

# DIVISION 11. SIGNS

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## **Sec. 38-752. Applicability**

### **(1) General Applicability**

- A. No sign may be erected, altered, refurbished or otherwise modified after the effective date of this Downtown Code except in accordance with the requirements of this Division.
- B. A City of Chattanooga Sign Permit is required. Before a Sign Permit may be issued, the applicant must submit building elevations for all sides of the building where new signs are being requested. The building elevation drawings must include all existing signs with dimensions for each sign.
- C. Nothing in this Division is intended to prohibit the ordinary maintenance/repair of an existing sign or replacement of a broken part of an existing sign.
- D. New off-premises signs/billboards are prohibited, as defined in Article V, Sec. 3-52 of the Chattanooga Sign Code.
- E. Changes to existing signs only trigger the requirements in Sec. 38-753. Changes to signs do not trigger other site or building requirements in the Downtown Code.

### **(2) Chapter 3 Applicability**

- A. The requirements of the Division are applicable in addition to the general Advertising Provisions in Chapter 3 of the Chattanooga City Code.
- B. The properties located in the Downtown Form- Based Code Zone are exempt from all dimensions, location and type requirements in the Chattanooga Sign Ordinance.
- C. Structural requirements in the Chattanooga Sign Ordinance still apply to all signs in this Code.

## **Sec. 38-753. Sign Types**

### **(1) Building Signs - General Provisions**

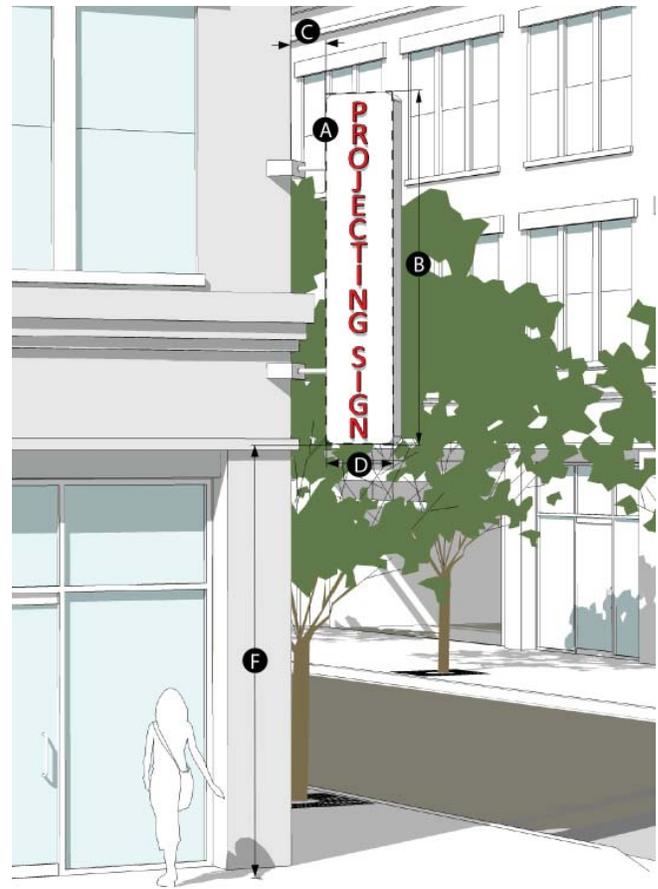
- A. Signs on walls, awnings, permanent banners, canopies, windows, and projecting signs are all considered building signs and are included in the square footage calculation.
- B. Signs on any one side of a building cannot exceed 1.5 square feet per linear foot of that building side.
- C. Building signs must be located to fit within the architectural elements, such as the lintel or sign frieze that separates the ground level from the upper façade.
- D. Building signs cannot obstruct the architectural elements and details of a building.
- E. The maximum size of any one building sign cannot exceed 48 square feet. Projecting signs have a different square footage maximum, based on building height. (See table on page 11-4)
- F. Signs painted, or placed on either side of windows, shall not cover more than 20% of the total window area.



## (2) Projecting Signs

- A. Projecting signs may be located on any façade facing a street, or on a corner of a building that fronts two perpendicular streets.
- B. Only one projecting sign of 12 square feet or more is permitted per building side. Projecting signs mounted at the corner count for both streets.
- C. Multiple projecting signs of 9 square feet or less are permitted on one building side, but must be located below the second story window sill.
- D. Projecting signs are limited to the following dimensions. (See table on following page.)





	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>		<b>B + F</b>	
<b>Building Height (in stories)</b>	Max Square Footage	Max Sign Height	Max Spacing from Building Façade	Max Sign Width	Min Height from Sidewalk	Min Height from Parking Lot or Driveway	Max height from Sidewalk (measured from top of sign)	Min Distance from Another Projecting Sign
4 - 12	20 SF	8'	1'6"	3'	9'	14'	24'	20'
3	16 SF	7'	1'6"	3'	9'	14'	24'	20'
2	12 SF	7'	1'6"	2'	9'	14'	3' below top of building façade	
1	12 SF	7'	1'6"	2'	9'	14'	3' below top of building façade	20



### (3) Building Skyline Signs

#### A. Location

1. Buildings that exceed 4 stories in height may also have one additional skyline sign located within the top third of the building for each building face.
2. If a building of 4 or fewer stories is specifically designed for assemblies of large groups of people (such as theaters, sports arenas, conference centers) or it is a hospital, a Skyline Sign may be placed on the top third of the building façade fronting the primary street.
3. Roof signs are not allowed.

#### B. Dimensions

Building skyline signs cannot exceed 300 square feet in area or be longer than 50% of the top floor linear façade footage, whichever is less. This allotment does not count against the allocation for ground floor building sign area.

### (4) Monument (Ground) Signs

#### A. Location

1. One monument sign is permitted for each existing building with an existing setback greater than 18 feet. Monument signs are not permitted for new buildings or for existing buildings with smaller setbacks.
2. A monument sign cannot be located in the sight distance triangle or otherwise obstruct lines of sight for vehicular or pedestrian traffic.
3. A monument sign cannot be closer than 18 feet to any public right-of-way, and cannot be located in the Pedestrian or Street Tree zone.
4. Pole-mounted signs are not permitted.

#### B. Dimensions

A monument sign cannot exceed 6 feet in height or 10 feet in width. Maximum sign size is 60 square feet. Height is measured from the top of the sign to the lowest point of the ground upon which the proposed sign is to be located.

#### C. Materials

Sign materials that match the materials of the associated building must be used.

### (5) Other Signs

- A. Temporary signs, banners, construction, or realtor signs are governed by the Chattanooga Sign Ordinance.
- B. Message center signs must be approved by special permit from the Board of Sign Appeals as specified in Article X, Sec. 3-106 of the Chattanooga Sign Code.

## Sec. 38-754. Sign Illumination

- A. Signs must be illuminated by indirect lighting. Internally illuminated box-type plastic signs are not permitted, but signs composed of illuminated individual letters are permitted.
- B. Neon signs are permitted, as they are composed of individually illuminated letters.
- C. Illuminated reverse channel letters are permitted.



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