

ORDINANCE NO. 1483

**AN ORDINANCE TO AMEND MANCHESTER MUNICIPAL CODE SECTION 14-621
TO ADD A SUBSECTION “(7)” REGULATING SIGNS IN THE HISTORIC ZONING
OVERLAP DISTRICT**

Whereas the City of Manchester has created a Historic Zoning Overlap District and regulated the alteration, construction and demolition of exterior architectural features of structures in that District; and

Whereas the regulations pertaining to that District regulate little, if any, aspect of signs in the District; and

Whereas, after consideration, the Board of Mayor and Aldermen of the City of Manchester believes it to be in the best interest of the City and the Historic Zoning District to regulate signs in the Historic Zoning District as same is necessary to promote the purposes set forth in subsection (1) of Code 14-621.

BE IT THEREFORE ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF THE CITY OF MANCHESTER, TENNESSEE that there be added to Code Section 14-621 a subsection “(7)” between existing subsections “(6)” and “(8)” to provide as follows:

- “(7) **Regulation of Signs.** In addition to the requirements applicable to all signs found elsewhere in this Code, signs in the Historic Zoning District shall meet the following standards:
- (a) Signs should be easily seen and clearly understandable without being inconsistent in color, size or intensity with surrounding architectural features, glaring, garish, loud or lurid.
 - (b) Materials and design should relate to the architectural features of the building, the storefront and/or other buildings, signs and storefronts in the area.
 - (c) No sign may be located on a structure so that it obscures any architectural features such as a cornice (unless the sign consists of individual letters) or be oversized in proportion to the building.
 - (d) The registered trademark of a specific commodity shall occupy no more than fifteen (15) percent of the area of a sign, unless the said commodity is the major business conducted on the premises.
 - (e) The primary business sign may bear lettering only to the name and kind of business and the year the business was established.
 - (f) No support for a sign shall extend above the cornice line of a building to which the sign is attached.
 - (g) The following signs shall not be permitted, constructed, erected or maintained:
 - 1. Signs which incorporate any manner of flashing, moving or intermittent lighting, excluding public service signs showing time and temperature;
 - 2. Any signs which no longer advertise a business or product previously sold unless it is of cultural, aesthetic or historical significance to the Historic District;
 - 3. Portable signs;
 - 4. Signs erected so as to obstruct any door, window or fire escape on a building;
 - 5. Roof signs;
 - 6. Vertical, windless banner flags;
 - 7. Large wall signs painted on the side of buildings which are taller than the surrounding buildings, unless they are of aesthetic or historical significance.
 - (h) The sign may be only one square foot of sign area per linear foot of building frontage used by tenant. Where a building fronts on more than one street, the aggregate footage for each frontage shall be calculated and used separately. At no time shall the sign obscure architectural features or be oversized in proportion to the building.

- (i) **Tops of wall signs for street level establishments may not protrude above the tops of second story windowsills.**
- (j) **V-shaped “sandwich” signs or free-standing sidewalk signs may be used up to a maximum size of 2’6” wide and 3’6” tall. They must be removed at close of business day; secured against wind and maintained in good condition.**
- (k) **Internally illuminated, electronic programmable, neon and changeable copy signs that flash, change color or scroll are prohibited in the Historic District.**
- (l) **Handwritten signs are prohibited unless approved on an individual basis by the Historic Zoning Commission. Acceptable colors may be obtained from the Historic Zoning Commission.**
- (m) **Banner signs are approved for temporary use no longer than 60 days.**
- (n) **Businesses that have moved to another location must remove any and all signage within 90 days after the move or close of the business.**
- (o) **Approved awning signs are permitted provided they blend in with the architecture of the building. Awnings should enhance the building’s design; but, should not be the dominant feature. Awning lettering that is a maximum of 25% of the awning face may be used for signage regardless of the building façade.**
 - 1. **MATERIAL – Canvas, cloth and metal awnings are permitted. Material used should be of high quality, colorfast and sun fade resistant. Vinyl, plastic and wood are not allowed.**
 - 2. **COLOR – Awning colors are generally limited to a single field color with a single contrasting color for the lettering. Acceptable colors may be obtained from the Historic Zoning Commission.**
 - 3. **LOCATION – Awning must be placed in a traditional location above doors and windows only.**
- (p) **Signs exempt from this Ordinance:**
 - 1. **No solicitation;**
 - 2. **Hours of operation, open or closed;**
 - 3. **Address numbers;**
 - 4. **No trespassing and security signs;**
 - 5. **Flags or insignias: Flags of the United States, State of Tennessee; governmental flags or insignias of governmental entities are not counted as signage. Vertical, windless banner flags not permitted in the Historic District.**
 - 6. **Special sale signs: Merchants can display temporary advertising signs on the inside of their windows provided they do not cover more than 33% of the window area. Special sale signs may be displayed for no more than 2 weeks at a time, 5 times per day. They should be removed within 3 days after the event.**
 - 7. **Public necessity signs such as Restrooms, Credit Cards Accepted and Smoking Prohibited.**
 - 8. **Special event signs: Flyers, banners and posters of upcoming events may be displayed 1 month prior to the event and removed within 5 days after the event.**
 - 9. **Historical signs and markers;**
 - 10. **For sale / rent / help wanted.**
- (q) **Non-compliance with sign standards will be subject to a fine of up to \$50 per day of violation or injunction in appropriate cases. Enforcement of this ordinance shall be by the City of Manchester Codes Department.**
- (r) **Owners will have 60 days to comply after approval of this ordinance.**

BE IT FURTHER ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF THE CITY OF MANCHESTER, TENNESSEE that this ordinance shall take effect on and after its publication and passage, the public welfare of the City of Manchester, Tennessee requiring it.

PASSED FIRST READING: April 9, 2016

PASSED SECOND READING: May 3, 2016

PASSED THIRD AND FINAL READING: June 6, 2016

Signatures on the original in the file