

ORDINANCE 2009-45

**TO BE ENTITLED: “AN ORDINANCE TO AMEND VARIOUS SECTIONS OF CHAPTER 4, SECTION 4.1 AND CHAPTER 5, SECTION 5.12 OF THE CITY OF FRANKLIN ZONING ORDINANCE PERTAINING TO SIGNS.”**

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF FRANKLIN, TENNESSEE, AS FOLLOWS:**

**SECTION I.** That Chapter 4, Section 4.1, Subsection 4.1.6(2) of the City of Franklin Zoning Ordinance is hereby amended to delete the following text noted with a ~~strikethrough~~; to add the following text noted in **bold**; and is approved to read as follows:

4.1.6 Additional Standards for Certain Accessory Uses

...

(2) Canopies

...

- (e) Canopies covering fuel pumps shall ~~not~~ **only** include signage or advertising **for the name of the business or petroleum product being sold.**

**SECTION II.** That Chapter 5, Section 5.12, Subsection 5.12.5(6) of the City of Franklin Zoning Ordinance is hereby amended to delete the following text noted with a ~~strikethrough~~; to add the following text noted in **bold**; and is approved to read as follows:

5.12.5 Sign Design and Calculating Sign Area and Height

...

(6) Illumination

(a) ~~Excluding freestanding signs,~~ Sign illumination may be achieved via any means with the provision that the requirements of this subsection are met.

(b) ~~External~~ Illumination

...

- (ii) **Externally illuminated.** For freestanding signs, ~~only external illumination is allowed~~ illumination shall be achieved via a white, steady, stationary light of reasonable intensity that is directed solely at the sign. The light source shall be shielded from adjacent buildings and streets and shall not be so bright as to cause glare on or other nuisances to adjacent land use.
- (iii) ~~Electrical lights and fixtures shall not be attached to a sign unless they are installed in accordance with Article 600 of the National Electrical Code.~~ **Internally illuminated. For freestanding signs,**

**the main copy area or face of internally illuminated signs shall be opaque to prohibit light penetration into areas other than letters, numbers, logos, and accent lines. The lighting source providing the internal illumination shall not move, change color, or create any nuisance.**

- (iv) **Electrical lights and fixtures shall not be attached to a sign unless they are installed in accordance with Article 600 of the National Electrical Code.**

(c) Prohibited Signage

Exposed and neon **and LED that is visible** is prohibited for signs and shall not be incorporated into the design of a principal or accessory structure.

**SECTION III.** That Chapter 5, Section 5.12, Subsection 5.12.11(1) of the City of Franklin Zoning Ordinance is hereby amended to delete the following text noted with a ~~striketrough~~; to add the following text noted in **bold**; and is approved to read as follows:

5.12.11 Signs Allowed In All Nonresidential Districts

...

(1) Attached Awning Signs

- (a) Maximum of one sign per **awning**; ~~per building side~~;
- (b) ~~Maximum sign area of one square foot per linear foot of building side~~; **Maximum sign area of 25 percent of the awning face in additional to the allowable building signage**;
- (e) ~~Not projected above or below the awning or roofline, with a maximum of 16 feet in height when located within 200 feet of a residential district; and~~
- ~~(d)~~(c) Shall not extend beyond ten feet from the building.

**SECTION IV.** That Chapter 5, Section 5.12, Subsection 5.12.11(2) of the City of Franklin Zoning Ordinance is hereby deleted, re-created, and is approved to read as follows:

5.12.11 Signs Allowed In All Nonresidential Districts

...

(2) Canopy Signs

- (a) **Face-mounted Canopy Signs. The following provisions shall apply to all face mounted canopy signs:**
  - (i) **Maximum of one per canopy face;**
  - (ii) **Maximum sign area of 25 percent of the canopy face; and**

(iii) **Shall not project above or below the canopy or roofline with a maximum height of 16 feet when located within 200 feet of a residential district.**

(b) **Roof-mounted Pedestrian Canopy and Portico Signs for canopies and porticos that are an integral part of the building structure. The following provisions shall apply to all Pedestrian Canopy and Portico roof-mounted signs where the canopy or portico are attached to the primary building structure:**

- (i) **Limited to building name or tenant identification;**
- (ii) **Maximum one sign per canopy or portico provided no face-mounted signage exists on the canopy, portico, or building;**
- (iii) **Maximum sign area is limited to one square foot per lineal foot of building side and is included in total of attached building signage;**
- (iv) **Does not project above the building/structure roofline or top of parapet wall;**
- (v) **Sign may project up to ten feet from the face of the building, but in no case extend past the face of the canopy or portico; and**
- (vi) **Shall be in proportion with the building architecture and elevation as determined by the Building Official or their designee.**
- (vii) **Only dimensional letters, numbers, and logos are permitted.**

**SECTION V.** That Chapter 8, Section 8.3 of the City of Franklin Zoning Ordinance is hereby amended to delete the following text noted with a ~~strikethrough~~; to add the following text noted in **bold**; and is approved to read as follows:

Awning

A **non-permanent** structure ~~made of wood, cloth, vinyl, or other flexible material~~ affixed to a building for decoration or protection from the elements **directly above windows and doorways.**

**SECTION VI. BE IT FINALLY ORDAINED** by the Board of Mayor and Aldermen of the City of Franklin, Tennessee, that this Ordinance shall take effect from and after its passage on third and final reading, the health, safety, and welfare of the citizens requiring it.

**ATTEST:**

**CITY OF FRANKLIN, TENNESSEE:**

By: \_\_\_\_\_  
**ERIC S. STUCKEY**  
City Administrator/Recorder

By: \_\_\_\_\_  
**JOHN C. SCHROER**  
Mayor

PLANNING COMMISSION RECOMMENDED DEFERRAL: 8/27/09

PLANNING COMMISSION RECOMMENDED APPROVAL: 9/24/09

PASSED FIRST READING: 11/10/09

PASSED SECOND READING: 12/08/09

PUBLIC HEARING HELD: 12/08/09

PASSED THIRD READING: \_\_\_\_\_





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## MEMORANDUM

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October 5, 2009

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator *Ei*  
Vernon Gerth, Assistant City Administrator - Community and Economic  
Development  
Gary Luffman, Interim Planning Director

SUBJECT: Ordinance 2009-45, Zoning Text Amendment to Amend Section of Chapter 4,  
Section 4.1 and Chapter 5, Section 5.12 of the City of Franklin Zoning Ordinance

### **Purpose**

The purpose of this memorandum is to provide the Board of Mayor and Aldermen (BOMA) with information regarding amendments to Chapter 4, Section 4.1 and Chapter 5, Section 5.12 of the *Franklin Zoning Ordinance* to revise requirements relating to signage.

### **Background**

This *Zoning Ordinance* Text Amendment is proposed to revise the requirements for freestanding signs to allow internal illumination. It also better defines canopies and awnings and their application in developments constructed under the Traditional Development Standards. The existing sign ordinance only allows freestanding signs to be externally illuminated on a masonry background.

This text amendment was recommended unanimously by the Planning Commission at the September 24, 2009 FMPC meeting.

The genesis of this amendment is a recognition that new technology and manufacturing processes now make the end result of internally illuminated signage more aesthetically pleasing than in the past. This type of signage can be pleasing and attractive when it is the product of the manufacturing with lasers, routing, and computer graphic imaging.

### **Recent History of Signage in Franklin**

In 1995, the newly adopted sign ordinance allowed internal illumination of all signs. All freestanding non-residential type signs had to be mounted upon some type of masonry or stucco background in a monumental format. After visiting numerous cities and studying other sign ordinances, several people noticed that the monumental signs lost their attractiveness because of the internally illuminated sign frames mounted on the brick or stucco facades. It was determined in 1999 that the signs could look better if not internally illuminated. With different technology available today, it is possible to build an internally illuminated sign and



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make it attractive. Certain standards still have to be applied to accomplish this goal and are outlined in the ordinance.

Dimensional or channelized letters were never allowed except attached to a flush surface. This ordinance will look at addressing how a business name can now be applied in a dimensional format above a canopy or portico in a free floating appearance and located over a business entrance. The ordinance does not change the rule to allow signs to project above the roof line or parapet.

### **Financial Impact**

Not applicable to this item.

### **Options**

Not applicable to this item.

### **Recommendation**

Approval of the text amendment is recommended.