

ORDINANCE NO. BL2020- 460

An ordinance amending Metropolitan Code Section 17.32.150 to regulate the orientation of Type II billboards (Proposal No. 2020Z-012TX-001).

WHEREAS, the purpose and intent of regulating signage in Nashville is to “display signs in a manner that allows pedestrians and motorists to identify, interpret and respond in an efficient and discerning manner” to information related to public traffic control, public safety, and activities, products and services available in the community (Section 17.32.010); and,

WHEREAS, the rationale behind use of the word “sign” is “to signify all nonverbalized communication in public viewed areas” and thus the system for regulating sign placement is based on its visibility from public property, specifically travel ways (Section 17.32.030); and,

WHEREAS, for a sign to be visible from a public way it must necessarily be oriented to a public way and Nashville has consistently regulated billboard signs based on the sign being oriented to a public travel way since the adoption of the Comprehensive Zoning Ordinance in 1974; and,

WHEREAS, it is necessary to clarify that billboards must be oriented to a travel way so as to prevent them from being re-oriented to private property, particularly residential neighborhoods.

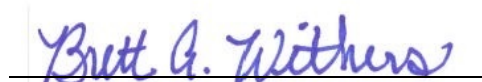
BE IT ENACTED BY THE COUNCIL OF THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY:

Section 1. That Metropolitan Code Section 17.32.150 is hereby amended by deleting existing Subsection B.12 in its entirety and replacing it with the following:

12. Type II billboards shall be located only on lots that have frontage on public streets with four or more travel lanes or that are located within three hundred feet of a limited access highway. Paired one-way streets with a minimum of two travel lanes in each direction shall be considered a four-lane road in applying this provision. Type II billboards shall be oriented towards public streets with four or more travel lanes or limited access highways.

Section 2. This Ordinance shall take effect from and after its adoption, the welfare of The Metropolitan Government of Nashville and Davidson County requiring it.

INTRODUCED BY:



Brett Withers
Member of Council