



## Legislation Text

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**DATE:** January 19, 2018

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Vernon Gerth, Assistant City Administrator - Community and Economic Development  
Chris Bridgewater, Building and Neighborhood Services Department Director  
Molly Pike, Zoning Administrator  
Teresa Stevens, Zoning Enforcement Officer

**SUBJECT:**

Initial Discussion And Consideration Whether To Amend The Sign Ordinance Section Of The City's Zoning Ordinance To Allow For Temporary "Building Topping Off Banners" To Be Displayed On Buildings Three Or More Stories Tall While Under Construction.

**Purpose**

The purpose of this memorandum is to obtain guidance from the Franklin Board of Mayor and Aldermen (BOMA) regarding the placement of temporary banner signs on the upper stories of non-residential buildings under construction that are three (3) stories or greater when the exterior frame is complete. An ordinance amendment to the City's Sign Ordinance would be required.

**Background**

The City of Franklin existing Sign Ordinance limits temporary signs to 32 square feet and six (6) feet in height. Occasionally, staff has experienced instances when contractors, who are building taller structures, have unknowingly installed banners on the upper stories of buildings once the steel frame has been erected only to inform the contractor or business this type of "Building Topping Off" temporary signage is not allowed in Franklin. However, this type of temporary signage is common in other communities.

Staff has recently been approached by representatives of the Ramsey Group who is in the process of constructing the first of three, six-story office buildings as part of their new corporate headquarters in the Reams-Fleming Section of the Berry Farms Planned Development located immediately adjacent to I-65. In contemplating this request, staff determined the City's existing ordinance that restricts temporary signage to a maximum of 32 square feet and six (6) feet in height for all types and sizes of developments may not be applicable to large-scale projects with multi-story buildings. Therefore, staff is seeking guidance on whether to proceed with drafting an ordinance amendment that would allow for Non-Residential Temporary Development-in-Progress Signs to be placed on the upper stories of Buildings Three (3) Stories or More in height. The proposed size of the temporary banner would be no greater than the size of the permanent size allowed on a building face which is equivalent to 1 sq. ft. of signage per one lineal foot of building face. Additional criteria may also include:

- Limited to non-residential buildings three (3) stories or more in height

**Approvals Necessary**

- The temporary sign may be constructed, altered, relocated, or demolished without a Sign Permit, but shall be subject to all applicable requirements in Section 5.12 of the City of Franklin's Zoning Ordinance

- Temporary signs found to be in violation shall be removed immediately.

Number

- One sign per building

Sign Area

- Maximum sign area of one square foot per linear foot of building face
- Sign height not to exceed the roofline

Illumination

- The temporary sign shall not be illuminated

Maintenance

- Temporary signs shall be maintained in good condition while being displayed. Signs shall be fully attached to the building, free of movement, with no fading, tears or other defects.

Content

- It is not the intent or purpose of the City of Franklin's Sign Ordinance to regulate the message displayed on any sign or the content

Other Restrictions

- The sign shall be removed upon issuance of the initial temporary or final certificate of use and occupancy.

**Financial Impact**

Minimal. Staff is not recommending a Sign Permit be required for temporary signage unless the BOMA decides differently, in which case staff recommends a \$50 permit fee to cover the administrative cost associated with reviewing an application, issuing a permit, and the periodic monitoring of temporary signage.

**Recommendation**

Considering the temporary nature of this type of signage staff recommends proceeding with drafting an ordinance amendment to the Sign Ordinance section of the City's Zoning Ordinance to present to the Franklin Municipal Planning Commission and Board of Mayor and Alderman in the coming months.