

Sign Ordinance – Taken from Sections of Zoning Text & Municipal Code

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ARTICLE III. DEFINITIONS (related to signs)

Unless otherwise stated the following words shall, for the purpose of this ordinance, have the meaning herein indicated. Words used in the present tense include the future. The singular number includes the plural and the plural the singular. The word "shall" is mandatory, not directory. The words "used" or "occupied" as applied to any land or building shall be construed to include the word intended, arranged or designed to be used or occupied.

317(a). **Graphics:** Any art or pictures depicting logos, colors combined in a way that make shapes, abstract art, sculpture, the depiction of people, animals, or scenes, use of cars, mannequins or other props and the like shall be deemed graphics. (Added by Ord. 923, Adopted 4/11/11)

317(a).1. **Theming:** The combination of graphics throughout a building's façade and/or grounds to give travelers a sense of what the property is about. It is a combination of smaller graphics that gives the building/grounds its "theme." No one large graphic will be considered theming. These external graphics must have some logical relationship to contents of the building to be considered theming and not to be counted as signage. Theming is not allowed in all zoning district.

330. **Sign.** Any device designed to inform or attract the attention of persons not on the premises on which the sign is located, provided, however, that the following shall not be included in the application of the regulations herein:

- Signs not exceeding one square foot in area and bearing only property numbers, post box numbers, or names of occupants of premises.
- Flags and insignia of any government, except when displayed in connection with commercial promotion.
- Legal notices, identification information, or directional signs erected by governmental bodies.
- Integral decorative or architectural features of buildings, except letters, trademarks, logos, moving parts, or moving lights.
- Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.

Included within the definition of sign are the following types of signs:

330.1. **Banner Sign.** Any sign intended to be hung either with or without frames, possessing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind. National flags and flags of

political subdivisions shall not be considered banners for the purpose of this ordinance. Banners shall not be considered portable and may only be used temporarily with city-wide sanctioned events. (Adopted by Ord. 419 on 9/10/90)

330.2. **Bench Sign.** A sign located on any part of the surface of a bench or seat placed on or adjacent to a public right-of-way.

330.3. **Billboard Sign.** A non-point-of-sale sign which advertises a business, organization, event, person, place, or thing, unless such sign is more specifically defined herein.

330.4. **Changeable Copy Sign.** A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face of the surface of the sign. This shall also include the changing of copy on billboards.

330.5. **Construction Sign.** Any sign giving the name or names of principal contractors, architects, and lending institutions responsible for construction on the site where the sign is placed, together with other information included thereon.

330.6. **Directory Sign.** A sign on which the names and locations of occupants or the use of a building is given.

330.7. **Freestanding Sign.** Any mobile or portable sign or sign structure, not securely attached to the ground or to any other structure.

330.8. **Ground Sign.** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.

330.9. **Illuminated Sign.** Any sign illuminated in any manner by an artificial light source.

330.10. **Integral Sign.** Memorial signs or tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials mounted on the face of a building.

330.11. **Logo Sign.** A symbolic design unique to a specific business or organization, being widely recognized and/or trademarked, and used as a pictorial means of identification of said entity. A logo sign is primarily graphic in nature, but may also include the written name of the entity as long as the text area does not exceed thirty percent (30%) of the total area

of the sign. (Added by Ord. 857, Adopted 2/11/07 – Rest of section renumbered)

330.12. **Marquee Sign.** Any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall.

330.12(a). **Monument Sign:** A sign which is supported by and integrated with a solid base. As opposed to poles, posts and other such supports. (Added by Ord. 923, Adopted 4/11/11)

330.13. **Nonconforming Sign.** Any sign which does not conform to this ordinance.

330.14. **Projecting Sign.** Any sign other than a wall sign affixed to any building or wall whose leading edge extends beyond such building or wall.

330.15. **Real Estate Sign.** Any sign which are used to offer for sale, lease, or rent the property upon which the sign is placed.

330.16. **Roof Sign.** Any sign erected or constructed wholly upon and over the roof of any building and supported entirely on the roof structure.

330.17. **Wall Sign.** Any sign erected parallel to the face or on the outside wall of any building and supported throughout its entire length by such wall where the edges of the sign do not project more than twelve (12) inches therefrom. The area of a wall sign shall be calculated by tightly 'boxing,' in a rectilinear manner, the outer dimensions of the text and/or logo of all signage on a wall face. The main signage area may be augmented by no more than two (2) secondary signage areas that comprise no more than one-third of the total area of the wall sign (see diagram in the Appendix). (Added to by Ord. 860, Adopted 4/28/08)

331. **Sign Face:** The major feature/purpose for the sign that contains the information (words and graphics) for one side of a sign. This area is generally removable (but does not have to be) from the sign structure. (Added by Ord. 923, Adopted 4/11/11)

407. **Planned Unit Development.**

407.3.6. Signage. Each residential PUD shall be limited to one (1) major sign and any number of small accessory signs for information purposes. These signs shall be traffic directional signs or face signs attached to the wall of a building or located within the yard area. Commercial and industrial PUDs shall meet general signage requirements established in Section 408.

408. **Signs.**

408.1. **Purpose.** The purpose of this section is to establish reasonable and impartial regulations for location of signs within the zoning districts of Pigeon Forge so as to alleviate a growth of sign usage that is detrimental to the city. It is important that the city recognize that it is designated as a Premier Resort City of Tennessee and that obtaining and maintaining an attractive appearance protects the city's prime interest - tourism. To achieve and maintain an attractive appearance and bring about adequate light, air, and open space and reduce congestion and hazardous conditions in the city, flexible and diversified standards have been established. Therefore, all signs erected, replaced, constructed, expanded, or relocated on any property within the city shall conform to the regulations established in this section.

408.2. **General Requirements.**

408.2.1. No part of any sign, except for entrance and exit signs of no more than three (3) square feet shall be placed within five (5) feet of any right-of-way or ingress/egress way.

408.2.2. No sign, except as noted in 408.2.1., shall be erected where the distance from ground level to the announcement section is less than nine (9) feet, unless one of the following conditions applies:

- Monument signs are allowed if they are located at least fifteen (15) feet from any public road right-of-way and/or do not block sight distance of two hundred (200) feet in either direction, as measured from the driver's side at the 15 foot setback.
- The planning commission may, as a part of the site plan review, approve a ground sign with less than nine (9) feet of clearance if it does not impede pedestrian movement and it does not block sight distance of 200 feet, as noted above.

The planning commission retains the right to deny approval for safety reasons.

Monument signs shall be included in all signage allowances and the square foot calculations shall include the sign face measured from the height times the width. Planter boxes and landscaping areas around the monument sign shall not be counted in the signage allotments unless there is a business name, advertisement, or logo on the planter boxes or enclosed planting areas.

(Adopted by Ord. 540 on 5/12/97; Amended by Ord. 787 on 2/13/06)

408.2.3. The building official shall be provided with plans and specifications identifying the location, type, and design of sign to be erected, constructed, replaced, altered, or relocated. The official shall inspect, at any time deemed necessary, each sign requested by this section to ensure that such sign conforms to this section and all other ordinances of the city.

408.2.4. Signs per business shall be limited to a maximum of two (2), but not two (2) signs of the same type; except that on lots which extend between parallel or perpendicular streets, businesses may have three (3) signs and two (2) of these signs may be of the same type, provided they do not front on the same parallel or perpendicular street. (Ord. 612, Adopted 10/25/99)

Logo sign(s) may be displayed on up to two (2) finished sides of a building. Said logo sign(s) will not count toward the maximum number of signs allowed for a business or organization as long as each logo sign does not exceed thirty-two (32) square feet in area. The square footage of such logo signage, however, will count toward the total maximum sign area allowed in the district where the business or organization is located. (Added to by Ord. 857, Adopted 2/11/07)

408.2.5. No sign which includes action, motion, moving or revolving materials, or parts, or contains flashing or blinking lights or bulbs; or it intermittently lighted shall be allowed with the exception of temporary displays, or other materials, not containing advertising, which are displayed during the time period each year designated as "Smoky Mountain Winterfest Celebration." This prohibition shall not apply to signs that display time and temperature and public service announcements without advertising matter. Public service announcements shall be limited to the name of the establishment, hours of operation, telephone numbers, and

special city-wide events sanctioned by the Pigeon Forge Department of Tourism. (Ord. 400, adopted 9/25/89 and see also Ord. 437 adopted on 1/13/92)

408.2.5.1 Searchlights and Similar Types of Lighting. Searchlights and other similar types of lighting, defined as single or multiple beams of light positioned upward, in motion or in a fixed position, are deemed to be a form of signage and are not allowed under this ordinance. (Ord. 733, adopted 7/12/04)

408.2.6. Political signs are not permitted on streets or highway rights-of-way, nor on public property. Such political signs shall not be posted prior to thirty (30) days before an election and shall be removed by the owner of the property on which the sign is located within ten (10) days after the election to which it refers. Except in the case of permanent sign structures under permit, political signs are limited to one (1) sign per candidate per premise, not to exceed twelve (12) square feet.

408.2.7. Temporary non-commercial uses of signs celebrating holidays, special events, or events of infrequent occurrence displayed for periods of short duration are permitted to be displayed thirty (30) days prior to the event and seven (7) days after the completion of the event. Such signs shall not exceed thirty-two (32) square feet in area and may be located away from the site of the event upon determination by the planning commission.

408.2.8. No signs shall be permitted which advertise an activity, business, product of service not conducted on the premises upon which the sign is actually located with exception of those signs allowed in 408.3.

408.2.9. No signs shall be permitted which are attached to, suspended from or painted on any vehicle which is regularly parked on any street or private property to display, demonstrate, and advertise, with the intent to attract the attention of the public.

408.2.9.1. *Portable and/or Movable Signs.* These signs shall be permitted only on the issuance of a temporary permit and shall only permit one (1) sign per lot.

408.2.9.1.1. The permit shall not exceed thirty (30) days and shall not be renewable for a minimum of fifteen (15) days.

408.2.9.1.2. The building official shall secure a fee of one hundred dollars (\$100) and a deposit of one hundred dollars (\$100) for a sign not to exceed fifty (50) square feet prior to the issuance of a permit.

408.2.9.1.3. The building official shall notify each delinquent permit holder that the sign permit has expired and the sign should be removed immediately. On failure to remove the sign, the official shall cause it to be removed and the deposit forfeited.

408.2.9.2. *Maximum sign height:* All signs shall have a maximum height of twenty-five (25) feet; however, the building official may allow the maximum height to be extended to thirty (30) feet, provided there is an unusual circumstance involving topography or congestion.

408.3. Off-Premise Directional Signs. Off-premise directional signs for facilities of non-profit service clubs, charitable or fraternal organizations, religious groups and similar entities shall be subject to review and approval by the Planning Commission prior to the issuance of a sign permit, in accordance with the following criteria:

408.3.1. Plans showing the proposed location(s), along arterial or collector streets only, shall be submitted to the Planning Commission in accordance with its scheduled deadlines.

408.3.2. No more than two (2) signs for each establishment may be approved. If two signs are proposed, they must be located at separate intersections.

408.3.3. The sign(s) shall be located on private property, no closer than five (5) feet to any right-of-way or ingress/egress way. Written evidence of the property owner's concurrence with the request shall be provided to the Planning Commission.

408.3.4. The sign(s) shall not exceed eight (8) square feet in area, and nine (9) feet in height. The sign(s) must not impede sight-distance for a minimum of 200 feet at intersections.

408.3.5. Refer to Section 14-602 of the Municipal Code for rules and regulations for tourist oriented directional signs (TODS).

(Sections 408.3 were adopted by Ord. 408 on 7/9/90; Amended by Ord. 575 on 9/14/98, & Amended by Ord. 812 on 9/25/06)

408.4. **General Requirements - Signs Permitted in All Districts.** The following signs shall be permitted in any zoning district and shall not be included in determination of maximum allowable signage.

408.4.1. Parking areas: Signs for parking areas and ingress/egress signs as established in 408.2.1. and one (1) sign of not more than nine (9) square feet noting conditions and stipulations of the parking area.

408.4.2. Real estate signs: Signage noting "for sale," "for lease," "for rent," shall be permitted provided it is non-illuminated. Only one (1) sign of not more than thirty-two (32) square feet shall be permitted on each land parcel. (Adopted by Ord. 556 on 10/27/97)

408.4.3. Construction sites: one sign noting construction information and trades shall be permitted for each site. The maximum size shall be thirty-two (32) square feet. The sign shall be allowed only until the project is complete and shall be removed prior to issuance of a certificate of occupancy.

408.4.4. Subdivision, PUD, and similar signs: A sign noting information about the development shall be permitted. the maximum size shall be thirty-two (32) square feet. (Adopted by Ord. 556 on 10/27/97) The sign shall be located on the property being developed and shall be removed after two (2) years or when ninety (90) percent of the project is sold whichever occurs first.

408.4.5. Lease signs: A lease sign for a single site, multi-use development shall be permitted. The maximum size shall be thirty-two (32) square feet. The sign shall be removed after the project is complete and prior to issuance of a certificate of occupancy. (Adopted by Ord. 556 on 10/27/97)

408.5. **Signs Permitted in Residential Districts.** Signs permitted shall be limited to the following:

408.5.1. General: Residential subdivision and planned unit developments of two (2) acres or less, approved by the planning commission, may have signage not to exceed thirty-five (35) square feet. For residential subdivisions or planned unit developments over two (2) acres, an additional ten (10) square feet in signage shall be permitted per acre above two acres, with a maximum not to exceed one hundred and fifty (150) square feet in area. Calculation of square footage shall include the entire area of signage, including any structure, attachment, or support and including the area in which the subdivision or PUD name is placed. Signage may include

no more than two signs at the entry; however, each sign may not exceed one-half (1/2) of the square footage allowed for the development. (Adopted by Ord. 514 on 1/15/96)

If a residential subdivision or PUD has multiple public road entry points, it may have no more than one sign at each entry, provided that the total square footage of all signs does not exceed the square footage allowed for the development. (Ord. 771, Adopted 7/25/05)

408.5.2. Announcement signs: One sign of not more than three (3) square feet shall be permitted for home occupations, tourist residences, and professions. Signs shall not be illuminated.

408.5.3. Multi-family and non-residential use signs: One (1) sign for each use shall be permitted. The maximum size shall not be more than thirty-five (35) square feet and shall be lighted indirectly, provided lighting is desired.

408.6. *Signs Permitted in Commercial and Industrial Districts C-1, C-2, M-1.* Signs permitted shall be limited to the following:

408.6.1. General: Signs permitted in Section 408.4. and 408.5.

408.6.2. Maximum signage permitted: The maximum signage shall not exceed three hundred fifty (350) square feet. The total may be utilized in one sign or for two different sign types. Roof signs shall not exceed one hundred fifty (150) square feet. Wall signs shall not exceed forty (40) percent of the wall face on which it is attached.

408.6.3. Shopping centers, multi-use commercial developments, and industrial uses: A major sign designating the name and nature of the development or activity shall be permitted. The maximum size of the sign shall be three hundred fifty (350) square feet, and shall be a ground sign.

408.6.3.1. Each activity within the development may display its name and/or logo on the major sign within the total space permitted.

408.6.3.2. Each activity may utilize one additional sign at the activity's location. The signage shall not exceed one hundred fifty (150) square feet or if a wall sign is desired, forty (40) percent of the face area on which it is attached, not to exceed seventy five (75) square feet.

408.6.3.2.1. An activity in a mixed use, pedestrian-oriented development having general accessibility from more than one direction may request up to two additional wall signs not to exceed 37.5 square feet each. In no case shall there be more than one wall sign per building face, and no more than three wall signs per building. The Planning Commission will review and act upon such requests, at its sole discretion, during the site plan review. (Ord. 806, Adopted 8/14/2006)

408.6.3.2.2. If a shopping center or multi-use commercial development has at least 8,000 sq. ft. of floor area and fronts on a major street, a tenant occupying more than 50% of the leaseable space of such commercial frontage may request one ground or monument sign at the entrance to the development, not to exceed 75 sq. ft. in area. The Planning Commission shall consider the request during the site plan review, and approval of any sign under this subsection will be conditioned by the requirement that if the qualifying use ceases operation at said location, the sign and all associated structural elements must be removed by the business owner or the property owner within 30 days. If a subsequent tenant leases more than 50% of the leaseable space of such commercial frontage in the development, it may submit a site plan to the Planning Commission for consideration of the additional signage allowed under this subsection. (Ord. 818, Adopted 2/6/2007)

408.6.3.3. Sign locations shall be approved by the planning commission in the site plan approval process.

408.6.3.4. In the case where such a development fronts on intersecting or parallel arterial or collector streets, a major (development) sign may be located along each of the street frontages, as long as the total square footage of signage does not exceed the amount allowed in section 408.6.3. (Ord. 783, Adopted 10/10/05)

408.6.4. Graphics shall be counted as part of the maximum signage. (Ord. 772, Adopted 7/25/05)

408.7. **Signs Permitted in Commercial District C-3.** Signs permitted shall be limited to the following:

408.7.1. General: Signs permitted in Sections 408.4 and 408.5.

408.7.2. Maximum signage permitted: The maximum signage shall not exceed one hundred fifty (150) square feet. The total may be utilized in one sign or for two different sign types. Roof signs shall not exceed one hundred (100) square feet. Wall signs shall not exceed forty (40) percent of the wall face area on which it is attached or seventy five (75) square feet.

408.7.3. Multi-use commercial centers: The maximum signage shall not exceed two hundred (200) square feet for the total sizes, and shall be subject to the provisions in 408.7.2.

408.7.4. Graphics shall be counted as a part of the maximum signage. (Adopted by Ord. 479 on 8/8/94)

408.8. **Signs Permitted in Commercial District C-4.** Signs permitted shall be limited to the following:

408.8.1. General: Signs permitted in 408.4 and 408.5.

408.8.2. Maximum signage permitted: Each commercial development shall be permitted one (1) ground sign per building, or in the case of a P.U. D., one ground sign per P.U.D. and not one ground sign per business in the P.U.D. with the height and maximum square footage determined by the street classification it fronts. In the case where a PUD fronts or intersecting of parallel arterial or collector streets, a ground sign may be located along each of the street frontages, as long as the total square footage of signage does not exceed the amount allowed in this subsection. Signs shall incorporate the architectural theme of the development and made of natural materials such as wood, brick, stone, etc.”

Square Footage and Height Restriction by Street Type for a Ground/Monument Sign in a C-4 District		
Street Type	Square footage of signage allowed	Maximum height of the sign
Arterial	350 ft	25 ft
Collector	300 ft	20 ft

Residential & Others	150 ft	15 ft
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(Adopted by Ord. 474 on 4/28/94, Amended by Ord. 783, Adopted 10/10/05 and Ord. 899, Adopted 11/9/2009)

408.8.3. Outparcels: Commercial developments containing outparcels may have separate principal ground sign with a maximum display surface of seventy five (75) square feet for each approved out-parcel. Other signage for outparcels shall conform to the provisions established in 408.8.2.

408.8.4 Graphics shall be counted as a part of the maximum signage. (Adopted by Ord. 479 on 8/8/94)

709. **C-5 Commercial Amusement Park District.**

709.6. **Signs:**

709.6.1. Each controlled district shall be allowed to have monument signage (either single or divided) at major ingress and/or egress point(s). These point(s) must be adjacent to (or feeder for) public road(s) or at the boundary of the property within C-5 zone. The total signage for any ingress and/or egress point should not to exceed 1000 square feet total with no one sign shall have more than 500 square feet. This signage is only for major entrances and exits for the park. The height of any ground sign is not to exceed twenty-five (25) feet from the monument to the utmost tip of the sign. For the purposes of this ordinance a controlled district shall be defined as a C-5 zone in accordance with section 709.4 of this ordinance.

709.6.2 Each amusement park, theme park, water park, entertainment park and/or themed resorts within the district is permitted signage. The maximum signage shall not exceed three hundred fifty (350) square feet .The total may be utilized in one sign or two different sign types. Roof signs shall not exceed one hundred fifty (150) square feet. Wall signs shall not exceed forty (40) percent of the wall face of which it is attached. The height of any ground sign is not to exceed twenty (20) feet from the ground to the utmost tip of the sign.

709.6.3 Interior park amusement signs; such as signs naming different rides, signs for crafts and booths are not included in the sign use calculations unless these interior signs can be easily read from a public thoroughfare, outside of the controlled district.

709.6.4 Public safety and service signs including signs for the internal; movement of people and traffic shall not be included in sign use calculations.

709.7. **Graphics:** Graphics included as signage: Any graphics depicted by logos, color, abstract art, sculpture, building additions depicting people or scenes, use of cars, mannequins or other props shall be deemed graphics. Any graphic which can be easily seen from a public thoroughfare, outside of the Controlled District, shall be counted in the maximum signage allowed..

711. **C-6 Mixed-Use Commercial District:**

711.4: **Signs Permitted in the Mixed Use Commercial District C-6:**

711.4.1 General- Signs permitted in Sections 408.4 and 408.5.

711.4.2 Maximum Signage Permitted- Each parcel is permitted only one ground or monument sign. This sign may be a two-sided sign (front and back) and the two sign faces must be parallel to each other. The square footage of each face of that sign cannot exceed 100 feet. As part of the ground signage each parcel can have one LED (or similar electronic) message board not to exceed 33 square foot. This square footage must be included in the 100 square feet total for a ground sign face. The sign support structure can be no higher than 25 feet and the sign face can be no higher than 20 feet high at its highest point. The sign support structure cannot contain any “graphics” as defined in Article III and no side can total more than 200 square feet in area.

711.4.3 A wall/façade sign may also be permitted for each business or tenant. This sign can be up to (10) percent of the building front wall space (height times linear feet) and shall not protrude above the height of the building. The wall/façade sign shall be permitted on any side of the building but only one side qualifies for a wall/façade sign. In the case of multi-tenant establishments, each tenant can have a sign up to (10) percent of the tenant front wall space, to be placed in the tenant front wall space. In any case, no one wall/façade sign can exceed 75 square feet. Logo signs are permitted per section 408.2.4 of this ordinance.

711.4.4. In the case where such a development fronts on intersecting or parallel arterial or collector streets, an additional ground or monument sign of no more than 50 square feet per sign face is allowed. This can only be placed along the street which will not have the main ground or monument sign listed above.

711.4.5. Signs shall incorporate the architectural theme of the development and made of natural materials such as wood, brick, stone etc.

711.4.6. Multi-use Commercial Centers- In addition to previously mentioned signage allowance, multi-tenant establishments can list tenants (the name and/or nature of the activity) on the ground sign. It must be under and adjacent to the ground sign face and no more than 10 square feet is allowed for each tenant.

711.4.7. Graphics and all other “theming” (see definition in Article III) shall be counted as a part of the maximum signage.

LED & Reader Board Signage – Municipal Code Ord. 789

14-401 (1) It shall hereafter be unlawful to construct, erect, place or operate any outdoor advertising sign or outdoor display as defined in Section 3108.1.1 of the City=s Building Code which flash, blink or turn off and on or rotate by electric current at regular or irregular intervals provided however, that this section shall not apply to time and temperature devices which alternately show time and temperature readings when such time and temperature devices are installed in accordance with the specifications set forth herein. Said provisions shall further not apply to electronic signs which display motion pictures or still pictures through LCD or other similar technology provided they are installed and operated for said on-premise business, in accordance with the following specifications:

- a. Maximum overall size for motion picture or still screen - 100 square feet.
- b. Minimum time, dwell time for flashing letters or images (lighting period of letters or images) - one (1 second).
- c. Interval between time/temperature if utilized to be continuous; maximum interval - 1/2 second.
- d. No other advertising lettering or display permitted except for the business premise on which the sign is erected.
- e. Construction to be of metal and frame and installation to meet City=s building code wind loading requirements.
- f. A permit will be required before the installation of each device enumerated herein. The applicant shall present a set of plans meeting the above listed specifications as a condition for such permit.
- g. Sign devices under this Ordinance are also subject to all requirements of the Pigeon Forge Zoning Ordinance.
- h. Electronic sign devices allowed under this Ordinance are limited to one per property and its use shall be restricted to advertising the business located at said property.