

Summary of Hendersonville Sign Ordinance

I. Commercial and Industrial Zones

A. Permanent Signs

1. Principal Ground Signs

- (a) Number permitted per lot
 - (i) 1 per 200 ft. of street frontage
 - (ii) Not to exceed 2
 - (iii) Must have 400 ft. or more to qualify for 2
 - (iv) Corner lots are allowed 1 sign per street frontage
- (b) Separation
 - (i) If 2 signs are permitted on a lot they must be separated by at least 200 ft. For corner lots, measure parallel to the street frontage rather than in a straight line.
 - (ii) A sign must be placed at least 75 ft. from signs on adjoining lots. The Planning Commission may approve a lesser separation where 75 ft is not possible.
- (c) Setbacks
 - (i) Even if there are no signs on adjoining lots, a sign should be placed as near the center of the lot so as not to interfere with future signs on adjoining lots.
 - (ii) Each ground sign shall be setback far enough away from the street to be off the right of way. Should the Major Thoroughfare Plan dictate a greater right of way width than exists, said width shall apply. In no event shall any sign be placed any closer to the edge of the pavement than 12 feet.
- (d) Size
 - (i) 1 sq. ft. for each 3 feet of street frontage with a minimum of 40 and maximum of 80.
 - (ii) Computed by squaring off the words, logo, etc.
 - (iii) 12 sq. ft. is the maximum allowed if there is no building on the lot.
- (e) Height
 - (i) 1 foot of height for each 3 feet of street frontage with a minimum of 6 feet allowed and a maximum of 15 feet.
 - (ii) Measured from grade of the adjoining street.

2. Other Permanent Commercial and Industrial Ground Signs
 - (a) Directory signs not exceeding 16 sq. ft. in size and 3.5 ft. in height are allowed in shopping centers to point traffic in the right direction. Must be at least 50 ft. from street right of way. See 6-203.203.
 - (b) Incidental signs, such as entrance/exit, no parking, etc. are also permitted. Maximum size allowed is 20 sq. ft.

3. Wall Signs
 - (a) Placement
 - (i) May be on any building wall.
 - (ii) Shall not be on the roof.

 - (b) Size
 - (i) 1.5 sq. ft. per foot of wall length.
i.e., building wall of 100 ft. in length allows 150 sq. ft. of wall sign.
 - (ii) A bonus is permitted in the amount of 1 sq. ft. for each additional foot of building setback beyond the required setback with a maximum of 3 sq. ft. per foot of wall length.
i.e., a building wall which is 100 ft. wide with a setback 50 feet more than required is allowed 150 sq. ft. plus a bonus of 50 sq. ft. for a total of 200 sq. ft.
 - (iii) When facing, and within 100 ft., of a residential zone, see 6-203.212(c).

4. Other Building Signs
 - (a) Awning Signs
May not exceed 30% of the area of the awning. See 6-203.201.

 - (b) Building Marker
Shall not exceed 3 sq. ft. each. See 6-203.202.

 - (c) Building Directory
Shall not exceed 16 sq. ft. each. See 6-203.203.

 - (d) Incidental Signs. See 6-203.204.

 - (e) Projecting Signs
Must be at least 12 ft. above the sidewalk. May not exceed 25 ft in height. See 6-203.208.

 - (f) Suspended Signs
Shall not exceed 2 sq. ft. each. See 60293.210.

 - (g) Window Signs
Shall not exceed 40% of the window area. See 6-203.214.

5. Total Combined Maximum Sign Area
 - (a) In General Commercial Service Districts (GCS) and Mixed Commercial Service Districts (MCD) zones, 600 sq. ft. is the maximum area allowed for all signs combined including principal ground signs, directory ground signs, wall signs, awning signs, projecting signs and any other signs requiring a permit.
 - (b) For all other zones, see Table 2.
6. Miscellaneous Provisions
 - (a) Changeable Copy
 - (i) Shall not exceed 50% of the size of the sign.
 - (ii) Electronic reader board signs shall not change messages more than 8 times per day.
 - (b) Flags
See 6-203.206.
 - (c) Master Signage Plan Required.
See 6-209.3.
 - (d) Design Review Required.
See 6-206.3.
 - (e) Permits
Prior to erecting any sign with the symbol "S" on Table 1, a permit must be secured. See 6-209.

B. Temporary Signs in Commercial and Industrial Zones

1. Banners.
 - (a) 1 per business is allowed.
 - (b) 40 sq. ft. maximum size.
 - (c) Must be securely attached flat against the wall of the building.
 - (d) Shall not be erected on poles or other supports.
 - (e) Restricted to a maximum of 60 days per year.
 - (f) This period may be divided into as many as 4 periods, ie., 4 15-day periods.
 - (g) Permits are required.
2. Temporary Ground Signs
These signs are used primarily for businesses to promote sales. They may also be used by civic groups to promote special events.
 - (a) 1 per lot is allowed.

- (b) May not exceed 12 sq. ft. in size.
 - (c) May not exceed 6 sq. ft. in height
 - (d) Restricted to 45 days per year.
 - (e) This period may be divided into as many as 3 periods, ie., 3 15-day periods.
 - (f) Permits are required.
 - (g) Must be off the right of way and at least 12 feet from the edge of pavement. Such would indicate the need to have the permission of the property owner.
 - (h) These signs are permitted irregardless of permanent ground signs. They do not count against the number, size or separation of permanent signs.
3. Prohibited Temporary Signs
Streamers, banners (except on buildings), inflatables and tethered balloons other attention-attracting devices and others as listed in 6-205.
4. Real Estate Signs
- (a) 1 per frontage
 - (b) If more than 1 is permitted on a lot, they must be separated by at least 100 feet.
 - (c) May not exceed 12 sq. ft. in size.
 - (d) May not exceed 6 ft. in height.
 - (e) May remain for as long as the property is for sale or lease.
 - (f) Permit not required.
 - (g) Must be off the right of way and at lest 12 feet from the edge of pavement.
5. Campaign Signs
- (a) 1 per candidate per lot is allowed.
 - (b) May not exceed 12 sq. ft. in size.
 - (c) May not exceed 6 ft. in height.
 - (d) Restricted to 45 days.
 - (e) Must be off the right of way and other public property. Must be at least 12 feet from edge of pavement and on private property with the permission of the property owner.

II. Residential Zones

A. Permanent Signs

1. Institutional Signs
These are for churches, schools and other institutional uses in residential zones.
- (a) 1 per institution
 - (b) May not exceed 40 sq. ft. in size
 - (c) May not exceed 3 feet in height plus 1 foot of additional height for each additional 5 feet of setback beyond the minimum required up to 8 feet.

- (d) Up to 50% of the area may be changeable copy.
 - (e) Only external illumination is allowed.
 - (f) Must be monument style
 - (g) Wall signs are also permitted. May not exceed 40 sq. ft. in size. Only external illumination is allowed.
 - (h) Permits are required.
 - (i) Incidental signs are also permitted. See 6-203.204.
2. Residential Signs
- (a) 1 per lot
 - (b) Shall not exceed 8 sq. ft. in size.
 - (c) 8 sq. ft. is maximum allowed for all signs combined on the lot.
 - (e) Shall contain no commercial message.
 - (f) No permit required.
 - (g) No illumination.
 - (h) Must be off right of way. Must be on private property with the permission of the owner and at least 12 ft. from the edge of payment.

B. Temporary Signs in Residential Zones

1. Temporary Ground Signs
- These signs are used to promote special events conducted by civic and church groups, to advertise a garage sale, to post notice of a lost pet, new baby, etc.
- (a) 1 per lot is allowed.
 - (b) May not exceed 9 sq. ft. in size.
 - (c) May not exceed 4 ft. in height.
 - (d) Restricted to 45 days per year.
 - (e) This period may be divided into as many as 3 periods, i.e., 3 15-day periods.
 - (f) No Commercial message is allowed.
 - (g) No permit is required.
2. Real Estate Signs
- (a) 1 per frontage
 - (b) If more than 1 is permitted on a lot, they must be separated by at least 100 ft.
 - (c) May not exceed 9 sq. ft. in size.
 - (d) May not exceed 4 ft. in height.
 - (e) May remain for as long as the property is for sale or lease.
 - (f) Permit not required.
 - (g) Must be off the right of way and at least 12 feet from edge of payment
 - (h) To accommodate an open house, an open house sign may be placed in addition to the for sale sign. Also, 4 off premise open house directional signs not exceeding 1 sq. ft. in size nor 3 feet in height are allowed on Friday, Saturday and Sunday only. They may not be placed on right of

way or public property. They must be on private property and must have the permission of the owner. These directional signs may be in any zone.

- (i) 4 off premise auction signs are permitted not exceeding 9 sq. ft. in size nor 4 ft. in height placed not more than 10 days in advance and removed within 3. Shall not be on the right of way or public property. Permission from property owner required. These off premise auction signs may be in any zone.

3. Campaign Signs

- (a) 1 per candidate per lot is allowed.
- (b) May not exceed 9 sq. ft. in size.
- (c) May not exceed 4 ft. in height.
- (d) Restricted to 45 days.
- (e) Must be off the right of way and other public property. Must be at least 12 feet from the edge of the pavement on private property with the permission of the owner.

III. Existing Signs

- A. Existing signs which violate the new and old regulations must be removed.
- B. Existing signs which are in compliance with the old regulations, even though they may not comply with the new regulations, are considered legally non-conforming signs and may remain.
- C. Non-conforming signs shall not be changed or replaced, except that the face or panel within a sign frame may be changed or replaced.
- D. Non-conforming signs which are damaged by more than 50% of their value shall be removed.

IV. Miscellaneous Provisions

- A. All signs must be properly maintained. See 6-206.4.
- B. Abandoned or obsolete signs, including frames and poles, shall be removed. See 6-205(k).