entrance/exit with an intersecting public street or private drive.

3. No sign or sign structure obstructing an area between two feet and six feet above grade shall be located within ten (10) feet of the public right-of-way.

G. Obstruction of Access Ways.

No sign or sign structure shall obstruct free ingress to or egress from a fire escape, door or other required access way.

H. Obstruction of Window Surface.

No sign shall project over, occupy or obstruct any window surface required by code for light or ventilation.

I. Sign Maintenance.

The sign owner shall be liable to maintain such sign, including its illumination sources, in neat and orderly condition and good working order at all times and to prevent the development of any deterioration in the safety of such sign.

Nothing in this chapter shall prohibit the routine maintenance of any nonconforming sign or the changing of the copy or content of any nonconforming sign, except where such maintenance or change in copy would increase the degree of its nonconformity.

J. Projecting Sign.

A projecting sign shall be regulated as a detached sign and may project to within two feet of the curb line of a public street, provided however that no projecting sign shall project more than six feet into any required front yard. All projecting signs shall maintain a minimum clearance of eight feet above the right-of-way or sidewalk.

K. Awning, Canopy and Marquee Signs.

These signs shall be regulated as attached signs if they project eighteen (18) inches or less from the awning, canopy or marquee; and they shall be regulated as detached signs if they project more than eighteen (18) inches from the awning, canopy or marquee.

L. Portable Signs

Portable signs shall conform to the following requirements:

1. Signs, if illuminated, shall meet the Underwriters Laboratories, Inc. Standards and the city/county electrical code;

2. Signs must be so designed, built and located so that they will not be tipped over by wind

velocities of less than eighty (80) miles per hour;

3. Signs shall have affixed the number and date of issuance of the permit authorizing its use; and;

4. No sign shall be permitted to locate in a required parking space.

M. Supplemental Wayfinding Signs.

On any site with required off-street parking or any site zoned and used for purposes other than single-family dwellings, supplemental way-finding signs shall be allowed and encouraged, subject to the following:

1. No such sign shall exceed five feet in height or 16 square feet in area;

2. Any such sign that is located within 50 feet of the right-of-way or that is legible from the right-of-way shall bear no commercial message;

3. No such sign shall be located within 50 feet of property zoned for single-family residential uses;

4. Any such sign that is located within 150 feet of property zoned for single-family residential use shall be internally lighted and when lighted only direct, white light is permitted.

N. Detached, Permanent Signs.

The following elements shall be a requirement for all detached signs:

1. The colors and materials of which the sign structure is constructed shall be of similar materials and complementary to the principal structure.

2. A landscaped area, containing a maximum area equivalent to two times the area of the permitted sign, should be installed around the immediate base area of the sign. The maximum requirement for landscaped area shall be five hundred (500) square feet. Landscaping, provided at the around the immediate base of a sign, which is located within a required A-1, A-2, A-3 or A-4 landscape plate, along public or private street frontage, shall be construed as meeting the landscaping requirements of the required landscape plate.

3. The landscaped area should be irrigated with an underground sprinkler system.

O. Pole, Post or Pylon Signs.

All pole, post or pylon signs with support poles having a diameter (width) of less than eighteen (18) inches (1.5 feet) shall be constructed with a pole cover or jacket around the support pole(s). The minimum dimension (depth or width) of the pole cover or jacket shall be twelve (12) inches.

Sec. VIII. Regulations Applicable to Permanent Signs.

A. Applicability of this Section:

The provisions of this section shall apply to all permanent signs. In addition, permanent signs containing off-premise messages or otherwise classified as off-premise signs, shall be subject to the standards of Section IX. In case of a conflict between that section and this section, Section IX shall control. As to issues addressed in this section but as to which Section IX is silent, this section shall control.

B. Standards for Signs in the Agricultural (AG), Estate Residential (RE), Single Family Residential (RS), Duplex Residential (RD), Townhouse Residential (RTH), Multiple Dwelling Residential (three stories or less)(RML), Multiple Dwelling Residential(more than three stories)(RMM), Limited Office (OL), and Floodway (FW) Districts

1. Structural types permitted:
Attached and detached signs, except for pole and roof signs, and except as regulated by the central business improvement district I and II as contained in Chapters 12-32 through 12-44 of the City of Memphis Code.

2. Maximum gross surface area:
Twelve (12) square feet, or twelve (12) square feet per acre of area of the zoning lot, whichever is greater, up to a maximum of thirty-two (32) square feet.

3. Minimum setback: No portion of a sign shall be located within ten (10) feet of a right-of-way, and no sign greater than twelve (12) square feet in area shall be located within fifty (50) feet of an adjacent residential district or a residential portion of a planned development unless the sign is attached.

4. Maximum Number Permitted.

a. Residential uses: either one attached or one detached sign per frontage per zoning lot. Attached signs shall be limited to the name of the establishment only.

b. Nonresidential uses: one attached and one detached sign per frontage per zoning lot. Attached signs shall be limited to the name of the establishment only.

5. Maximum height:
Five feet for signs twelve (12) square feet in area or less, and twelve (12) feet for signs greater than twelve (12) square feet in area.

6. Illumination:
External or internal.

7. Lettering size of nonresidential attached signs:

a. Maximum of eighteen (18) inches in height if sign is located less than or equal to one hundred (100) feet from the street.

b. Maximum of thirty (30) inches in height if sign is located more than one hundred (100) feet from the street.

C. Standards for Signs in the General Office (OG) and Residential Multiple Dwelling, High Density (RMH) Districts.

1. Structural types permitted:
Attached and detached signs

Exception: Roof signs are only allowed in areas regulated by the Central Business Improvement District I and II as contained in Chapters 12-32 through 12-44 of the City of Memphis Code.

2. Maximum gross surface area:
Thirty-five (35) square feet per sign for each face of building, except that for attached signs whose placement is above 35 feet in height, the maximum square footage per sign shall be 50 square feet.

3. Minimum Setback.
No portion of a sign shall be located within ten (10) feet of a right-of-way, and no sign greater than twelve (12) square feet in area shall be located within fifty (50) feet of an adjacent residential district or a residential portion of a planned development unless the sign is attached.

4. Maximum Number Permitted.
a. Attached: one per ground floor establishment plus one for those with multiple establishments.

b. Detached: one per frontage per zoning lot.

5. Maximum Height.
a. Attached: as permitted by the district in which the sign is located.
b. Detached: sixteen (16) feet.

6. Illumination:
External or internal.

D. Standards for Signs in the Planned Commercial (CP), Local Commercial (CL), Parking (P), Hospital (H), College and University (CU), Highway Commercial (CH), Central Business District (CBD), Light Industrial (IL) and Heavy Industrial (I H) districts.

1. Structural types permitted:
Attached, detached and all types of changeable copy signs except as regulated by the central business improvement district I and II as contained in Chapters 12-32 through 12-44 of the City of Memphis Code. The size, operation and location of changeable copies signs shall be

subject to the controls for this type of sign established in this chapter.

2. Maximum Gross Surface Area.

a. Attached: not regulated.

b. Detached:

(1) In accordance with Table 1, Detached Sign Area and Height, set out at the end of this chapter.

(2) Signs which are not in conformance with the required elements of Section VII. N. shall be reduced in size from the maximum area permitted, in accordance with the following:

(a) A ten (10) percent reduction shall be required when the sign structure is not constructed with the same or substantially the same or similar materials of the building.

(b) A mandatory reduction of twelve (12) percent shall be required when an irrigated landscaped area equivalent to two times the sign area is not provided.

3. Minimum Setback.

a. Attached: not regulated.

b. Detached:

(1) As regulated above, but no sign shall be located within fifty (50) feet of a Residential Townhouse (R-TH), Duplex Residential (R-D), Single Family Residential (R-S), Estate Residential (R-E) or Agriculture (AG) district or equivalent residential portion of a planned development.

(2) All signs shall have a minimum setback of ten (10) feet from the roadway which fronts the property.

4. Maximum Number Permitted.

a. Attached: five per establishment and no more than two of the five may be located on any awning, canopy or marquee. Only one changeable copy sign shall be allowed. If a single owner or tenant occupies a building of more than 200,000 square feet in an industrial zone four additional signs, not on a canopy, awning, or marquee, are allowed.

b. Detached: one sign per road frontage up to two hundred (200) feet of the zoning lot, plus one additional sign for each additional two hundred (200) feet of road frontage, to a maximum of three signs. After three signs an additional sign may be added for each additional three hundred (300) feet of frontage. If installed an integrated center sign shall be considered as one of the detached signs.

5. Maximum Height.

a. Attached: as permitted by the district in which the sign is located.

b. Detached:

(1) In accordance with Table 1, Detached Sign Area and Height (see Map 1 for zone) set out at the end of this chapter.

(2) Interstate Highways 40, 55, 240, TN State Highways 300 and 385 controlled access road interchange maximum height.

If a property has frontage on a controlled access roadway (I-40, I-55, I240, TN 300 and 385 - Map 2) within one thousand five hundred (1,500) feet of a controlled access interchange measured from the center point of the interchange, the height of one sign shall be governed by the height permitted by the zoning district if the sign is oriented to and visible from the controlled access road travel lanes.

(3) For properties located within a radius of one thousand five hundred (1,500) feet from a controlled access road/arterial road interchange which do not have controlled access roadway frontage, the height of one sign shall be governed by the height of the zoning district in which the property is located, subject to administrative site plan review if the property conforms to the following criteria:

(a) The sign is oriented to and visible from the controlled access road travel lanes;

(b) The sign is located more than five hundred (500) feet from property which is utilized for single-family residences, including residential portions of a PUD, or R-S zoning; and

(c) The sign will conform in all respects except height with the standards applicable to the district in which the sign is located.

(d) If the sign will be legible from any property zoned for single-family residential use, including residential portions of a PUD, it shall not contain any moving, flashing or changeable copy elements.

If the administrative site plan is rejected, the property owner may appeal the decision of the office of planning and development to the land use control board and subsequently to the appropriate governing body.

6. Illumination permitted:

External or internal.

E. Standards for the High Density Residential (HDR), Medium Density Residential (MDR), Mixed Use (MU), Hospital Use (UH), Light Industrial Use (ULI) and SNS Districts.

F. Standards for the Bluffview Residetial District (BR), Gateway Commercial District (GC), Riverfront Residential District (RR), South Downtown Business Park District (SDBP), South Downtown Residential District (SDR), Sports and Entertainment District (SE), and South Main and South Main Extended District (SME).

Signs standards for these districts are set forth in Chapter 16-92 of the City of Memphis Code.

G. Complex Sign.

In addition to the above permitted signage, a complex sign is permitted if the following standards and requirements are met:

1. Permitted districts:

A complex sign shall be allowed in the Agricultural (AG), Estate Residential (R-E), Single Family Residential (R-S), Duplex Residential (R-D), Townhouse Residential (R-TH), or Multiple Dwelling Residential (R-M) Districts.

2. Standards.
The sign may bear no commercial message except the name of a neighborhood, project or complex containing a minimum of thirty-five (35) zoning lots or ten (10) dwelling units.

3. Maximum gross surface area:

a. The maximum gross surface area for a complex sign that conforms with the design standards of Section VII.N. shall not exceed the size shown in the column of the table below opposite the type of street from which the complex is entered:

Type of Street	Maximum Gross Surface Area for Sign
Local street (<60 feet ROW)	30 square feet.
Collector street (60-68 feet ROW)	30 square feet.
Major arterial street (69-160 feet ROW)	50 square feet.
Limited access road (>161 feet)	100 square feet.

b. Complex signs which are not in conformance with the required elements of Section VII.N. shall be reduced in size from the maximum area permitted, in accordance with the following:

(1) A ten (10) percent reduction shall be required when the sign structure is not constructed with the same or substantially the same or similar materials of the

building.

(2) A twelve (12) percent reduction shall be required when an irrigated landscaped area equivalent to two times the sign area is not provided.

4. Minimum setback:

Ten (10) feet unless attached to a wall or fence.

5. Maximum height:

The maximum height of a complex sign shall not exceed the height shown in the column of the table below opposite the type of street from which the complex is entered:

Type of Street	Maximum Height of Sign
Local street (<60 feet ROW)	10 feet.
Collector street (60-68 feet ROW)	10 feet.
Major arterial road(69-160 feet ROW)	16 feet.
Controlled access road (>161 feet ROW)	24 feet.

6. Illumination:
Direct or indirect.

7. Structural types permitted:
Detached or attached to a wall or fence.

8. Maximum number permitted:
One per frontage on the periphery of the complex.

H. Integrated Center Sign.

In addition to the above permitted signage, an integrated center sign is permitted if the following standards and requirements are met:

1. Permitted districts:

An Integrated Center Sign shall be allowed in the General Office (O-G), Planned Commercial (C-P), Parking (P), Hospital (H), College and University (C-U), Highway Commercial (C-H), Light Industrial (I-L) and Heavy Industrial (I-H) districts for any integrated center in such districts.

2. Structural types permitted:
Detached and all types of changeable copy signs except changeable copy

signs shall not be allowed in the General Office (O-G).

3. Standards.

a. The sign can only identify the name of the integrated center and/or the center's establishments. If the sign is to contain the establishments of the center it must contain at least two establishments. An integrated center may contain more than one zoning lot, however, in this instance the permanent detached on-premise sign requirements (this section) shall be calculated as if the integrate center was one zoning lot. Otherwise an integrated center sign is not permitted.

b. An integrated center sign shall also be permitted in the General Office O-G district, if the center contains three or more zoning lots, has a total of two or more acres, and has shared parking or shared access; or meets the requirements of subsection (G)(3)(a) of this section.

4. Maximum gross surface area:

a. In accordance with Table 2, Integrated Center Sign Area and Height, set out at the end of this chapter.

b. Integrated center signs which are not in conformance with the required elements of Section VII.(N), shall be reduced in size from the maximum area permitted, in accordance with the following:

(1) A ten (10) percent reduction shall be required when the sign structure is not constructed with the same or substantially the same or similar materials of the building.

(2) A twelve (12) percent reduction shall be required when an irrigated landscaped area equivalent to two times the sign area is not provided.

5. Minimum Setback.
No integrated center sign shall be located within fifty (50) feet of a Townhouse Residential (R-TH), Duplex Residential (R-D), Single Family Residential (R-S) or Agricultural (AG) district, or equivalent residential portion of a planned development.

6. Maximum number permitted:
One per frontage up to six hundred (600) feet of the integrated center, plus one additional integrated center sign for each additional four hundred (400) feet of each road frontage. However, frontage that is counted to permit any detached sign, including an integrated center sign, shall not be counted to permit any other detached or integrated center sign.

7. Maximum Height.

a. In accordance with Table 2, Integrated Center Sign Area and Height (See Map 1 for zone), set out at the end of this section.

b. U.S. Interstate Highways 40, 55, 240 and TN State Highways 300 and 385

controlled access road interchange maximum height.

If a property has frontage on a controlled access roadway (I-40, I-55, I-240, TN 300 and 385 - Map 2) within one thousand five hundred (1,500) feet of a controlled access interchange measured from the centerpoint of the interchange, the height of one sign shall be governed by the height permitted by the zoning district if the sign is oriented to and visible from the controlled access road travel lanes.

c. For properties located within a radius of one thousand five hundred (1,500) feet from a controlled access road/arterial road interchange which do not have controlled access roadway frontage, the height of one sign shall be governed by the height of the zoning district in which the property is located, subject to administrative site plan review if the property conforms to the following criteria:

(1) The sign is oriented to and visible from the controlled access road travel lanes;

(2) The sign is located more than five hundred (500) feet from property which is utilized for single-family residences (R-S) zoning, including residential portions of a PUD; and

(3) The sign will conform in all respects except height with the standards applicable to the district in which the sign is located.

(4) If the sign will be legible from any property zoned for single-family residential use, including residential portions of a PUD, it shall not contain any moving, flashing or changeable copy elements.

If the administrative site plan is rejected, the property owner may appeal the decision of the office of planning and development to the land use control board and subsequently to the appropriate governing body.

8. Illumination:

External or internal.

I. Other Requirements for Detached Signs.

1. Spacing

The minimum permissible horizontal distance between freestanding signs on the same property is seventy-five (75) feet.

2. Protection from Vehicle Damage

Where a freestanding sign is located in a vehicular parking or circulation area, a base or barrier of concrete or steel, not less than thirty (30) inches high, shall be provided to protect the base of the sign from damage by vehicles.

3. Requirement for Street Address

All detached signs shall provide the address and street of the building served, with minimum four-inch text. The address shall be posted in a color contrasting that of the marquee/signboard/pole cover jacket/base. When the building utilizes multiple addresses,