

AN ORDINANCE AMENDING THE CITY ZONING ORDINANCE OF THE CITY OF CLARKSVILLE, TENNESSEE, AS IT PERTAINS TO CITYWIDE ELECTRONIC MESSAGE CENTER SIGNAGE REGULATIONS.

WHEREAS Design Districts have been expanded along Dr. Martin Luther King Jr. Parkway, Fort Campbell Boulevard, and Tiny Town Road which limits new Electronic Message Center sizes, AND

WHEREAS The Regional Planning Commission staff in conjunction with the Clarksville Building and Codes staff determined there are currently no regulations on the usage of Electronic Message Centers within the City Limits, AND

WHEREAS, the RPC staff has conducted research of other Tennessee cities and best practices for Electronic Message Centers signs and determined that while Electronic Message Center signage should be allowed, overall guidelines for Electronic Message Centers signage are currently lacking, AND

WHEREAS, this ordinance adopts certain minimum standards for the use of Electronic Message Centers in the City of Clarksville to reduce visual clutter and contribute to improved driver safety.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLARKSVILLE, TENNESSEE,

The following amendments are hereby made to the Clarksville City Zoning Ordinance:

Replace [RESERVED] from Section 8.2 (25) and insert the following

25. Electronic Message Center requirements:

- A. Electronic Message Centers may not be used in place of wall signs.
- B. The Electronic Message Center portion of pylon signs shall not exceed 75% of the maximum sign area allowed within the district.
- C. The Electronic Message Center portion of a Development Directory Sign shall not exceed 25% of the total sign area.
- D. As of January 31, 2026 all Electronic Message Center signs within the Clarksville City Limits shall be compliant with the following:
 - I. New electronic message centers are permitted in all commercial districts, except C-1 and CBD, and for institutional uses (Chart 3.4.8). Some overlay districts may have additional requirements or restrictions.
 - II. No new electronic message centers may be installed within 100 feet of a single-family residence unless oriented away from the residence, in which case a 25-foot distance may be used.
 - III. Only one free-standing Electronic Message Center sign is permitted per property; any additional road frontage may request an additional electronic message center per frontage through a Permitted Upon Review application with the Clarksville Board of Zoning Appeals.
 - IV. Minimum height of an electronic message center shall be 2 feet.
 - V. The transition time between images or messages shall be limited to no more than 3 seconds. Transitions may animate or move; however, inappropriate transitions such as flashing, spinning, or other distracting techniques shall be prohibited.

- VI. All images or messages must remain static and unchanged for a minimum of 6 seconds before transitioning or displaying the next image or message.
- VII. The image or text shall be static after the initial transition. There shall be no movies, GIFs, or other flashing or moving images on the sign.
- VIII. The images or messages shall be associated with the services, goods, or products offered on the property.
- IX. No audio is permitted with signage
- X. No chasing, sequential, or running messages shall be used (i.e. content or words that continue to the next image or message).
- XI. All Electronic Message Center signs shall utilize automatic dimming to adjust brightness based on ambient lighting conditions. At no time shall the brightness of the sign exceed 0.3 footcandles above ambient light levels as measured with a light meter perpendicular to the sign face at a horizontal distance of 100 feet. During periods of low visibility or inclement weather (including overcast skies, fog, rain, or snow), the sign shall dim accordingly to prevent glare and maintain safe visibility in proportion to the ambient light conditions.
- XII. When the sign is off or malfunctioning, it shall display a solid black background.

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