

## PROPOSED ALTERNATIVE MASTER SIGN PLAN REGULATIONS

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### J. MASTER SIGN PLAN – ALTERNATIVE LANGUAGE

1. Purpose. For the purpose of providing flexibility and incentives for coordinated, well designed sign systems for shopping center, commercial subdivisions, office parks and other large scale commercial and mixed uses development, a master sign plan is required to allow the use of development directory and project directional signs and is required for all sign systems within the TC-1 and TND-1 zone districts. A master sign plan will promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development consistent with the property's land use designation. **In addition, a master sign plan provides incentives to reduce the overall number and size of detached signs throughout the unified development described by the master sign plan in exchange for an increase in the dimensional standards for an approved development directory sign.**

2. *Application Requirements.* Master sign plans required pursuant to other provisions of this ordinance shall be submitted for review and consideration by the metropolitan planning commission ~~as a use in~~ **accordance with the process for reviewing uses** permitted on review, and shall include the following information in the application package:

- a. Master sign plan application and a consent form signed by all the property owner(s), or owners' representatives, for the unified development under consideration.
- b. A site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the unified development, the location of all existing and proposed signs, and if required pursuant to other provisions of this ordinance, building elevations showing all building signs.
- c. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans.
- d. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lots included in the unified development under consideration.
- e. A copy of any sign restrictions proposed or implemented for the unified development.
- f. Documentation including an accurate site plan for the development shall be provided showing that the development was approved as a shopping center, commercial subdivision, office park, or, mixed use development within the TC-1 (Town Center) district. The development may be located on both sides of a street or streets if it is determined by the metropolitan planning commission that it functions as a unified development.
- g. The minimum size of a development eligible for consideration as a unified development shall be twenty-five thousand 25,000 square feet of gross floor area and must contain three (3) or more businesses or tenants.
- h. For the purposes of approving a master sign plan, the metropolitan planning commission shall determine the boundaries of the unified development.
- i. The approved signs shall be located on property within the area defined by the metropolitan planning commission as the unified development based on the application and evidence submitted in support of the application.

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3. *Administrative Procedures.* Master Sign Plans shall be reviewed by the Metropolitan Planning Commission as a Use Permitted on Review. A Master Sign Plan may also be included as part of a development plan or use permitted on review application for a shopping center, commercial subdivision, office park or similar development. The Metropolitan Planning Commission may approve, modify or deny the request. All applications for sign permits in an area with an approved Master Sign Plan shall be in conformance with the Plan. Since approval of Master Sign Plan is a privilege and not a right, variances from the sign standards of Article 5, Section 10, shall not be granted for development directory or project directional signs. When a Master Sign Plan has been approved, variances shall not be granted for any signs on a lot covered by the Master Sign Plan. The action of the Planning Commission may be appealed as provided in Article 7, Section 6F.

4. *Development Directory Sign.* To encourage coordinated, well designed sign systems that allow sufficient identification of businesses in a manner which promotes traffic safety and ~~avoids visual blight~~ **reduces the overall number and size of detached signs within unified developments**, development directory signs may be approved by the metropolitan planning commission as a part of a master sign plan subject to meeting the following:

- a. ~~Only One (1) development directory sign shall be allowed per street frontage (per side of the street) for the unified development~~ **or entrance to the unified development via a public street.** Interstate frontage is considered a street frontage.
- b. ~~The development directory sign shall meet the requirements of subsection L of these regulations for a detached sign in a commercial or industrial zone district.~~ **A development directory sign may be approved with a maximum sign height of thirty (30) feet and a maximum sign area of one hundred ninety-five (195) square feet.**
- c. **As an incentive to reduce sign clutter within the unified development, the planning commission may approve additional height, up to [fifty (50)] feet, and sign area, up to [four hundred (400)] square feet, in exchange for the elimination of on-premise detached signs within the unified development other than monument or column signs not to exceed eight (8) feet in height and fifty (50) square feet in sign area.**
- d. A development directory sign approved as part of a master sign plan for a unified development of one hundred (100) acres or more fronting on an interstate highway with a 500-foot minimum may incorporate one Electronic Message Center as an integral part of a business ground or monument sign and shall have a minimum matrix area of twenty (20) square feet and a maximum matrix area of two hundred fifty (250) square feet. Such sign shall be identified on and constructed in accordance with an approved master sign plan.
- e. **A development directory sign may be approved on a lot in addition to other permitted detached signs on the lot.**
- f. Only the name and/or logo for the unified development and the names and/or logos of individual establishments within the unified development shall be allowed on the sign face(s). The name of the unified development shall be located at the top of the sign and shall be designed to stand out from the listing of tenants within the unified development.
- g. Approved development directory signs shall not be converted to any other type of off-premise sign.

5. *Project Directional Signs.* To promote the safe and efficient flow of traffic, project directional signs may be approved by the metropolitan planning commission as a part of a master sign plan (see subsection 25, above) to direct traffic from a collector or arterial street (as designated in the *Major Road Plan for Knoxville – Knox County, Tennessee*) to businesses located on the same or lower classification streets within the same unified development, subject to meeting the following:

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- a. The project directional sign shall be located at the intersection of the lower classification street with the collector or arterial street and shall be oriented toward the traffic flow on the collector or arterial street.
- b. The project directional sign shall be located out of the right-of-way and shall comply with setback, sight distance and sight triangle requirements for the lot on which it is located.
- c. A project directional sign shall not be located closer than 500 linear feet to any other project directional sign on the same side of the collector or arterial street. Only one project directional sign may be permitted per intersection on the same side of the collector or arterial street.
- d. The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot.
- e. Only the name and/or logo for the unified development, name and or logo of individual establishments within the unified development and a directional arrow shall be permitted on the sign face(s).
- f. The project directional sign shall not exceed six (6) feet in height and a maximum surface area of thirty-six (36) square feet.
- g. Approved project directional signs shall not be converted to any other type of sign.

6. *Administrative Changes.* After approval of a master sign plan by the Planning Commission, the MPC director, or designee, may approve a change to the signs described within the master sign plan up to an increase in the size of any sign by up to ten (10) percent; provided this does not exceed the maximum standards permitted.