

SECTION 207

GENERAL SIGN REGULATIONS

(As amended by Ordinance Nos. O02-12-32, O03-06-11, O04-11-21, O05-06-09, O06-07-16, O07-11-3, O09-08-15, O11-09-18 and O15-04-08)

These provisions are established as a reasonable and impartial method of regulating signs and similar advertising structures in order to insure light, air, and open space, to reduce hazards at intersections, to protect property values of the entire community, and to enhance the aesthetics of the community. In addition to regulations indicated for individual districts elsewhere in this Zoning Code, the following regulations apply in groups of districts or generally in all districts as specified:

SECTION 207.1 DEFINITIONS

For the purpose of this Section the following definitions shall apply for all districts:

SIGN. Outdoor graphics conveying or intended to convey some information, knowledge or idea to the public. The word “sign” includes the word “billboard” or any other type of advertising device. For the purposes of installation and removal, sign shall also include all sign structures. (As amended by Ordinance No. O02-12-32)

This definition shall not include festival or holiday decorations; the noncommercial use of a flag, emblem, insignia, or other display of any nation or political subdivision; traffic, safety or similar regulatory devices; legal notices; scoreboards; memorial signs or tablets; emblems of religious institutions that are attached to buildings; and customary displays of merchandise or objects and materials placed behind a store window.

Examples of several types of signs are depicted on Illustration 15 in Section 235 of this Zoning Code.

ABANDONED OR OBSOLETE SIGN. A sign either on-premise or off-premise, which identifies, describes, directs attention to, or gives directions for locating any business or establishment no longer in operation, or advertises any product no longer being marketed or any sign structure lacking sign face or sign copy.

AWNING, CANOPY, OR MARQUEE SIGN. A sign painted, stamped, perforated or stitched, or otherwise applied on the valance of an awning.

BANNER SIGN. A sign usually of cloth, paper, plastic or other non-rigid material with no enclosing framework that is fastened or otherwise attached to support structures spanning horizontally and overhanging an area and generally temporary in nature.

BILLBOARD SIGN. A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located, and which sign is a permanent structure on which display space is made available to parties, other than the owner or operator of the sign or occupant of the parcel, in exchange for rent, fee or other consideration. (As amended by Ordinance No. O11-09-18)

CHANGEABLE COPY SIGN (READER BOARD). A sign on which copy is changed manually in the field, i.e., reader boards with changeable letters. (As amended by Ordinance No. O02-12-32).

CONSTRUCTION SIGN. A sign erected during the construction of a building or other type of improvement, customarily listing the name of the owner, architect, engineer, designer, and/or contractors involved in the construction of said building or improvement.

DIRECTIONAL SIGN. An on-premise sign giving directions, instructions, or facility information, such as parking, loading, entrance, or exit.

ELECTRONIC DISPLAY SCREEN. A sign, or portion of a sign, that displays an electronic image or video, which may or may not include text. This definition includes television screens, plasma screens, digital screens, flat screens, LED screens, video boards, and holographic displays. (As amended by Ordinance No. O02-12-32).

ELECTRONIC MESSAGE CENTER. Any sign or portion of a sign that uses changing lights to form a sign message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. (As amended by Ordinance No. O02-12-32).

FASCIA SIGN. A sign attached directly to the fascia of a building.

FENCE SIGN. A sign that is fastened to or painted on a fence in such a manner that the fence becomes the supporting structure for, or forms the background surface of the sign. (As amended by Ordinance No. O03-06-11)

FLASHING SIGN. A sign, the illumination of which is intermittently on and off so as to flash or blink or the intensity varies so as to appear to flash or blink. Such signs are prohibited.

FREESTANDING SIGN. Any nonmovable sign not affixed to a building, including ground, pole or similar signs.

GARAGE OR YARD SALE SIGN. A sign either on-premise or off-premise, which identifies, describes, directs attention to, or gives direction for locating a garage sale or yard sale.

ILLUMINATED SIGN. A sign that is illuminated by electric or other devices for night visibility.

LEADING EDGE. The first vertical edge of a sign as measured in a straight line from the nearest street right-of-way or property line, or as determined by the Building Official.

MANSARD SIGN. A sign attached to a roof-like façade architecturally comparable to a building wall. For the purpose of these regulations the area of the mansard shall be determined by multiplying the width and the total vertical height, ignoring any slope. (As amended by Ordinance No. 002-12-32).

MENU BOARD. A sign associated with drive-through windows that is not over thirty-two (32) square feet and oriented toward drive-through traffic. A permit is required, but such sign shall not be counted toward the freestanding sign allowance.

MOBILE OR PORTABLE SIGN. A sign which is designed to be readily transportable from place to place, not permanently attached to a footer or masonry foundation, or any such sign, which generally meets this criteria, as shall be determined by the Building Official to be a mobile or portable sign.

MULTI-PRISM SIGN. An off-premise sign made with a series of triangular sections that rotate and stop, or index, to show three (3) images or messages in the same area at different times. (As amended by Ordinance No. 002-12-32).

OFF-PREMISE SIGN. A sign which advertises goods, services, facilities, events or attractions available at a location other than the premises where the sign is located.

ON-PREMISE SIGN. A sign other than an off-premise sign. (As amended by Ordinance No. 005-06-09).

POLITICAL SIGN. A temporary sign designed to attract support for a particular candidate, political party, or political issue or to express an opinion on any matter of public interest. (As amended by Ordinance No. 005-06-09).

PREMISES. A lot of record as defined by the Cookeville Municipal Code.

PROJECTING SIGN. A sign that is wholly or partly dependent upon a building for support and which projects more than one (1) foot from such building.

REAL ESTATE SIGN. A sign advertising the sale, auction, rent or lease of the premises on which it is located.

ROOF SIGN. Any sign erected or maintained upon or attached to a roof of a building. (As amended by Ordinance No. 002-12-32).

SIGN FACE AREA. The portion of a sign structure intended to convey information, knowledge or idea to the public, exclusive of the frame or support structure. Includes the terms sign panel and sign copy. For the purpose of these regulations, total sign face area shall include all signs on any individual structure. The following provisions shall apply for determining sign face area:

1. The area of a FASCIA, MANSARD, ROOF, or WALL SIGN shall be the area of the smallest rectangle that will enclose the sign face. If the sign is composed of individual letters or symbols using the fascia, mansard roof, or wall as a background with no added decoration, the total sign face area shall be the sum of the areas of the smallest rectangles that enclose each individual letter or symbol.
2. The area of a FREESTANDING SIGN shall be the area of the smallest rectangle that will enclose the sign face. For a sign with two (2) parallel faces, only the area of a single face shall be considered. If the faces of a multiple-faced sign area not parallel, then the total sign face area shall be the sum of the areas of the individual, non-parallel sign faces.

SIGN STRUCTURE. Any structure, vehicle, trailer or any other object or device that supports, has supported, or is capable of supporting a sign. (As amended by Ordinance No. O02-12-32).

TEMPORARY SIGN. Any sign which by reason of construction or purpose intended to be displayed for a short period of time.

UNDER-AWNING SIGN. A sign located under a permitted awning or canopy at the entrance to the premises. Such sign shall only identify on the name of the business or premises and shall be perpendicular to the entrance wall of the building.

VEHICLE OR TRAILER SIGN. A permanent or temporary sign affixed, painted on, or placed in or on any vehicle, trailer, or other device capable of being driven or towed, which is displayed in public view so that the primary purpose is to attract the attention of the public, rather than to serve the business of the owner thereof in a manner which is customary for said vehicle or trailer. (As amended by Ordinance No. O02-12-32).

WALL SIGN. A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign, and which does not project more than one (1) foot from such building or structure. For the purpose of these regulations a wall shall be considered as the first perpendicular surface originating from ground level.

An individual sign may fall under more than one of the above definitions, e.g., illuminated free-standing on-premise sign, temporary off-premise sign, etc.

SECTION 207.2 SIGN PERMIT REQUIRED

For all signs allowed in any residential, commercial or industrial zoning district as shown on the Official Zoning Map of the City of Cookeville, Tennessee or with any residential, commercial or industrial use, the following regulations unless otherwise noted herein shall apply:

207.2A An application for a sign permit shall be submitted to the Department of Planning and Codes on forms furnished by said department and approved prior to the erection, relocation, major alteration or modification of any sign located in the City of Cookeville.

The replacement of a sign head, addition of an electronic message center, or conversion to a multi-prism or electronic display screen on any existing sign shall be classified as a major alteration or modification which requires a sign permit as herein specified. (As amended by Ordinance No. O06-07-16)

207.2B The application for a sign permit shall contain the following information:

1. Name, address and telephone number of applicant.
2. Location of building, structure or lot to which or upon which the sign is to be located.
3. Affidavit from property owner, if different from sign owner, indicating approval for sign location.
4. Name of person, firm, corporation or association that will be erecting the sign. A licensed contractor is required for the erection of all signs if applicable under the provisions of TCA Section 62-6-103 through 138. (As amended by Ordinance No. O07-11-31)
5. Evidence of liability insurance policy or bond responsibility for sign erection.
6. Brief description, sketch or drawing of the proposed sign, including all dimensions and estimated cost.
7. Evidence of setback compliance for all freestanding sign structures. Determination of setbacks shall be as specified in Section 204.17 of this Zoning Code.
8. Engineered drawings for any sign exceeding twenty (20) feet in height or one hundred fifty (150) square feet in sign face area. Engineered drawings may be required for other signs if determined as necessary by the Building Official.
9. Evidence of receipt of Electrical Inspection Permit for any sign requiring electrical power (issued by Cookeville Electric Department) and evidence of such sign being approved and stamped by Underwriters Laboratory (UL number shall be provided).

207.2C FEES (As amended by Ordinance No. O11-09-18)

A sign permit fee shall be submitted to the City of Cookeville with the application for the sign permit. The permit fee shall be based on the square footage of the sign face area, per sign face as follows:

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| 1. Less than 100 square feet of sign face area:
with a minimum fee of \$15.00 | \$0.25 per square foot |
| 2. 100 to 199 square feet of sign face area: | \$0.50 per square foot |
| 3. 200 to 299 square feet of sign face area: | \$1.00 per square foot |
| 4. 300 or more square feet of sign face area: | \$2.00 per square foot |

For applications involving multiple signs, the permit fee shall be calculated separately for each sign.

207.2D Sign permits shall become null and void six (6) months from the original date of issuance if the work authorized under the permit has not been commenced by that time and shall become null and void eighteen (18) months from the original date of issuance if the work authorized has not been completed by that time. (As amended by Ordinance No. O05-06-09)

207.2E Inspections Required

Inspections by the Department of Planning and Codes shall be completed on all footers and upon completion of the final installation of a sign. A minimum notification of twenty-four (24) hours shall be provided to the Department of Planning and Codes prior to any required inspection. The State Electrical Inspector shall inspect signs requiring electricity.

207.2F Certificate of Approval Required

No sign shall be considered in compliance with these regulations until such time as a Certificate of Approval has been issued. A Certificate of Approval shall be issued on the date that the final inspection of the sign is completed and approved by the Department of Planning and Codes.

SECTION 207.3 GENERAL REGULATIONS FOR ALL DISTRICTS

For all zoning districts as shown on the Official Zoning Map of the City of Cookeville, Tennessee the following regulations for signs and similar advertising structures shall apply:

- 207.3A No sign shall be located in such a manner so as to obstruct free or clear vision, or otherwise cause hazards for vehicular or pedestrian traffic by reason of location, shape, illumination or color.
- 207.3B No sign shall be erected, replaced or relocated so as to prevent free use of any required door, window, fire escape, emergency exit or standpipe.
- 207.3C No sign shall be located on, or attached to, any public property except public signs authorized by the City of Cookeville or the State of Tennessee.
- 207.3D No sign shall be located on or overhanging any public rights-of-way, except for certain signs specifically permitted in the CBD District (see Section 207.6K of this Zoning Code). When the location of the public right-of-way is unknown or undetermined it shall be assumed to be no less than ten (10) feet from the edge of the street pavement. (As amended by Ordinance No. O11-09-18)
- 207.3E Setbacks for all signs shall be measured from the leading edge of the sign as determined by the Building Official.
- 207.3F No sign shall be painted or attached to any trees, rocks, utility poles, guy wires, street name signs, warning and regulatory signs, and the like.
- 207.3G No sign shall have blinking, flashing, or fluttering lights or other illuminating device that has a changing light intensity, brightness, or color. Signs or portions of signs designed primarily for the display of time and temperature and on premise electronic message centers are specifically excluded from the provisions of this paragraph.
- 207.3H No sign shall be placed in such a manner as to impede visibility between a height of two (2) feet and ten (10) feet above street level of intersecting streets at their point of intersection in an area defined by the street lines adjoining the corner lot and a line joining points along said street lines fifty (50) feet from the point of intersection.
- 207.3I All signs designed or equipped to be connected to electricity in any way shall be approved and stamped by Underwriters Laboratory, and shall not be connected to any source of electrical power until such connection meets all applicable city and state codes.
- 207.3J All signs shall be erected, replaced, or relocated in accordance with the City of Cookeville Building Codes.

207.3K (As amended by Ordinance No. O02-12-32) The following provisions shall apply for all vehicle or trailer signs:

1. The parking or placing of a vehicle or trailer sign on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a message is prohibited.
2. No vehicle or trailer sign shall be parked or placed off or away from the premise that owns it, except during the normal course of business, such as deliveries, picking up merchandise, or service calls.
3. When a vehicle or trailer sign is parked or placed on the premise that owns it such signs shall be parked or placed in a designated parking space.
4. This section is not intended to prohibit signs that are placed on a vehicle to advertise the sale or lease of that vehicle.

SECTION 207.4 SIGNS ALLOWED IN ALL DISTRICTS

The following signs do not require sign permits and are allowed in all zoning districts:

- 207.4A Signs established by, or by order of, any governmental agency.
- 207.4B Directional signs for parking and loading areas, entrance and exit signs not exceeding twelve (12) square feet in area nor three (3) feet in height, however, no such signs shall have the effect of obstructing ingress and egress visibility.
- 207.4C Real estate signs during the time the property on which the sign is located is listed for sale, lease or auction. Such signs shall not exceed nine (9) square feet in sign face area on any individual lot of record located in any residential district and shall not exceed thirty-two (32) square feet in any non-residential district. Such signs shall be removed within fourteen (14) days after the transaction is completed. Off-premise real estate signs, including directional and open house signs, are permitted for one seven (7) consecutive day period during any twelve (12) consecutive month period. Auction signs shall be permitted when in compliance with the provisions of Section 207.6N of this Zoning Code.
- 207.4D Political signs displayed on private property with the consent of the owner. Such signs shall not exceed thirty-two (32) square feet in sign face area. Any such sign that relates to an election or other specific event shall be removed within fourteen (14) days after the completion of said election or event. The owner of the property on which the sign is located shall be responsible for its removal and shall be subject to the penalty and remedy provisions of Section 233 of this Zoning Code for failure to comply with the provisions herein stated. (As amended by Ordinance No. O05-06-09)
- 207.4E Construction signs, not exceeding thirty-two (32) square feet in sign face area, from the date of issuance of a building permit to a date thirty (30) days after the final inspection on the building project.
- 207.4F Signs denoting the future home of or future location of a particular use or structure, not exceeding thirty-two (32) square feet of sign face area, for a period of ninety (90) days prior to the issuance of a building permit through the building permit period. Such signs shall be immediately removed if no building permit is issued within ninety (90) days of the sign being erected.
- 207.4G Garage or yard sale signs, not exceeding six (6) square feet in sign face area, for a period of five (5) days prior to and during a garage sale or yard sale. Such signs shall be removed within three (3) days after the sale is completed.
- 207.4H On-premise promotional signs for new subdivisions limited to one (1) sign per subdivision. Such signs shall be not exceed thirty-two (32) square feet in sign face area and shall be removed when eighty (80) percent of the subdivision lots have been sold.

SECTION 207.5 SIGNS ALLOWED IN RESIDENTIAL DISTRICTS

In the RS-20, RS-15, RS-10, RS-5, RD, RM-8, RM-14, PRD, and RMHP Residential Districts, as shown on the Official Zoning Map of the City of Cookeville, Tennessee, the following regulations for signs and similar advertising structures shall apply:

- 207.5A Nameplates indicating name, address, house numbers, announcement of boarders or roomers are allowed but shall not exceed two (2) square feet in sign area. No more than one (1) such sign per lot or parcel shall be allowed.
- 207.5B Signs posted on property relating to private parking, trespassing, or dangerous animals are allowed but shall not exceed two (2) square feet in sign area. No more than two (2) such signs per lot or parcel shall be allowed.
- 207.5C For multi-family complexes, apartment buildings, and mobile home parks, identification signs not exceeding sixteen (16) square feet in sign area are allowed.
- 207.5D Signs announcing customary home occupations are prohibited.
- 207.5E (As amended by Ordinance No. O02-12-32) The following provisions shall apply for any church, school, childcare, or public building located in a residential district:
1. Each church, school, childcare, public building with less than 400 feet of frontage on any one (1) public street shall be allowed one (1) freestanding sign per public street frontage, but it no case shall more than two (2) freestanding signs be permitted regardless of the number of street frontages.
 2. Each church, school, childcare, public building with more than 400 feet of frontage on any one (1) public street shall be allowed two (2) freestanding sign per public street frontage, but it no case shall more than three (3) freestanding signs be permitted regardless of the number of street frontages.
 3. The maximum sign face area of any freestanding sign shall be fifty (50) square feet; provided, however when two (2) signs are permitted on one (1) street frontage one (1) sign may be substituted for the two (2) with a maximum sign face area of 100 square feet.
 4. Changeable copy signs (reader boards) and bulletin boards shall not exceed seventy-five (75) percent of the total permitted sign face area.
- 207.5F No sign shall be placed closer than ten (10) feet to any property or right-of-way line.
- 207.5G For a subdivision consisting of ten (10) or more lots or a multi-family development consisting of eight (8) or more dwelling units, two (2) permanent signs identifying the development at each major vehicular entrance are allowed, provided that the location and setback requirements of the Cookeville Subdivision Regulations are complied with, and provided that such signs do not exceed eight (8) feet in height and sixty-four (64) square feet in area.

- 207.5H For existing nonconforming commercial or industrial uses located in residential districts, on-premise business signs are allowed provided the provisions of Section 207.6 of this Zoning Code are complied with.
- 207.5I Flashing or intermittent illumination is prohibited.
- 207.5J Mobile or portable signs are prohibited.
- 207.5K Billboards and similar off-premise signs are prohibited.
- 207.5L (As amended by Ordinance No. O02-12-32) **Temporary signs of public interest** are permitted only under the following terms and conditions:
1. Such signs shall pertain to civic, philanthropic, educational, religious or other non-profit organizations.
 2. No more than one (1) temporary sign per premise shall be permitted.
 3. No such sign shall exceed four (4) square feet in sign face area.

SECTION 207.6 SIGNS ALLOWED IN COMMERCIAL AND INDUSTRIAL DISTRICTS

In the CBD, CN, CL, CG, CR, PCD, MS, UNV, CI, LM and HM Districts, as shown on the Official Zoning Map of the City of Cookeville, Tennessee, the following regulations for signs and similar advertising structures shall apply:

207.6A All signs allowed in Residential Districts, subject to the same regulations, are allowed.

207.6B Each commercial and industrial premise with less than 400 feet of frontage on any one (1) public street, regardless of the number of commercial or industrial establishments on such premise, shall be allowed one (1) on-premise freestanding business sign structure per public street frontage, but in no case shall more than two (2) freestanding sign structures be permitted on any premise regardless of the number of street frontages.

207.6C Each commercial and industrial premise with greater than 400 feet of frontage on any one (1) public street, regardless of the number of commercial or industrial establishments on such premise, shall be allowed two (2) on-premise freestanding business sign structures per public street frontage, but in no case shall more than three (3) freestanding sign structures be permitted on any premise regardless of the number of street frontages.

207.6D The following provisions shall apply for all **on-premise freestanding** signs:

1. For commercial and industrial premises with fifty (50) feet or less frontage on a public street **or located in the CN District** the maximum sign face area of any freestanding sign shall not exceed fifty (50) square feet.
2. For commercial and industrial premises with greater than fifty (50) feet but less than 100 feet of frontage on a public street the maximum sign face area of any freestanding sign shall not exceed 100 square feet in total sign face area.
3. For commercial and industrial premises with 100 feet or greater of frontage on a public street the maximum sign face area of any freestanding sign shall not exceed 250 square feet of total sign face area.
4. In cases where a commercial or industrial premise is allowed two (2) freestanding signs, the aggregate sign face area of both signs shall not exceed 400 square feet. In cases where a commercial or industrial premise is allowed three (3) freestanding signs, the aggregate sign face area of all signs shall not exceed 500 square feet.
5. No on-premise freestanding sign shall be located closer than 100 feet from any other on-premise freestanding sign located on the same premise as measured in a radius from the center of the sign base.
6. No part of any on-premise freestanding sign shall be placed closer than twenty-five (25) feet from any other on-premise located on a different premise or any off-premise freestanding sign as measured from the center of the sign base.
7. No on-premise sign between the height of two (2) feet and eight (8) feet above street level shall be located closer than fifteen (15) feet to the right-of-way of any public street.

8. No on-premise sign with a support structure, pole or pole cover of a width greater than two (2) feet shall be placed closer than fifteen (15) feet to the right-of-way of any public street. No on-premise freestanding sign with multiple support structures, poles, or pole covers with a total width of greater than two (2) feet shall be placed closer than fifteen (15) feet to the right-of-way of any public street. (As amended by Ordinance No. O02-12-32).
9. No on-premise sign shall be located closer than five (5) feet to the right-of-way of any public street.
10. No part of any on-premise freestanding sign located in the CN District shall be higher than twenty (20) feet from street level at a point nearest the sign. The support structures of freestanding signs in the CN District shall be constructed of the same or compatible materials as the principal structure. (As amended by Ordinance No. O09-08-15)
11. No part of any on-premise freestanding sign located in the CL, CR, CBD, PCD, MS, or UNV Districts shall be higher than thirty-five (35) feet from street level at a point nearest the sign.
12. No part of any on-premise freestanding sign located in the CG, CI, LM, or HM Districts shall be higher than fifty (50) feet from street level at a point nearest the sign; except that for any lot or parcel located within 750 feet of the closest right-of-way of Interstate 40 and located in the CG, CI, LM or HM the maximum height shall be 100 feet from street level at a point nearest the on-premise freestanding sign.
13. (As amended by Ordinance No. O02-12-32) The following provisions shall apply for on-premise freestanding **electronic message centers**:
 - a. For commercial and industrial premises located in the CL, CG, CR, CBD, PCD, MS, UNV, CI, LM, and HM Districts one (1) electronic message center attached to a permitted on-premise freestanding sign shall be allowed per premise.
 - b. Each message displayed on an electronic message center must be static or depicted for a minimum of six (6) seconds. The continuous scrolling of messages is prohibited.
 - c. No freestanding electronic message center shall exceed twenty-five (25) percent of the total allowable sign face area for any on-premise freestanding sign; provided, however, when an electronic message center does not exceed thirty-two (32) square feet in sign face area and is attached to an otherwise permitted on-premise freestanding sign, it shall not comprise a portion of the total allowable sign face area for any on-premise freestanding sign.
 - d. The addition of any electronic message center to any nonconforming freestanding sign is prohibited.
14. (As amended by Ordinance No. O02-12-32) The following provisions shall apply for on-premise freestanding **changeable copy signs (reader boards)**:
 - a. For commercial and industrial premises located in the CL, CG, CR, CBD, PCD, MS, UNV, CI, LM, and HM Districts one (1) changeable copy sign (reader board) attached to a permitted on-premise freestanding sign shall be allowed per permitted freestanding sign.
 - b. When a changeable copy sign (reader board) does not exceed thirty-two (32) square feet in sign face area and is attached to an otherwise permitted on-premise freestanding sign, it shall not comprise a portion of the total allowable sign face area for any on-premise freestanding sign.

15. (As amended by Ordinance No. 009-08-15) In the CN District an electronic message center or changeable copy sign (reader boards) may be attached to a freestanding sign upon appeal to the Board of Zoning Appeals and subject to the following conditions:
- a. The freestanding sign on which the electronic message center or reader board is to be attached is located on a street of at least minor collector status.
 - b. The freestanding sign on which the electronic message center or reader board is to be attached shall not be located closer than fifty (50) feet from any single or two-family residential structure located on contiguous property. The distance shall be measured from the edge of the sign face closest to a wall of the residential structure.
 - c. The total sign face area of the freestanding sign and the attached electronic message center/reader board shall not exceed fifty (50) square feet.
 - d. Each message displayed on an electronic message center shall be static or depicted for a minimum of six (6) seconds. The continuous scrolling of messages is prohibited.
 - e. The hours of operation for electronic message centers shall be limited to between 6:00 a.m. and 11:00 p.m.

207.6E (As amended by Ordinance No. 009-08-15) The following provisions shall apply for all **wall** signs:

1. In the CBD, CL, CG, CR, CBD, PCD, MS, UNV, CI, LM, HM and QM Districts each commercial or industrial establishment shall be allowed wall signs for on-premise advertising on each outside wall provided that such signs in total shall not exceed fifty (50) 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 or industrial establishment, whichever is less.
2. In the CN District each commercial establishment shall be allowed wall signs for on-premise advertising on each outside wall provided that such signs in total 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.
3. In the CBD, CL, CG, CR, CBD, PCD, MS, UNV, CI, LM, HM and QM Districts each commercial or industrial establishment shall be allowed one (1) electronic message center or one (1) changeable copy sign (reader board) as a wall sign provided that such electronic message center or changeable copy sign (reader board) does 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 or industrial establishment, whichever is less. Each message displayed on an electronic message center must be static or depicted for a minimum of six (6) seconds. The continuous scrolling of messages is prohibited.
4. In the CN District electronic message centers and changeable copy signs (reader boards) are prohibited as wall signs.

- 207.6F (As amended by Ordinance No. O02-12-32) The following provisions shall apply for **mansard** signs or **roof** signs:
1. Each commercial or industrial establishment shall be allowed one (1) mansard sign or one (1) roof sign per mansard or roof.
 2. The sign face area of a mansard sign or roof sign shall not exceed fifty (50) percent of the area of the mansard or roof upon which the sign is erected, or portion of the mansard or roof occupied by the establishment, whichever is less.
 3. Where mansard or roof signs are used in combination with wall signs they shall not in total exceed fifty (50) percent of the face of the building.
 4. No mansard or roof sign shall extend above the highest portion of the mansard or roof to which it is attached.
- 207.6G No sign attached to the building shall be allowed to extend above the highest portion of the roof or facade.
- 207.6H Each commercial or industrial establishment shall be allowed one (1) **projecting** sign provided that such sign shall not exceed twenty (20) square feet in sign face area and shall not extend above any portion of the roof of the building occupied.
- 207.6I Each commercial or industrial establishment shall be allowed **fascia** signs provided that such signs do not exceed two (2) feet in height and do not extend above the highest portion of the roof.
- 207.6J **Awning, canopy, marquee and under-awning** signs are permitted for commercial and industrial establishments. Under-awning signs shall not exceed four (4) square feet in sign face area and shall be placed at least seven (7) feet above the sidewalk or ground level so as to not constitute a hazard or impediment to pedestrians.
- 207.6K For structures located in the CBD 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 otherwise cause hazards for vehicular or pedestrian traffic.
- 207.6L **Mobile or portable** signs are permitted only in the CL, CG, UNV, CI, LM or HM Districts and only under the following terms and conditions:
1. Only one (1) mobile or portable sign shall be allowed per premise.
 2. Mobile or portable signs shall only be allowed for two (2) periods, not to exceed fourteen (14) days each, during any calendar year (January 1 – December 31).
 3. A special permit is required for any mobile or portable sign.
 4. Upon making application for a permit, the applicant shall post a bond in the form of cash or a certified check in the amount of \$250.00. Upon removal of the mobile or portable sign within 24 hours after the expiration date of the permit, said bond will be refunded in full. Failure to remove the mobile or portable sign within the 24-hour period will result in forfeiture of the bond.

207.6M (As amended by Ordinance No. O15-04-08) **Banners and other temporary on-premise** signs are permitted only under the following terms and conditions:

1. No freestanding banners or other temporary on-premise freestanding signs shall be permitted.
2. Each individual establishment shall be allowed one (1) banner or other temporary on-premise sign, not to exceed 100 square feet in sign face area, attached to a wall, fascia, mansard roof, canopy or awning.
3. Each individual establishment shall be allowed banners identifying the name of the establishment when attached to a decorative light pole, designed to display a banner, provided the following conditions are met:
 - A. No portion of the decorative light pole or the attached banner shall be located within the public right-of-way.
 - B. No more than one (1) banner per decorative light pole shall be permitted.
 - C. Upper and lower brackets attached to the side of the decorative light pole shall be utilized to display the banner.
 - D. The lower bracket utilized to display the banner shall be placed at least seven (7) feet above ground level.
 - E. No banner attached to a decorative light pole shall exceed four and one-half (4.5) square feet in sign face area.
4. All banners and other temporary on-premise signs shall be well maintained. Any damaged signs shall be immediately repaired, replaced or removed.

207.6N (As amended by Ordinance No. O02-12-32) **Temporary off-premise signs for events of public interest** are permitted only under the following terms and conditions:

1. Such signs shall pertain to events of civic, philanthropic, educational, religious or other non-profit organizations.
2. No more than eight (8) temporary signs shall be permitted.
3. No such sign shall exceed thirty-two (32) square feet in area.
4. No such sign shall be erected more than fourteen (14) consecutive days prior to the scheduled event and shall be removed within three (3) consecutive days following the event.
5. A special permit is required prior to the erection of any temporary off-premise sign for an event of public interest. The applicant shall indicate the location of such signs and specify the name, address, and phone number of the person or group responsible for removal of such signs. No permit fee shall be required.

207.6O (As amended by Ordinance No. O03-06-11) For commercial and industrial establishments with rear or side property lines contiguous with the right-of-ways of Interstate 40 or State Highway 111 **fence signs** are permitted only under the following terms and conditions:

1. Such signs shall be fastened or painted only on a fence that is contiguous with the right-of-way of Interstate 40 or State Highway 111 and only when said fence is used to screen or block visibility of the property from Interstate 40 or State Highway 111.

2. Such signs shall not exceed eight (8) feet in height or the height of the fence whichever is less.
3. A fence sign or signs in total shall cover no more than twenty (20) percent of the area of the fence.
4. The background or screen portion of the fence shall be black in color or, if the material of the fence is wood or stone, then it shall be the natural color of the wood or stone.
5. All fence signs and screens shall be well maintained and any damaged signs or screens shall be repaired or removed.

207.6P Billboards (As amended by Ordinance No. O11-09-18)

The following provisions shall apply for billboards located within the corporate limits of the City of Cookeville:

1. Maximum Number of Billboards

- A. The maximum number of billboards allowed within the corporate limits of the City of Cookeville shall be limited to 121 and the locations of these 121 billboards shall be identified in an Official Billboard Inventory prepared and maintained by the Cookeville Planning Department. Only those locations identified in the Official Billboard Inventory shall qualify as removal locations for the purpose of new billboard permits as provided in Section 207.6P (4) (A) of these regulations.
- B. For the purpose of these regulations, the 121 billboards depicted in the Official Billboard Inventory maintained by the Planning Department shall be counted toward the maximum number of billboards allowed until such time as the billboard is permanently removed and the location does not qualify under the provisions of Tennessee Code Section 13-7-208 (2) (b), (c), and (d), or until the billboard is permanently removed and the owner of the property on which the billboard was located has agreed to the termination of the real property owner's rights to have a billboard at that specific location. Evidence of the landowner's agreement must be in a form satisfactory to the City of Cookeville.
- C. Any billboard located in any area annexed by the City of Cookeville after October 21, 2011 shall be allowed to continue to exist at its existing location but shall not be counted toward the maximum number of billboards as specified in Sections A and B above and shall not qualify for a new billboard location on a new parcel if removed. These billboards shall not be relocated, but must remain on the parcel of property where they are located at the time of annexation.

2. Rejection of Permit Applications

Any application for a permit, the issuance of which would result in a number of billboards exceeding the maximum number allowed, shall be rejected.

3. Termination of Existing Permits

Upon the removal of any billboard any permit issued by the City of Cookeville for the removed billboard shall be terminated.

4. New Billboard Permits

- A. A new location becomes available as specified under the provisions of Section 207.6P (1.) of these regulations; or
- B. The removal and replacement of a billboard at its existing location; or

- C. The relocation of an existing nonconforming billboard on the same parcel subject to all the following conditions:
 - i. The existing lease or easement allows for the relocation.
 - ii. The relocation does not cause any existing conforming billboard to become nonconforming due to the relocation.
 - iii. The relocation does not place the sign within 500 feet of another billboard on the same side of the street.
 - iv. The owner of the property on which the billboard proposed for relocation is located has agreed, on a form satisfactory to the City of Cookeville, to the termination of rights to replace the billboard at the existing location.
5. Requirements for Billboards
- A. Billboards shall be located only within the CG, CI, LM, or HM Zoning Districts.
 - B. No billboard shall be located closer than twenty-five (25) feet from any on-premise sign as measured from the center of the sign base.
 - C. No billboard located outside a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall have a display surface area exceeding 300 square feet. No billboard located within a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall have a display surface area exceeding the requirements of the Tennessee Department of Transportation in effect on September 1, 2007.
 - D. Only one side of the sign shall be used in determining the display surface area.
 - E. No billboard located outside a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall exceed fifty (50) feet in height as measured from the uppermost portion of the display surface area to the finished grade at street level and no such sign shall be less than twenty (20) feet in height as measured from the lowest portion of the display surface area to the finished grade at street level. No billboard located within a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall be at a height exceeding the requirements of the Tennessee Department of Transportation in effect on September 1, 2007.
 - F. Back-to-back panels of the same shape and dimensions are allowed when the panels are mounted parallel to one another or are placed at an angle between panels not exceeding forty-five (45) degrees. No display surface area shall be allowed between back-to-back panels.
 - G. No billboard located outside a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall consist of more than a single panel (multiple panels, stacked or side-by-side panels are prohibited). No billboard located within a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall have a number of panels exceeding the requirements of the Tennessee Department of Transportation in effect on September 1, 2007.
 - H. All billboards shall be of monopole type construction. No billboard shall be attached to the walls or roofs of any building.
 - I. No portable signs are allowed for off-premise advertising.

- J. No billboard between the height of two (2) feet and eight (8) feet above street level shall be located closer than fifteen (15) feet to the right-of-way of any public street.
- K. No billboard shall be located closer than five (5) feet to the right-of-way of any public street.
- L. No billboard shall be located along Jackson Street West from its intersection with South Willow Avenue westward to its intersection with West Broad Street (U.S. 70) with the exception of those properties located within the LM, "Light Manufacturing", district located in the vicinity of Jackson Street West and east of C.C. Camp Road as of March 26, 1995.
- M. No billboard shall be located along Neal Street from its intersection with South Jefferson Avenue eastward to its intersection with East Spring Street.
- N. No billboard shall be located along Veterans Drive from its intersection with South Walnut Avenue eastward to its intersection with Neal Street.
- O. No billboard shall be located within 500 feet of any other billboard located on the same street as measured in a radius from the center of the sign base; this spacing does not prohibit back to back signs on the same structure.
- P. No billboard located in a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall be located within 1,000 feet of any other billboard on the same side of the street as measured along a line parallel to such street.
- Q. No billboard located outside a corridor extending a distance of 100 feet from either side of the right-of-way of Interstate 40 or State Highway 111 shall be located within 1,500 feet of any other billboard on the same side of the street as measured along a line parallel to such street.
- R. Electronic message centers are permitted within the CG, CI, LM, or HM Districts as a portion of a billboard subject to the following conditions:
 - i. No electronic message center located on billboard shall exceed seventy-five (75) square feet in total sign face area. The total sign face area on any electronic message center shall comprise a portion of the total sign face area of the billboard to which it is attached.
 - ii. Each message displayed on an electronic message center must be static or depicted for a minimum of six (6) seconds. The continuous scrolling of messages is prohibited.
 - iii. The addition of an electronic message center to any existing billboard located in a district other than CG, CI, LM, and HM is prohibited.
- S. Electronic display screens are permitted within the CG, CI, LM, or HM Districts as billboards subject to the following conditions:
 - i. Each image displayed on an electronic display screen must be static or depicted for a minimum of ten (10) seconds.
 - ii. Animated images and images which move or give the appearance of movement are prohibited. This restriction shall not prohibit the dissolving or replacing of one image with another image.
 - iii. The conversion or addition of an electronic display screen to any existing billboard located in a district other than CG, CI, LM, and HM is prohibited.
- T. Multi-prism billboards are permitted within the CG, CI, LM, or HM Districts. The conversion of any existing billboard located in a district other than CG, CI, LM, and HM is prohibited.

SECTION 207.7 SIGN MAINTENANCE

For all signs and similar advertising structures, including any existing conforming or nonconforming signs, the following regulations shall apply:

- 207.7A All signs, support structures, braces, guys, anchors, and electrical equipment shall be kept in safe repair and shall be well maintained.
- 207.7B All signs and support structures shall be maintained in such a manner so as to allow a clear and unobstructed view of traffic when approaching an intersection or exiting or entering private property.
- 207.7C The area around all signs shall be properly maintained, clear of brush, trees and other obstacles so as to make signs readily visible.
- 207.7D All burned out bulbs or damaged panels shall be promptly replaced.
- 207.7E All sign copy shall be maintained securely to the sign face and all missing copy shall be replaced.
- 207.7F Any sign or similar advertising structure failing to meet the requirements of this Section shall be repaired or removed within thirty (30) days after receipt of notification from the Department of Planning and Codes.

SECTION 207.8 REMOVAL OF ABANDONED, ILLEGAL, NONCONFORMING OR OBSOLETE SIGNS

The following provisions shall apply for the removal of abandoned, illegal nonconforming, or obsolete signs:

- 207.8A Abandoned or obsolete signs or sign structures, including any nonconforming on-premise or off-premise sign or sign structure, shall be removed within ninety (90) days of written notification by the Department of Planning and Codes.
- 207.8B Any sign that is declared to be an illegal sign, one that is erected or placed in violation of this Zoning Code or other applicable code, shall be removed immediately.
- 207.8C When fifty (50) percent or more of the sign structure of any nonconforming sign is removed, (including poles, cabinet or support structure), the sign structure shall only be replaced so as to comply with all applicable provisions of this Zoning Code.
- 207.8D Any sign or sign structure found by the Department of Planning and Codes to present an immediate danger to the public shall be immediately repaired or removed.

- 207.8E Any obsolete sign panel or sign copy which identifies, describes, directs attention to, or gives directions for locating any business or establishment no longer in operation, or advertises any product no longer being marketed shall be removed within thirty (30) days after becoming obsolete. Covering obsolete sign panels or sign copy with any material is specifically prohibited.
- 207.8F Freestanding sign structures used in conjunction with a building or portion of a building that is vacant shall be considered as abandoned upon one (1) year of the building or portion of the building becoming vacant and shall be removed.
- 207.8G The owner or lessee of the property on which the sign is located shall be responsible for its removal and shall be subject to the general penalties clause of this Zoning Code for failure to comply with the provisions stated herein.

SECTION 207.9 SUBSTITUTION OF MESSAGES (as amended by Ordinance No. O05-06-09)

Any sign allowed under this Section 207 or a predecessor ordinance, without a permit, by sign permit, by special exception, or by variance, may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity or service for sale or lease, or to any other commercial interest or activity, so long as said sign complies with the size, height, area and other requirements of this Section.