

ORDINANCE 20-O-28 amending Murfreesboro City Code, Chapter 25.2 Signs, Sections 25.2-2, 25.2-23, 25.2-24, 25.2-25, and Section 25.2-26, for the purposes of: (1) adding a definition of "External Customer Transaction Portal" and allow certain, limited electronic changeable signs at external locations such as ATMs, drive-up windows and gasoline pumps, (2) prohibiting certain materials from use in signage, (3) reducing the maximum allowable size of temporary signs, and (4) allowing murals on more than two sides of a building.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MURFREESBORO, TENNESSEE, AS FOLLOWS:

SECTION 1. Section 25.2-2, Definitions; interpretation, of the Murfreesboro City Code is hereby amended at subsection (A) by adding the following definition in appropriate alphabetical order:

"External Customer Transaction Portal (ECTP): An exterior location where an activity or event that can be measured in terms of money and which affects the financial position or operations of the business entity. Examples include, but are not limited to: ATM machines, fuel dispensers, and DVD rental kiosks.

SECTION 2. Section 25.2-23, Exemptions, of the Murfreesboro City Code is hereby amended at subsection (A)(6) by deleting the subsection in its entirety and substituting in lieu thereof the following:

(6) Murals placed on a side or rear wall or elevation. Murals placed on front elevation are prohibited. See Section 25.2-24.

SECTION 3. Section 25.2-24, Prohibited signs and other regulations, of the Murfreesboro City Code is hereby amended at subsections (A)(18) and (A)(23) by deleting the word 'Reserved' and substituting in lieu thereof the following:

- (18) Signs which are constructed from painted or unpainted tires; exposed razor or barbed wire; or wood, metal, or plastic pallets.
- (23) Murals placed on a front wall or elevation. For purposes of this subsection, the front wall or elevation of a building shall be the exterior wall or elevation that is substantially parallel to the public street or right of way reflected by the building's street address.

SECTION 4. Section 25.2-25, Temporary Signs, of the Murfreesboro City Code is hereby amended at subsection (C)(12) by deleting subsections (C)(12)(b), (C)(12)(c), and (C)(12)(i) in their entirety and substituting in lieu thereof the following:

- (b) Size – sixteen (16) square feet maximum
- (c) Height – six (6) feet maximum
- (i) Other Limitations- On-site only. Multiple signs shall not be placed so as to appear to be one sign that exceeds sixteen (16) square feet.

SECTION 5. Section 25.2-25, Temporary Signs, of the Murfreesboro City Code is hereby amended at subsection (D)(17) by deleting it in its entirety and substituting in lieu thereof the following:

(17) Reserved.

SECTION 6. Section 25.2-25, Temporary Signs, of the Murfreesboro City Code is hereby amended by deleting subsection (F), Violations; penalties, in its entirety and marking as “Reserved.”

SECTION 7. Section 25.2-26, On-site permanent sign requirements, of the Murfreesboro City Code is hereby amended at subsection (C)(9), Allowable changeable signs, by adding the following subsection to the end thereof:

(g) A ‘changeable sign-electronic graphic display’ or a ‘changeable sign-video display’ sign may be used at a point of sale or an automated External Customer Transaction Portal (ECTP), the location of which must be shown on a site plan and approved by the Planning Department, prior to the issuance of a sign permit pursuant to Chapter 25.2, subject to the following:

[1] At an External Customer Transaction Portal (ECTP)

[aa] An External Customer Transaction Portal (ECTP) shall be allowed one ‘changeable sign-video display’ sign per station that is no greater than three (3) square feet.

[bb] The ‘changeable sign-video display’ sign can be no more than six (6) feet above the adjacent ground.

[cc] Signs must be equipped to automatically adjust to ambient light conditions.

[2] At Drive Thru Lanes and Point of Sale Sites

[aa] Drive Thru Lanes as shown on approved site plans shall be permitted the following signs at each drive lane.

(i) One nine (9) square foot ‘changeable sign- electronic graphic display’ sign.

(ii) One ‘changeable sign- electronic graphic display’ sign menu or reader board that is no more than twenty (20) square feet.

- (iii) One order station 'changeable sign- electronic graphic display' sign of no more than nine (9) square feet which can include no more than three (3) square feet of changeable sign-video display signage.
- (iv) Signs allowed by (i), (ii), and (iii) of this subsection (g)[2][aa];
 - a. Must be placed between the beginning of each drive lane (stacking lane) and the 1st pick up window.
 - b. Must be equipped to automatically adjust to ambient light conditions.
 - c. Shall have a maximum six (6) feet in overall height.

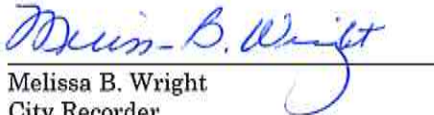
SECTION 8. That Section 4 of this Ordinance shall become effective 180 days from the date of passage. The remainder of this Ordinance shall take effect fifteen (15) days after its passage upon second and final reading, the public welfare and the welfare of the City requiring it.

Passed:


1st reading September 24, 2020
 2nd reading February 25, 2021


 Shane McFarland, Mayor

ATTEST:


 Melissa B. Wright
 City Recorder

APPROVED AS TO FORM:

DocuSigned by:

 Adam F. Tucker
 City Attorney

