

CHAPTER 13
SIGNS, BILLBOARDS, AND ADVERTISING STRUCTURES

SECTION

- 11-1300.** Intent
- 11-1301.** Definitions.
- 11-1302.** General Provisions
- 11-1303.** Exempt Signs
- 11-1304.** Prohibited Signs
- 11-1305.** Permits
- 11-1306.** Specific Sign Requirements
- 11-1307.** Temporary Signs
- 11-1308.** Additional Regulations
- 11-1309.** Sign Permit Fees

11-1300. **Intent.** The following regulations address the location, size, construction, erection, alteration, and use of all signs within Paris, Tennessee. These regulations are established to: protect the health, safety, welfare, convenience, and enjoyment of the public, protect the public from damage or injury caused or attributable to distractions and obstructions caused by improperly designed or located signs; promote property value, promote community environmental setting and appearance; and support objectives of the individual zone districts.

11-1301. **Definitions.** The following words and terms shall, for the purposes of this chapter and as used elsewhere in this code, have the meanings shown herein.

ABANDONED SIGN. A sign structure that has ceased to be used and the owner intends no longer to have used, for the display of sign copy, or as otherwise defined by state law.

ANIMATED SIGN. A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this code, include the following types:

Electrically activated. Animated signs producing the illusion of movement by means of electronic, electrical, or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:

1. **Flashing.** Animated signs or animated portion of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds 4 seconds.
2. **Patterned illusionary movement.** Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

Environmentally activated. Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.

Mechanically activated. Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

ARCHITECTURAL PROJECTION. Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. See also “Awning”; “Backlit awning”; and “Canopy, attached and freestanding”.

AWNING. An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable, including such structures that are internally illuminated by fluorescent or other light sources.

AWNING SIGN. A sign displayed on or attached flat against the surface or surfaces of an awning. See also “wall or fascia sign”.

BACKLIT AWNING. An awning with a translucent covering material and a source of illumination contained within its framework.

BANNER. A flexible substrate on which copy or graphics may be displayed.

BANNER SIGN. A sign utilizing a banner as its display surface.

BILLBOARD. A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed. A billboard is considered a minimum of 225 sq. ft. and no more than 300 sq. ft.

BUILDING ELEVATION. The entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

CANOPY. (attached) A multisided overhead structure or architectural projection supported by attachments to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light. See also “Marquee”.

CANOPY (Free-standing). A multisided overhead structure supported by columns, but not enclosed by walls. The surface(s) and or soffit of a free-standing canopy may be illuminated by means of internal or external sources of light.

CANOPY SIGN. A sign affixed to the visible surface(s) of an attached or free-standing canopy. For reference, see Section 11-1301.

CHANGEABLE SIGN. A sign with the capability of content change by means of manual or remote input, including signs which are:

Electrically activated: Changeable signs whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light

source designed to reflect off the changeable component display. See also “Electronic message sign or center”.

Manually activated: Changeable sign whose message copy or content can be changed manually.

COMBINATION SIGN. A sign that is supported partly by a pole and partly by a building structure.

COPY. Those letters, numerals figures, symbols, logos and graphic elements comprising the content or message of a sign, excluding numerals identifying a street address only.

DEVELOPMENT COMPLEX SIGN. A free-standing sign identifying a multiple-occupancy development, such as a shopping center or planned industrial park, which is controlled by a single owner or landlord.

DIRECTIONAL SIGN. Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

DOUBLE-FACED SIGN. A sign with two faces back to back.

ELECTRIC SIGN. Any sign activated or illuminated by means of electrical energy.

ELECTRONIC MESSAGE SIGN OR CENTER. An electrically activated changeable sign whose variable message capability can be electronically programmed.

EXTERIOR SIGN. Any sign placed outside a building.

FASCIA SIGN. See “Wall or fascia sign”.

FLASHING SIGN. See “Animated sign, electrically activated”.

FREE-STANDING SIGN. A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground. For visual reference, see Section 11-1301.1

FRONTAGE (BUILDING). The length of an exterior building wall or structure of a single premise orientated to the public way or other properties that it faces.

FRONTAGE (PROPERTY). The length of an exterior building wall or structure of a single premise along either a public way or other properties on which it borders.

GROUND SIGN. See “Free-standing sign”.

ILLUMINATED SIGN. A sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

INTERIOR SIGN. Any sign placed within a building, but not including “window signs” as defined by this ordinance. Interior signs, with the exception of window signs as defined, are not regulated by this chapter.

MANSARD. An inclined decorative roof-like projection that is attached to an exterior building façade.

MARQUEE. See “Canopy (attached)”.

MARQUEE SIGN. See “Canopy sign”.

MENU BOARD. A free-standing sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than 20 percent of the total area for such a sign utilized for business identification.

MULTIPLE-FACED SIGN. A sign containing two or more faces.

OFF-SITE DIRECTIONAL SIGN. A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

ON-PREMISE SIGN. A sign erected, maintained or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

OUTDOOR ADVERTISING SIGN. A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed. A billboard is considered a minimum of 225 sq. ft. and no more than 300 sq. ft.

PARAPET. The extension of a building façade above the line of the structural roof.

POLE SIGN. See “Free-standing sign”.

POLITICAL SIGN. A temporary sign intended to advance a political statement, cause or candidate for office. A legally permitted outdoor advertising sign shall not be considered to be a political sign.

PROJECTING SIGN. A sign other than a wall sign that is attached to or projects more than 18 inches (457 mm) from a building face or wall or from a structure whose primary purpose is other than the support of a sign. For visual reference, see Section 11-1301.

RIGHT OF WAY A strip of land occupied or intended to be occupied by a street, crosswalk, railroad, road, electric transmission lines, oil or gas pipeline, water main, sanitary or storm sewer line, or for another special use. The usage of the term “right-of-way,” for land platting purposes, shall mean that every right of way hereafter established and shown on a final plat is to be separate and distinct from the lots or parcels adjoining such right-of-way and not included within the dimensions or areas of such lots or parcels. In determining sign placement with regard to right-of-way, in most cases utility poles are placed on the right-of-way line. Best practice is to always place signage behind utility poles.

REAL ESTATE SIGN. A temporary sign advertising the sale, lease or rental of the property or premises upon which it is located.

REVOLVING SIGN. A sign that revolves 360 degrees (6.28 rad) about an axis. See also “Animated sign, mechanically activated”.

ROOF LINE. The top edge of a peaked roof or, in the case of an extended façade or parapet, the uppermost point of said façade or parapet.

ROOF SIGN. A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs. For a visual reference, and a comparison of differences between roof and fascia signs, See Section 11-1301.1

SIGN. Any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs will not be considered to be signs.

SIGN AREA. The area of the smallest geometric figure, or the sum of the combination of regular geometric figures which comprise the sign face. The area of any double-sided or "V" shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple-sided signs shall be computed as 50 percent of the sum of the area of all faces of the sign.

SIGN COPY. Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

SIGN FACE. The surface upon, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border. See Section 11-1301.1

1. In the case of panel or cabinet type signs, the sign face shall include the entire area of the sign panel, cabinet or face substrate upon which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.
2. In the case of sign structures with routed areas of sign copy, the sign face shall include the entire area of the surface that is routed, except where interrupted by a reveal, border, or a contrasting surface or color.
3. In the case of signs painted on a building, or individual letter or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closest to the edge of the letter or separate graphic elements comprising the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.
4. In the case of sign copy enclosed within a painted or illuminated border, or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contrasting background, or within the painted or illuminated border.

SIGN STRUCTURE. Any structure supporting a sign.

TEMPORARY SIGN. A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

UNDER CANOPY SIGN OR UNDER MARQUEE SIGN. A sign attached to the underside of a canopy or marquee.

V SIGN. Signs containing two faces of approximately equal size, erected upon common or separate structures, positioned in a “V” shape with an interior angle between faces of not more than 90 (1.57 rad) degrees with the distance between the sign faces not exceeding 5 feet (1524 mm) at their closest point.

WALL OR FASCIA SIGN. A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 18 inches (457 mm) from the building or structure wall, including signs affixed to architectural projections from a building provided the copy area of such signs remains on a parallel plane to the face of the building façade or to the face or faces of the architectural projection to which it is affixed.

For a visual reference and a comparison of differences between wall or fascia signs and roof signs, see Section 11-1301.1.

WINDOW SIGN. A sign affixed to the surface of a window with its message intended to be visible to and readable from the public way or from adjacent property.

NOTE: FOR VISUAL REFERENCE OF DEFINITIONS INCLUDED IN THIS SECTION SEE REPRESENTATIVE DRAWINGS ATTACHED TO THIS ORDINANCE AND DESIGNATED AS:

SIGN TYPES - VISUAL REFERENCE

11-1302. General Provisions Within all districts the general provisions shall apply to all signs. Any sign hereafter erected shall conform to the provisions of this ordinance and the provisions of the International Building Code and of any other ordinance or regulation within this jurisdiction. Directional signs for City, County, State, or Federal uses shall be allowed in all districts, but subject to the provisions of this ordinance.

11-1302.1. Signs in rights-of-way. No sign other than an official traffic sign or similar sign shall be permitted within any public easement or right-of- way including signs attached to traffic signs or utility poles, unless specifically authorized by other ordinances or regulation of this jurisdiction or by specific authorization of the code official.

11-1302.2. Traffic visibility. No sign or sign structure shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, nor at any location where by its position, shape or color it may interfere with or obstruct the view of or be confused with any authorized traffic sign, signal or device.

Such sign shall be located so that no obstruction to vision between a height of two and one-half (2-1/2) and nine and one-half (9-1/2) feet is created by such sign or such sign shall be a minimum of ten (10) feet from the curb line; or

Such sign is located outside the site triangle as set forth in Section 11-1500 of this chapter, the provisions of 11-1500 C. shall apply.

11-1302.3. Computation of frontage. If a premises contains walls facing more than one property line or encompasses property frontage bounded by more than one street or other property usages, the sign area(s) for each building wall or property frontage will be computed separately for each building wall or property line facing a different frontage. The sign area(s) thus calculated shall be permitted to then

be applied to permitted signs placed on each separate wall or property line frontage. Where the side of a building does not front a street, a sign area of 50% of the frontage computation for the front of the building will be allowed.

- 11-1302.4. Animation and changeable messages.** Animated or electronic reader board signs, except as prohibited in Section 11-1304, shall be permitted for all signs which shall conform to the following:
1. Non-flashing mode, with electronic changeable copy displaying only on-premises messages or public service messages.
 2. No more than one (1) electronic message board per business.
 3. A display shall not include flashing or rotating lights, except for movement of a graphic onto or off of the signboard.

- 11-1302.5. Non-Conforming Signs.** It is the intent of this chapter to provide for the orderly elimination of all non-conforming signs governed by the provisions of this Chapter. Any lawfully erected sign may continue to be maintained exactly as it existed prior to the enactment of these provisions except as provided below. No non-conforming signs:
1. Shall be changed to another non-conforming signs.
 2. Shall have any changes in the words, logo, or symbols which are part of a message.
 3. Shall be structurally altered so as to prolong the life of the sign, or change it in size, shape, type, or design.
 4. Shall be re-established after damage or destruction if the estimated expense of construction exceeds 50% of the value of the original structure.
 5. Shall be re-established after the activity or name of the business or ownership shall have changed requiring a change in the sign name or advertisement itself.
 6. Any such nonconforming sign shall be ordered removed in the same manner as any illegally erected or abandoned sign, as provided for in 11-1310.

- 1302.6. Illegal, Damaged, or Abandoned Signs.** A sign illegally erected, any sign that does not conform to an application that has been previously approved, any sign abandoned from use, or any sign damaged or improperly maintained, may be ordered by the city manager or the city manager's designee, to be removed or repaired within fourteen (14) days of written notification to the owner and/or lessee of the premises where the sign is located. Any such removal or repair of such sign shall be the responsibility of the owner and/or lessee of the property where such sign is located. If such sign is not removed or repaired within the fourteen (14) day notice period, in addition to the other remedies provided for in this section, the city manager or the city manager's designee may file legal action in a court of competent jurisdiction to require the removal or repair of such sign.

- 11-1303. Exempt signs.** The following signs shall be exempt from the provisions of this chapter. No sign shall be exempt from Section 11-1302.3.
1. Official notices authorized by a court, public body or public safety official.
 2. Directional, warning or information signs authorized by federal, state or municipal governments.
 3. Memorial or historical plaques, building identification signs and building cornerstones when cut or carved into a masonry surface or when made of noncombustible material and made an integral part of the building or structure.
 4. Gravestones
 5. The flag of a government or noncommercial institution, such as a school.
 6. Religious symbols and seasonal decorations within the appropriate public holiday season.

7. Works of fine art displayed in conjunction with a commercial enterprise where the enterprise does not receive direct commercial gain.
8. Street address signs and combination name plates and street address signs that contain no advertising copy and which do *not exceed 4 square feet in area*.
9. Signs less than two square feet identifying merchandise, or manufacturer, offered for sale if on a dispensing or vending machine or inside premises or on windows or on fuel dispensing pumps.
10. Signs wholly within buildings.
11. Advertising signs attached to taxicabs, commercial buses, or limousines.
12. Signs attached to the face of benches placed immediately outside businesses for the use of the general public.
13. Signs on the walls or fences of athletic fields that are rented for advertising as a fundraiser for the teams or leagues using the athletic field.

11-1304. Prohibited Signs. The following devices and locations shall be specifically prohibited in all zoning districts:

1. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device, or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.
2. Except as provided for elsewhere in this code, signs encroaching upon or overhanging public right-of-way. No sign shall be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
3. Signs which blink, flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warning from a distance
4. It shall be unlawful to erect or maintain signs which resemble an official traffic or safety sign and/or displays the words "Stop", "Go Slow", Caution", or "Danger", "Warning", or other words commonly used to draw attention to traffic or roadway hazards by governmental or construction signs.
5. Temporary signs except as provided in 11-1307.
6. Portable signs, portable reader board or trailer signs are prohibited.
7. Signs painted directly on the wall surface of a building if such sign includes the name of the business or industry or in any way displays a logo, symbol, or promotional information regarding such business or industry in either letter or interpretive form.
8. Moving, rotating, or flapping signs.
9. Any sign advertising any business, goods, or services that is placed on the public right-of-way, or any such sign for any business, goods, or services not offered on the premises where the sign is located, shall be illegal. Such sign shall be forfeited to the public and shall be immediately confiscated by the city manager or the city manager's designee.
10. Roof signs.

11-1305. Permits Required. It shall be unlawful for any person to erect, construct, enlarge, convert, relocate, or alter any sign, without first obtaining a sign permit as required by this ordinance. Each sign permit shall become null and void if work is not commenced within one hundred twenty (120) days from the date of such permit. All applications for permits must be reviewed by the city manager, the city manager's designee, or, as applicable, the Municipal Regional Planning Commission. Application material shall include, but not be limited to the following:

1. A completed application form indicating the name and address of the owner of the sign and the person or persons in possession of the premises where the sign is located or to be located.
2. A site plan and/or building elevation drawn to scale showing the location of the proposed sign on the lot and/or building. Said application shall include a clear and legibly drawn scale representation of the proposed sign or signs showing the exact location of the sign or signs

sought to be permitted. Such site plan and/or building elevation shall also show all other existing or required permits when such signs are on the same premises. The scale drawing of the proposed sign or signs shall show the dimensions, type of construction, method of illumination, support sizes if any, materials, method of attachment, mounting, and/or erecting such sign or signs and the structural members to which sign, or signs shall be attached. The design, quality, materials, and loading shall conform to the requirements of the City's building codes.

3. A permit fee as applicable. Permit fees to erect, alter or relocate a sign shall be in accordance with the fee schedule adopted within this jurisdiction.
4. Any State law requirements or building codes adopted by the City of Paris for sign design and placement must be met before a permit shall be issued.

11-1305.1. Penalties and Enforcement. The enforcement provisions contained in this section for violations of 11-1301 et seq. shall be cumulative and shall be in addition to any other penalties or enforcement provisions provided in this chapter as follows:

1. Penalty. Any person, firm, or corporation violating any provisions of this chapter shall be fined not less than \$50.00 nor more than \$50.00 for each offense. A separate offense shall be deemed committed on each day during or on which a violation occurs or continues. The fine provided for in this section shall not be suspended, waived, or in any way commuted; it being the specific intent of the Board of Commissioners of the City of Paris that said fine or penalty shall be assessed in all instances and shall be strictly enforced.
2. Injunctive Relief. Any violation of 11-1300 et seq. is hereby declared to be a nuisance. In addition to any other relief provided, the city attorney may apply to a court of competent jurisdiction for injunctive relief to prohibit the continuation of any violation of this chapter. Any such application for relief may include seeking a temporary restraining order, temporary injunction, or permanent injunction.
3. Appeals. Any person or entity wishing to contest an official action or decision of the designated zoning official for the City of Paris may appeal any such decision to the Board of Zoning Appeals as pursuant to the provisions of 11-1600 et seq.

1306.1. Wall signs. Every commercial or industrial building in a commercial or industrial district or any non-residential use in a residential district shall be allowed to display a wall sign per street frontage. For shopping centers, planned industrial parks or other multiple occupancy nonresidential buildings, the building face or wall shall be calculated separately for each separate occupancy.

1. On buildings or stores having a building width of 25 feet or less, a maximum horizontal measurement of 80% of the building or store width shall be allowed. A total sign area of 2 square feet for each foot of building width shall be allowed.
2. On building or stores having a building width of more than 25 feet and not more than 75 feet, a maximum horizontal measurement of 70% of the building width shall be allowed. A total sign area of 1.5 square feet for each foot of building or store width or 50 square feet, whichever is greater, shall be allowed.
3. On buildings or stores having a building width in excess of 75 feet, a maximum horizontal measurement of 70% of the building width shall be allowed. A total sign area of 1.5 square feet for each foot of building or store width shall be allowed. In the B-2 District there is a maximum sign area of 150 square feet.

1306.2. Free Standing Signs. In addition to any allowable wall signs, every commercial or industrial building in a commercial or industrial district, or any non-residential use in a residential district shall be permitted to display free-standing or combination signs per street frontage.

1. Free-standing signs shall be allowed one (1) square foot of signage or each linear foot of road frontage not to exceed 225 square feet. Where any property has more than one occupant, permitted area shall be divided amongst each establishment to be determined by the property owners or shopping center management.
2. In the B-2 (Central Business) District, free-standing signs not attached to the face of the building shall be prohibited except on lots without a zero lot line. (Ord # 1265, 3/4/21).
3. Motor vehicles sales engaging primarily in new vehicle sales may have a separate sign with a maximum of 225 square feet per sign for each separate motor vehicle franchise authorized for sale.
4. Sign must be engineered in accordance with the International Building Code when:
 - a. any portion of the sign is twenty feet (20') or more above ground level; or
 - b. any portion of the sign is fifteen feet (15') or more above ground level, if the sign has more than one hundred twenty square feet (120 sf) of total sign face area.

1306.3. On-Site Directional and Informational Signs. Signs providing on-site directional information are allowed in all commercial and industrial districts.

1. Directional signs indicating the entrance, exit, or location of parking shall not exceed four (4) square feet in surface area for the face of each sign. The sign must be directional in nature. Such signs shall not count against the maximum sign area allowed for freestanding signs.
2. Directional signs on the face of the building providing directional information to assist in traversing the property may not exceed eighteen (18) square feet and shall not count against the maximum square feet. Examples of such directional signs shall include but are not limited to signs designating drive-through, entrances, customer loading docks or platforms, service departments, customer waiting areas, et cetera.
3. Menu board signs shall not be permitted to exceed 50 square feet.

1306.4. Off-Site Directional Signs. Off-site directional signs shall be allowed in all districts except R-MH, P-M, F-P, H-D, E-D districts. Provided, however, in the B-2 district off-site directional signs shall only be allowed for property located within the B-2 district. Application for an off-site directional sign shall be made to the city manager or the city manager's designee and shall only be issued if the following criteria are met prior to approval:

1. The sign must be directional in nature stating only the legal name of the business or the "doing business as" name, whichever is better descriptive of the business. No descriptive advertising words, phrases, slogans, or logos shall be allowed on the off-site directional sign.
2. The off-site directional sign shall not exceed 1,080 square inches in area per face. The sign shall be produced by the City such that all signs have the same color background and the same color contrasting lettering. The lettering shall be uniform and, absent special circumstances, shall use six-inch lettering.
3. The off-site directional sign shall be installed by the City in accordance with the requirements of the zoning ordinance. The sign will be same or similar to Tennessee Department of Transportation tourist oriented directional signs, as provided for in the Administrative Rules of the Tennessee Department of Transportation 1680-11-1.08, so that all off-sight directional signs shall be uniform.
4. Off-sight directional signs shall only be allowed for those businesses that front on a street that intersects with an arterial or collector street. If the street in front of the business desiring an off-sight directional sign intersects with an arterial or collector street in more than one direction, the off-sight directional sign shall be placed at the intersection with an arterial or collector street closest to the business.
5. An applicant for an off-sight directional sign shall pay a fee of two hundred dollars (\$200.00) when the off-sight directional sign is installed by the City. There shall be

no annual fee for the benefit of an off-sight directional sign. An additional fee of two hundred dollars (\$200.00) shall be charged if the name of the business changes, or if a new business with a different name is established at the same location of an existing off-sight directional sign.

6. No additional off-sight directional signs other than those installed by the City of Paris shall be allowed within the corporate limits of the City of Paris. It is the intent of the City of Paris to achieve uniformity for off-site directional signs within the corporate limits of the City of Paris to provide members of the public with attraction, service, and business identification and directional information for those businesses within the corporate limits of the City of Paris located off of major arterial or collector streets. All off-sight directional signs currently in existence shall be allowed to remain, subject to the provisions of 11-1302.5 regulating non-conforming signs. The provisions of 11-1302.5 shall be enforced for all currently existing off-sight directional signs to provide for the orderly elimination of all such non-conforming signs in the future.

1306.5. Bill Boards Billboards are only allowed on State Routes in the City of Paris. Billboards are allowed a permanent sign area of all advertising faces not to exceed six hundred (600) square feet as provided herein below. For the purposes of this Section, if a billboard has a single face, it may have a sign area of three hundred (300) square feet. If a billboard has two or more faces, the total sign area of all said faces added together shall not exceed six hundred (600) square feet. Such billboards will be allowed provided the following conditions are met:

1. No part of any bill board is located less than ten (10) feet from any public right-of-way.
2. The ground support of any bill board is located no less than ten (10) feet from any property line.
3. The bill board is located no less than one thousand (1,000) feet from any other bill board, whether such bill board is on the same side of the street or on the opposite side of the street.
4. Said bill board shall be lighted by indirect - lighting oriented so as to prevent any glare to residential properties.
5. Sign must be engineered in accordance with the International Building Code when:
 - a. any portion of the sign is twenty feet (20') or more above ground level; or
 - b. any portion of the sign is fifteen feet (15') or more above ground level, if the sign has more than one hundred twenty square feet (120 sf) of total sign face area.

The provisions of 11-1302.2 shall apply to bill boards.

1306.6. Canopy, Marquee and Awning signs. Shall be allowed in all commercial and industrial districts subject to the following limitations:

1. The permanently affixed copy of canopy, marquee or awning signs shall not exceed an area equal to 25 percent of the face area of the canopy, marquee or architectural projection upon which such sign is affixed or applied.
2. Graphic striping, patterns, or color bands on the face of a building, canopy, marquee, awning or architectural projection shall not be included in the computation of sign copy area. Provided, however, that any such canopy, marquee or awning signs shall count toward the total allowable sign area.

11-1306.8. Projecting signs. Projecting signs shall be permitted in lieu of freestanding signage on any street frontage.

1. Such sign shall be limited to one sign per occupancy along any street frontage with public entrance to such an occupancy
2. Such sign shall be limited in area to one square foot of building width not to exceed 100 sq. ft.
3. Such sign shall not exceed the height of the roof.

1306.9. **Under canopy signs.** Shall be allowed in all commercial and industrial districts subject to the following limitations:

1. Under canopy signs shall be limited to no more than one such sign per public entrance to any occupancy and shall be limited to an area not to exceed 4 sq. ft.
2. Such signs shall maintain a clear vertical distance above any sidewalk or pedestrian way a minimum of 7 feet.

1306.10. **Window signs.** Window signs shall be permitted in all commercial and industrial districts.

11-1307. **General Provisions.** Any sign allowed in this section shall be placed a minimum of 10 ft. from the edge of pavement or back of curb unless otherwise noted.

Temporary signs shall be specifically prohibited in the following locations: Veterans Drive, Catfish Sign area located at the intersection of Veterans Drive and Tyson Avenue, West Wood "Y" area, Triangle/Welcome Sign area on North Market Street (Hwy. 641N)

11-1307.1 **Real Estate Signs.** Real estate signs shall be permitted in all zoning districts, subject to the following limitations:

1. Real estate signs located on a single residential lot shall be limited to one sign, not greater than six square feet in area
2. Real estate signs in advertising the sale of vacant lots within a subdivision shall be limited to one sign per entrance to the subdivision, and each sign shall be no greater than 20 sq. ft. in area. All signs permitted under this section shall be removed within 10 days after sale of the last original lot. These signs will also be subject to care and maintenance of signs provisions.
3. Real estate signs advertising the sale or lease of space within commercial or industrial buildings shall be no greater than six square feet in area and shall be limited to one sign per street front.
4. Real estate signs advertising the sale or lease of vacant commercial or industrial land shall be limited one sign per street front, and each sign shall be no greater than 64 sq. ft. in area for property 10 acres or less or 100 sq. ft. in area for property exceeding 10 acres. Any such sign shall be a minimum of 50 ft. from the curb line.
5. Real estate signs shall be removed when the listing expires or not later than 10 days after execution of a lease agreement in the event of a lease, or the closing of the sale in the event of a purchase.

11-1307.2. **Development and construction signs.** Signs temporarily erected during construction to inform the public of the developer, contractors, architects, engineers, the nature of the project or anticipated completion dates, shall be permitted in all zoning districts, subject to the following limitations:

1. Such signs on a single residential lot shall be limited to one sign, not greater than six square feet in area.
2. Such signs for a residential subdivision or multiple residential lots shall be limited to one sign, at each entrance to the subdivision or on one of the lots to be built upon and shall be no greater than 20 sq. ft. in area.
3. Such signs for nonresidential uses in residential districts shall be limited to one sign and shall be no greater than 64 sq. ft. in area.
4. Development and construction signs may not be displayed until after the issuance of construction permits by the building official or development approval by the Planning Commission and must be removed not later than 24 hours following issuance of an occupancy permit for any or all portions of the project.

- 11-1307.3** **Temporary Commercial Sales.** Such signs shall be permitted in all zoning districts, subject to the following limitations:
1. Such signs advertising the activity located on a single lot shall be limited to one sign, not greater than 16 square feet in area.
 2. Directional signs not to exceed 16 sq. ft. each, advertising the activity, may be placed on private property with permission of the property owner.
 3. No sign shall be placed advertising the activity if the activity is not located within the City limits of Paris.
 4. No sign shall be placed advertising an activity more than fourteen (14) days prior to the activity and must be removed no more than three (3) days after the conclusion of the activity.
 5. No riders, banners, lights, flags or other items may be added to any sign other than a SOLD banner may be placed on the sign after the sale. (Maximum of three (3) days).

All Off-Premises Signs for the activity of commercial sales must be registered with the City of Paris Codes Department.

- 11-1307.4** **General, special promotion, event, and grand opening signs.** Signs temporarily displayed to advertise general, special promotions, events and grand openings shall be permitted for nonresidential uses in a residential district, and for all commercial and industrial districts subject to the following limitations:
1. Only one such banner or sign shall be allowed to be displayed at a location. Any such banner or sign is allowed only for the purpose of advertising goods or services offered where such banner or sign is located.
 2. The total area of all such signs shall not exceed 50 square feet in any residential district or 100 sq. ft. in any commercial or industrial district.

- 11-1307.5** **Special event signs.** Civic, philanthropic, or publicly sponsored events shall be allowed in any commercial or industrial district.
1. Such sign shall be allowed one (1) sign 64 square feet in area and directional signs and additional off-site advertising signs, each of which may not exceed 32 square feet in area. Such signs shall be allowed 30 days prior and 72 hours after said event.
 2. Before any such sign is allowed, the sponsor of such special event shall be required to obtain a permit from the City of Paris. If such signs continue to be displayed more than seventy-two (72) hours after the expiration of the event, then the sign or signs shall be considered abandoned and the city shall remove any such sign or signs.
 3. Such signs shall be placed a minimum of 10 ft. from the edge of pavement or back of curb. Under no circumstances shall a sign be attached to a utility pole, traffic signs or obstruct traffic visibility.
 4. Any such sign or signs permitted by the city shall have a tag attached to said sign or signs showing that a permit has been granted for display of the sign or signs and providing the dates for which display of the sign or signs shall be allowed. Any such sign or signs without a permit attached shall be subject to immediate removal by city employees.

- 11-1307.6** **Political or electoral event signs.** Political signs shall be permitted in all zoning districts, subject to the following limitations:
1. Such signs shall not exceed 32 sq. ft.
 2. Such signs for election candidates or ballot propositions shall be removed within 10 days after the election, provided that signs promoting successful candid or ballot propositions in a primary election may remain displayed until not more than 10 days after the general election.

3. Such signs shall not be placed less than 10 ft. from the edge of pavement, attached to a utility pole, traffic signs or obstruct traffic visibility.
4. Any such sign or poster in violation of the provisions of this section may be removed by city personnel by order of the city manager or his designee. The city shall store such signs or posters so removed at the public works garage and will be returned to the owner on request, provided, however, that any such sign or poster unclaimed for fifteen (15) days after the applicable election for such sign or poster shall be destroyed or disposed of by the city. Provided, further, that a violation of the provisions of this section shall not be considered a misdemeanor and no fine or other penalty shall be assessed for any such violation.

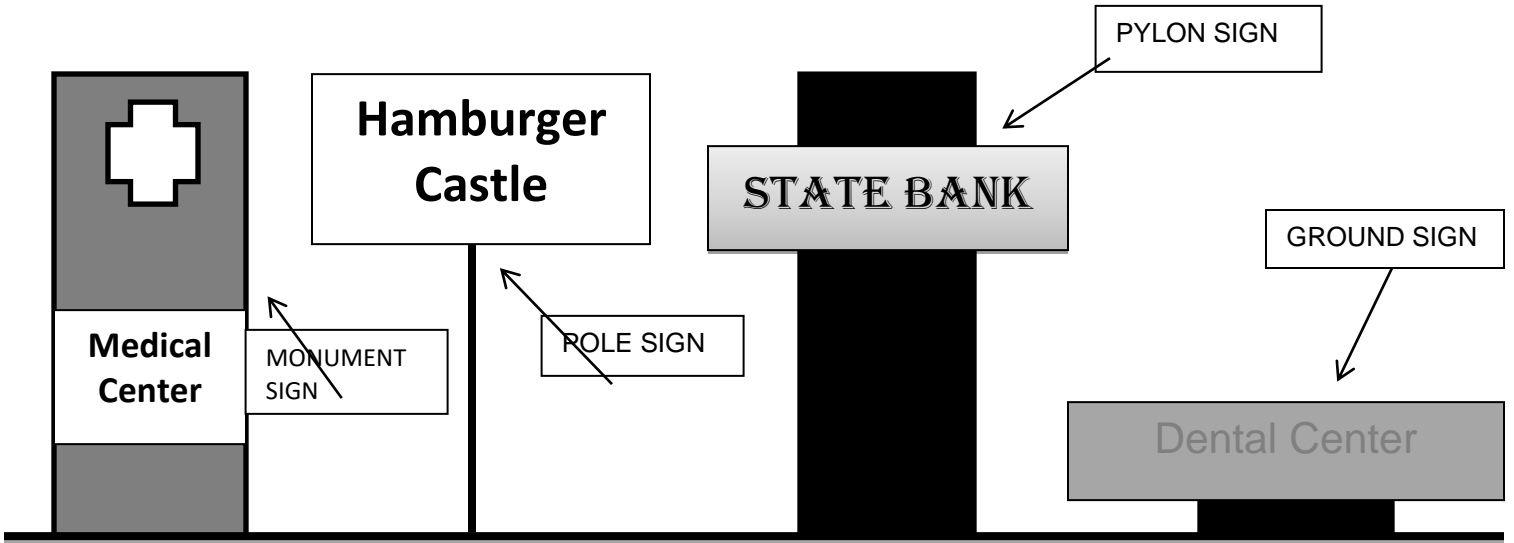
11-1307.7 **Yard Sale and Personal Property signs.** Yard sale signs shall be permitted in all zoning districts subject to the following:

1. Two (2) signs of not more than four (4) square feet shall be permitted to be displayed on the property of the registered site where the yard sale is being conducted.
2. Directional signs of not more than two (2) square feet each are permitted, provided that the registered site on which the yard sale is conducted is not on a major thoroughfare, in which case, no directional signs shall be allowed. Written permission must be obtained from any property owner where off-site directional signs are placed.
3. Such signs shall be placed a minimum of 15 ft. from the edge of pavement or back of curb. Under no circumstances are any signs allowed to be placed on telephone poles, utility poles, traffic or road signs or public right-of-ways. Any such signs so placed shall be removed by City employees.
4. No signs or other form of advertisement shall be exhibited for more than two (2) days prior to the day such sale is to commence. All signs must be removed within 24 hours of the termination of the yard sale.

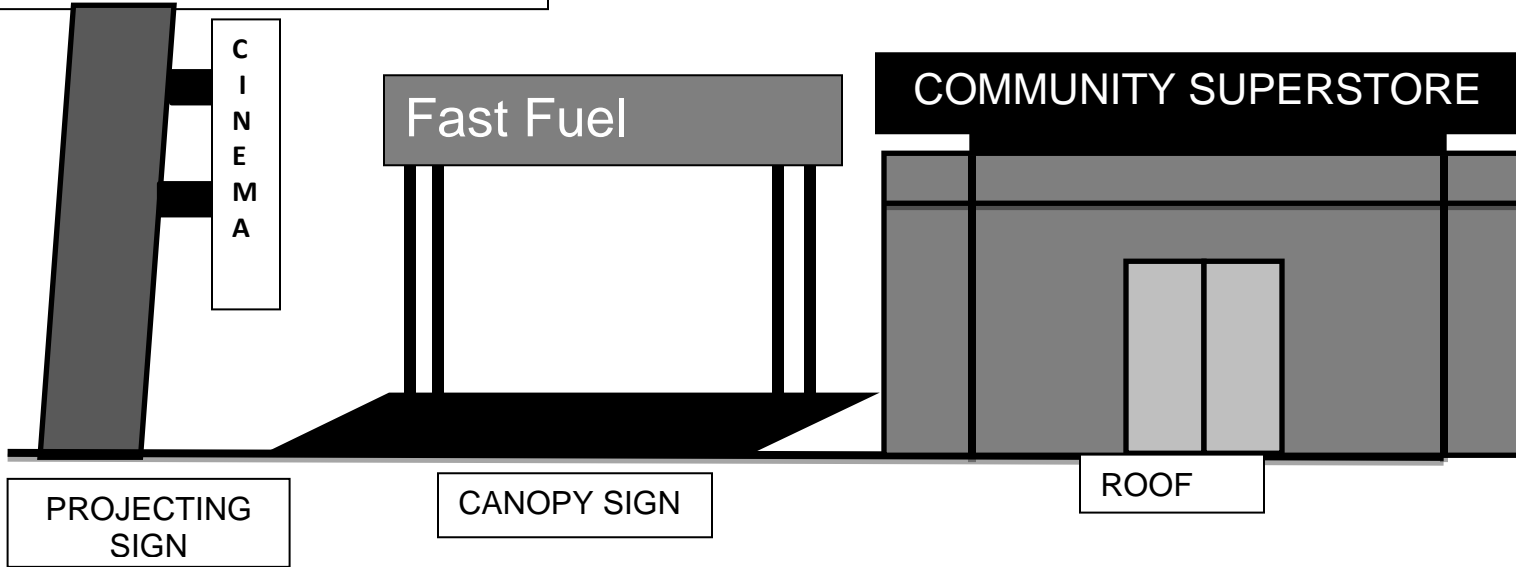
11-1308. **Additional Regulations.** In addition to the provisions of this ordinance, additional regulations as found in the International Building Code and applicable provisions of Tennessee Code Annotated may apply and shall be enforced by the Building Inspector of the City of Paris.

SIGN TYPES

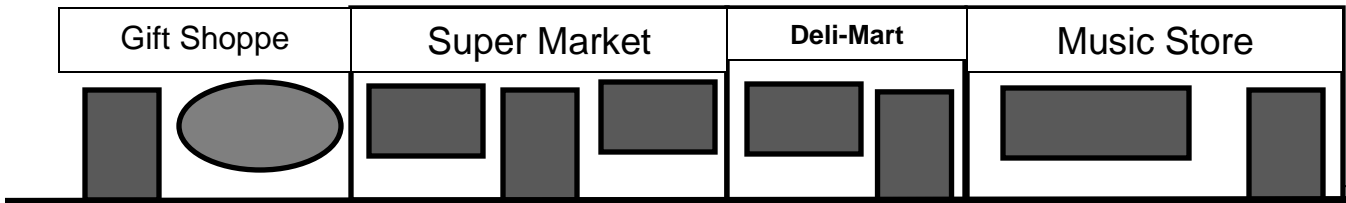
WALL OR FASCIA SIGNS COMPUTED BY FRONTAGE



TYPES OF FREESTANDING SIGNS



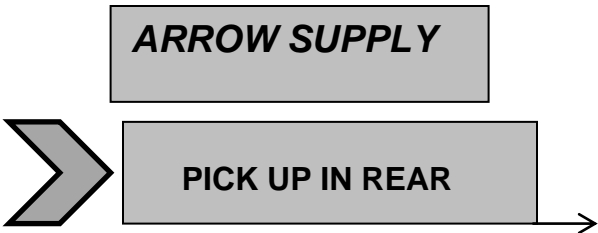
COMPUTATION OF SIGN AREA



IN COMPUTING AREA FOR UPPER AND LOWER CASE LETTERING, INCLUDE ASCENDERS OR DESCENDERS, BUT NOT BOTH. CALCULATE SUPER ASCENDERS SEPARATELY AS INDICATED.



COMPUTE AREA INSIDE DEFINED BORDER OR INSIDE CONTRASTING COLOR AREA



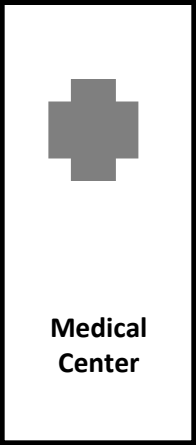
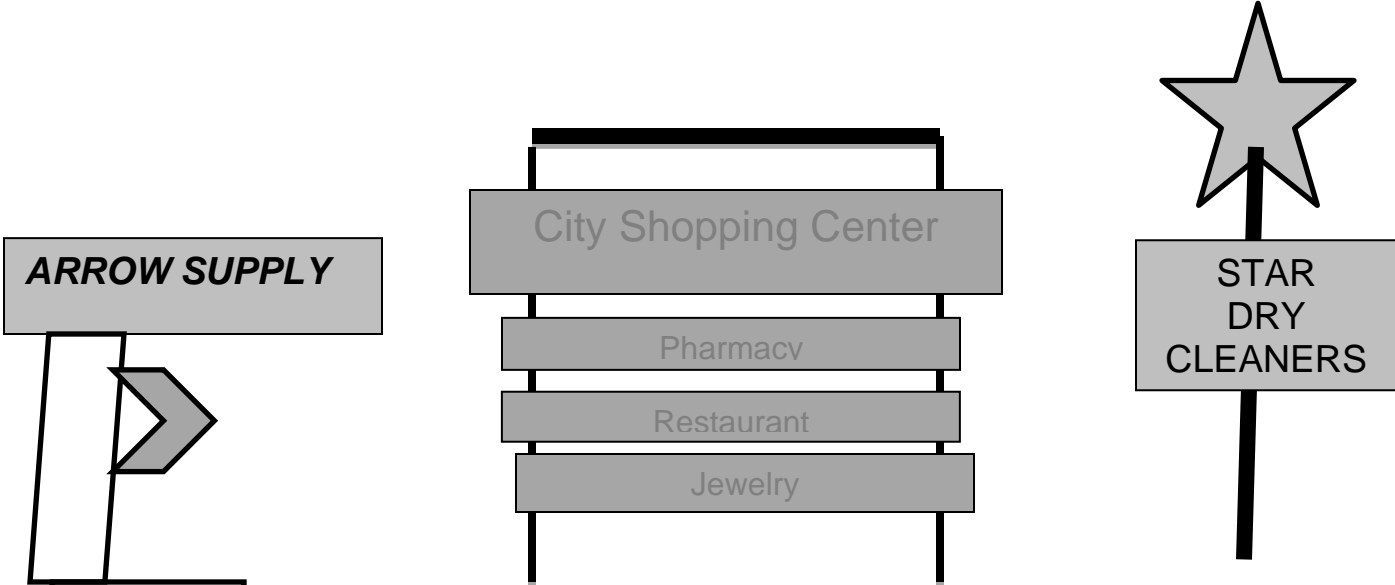
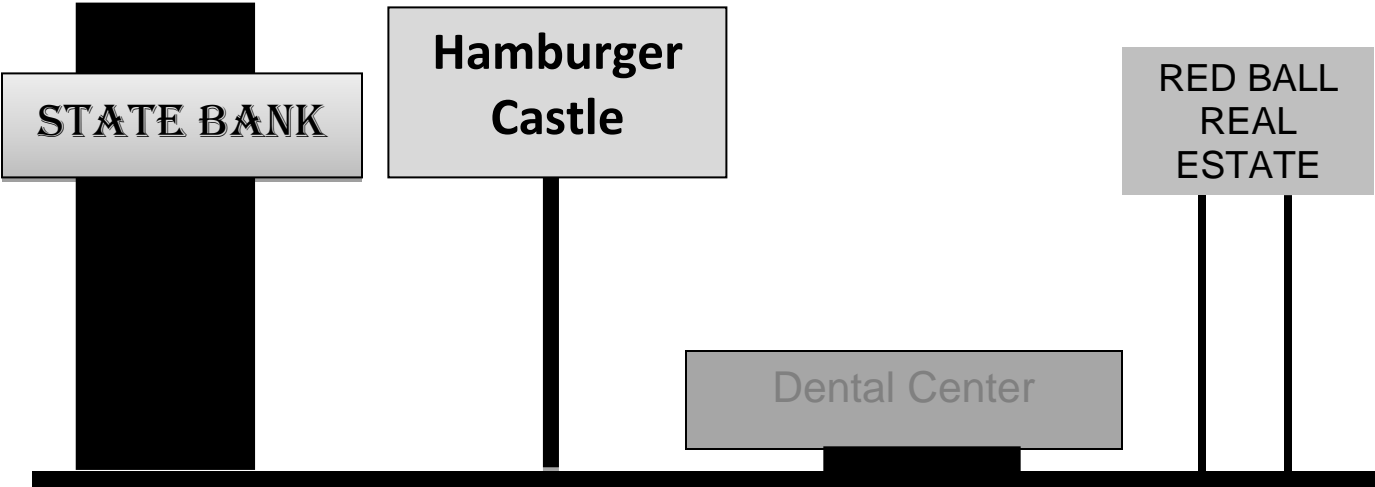
COMPUTE SUM OF AREAS OF INDIVIDUAL ELEMENTS ON WALL OR STRUCTURE



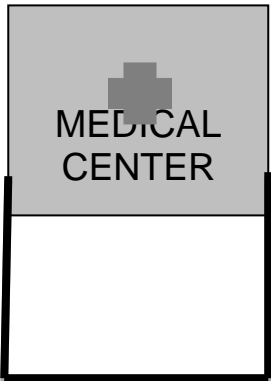
COMPUTE AREA AROUND COPY ELEMENTS ONLY

NOTE: Sum of shaded area only represents sign area for code compliance purposes. Examples of signs consisting of individual letters, elements or logos placed on building walls or structures.

COMPUTATION OF AREA



SIGN STRUCTURE WITH INDIVIDUAL SURFACE APPLIED GRAPHIC AND LETTER COMPUTE SUM OF AREA AROUND ELEMENTS



SIGN STRUCTURE WITHROUTED AREA OF SIGN COPY

(Ord. # 1180, 06/23/15)

11-1309.

Sign Permit Fees. Fees for issuance of a sign permit are as follows:

\$0 - \$100	\$0.00
\$101 - \$2,000	\$10.00
\$2,001 - \$15,000	\$20.00
\$15,001 - \$50,000	\$50.00
\$50,001 - \$100,000	\$100.00
\$100,001 - \$500,000	\$200.00
\$500,001 - \$1,000,000	\$400.00
\$1,000,001 - \$2,000,000	\$800.00

(Ord. #1282, 06/29/22).