is destroyed or damaged, not to any fault of the property owner shall be allowed to be rebuilt in its entirety provided that such sign structure shall comply with applicable setbacks from the existing right of way.

1.6.1 **Abandonment** Any sign for a business no longer in operation must be removed within 30 days of the discontinuation of the business.

1.7.0 DESIGN CONSTRUCTION STANDARDS

All permanent wall and freestanding signs shall be designed, constructed, and maintained in accordance with the following standards. Attractive and integrated design features tend to improve a Town's image, raise overall property values, attract new businesses and residents, and improve the quality of life. These standards shall be coordinated with architectural design standards in Appendix E, Part B, Principle 9 – Color, section A, requiring colors to be of low reflectance, subtle, neutral, earth tones on building façade.

1.7.1 Calculations-Measurement Standards

- A. **Individual Signs** -- The sign area shall be determined by computing the area that will encompass the extreme limits of the sign face, including any open areas within the sign face.
- B. **Two face Signs** -- The sign area shall be determined by adding together the area of all sign faces.
- C. **Height** -- The sign height shall be measured from the average level of the grade below the sign to the highest point of the sign. Average grade shall be the lower of existing grade prior to construction or the newly established grade after construction. The ground where the signage is placed shall not be artificially raised to increase sign height.

1.7.2 **Sign Setback** All permanent signs shall be set back at least six (6) feet from the street right-of-way. All temporary signs shall be located at least ten (10) feet from the street edge with the exception of residential real estate signs which may be located six (6) feet from the street edge.

1.7.3 **Sign Illumination** Permitted methods of illumination may be divided into several types as described below. All signs shall be engineered in compliance with applicable portions of the Town's building and electrical codes. All electrical service to ground mounted signs shall be placed underground. Electrical service to all other signs shall be concealed from public view.

- A. **Indirect Illumination** The sign has neither an internal light nor an external source, which is intended to specifically light that sign. Rather, the sign depends on the general lighting of the area (e.g., parking lot, traffic or pedestrian areas) for illumination.
- B. **Internal Message** The sign is made of metal, wood or other material that is not translucent, and the message is cut out of the material and replaced with a translucent material. The sign's light source is located inside the sign. Internal message signs shall only be permitted in the CS and OI zoning districts.
- C. **Internally Lit Sign** The sign is made of translucent material with internal lights.

1. Internally lit signs shall only be permitted in the CS, CR, OI, V and V/HDO zoning districts.
 2. Internally lit signs are only permitted for wall signs if the sign is made of channel lettering. A limited portion may be allowed for box type, internal lighting is to comply with color requirements under Article 1.7.4 D.
 3. Gasoline stations are allowed to use automatic changeable copy sign systems to display the prices of gasoline to meet state law only.
- D. **Externally Lit Signs** The lighting shall be fully shielded so that they are not visible from roads or adjoining property. Externally lit signs are allowed for all permanent wall or freestanding signs.
- E. **Automatic Changeable Copy Signs** are allowable for public and semi-public uses and gasoline stations only and are required to have
1. Black background with messages in one color lights
 2. The number of message changes is limited to one per hour
 3. Such sign is within the total amount of allowable area for the freestanding sign of that use
 4. The automatic changeable copy area of the message board shall not be larger than 25% of the total freestanding sign face per side
 5. Brightness level shall not exceed eight (8) NITS
- F. **Changeable Copy Signs** These signs are manually changeable signs and are allowable only at service stations, religious institutions, and public institutions. Such uses may use up to one-half (1/2) of the area of its principal ground sign or wall sign for changeable copy message areas.

1.7.4 **Material, Color, and Style** The material and style of signs shall be subject to the following:

- A. Signs shall not have mirrored backgrounds.
- B. Signs shall not be in the shape of a commercial sponsor or motif (soda bottles, hamburgers or other figures) or other outdoor commercial displays except in the historic district when expressly permitted by the Historic Zoning Commission or except when permitted in a limited area for logos or trademarks that are not compliant with color standards under Article 1.7.4 D below.
- C. Materials - Sign materials shall be compatible with proposed building materials for new buildings and will be harmonious with the requirements in Appendix E, Design Review Manual. The frame of the sign for freestanding signs for new buildings shall be of the same material as the building as much as possible and shall match the architecture of the building.

The following materials may be allowed, if appropriate to the design.

- Brick
- Natural stone, including panels. Natural materials favored; but use of imitation stone is acceptable
- Stained split-face block
- Wood, painted only
- EIFS or similar, in conjunction with brick, split-face block or stone
- Metal panels, when used in combination with brick, split-face block or stone
- Plastic, or other synthetic materials, when used in combination with brick, split-face block, or stone

The following materials are prohibited for sign backgrounds, frames, supports, and ornamentation:

- Exposed metal poles. Poles shall be enclosed by a masonry veneer
- Smooth face concrete blocks, whether painted or unpainted
- Metal panels, when used without brick, split-face block, or stone
- Plastic or other synthetic materials when used without brick, split-face block, or stone

Box/cabinet style signs are only permitted for the portion of the sign which is part of a registered logo or trademark.

- D. Color - In order to be compatible with the building facades (ref. Appendix. E, Part B, Principle 9-Color) sign colors shall be subtle, neutral, or earth tones as much as possible. Black, white, dark green, dark brown, bronze shall be the predominantly allowed background colors or lettering. The use of high intensity, or metallic colors is prohibited. Colors that are part of a company logo or trademark that are not compliant with the above limitations may be allowed as follows:

For Single Users: Colors that are part of a company logo or trademark that are not compliant with the above limitations may be allowed on part of a monument sign or a wall sign not to exceed 20% of the allowable sign face.

For Multiple User Signs: Colors shall be controlled by a Master Signage Plan approved by the Planning Commission and use consistent duo-tone color combinations of colors allowed in this section. See Master Signage Plan requirements under section E below.

The use of primary or secondary colors not allowed above (except for limited logo areas) may be utilized when muted sufficiently to reduce the brilliance and brightness of the color and, particularly for use in the Historic District when deemed appropriate by the Historic Zoning Commission. Such techniques and color palette may also be allowed in other commercial districts

when it is designed to complement a particular design or building. Such sign color designs must be approved by the Design Review Committee.

Other Color Limitation Guides:

1. Individual signs shall not use more than three (3) colors, including a background color.
2. Signage may utilize white and/or black as predominant colors even in a case when such colors are not utilized on the primary structure(s).
3. Signage may not utilize more than one (1) color for the primary message copy, unless the second color is used to create a shadowing or outlining effect.

Interpretation Statement:

1. For panel signs, the background color shall mean the panel itself.
2. For channel letters, the background color shall mean the returns.
3. Trim colors shall be counted as background colors.
4. Logos and trademarks may be included on signs provided that such logos and trademarks are consistent with the Town's color standards stated above and with a color scheme shown on an approved Master Signage Plan, if applicable. Logos for single occupancy projects shall be limited to the color requirements stated above.
5. For determining color limit areas, a simulated box will be drawn around the color message area and calculated for proportion of proposed sign area.

For large, anchor type stores containing more than 30,000 square feet in building area, many of which will most likely be national franchise stores, the colors that are part of a company logo or trademark may be allowed on the entire sign face. These stores shall be required to submit a master signage plan for all signs on their sites that illustrates coordinated color and design styles. (See article 1.7.4 E below).

Definition of color types:

Earth tone is defined as a color scheme that draws from a color palette of browns, tans, grays, greens, and some dark muted reds. The colors in an earth tone scheme are muted and flat in an emulation of the natural colors found in dirt, trees and rocks. Neutral colors are defined as one of the following: beige, ivory, tans, black, gray, white and brown and are part of the "achromatic color wheel" which means that if all colors are mixed together they will result in black, or gray. Subdued, or muted, means that primary and secondary colors are mixed with gray to "tone" them down in brightness.

- E. Master Signage Plan - All new non-residential developments where multiple tenants, or multiple buildings are proposed (e.g.; shopping centers, mixed-use developments, office complexes, multi-unit residential developments), the

owner is required to submit for approval to the Planning Commission, a master signage plan which indicates proposed locations, designs, size, color, and illumination of all signs as part of the Site Plan application process. This requirement shall also apply to large size stores of 30,000 square feet and over. The Master Signage Plan must include the following:

1. The maximum total sign area and number of each type of sign to be included on the property.
 - a. Wall signs
 - b. Monument signs
 - c. Hanging signs
 - d. Directory signs
 - e. Directional and incidental signs
 2. The location, dimensions and base of any existing or proposed signs.
 - a. Wall signs placement shown on front and rear elevation with ideal dimensions of each.
 - b. Monument sign location on site plan with dimensions and elevation drawings with dimensions.
 - c. Hanging sign locations and dimensions.
 - d. Directory signs
 - e. Directional and incidental
 3. Color scheme based upon building design palette, illumination types and materials used for all signs.
 - a. Wall signs (specified color, illumination type, materials used)
 - b. Monument signs (specified color, illumination type, materials used)
 - c. Hanging signs (specified color, materials used)
 4. Master Signage Plan shall include required landscaping at ground level of freestanding/monument signs and directional signs.
- F. Individual tenant signs shall be mounted to the main sign. In no case shall individual tenant signs be allowed to hang from the main sign. Individual tenant signs must be identical in size, shape, material and color. The size of tenant signs shall be no taller than nine (9) inches and shall be the width of the main sign background. Where the entrance to an individual tenant's business fronts on a private street, a tenant may have a separate sign, not to exceed four square feet in size, in lieu of any other signage. This sign, which must front on the private street, will be deducted from the total sign area allowed for the site.

1.7.5 **Maintenance** All signs, including related landscaping areas, shall be maintained in good condition at all times. Signs, which are obsolete in information, defaced,

missing some portion, peeling or cracking shall be deemed in disrepair. The Town shall give 30 days written notice for the owner to comply with maintenance requirements. Should the owner and/or property occupant fail to comply within the prescribed period, the Town may remove (or cause to be removed) the sign with the cost of removal charged to the owner.

- 1.7.6 **Obstruction** All signs shall be erected so as to not obstruct or impair driver vision at ingress-egress points and intersections. No sign shall be permitted which poses a traffic hazard. If, in the opinion of the Town's Mayor or his designee any sign does constitute a traffic hazard or is detrimental to the general safety of the public, the Town may remove such sign with no prior notice to the owner.

1.8.0 FREESTANDING SIGN STANDARDS

1.8.1 **Area and Quantity** The area and quantity of any freestanding sign face shall conform with the following:

- A. **Residential** Residential subdivisions may erect freestanding identification signs. Such signs shall be located at the primary entrance(s) to the development/ subdivision or at the beginning of the street upon which the development/ subdivision connects directly to an arterial or collector street. Upon approval by the planning commission, a subdivision sign may be erected in a recorded sign easement provided that it does not pose a traffic hazard. Such signs shall be administered and maintained by an established homeowner’s association or maintenance organization. Signs for such developments shall not exceed fifty (50) square feet of sign face divided among not more than four (4) sign faces. No single sign face shall exceed fifteen (15) square feet. Such signs shall not be internally lit. The maximum height of a subdivision entrance sign shall be six feet.
- B. **Large Commercial** Commercial developments, which contain more than 10,000 square feet of heated floor space open to the public shall be, permitted one (1) freestanding sign per site entrance but no more than two (2) identification signs for the development. Such signs shall have no more than 140 square feet of sign face divided among not more than four (4) sign faces for the development. No single sign face shall exceed 60 square feet. Signs must meet requirements of Appendix A 1.7.4 on material, color, and style.
- C. **Small Commercial** Commercial developments, which contain less than 10,000 square feet of heated floor space open to the public shall be, permitted one (1) freestanding sign. Such sign shall have no more than 72 square feet of sign face divided between not more than two (2) sign faces. No one face shall exceed 36 square feet. Signs must meet requirements of Appendix A 1.7.4 on material, color, and style.
- D. **Institutional/Public and Industrial** Each institutional/public use and each industrial use shall be permitted one (1) freestanding sign. Such sign shall have no more than 80 square feet of sign face divided among not more than two sign faces. No one face shall exceed 40 square feet. Signs must meet requirements of Appendix A 1.7.4 on material, color, and style.
- E. **Substitution Clause** Notwithstanding anything herein to the contrary, non-commercial copy may be substituted for commercial copy on any lawful sign structure.

1.8.2 **Height** The maximum height of any freestanding sign for a single user commercial/public institutional/industrial use shall not exceed six (6) feet above ground level with the exception of historical type signage which is allowed an eighteen inch increase for the structure. The maximum height of any freestanding sign for a multi-tenant use shall not exceed seven (7) feet above ground level. For multi-tenant uses, additional signage in one foot increments is allowed per additional tenant with a maximum of

ten feet to include all tenants. The ground shall not have been artificially raised for the purpose of increasing the sign's height, although landscaping at the base of the sign structure shall be required to be installed to help integrate the signs with their sites and the planting area, or a berm including plants/flowers up to one and one-half foot (1.5'), shall be allowed with a gradual slope, and will not be included when calculating the height of the sign. Sign permit applications shall show landscaping proposed and be compatible with the overall site plan landscaping. All landscaping areas must comply with Appendix A 1.7.5 Maintenance.

- 1.8.3 **Structure Size** The size of the support structure for any freestanding sign shall not exceed the area of sign face. This provision does not apply to walls in which signs and their structures have been integrated.
- 1.8.4 **Spacing Limitations** Freestanding signs on any premises shall be spaced at intervals of 50 foot minimum, or at the discretion of the Town, along each public way which views the premises. If less than 50 feet of any premises is visible from any public way, only one sign shall be permitted along that public way.
- 1.8.5 **Non-Governmental Flags** Non-governmental flags are deemed to be freestanding signs and shall be subject to the provisions of this section (with the exception of height requirements). No such flag shall be for advertising purposes and exceed 15 square feet per face. A flag and a freestanding sign combination is permissible only in those circumstances where the total area of both the flag (doubled) and the freestanding sign shall not exceed the total allowable area for freestanding signs on the site. No flagpole may exceed the height of the principal structure that is located on the property where the flagpole is placed.
- 1.8.6 **Detailed Directory Signs** One detailed directory sign may be located near the principal entrance to a parking area or at principal intersections within the parking area for large-scale projects such as an office building complex or shopping center as shown on an approved Master Signage Plan approved under that section of this Appendix A. Such sign shall be located away from any public right-of-way so that drivers can conveniently pull up to and read the directory without impeding traffic on any driveway or entrance serving the development. Such signs shall not be more than eight (8) square feet in area and five (5) feet in height. Such signs shall be externally illuminated.

1.9.0 WALL SIGN STANDARDS

1.9.1 **Retail** Wall signs for each retail use shall not exceed one (1) square foot per linear foot of the front face of a single occupancy building or in the case of a multi-occupancy facility, the exterior wall surface of each establishment where principal customer access is provided. No single sign shall exceed 50 square feet with a signage limitation of three signs and 150 square feet. Signage on any one facade shall not occupy more than ten percent of that facade. Notwithstanding the provisions of this section, each retail use or multiple retail uses sharing a common entrance shall be allowed to have at least one wall sign not to exceed 20 square feet. Signs shall be mounted in a flat fashion. For large-scale buildings (buildings with 50,000 square feet or greater) the maximum area per wall sign shall not exceed one square foot per linear foot of the front face of a single occupancy building or in the case of a multi-occupancy facility, the exterior wall surface of each establishment where principal customer access is provided.

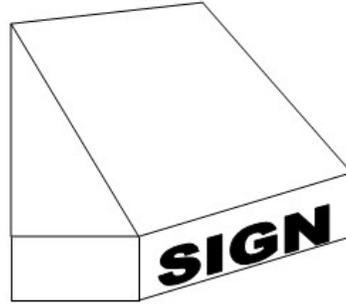
1.9.2 **Office** Wall signs for single tenant or multiple tenant office buildings shall be permitted one (1) square foot of wall signage per linear foot of the front face of the building, provided that no single sign shall exceed 40 square feet with a total signage limitation of two (2) signs and 80 square feet. Signage on any one facade shall not occupy more than ten percent of that facade. Signs shall be mounted in a flat fashion and shall be mounted on the wall that contains the main entrance and store/office front of the building.

1.9.3 **Canopy Signs** Canopy signs shall be prohibited except for those allowed for retail, and office uses, in the designated Historic District. Such signs shall be counted in the total wall sign area and shall be placed directly in front of the location identifying the occupancy. Signage area for canopy signs shall be calculated for the area within a hypothetical rectangle formed around all lettering and graphics on the canopy. The building address shall not be calculated as part of the sign area provided that the address lettering is no larger than six (6) inches in height. Back lighting of canopy signs shall not be permitted.

1.9.4 **Awning Signs** Awning signs shall only be allowed in Historic District Overlay and approved by the Historic Zoning Commission, provided that:

1. On a single-occupant property, one (1) awning sign may be allowed only in lieu of all other signage otherwise permitted on the wall to which the awning is attached.
2. On a multi-occupant property, one (1) awning sign may be allowed over each occupant entrance, in lieu of other wall signs provided that these are shown on the Master Signage Plan.
3. The maximum area of an awning sign shall not exceed ten percent (10%) of the total awning face front.

4. Awning signs may be illuminated only with direct surface lighting and not with any form of backlighting.
5. Awning materials should be made of Sunbrella fabric or equal brand material and have dark backgrounds.



1.9.5 **Institutional/Public and Industrial** Wall signs for institutional/public and industrial buildings shall not exceed 40 square feet with a total limitation of three wall signs. Signage on any one facade shall not occupy more than ten percent of that facade. Signs shall be mounted in a flat fashion.

1.9.6 **Hanging Signs under Protected Overhangs or Covered Walkways of Commercial Buildings**

1. Maximum shall be one (1) sign per building face per tenant. Maximum sign area shall be three (3) square feet, with an aggregate of six (6) square feet for both sides. Such signage shall not be counted in the allowable square footage allowed for the building wall or freestanding signage.
2. The bottom of the sign shall be a minimum of seven (7) feet above the walking surface. Maximum height at the top of the sign shall be eight and one-half (8.5) feet.
3. Sign may extend no more than three (3) feet from the building.
4. Signs are allowed to, and encouraged, to use company logo and company colors.
5. All hanging signs for a building must be the same size and shape, must use the same bracket type and the bracket must be the color of the door and window trim. Such signs are not allowed to swing and must be attached permanently.

1.10.0 WINDOW SIGN STANDARDS

1.10.1 **Permit Exemption** Window signs shall not require permits from the Town; however, all businesses must comply with the area limitations for both permanent and temporary window signage

1.10.2 **Area Limitations by Type** The following types of signs shall be classified as window signs:

- A. Permanent window signs shall not exceed ten percent (10%) of the total aggregate window area. Signs on doors shall not exceed ten percent (10%) of the door glass area for safety purposes. Any lighting installed on the outside or the inside of the window and is permanent will be considered as part of the 10% window coverage allowed by the zoning ordinance.
- B. Temporary signs (such as “grand opening,” “going out of business,” and special sales) shall not exceed 25% of the total aggregate window area. Examples of such signs are special sales, grand openings, now hiring. See Appendix A 1.12.4 for time limitations on Temporary Signs.

1.11.0 GASOLINE FILLING STATIONS

1.11.1 **Pump Signs** Petroleum products pumps and dispensers which are within the view of a public way shall be permitted to display only information required by law and the brand name and type of product being dispensed.

1.11.2 **Price Signs** Premises which dispense retail bulk petroleum products by pump shall be allowed to increase the ground sign permitted under this section by 25% of the face area of the sign in order to accommodate the pricing of such products within a single ground sign. No additional price signs shall be permitted either on the ground or mounted on individual pump structures.

1.12.0 TEMPORARY SIGN STANDARDS

1.12.1 **Permit** Temporary signs shall require a temporary sign permit from the Town. All temporary signage must be removed upon expiration of the permit. In addition, temporary signs shall be subject to the standards in this section.

1.12.2 **Types** The following types of signs shall be classified as temporary signs:

- A. Special event signs (such as those which are used to promote a special event of a civic, philanthropic, athletic or religious nature).
- B. “Grand opening,” “going out of business,” and signs of business and service.
- C. Land subdivision or development signs.
- D. Signs advertising the sale or lease of property upon which they are located. Directional signs to properties for sale or lease are allowed off premises from Friday 4 p.m. to Monday 9 a.m.
- E. Political signs.
- F. Off-premises signs advertising produce grown and sold within a five-mile radius of Town Hall.
- G. Off-premises or on-premises special event signs such as those to promote non-profit organizations or those with direct benefit to the community.
- H. Agricultural product signs.

1.12.3 **Area, Height and Location** The area, height and location of any temporary sign shall conform to the following:

- A. **Area** The total area of temporary signs shall not exceed 40 square feet except for real estate signs for residential property, which shall not exceed six (6) square feet per face and two (2) faces.
- B. **Height** The maximum height of temporary signs shall not exceed six (6) feet, while the lower edge shall not exceed two (2) feet in height from the average grade.
- C. **Location** No temporary sign shall be located as to obstruct or impair driver vision at business ingress-egress points and at intersections. Residential real estate signs shall be located no closer than six (6) feet from edge of curb.

1.12.4 **Time Limits** Temporary signs shall be subject to the following time limits:

- A. **Special Event Signs** Special event signs may be erected no sooner than 14 days preceding a special event and shall be removed within 48 hours following the special event. The same or similar special event shall not be advertised more than four times a year.
- B. **“Grand opening” and “Now hiring” Signs** Temporary “grand opening” signs may be allowed one time only for a period not to exceed 14 days unless extended by the building official in order to allow town permitting process to be completed such as applying for a Certificate of Appropriateness through

the Historic Zoning Commission. Prior to the commencement of a new business, a temporary freestanding “now hiring” sign may be erected for a period not to exceed 14 days.

- C. **New Business signs** Such signs may be erected for a new or relocated business until a permanent sign is permitted and installed, not to exceed 90 days, unless extended by the Mayor or his/her designee.
- D. **“Going-out-of-business” Signs** Such signs may be erected for a period not to exceed 30 days.
- E. **Signs Announcing the Subdivision of Land** Such signs may be erected on the land being developed after receiving final subdivision approval by the Town, and shall be removed when 100% of the development lots are conveyed.
- F. **Signs Advertising the Sale or Lease of Property** Such signs shall be removed within seven days after the property is sold or leased. All directional signs to such property shall be removed at the same time.
- G. **Produce Signs** Such signs may be erected during the marketing season for produce items and shall be removed immediately after the marketing season based on normal agricultural practices. Refer to Article 4, page 2, item (E) Produce or Farm Stand.
- H. **Temporary Agricultural Signs** shall be permitted during normal seasonal duration.
- I. Businesses shall be able to use a temporary sign to advertise services or products for 14 days each quarter of the year.
- J. The number of temporary signs on a property shall be limited to two (2).

1.13.0 SIGN PERMIT ADMINISTRATION

- 1.13.1 **Sign Permit Required** Unless specifically exempted under Appendix A 1.4.0 of this ordinance, a sign permit must be obtained from the Mayor or his designee prior to erecting, altering, or relocating a sign.
- 1.13.2 **Sign Permit Application** The application requirements for a sign permit shall be established by the Town in a form and content appropriate to demonstrate that the sign will be in compliance with Appendix A of this ordinance. The Mayor or his designee shall have ten (10) days to review the application and render a decision to the applicant. The application must provide detailed description that includes material, dimensions, color, style, location and setback on site and illustration of proposed sign and comply with all aspects of this Appendix A of Town of Nolensville Zoning Ordinance.
- 1.13.3 **Master Signage Plan Required** All new non-residential developments where multiple tenants are proposed or multiple buildings are proposed and large businesses containing 30,000 square feet or more, the owner is required to submit for approval to the Planning Commission, a master signage plan which indicates proposed locations and designs of all signs with the Site Plan application stage. See the detail requirements described in Article 1.7.4 E Master Signage Plan.
- 1.13.4 **Regulatory Enforcement** The Mayor or his designee will periodically inspect signs in order to determine whether there are violations of this ordinance.
- 1.13.5 **Violation Notice** A violation of this section is a violation of the Zoning Ordinance and is subject to the enforcement procedures and penalties of Article 9.6.0.

Impoundment/disposal of signs any sign(s) unlawfully erected off-premises or in the public right-of-way may be removed immediately by the Town and may be claimed at Town Hall during normal business hours after payment of a sign removal fee of \$10.00 per sign. The Town may dispose of any signs not claimed within three (3) days.