

PICK 13
4 Ann Hammond

SP District Plan

BL2007-1357

Opryland Attractions, Inc.
The Gaylord Entertainment Company

Prepared by:
Gresham, Smith & Partners
511 Union St, 1400 Nashville City Center
Nashville, TN 37219

2007SP-0140-014

SP District Identification

Location: Northeast Quadrant Briley Parkway / McGavock Pike Interchange

Metro Parcel Identifiers: 06200024900
06200003000
06200011100
06200002300

Acreage: 106.09 acres (approximate)

Applicant / Owner: Opryland Attractions, Inc.
The Gaylord Entertainment Company

Owner Representative: Gresham, Smith and Partners

Community Plan: Donelson-Hermitage-Old Hickory Community Plan

Land Use Policy: Commercial Mixed Concentration (CMC)

Proposed Zoning: SP

Council District: 15

1. Existing Conditions

The subject properties are located immediately east of Briley Parkway, north and south of McGavock Pike. The request encompasses four tracts of land approximately 106 acres in size owned by Opryland Attractions, Inc, a wholly owned subsidiary of the Gaylord Entertainment Company. The subject properties are currently undeveloped. Approximately 25.5 acres is currently zoned Commercial Limited (CL). That CL portion of the property is located along McGavock Pike and extends approximately 1,650 feet north along the westerly margin of Pennington Bend Road. Opposing land uses in that immediate area include places of worship, a Metro Fire hall, a Waffle House restaurant and single family residences on large acreage parcels. Remaining portions of the property farther north are zoned either AR2a or R15. Current land uses adjacent to the subject property to the north are predominately single family residences on multi-acreage parcels.

2. Purpose and Intent

The Gaylord Entertainment Company is a major landowner and business investor within the Pennington Bend area. Gaylord's flagship Opryland Hotel and Conference Center, including the world famous Grand Ole Opry, are located immediately west of Briley Parkway. The purpose of the SP zoning request is to allow the Gaylord Entertainment Company to develop the subject properties in a manner that builds upon the entertainment-based industry that has co-existed compatibly with other land uses in this unique area for well over 30 years.

3. Consistency with the General Plan

The subject properties are located within that portion of the community encompassed by the Donelson-Hermitage-Old Hickory Community Plan. The Planning Commission has applied Commercial Mixed Concentration (CMC) land use policy to the properties (Exhibit A). CMC policy is intended for all types of retail trade, highway-oriented commercial services, offices, research activities, as well as medium-high to high density residential development. CMC policy has been applied to all other properties within the Pennington Bend area associated with the Opryland Hotel and Convention Center, Opry Mills Mall and other tourism-related activities.

4. SP Site Plan

The attached SP Site Plan (Exhibit B) establishes the conditions and standards that will govern development of the subject properties.

5. Allowable Uses

All uses allowed in the CA district (Exhibit C) shall be allowed with the exception of Day Care Home, Scholl Day Care, Bed and Breakfast Inn, Furniture Store, Home

Improvement Sales, Water Taxi Station, Adult Entertainment and Fairgrounds. There shall be no pari-mutual betting and/or casino gaming.

6. Height and Size of Building Types

The standard development bulk standards of Table 17.12.020C as applicable to the CA district (Exhibit D) shall apply to all development within this SP district. Those standards govern the maximum allowable floor area ratio (FAR), impervious surface ratio (ISR), minimum rear and side setbacks and maximum building heights. Street setback standards of Table 17.12.030B as applicable to the CA district (Exhibit E) shall also apply.

7. Site Specific Standards

Metro Public Works has approved a traffic impact study that demonstrates that vehicular movements to and from the property can be accommodated safely and efficiently based on a series of roadway enhancements that could be made to either McGavock Pike and/or the Briley Parkway interchange. The specific location and nature of those improvements will be determined by subsequent traffic studies specifically addressing the actual type of uses and intensity of development proposed to be constructed on the property. To determine specific improvements required to mitigate traffic impacts, a detailed traffic analysis shall be required for all final development plans. Any improvements shall be coordinated with the Metropolitan Department of Public Works and the Tennessee Department of Transportation.

Principle traffic flows shall be directed to and from Briley Parkway. There shall be no vehicular access onto Pennington Bend Road, except for emergency and construction vehicles. All emergency access drives along Pennington Bend Road shall be blocked with crash gates that are approved by the Metro Fire Marshal's office. Responsibility for improvements to Pennington Bend Road shall be determined through Public Work's review of the development's associated traffic impact studies.

Where the eastern and northern SP district boundary abuts Pennington Bend Road a 50 foot D-1 landscape buffer yard shall be required (Exhibit F). In addition to the buffer yard this buffer yard shall also include a paved multi-use path at least 6 feet in width. In areas where the SP district does not abut Pennington Bend Road or other public right of way, a standard "D" landscape buffer yard shall be required, but a multi-use path shall not be required. Along the first 1,300 linear feet of the eastern SP district boundary and Pennington Bend Road, measured from the existing intersection of McGavock Pike and Pennington Bend Road northward, a Standard "B" landscape buffer yard (Exhibit G), including a paved multi-purpose path at least 6 feet in width may be substituted in lieu of the 50 foot buffer along Pennington Bend Road. The only breaks allowed in the landscape buffer yards shall be to provide adequate pedestrian connections to the SP district. The multi-use path along Pennington Bend Road shall include appropriate pedestrian-scaled lighting and be designed in a way that there is no direct light trespass onto adjacent properties and that indirect light trespass is kept to a minimum.

All lighting within the district, including lighting of signage, shall be designed in a way that there is no direct light trespass onto adjacent properties, and that indirect light trespass is kept to a minimum. No illumination in excess of one-half foot-candle shall be permitted across the SP boundary onto any adjacent residential property or public street.

All final site plans within the SP district shall provide lighting studies that adequately show how any development will meet these criteria.

All uses within the SP district shall be designed in a way to limit noise pollution within the area. The maximum permitted sound pressure levels at the SP boundary shall be not more than 75 dBA.

There shall be no signage along Pennington Bend Road or primarily oriented to Pennington Bend Road with the exception of directional signage required by Metro Public Works or other Metro agency. Signage along McGavock Pike shall not exceed 40 feet in height. All other signs shall be governed by the CA district standards (Exhibit H).

For any development standards, regulations and requirements not specifically shown otherwise on the SP plan and/or included as a condition of Council approval, the property shall be subject to the standards, regulations and requirements of the CA zoning district effective at the date of the building permit.

The property is currently served by 10 inch diameter water supply mains located in McGavock Pike and Pennington Bend Road and by a 12 inch gravity sewer extending south of McGavock Pike to the Cabin Hill Road pumping station. Potential development under the proposed SP zoning would generate a potential water and sewer demand of up to 160,000 gallons per day. The design capacity of the existing water and sewer network is considered adequate to serve that intensity of development.

Site topography will direct storm water flows toward Briley Parkway and away from existing development to the east and north. The existing drainage system to the west, including drainage structures running under Briley Parkway itself is considered to be of sufficient capacity to handle any resulting storm water runoff from the property since Metro storm water standards will require construction of on-site detention facilities. The subsequent size and location of on-site storm water detention facilities will be determined by the form and extent of development that actually occurs on the property.

The property is adequately served by police and fire protection. The area is patrolled by the Hermitage Metro Police Precinct, located at 3701 James Kelly Lane. The property is conveniently served by Metro Fire Hall #22, located directly across the street at 2781 Pennington Bend Road.

Exhibit A

Attachment A to Resolution RS2007-055



"SP" SITE PLAN DEVELOPMENT CONDITIONS

1. All uses allowed in the "Commercial Attraction" (CA) district shall be allowed with the exception of Day Care Home, School Day Care, Bed and Breakfast, Inn, Furniture Store, Home Improvement Sales, Water Taxi Station, Adult Entertainment, and Fairgrounds.
2. There shall be no part-mutual betting and/or no casino gaming.
3. There shall be no vehicular access onto Pennington Bend Road, except for emergency and construction vehicles.
4. Principle traffic flows shall be directed to and from Briley Parkway.
5. Where the eastern and northern "Specific Plan" (SP) district boundary abuts Pennington Bend Road or other public right of way, a 50 foot D-1 landscape buffer yard shall be required. In addition to the buffer yard this buffer yard shall also include a paved multi-use path at least 6 feet in width. In areas where the SP district does not abut Pennington Bend Road or other public right of way, a standard "D" landscape buffer yard shall be required, but a multi-use path shall not be required. Along the first 1,300 linear feet of the eastern SP district boundary and Pennington Bend Road, measured from the intersection of McGavock and Pennington Bend Road northward, a Standard "B" landscape buffer yard, including a paved multiuse path at least 6 feet in width may be substituted in lieu of the 50 foot buffer along Pennington Bend Road.
6. All lighting within the district, including lighting of signage, shall be designed in a way that there is no direct light trespass onto adjacent properties, and that indirect light trespass is kept to a minimum.
7. All uses within the SP district shall be designed in a way to limit noise pollution within the area. The maximum permitted sound pressure levels at the SP boundary shall not be more than 75 dBA.
8. There shall be no signage allowed along Pennington Bend Road or primarily oriented to Pennington Bend Road with the exception of directional signage required by Metro Public Works or other Metro Agency. Signage along McGavock shall not exceed 40 feet in height.
9. For any development standards, regulations and requirements not specifically shown on the SP plan and/or included as a condition of Commission or Council approval, the property shall be subject to the standards, regulations and requirements of the CA zoning district effective at the date of the building permit.



General Building and Parking Areas
Landscape Buffers (typ.)
Vehicular Access onto Pennington Bend Road restricted to emergency and construction vehicles only
Potential Stormwater Detention Facilities
Major Sign Orientation
General Building and Parking Areas
Landscape Buffers (typ.)
Potential Stormwater Detention Facilities
Major Sign Orientation
General Building and Parking Areas
Landscape Buffers (typ.)
Entry Features
Vehicular Access
General Building and Parking Areas

Exhibit B
GAYLORD PROPERTY
"SP" SITE PLAN



Exhibit C

ZONING DISTRICT LAND USE TABLE

Key:	Residential				Mixed Use				Office				Commercial				Shopping Center				Industrial						
	AG and AR2a	RS80 through RS 2,75	R80 through R6	RM12 through RM120	RM140 through RM160	MHP	SP	MUN	MUL	MUG	MUI	ON	OL	OO	OR 20 and OR 40	ORI	CN	CL	CS	CA	CF	CC	SCN	SCC	SCR	IWD	IR
P-Permitted																											
PC-Permitted w/conditions*																											
SE-Special exception*																											
A-Accessory*																											
O-Overlay																											
* Refer to Chapter 17.16 for standards																											
Residential Uses:																											
Single-family	P	P	P	P	P																						
Two-family	PC	PC	PC	PC	PC																						
Multi-Family																											
Mobile home dwelling	P				PC																						
Accessory apartment	A	A	A																								
Boarding house																											
Consignment sale	PC	PC	PC	PC	PC																						
Garage sale	A	A	A	A	A																						
Historic bed and breakfast	SE	SE	SE	SE	SE																						
historic home events	SE	SE	SE	SE	SE																						
Home occupation	A	A	A	A	A																						
Rural bed and breakfast	SE																										
homestay																											
Security residence																											
Institutional Uses:																											
Correctional facility	SE																										
Cultural center	SE	SE	SE	SE	SE																						
Day care center (Up to 75)	SE	SE	SE	SE	SE																						
Day care center (Over 75)	SE*	SE*	SE*	SE*	SE*																						
Day care home	SE	SE	SE	SE	SE																						
Day care-parent's day out	A	A	A	A	A																						
* Day care centers (over 75) as special exception uses in the AG, AR2a, R580 through R637.5 and R80 through R6 shall expire and are expressly repealed and shall no longer be in force and effect from and after July 1, 1999																											
School day care	A	A	A	A	A																						
Monastery or convent	A																										
Orphanage	P																										
Religious institution	P	SE	SE	SE	SE																						
Educational Uses:																											
Business school																											
College or university																											
Community education	PC	PC	PC	PC	PC																						
Daycare																											
Fraternity/society house																											
Personal instruction																											
Vocational school																											

ZONING DISTRICT LAND USE TABLE

Key:	AG and AR2a	Residential				Mixed Use				Office				Commercial				Shopping Center			Industrial							
		RS80 through RS 3.75	R80 through R6	RM2 through RM20	RM40 through RM60	MHP	SP	MUN	MUL	MUG	MUI	ON	OL	OG	OR 20 and OR 40	ORI	CN	CL	CS	CA		CF	CC	SCN	SCC	SCR	IWD	IR
P-Permitted																												
PC-Permitted w/conditions*																												
SE-Special exception*																												
A-Accessory*																												
O-Overlay																												
* Refer to Chapter 17.16 for standards																												
Office Uses:																												
Financial institution																												
General office																												
Leasing/sales office																												
Medical Uses:																												
Animal hospital																												
Assisted-care living																												
Hospice																												
Hospital																												
Medical appliance sales																												
Medical office																												
Medical or scientific lab																												
Nonresidential drug treatment facility																												
Nursing home																												
Outpatient clinic																												
Rehabilitation services																												
Residence for handicapped (3 or more)																												
Veterinarian																												
Commercial Uses:																												
ATM																												
Automobile convenience																												
Automobile parking																												
Automobile repair																												
Automobile sales, new																												
Automobile sales, used																												
Automobile service																												
Bar or nightclub																												
Bed and breakfast inn																												
Business service																												
Carpet cleaning																												
Car wash																												
Custom assembly																												
Deposit center; drop-off																												
Funeral home																												
Furniture store																												

ZONING DISTRICT LAND USE TABLE

	Residential				Mixed Use				Office				Commercial				Shopping Center				Industrial								
	AG	RS80 through RS 3.75	R80 through R6	RM12 through RM20	RM40 through RM60	MHP	SP	MUN	MUL	MUG	MUI	ON	OT	OG	OR20 and OR40	ORI	CN	CT	CS	CA	CM	CG	SCN	SCC	SCS	SCR	IWD	IR	IO
Key:																													
P-Permitted																													
PC-Permitted w/conditions*																													
SE-Special exception*																													
A-Necessary*																													
O-Overlay																													
* Refer to Chapter 17.16 for standards																													
Home improvement sales																													
Hotel/motel																													
Inventory stock																													
Kennel/stable																													
Laundry plants																													
Liquor sales																													
Major appliances repair																													
Mobile storage unit																													
Personal care services																													
Restaurant, fast-food																													
Restaurant, full-service																													
Restaurant, take-out																													
Retail																													
Self-service storage																													
Vehicle rental/leasing																													
Vehicular sales and service, limited																													
Vehicular sales and service, limited																													
Wrecker service																													
Communication Uses:																													
Amateur radio antenna																													
Audio/video tape transfer																													
Multi-media production																													
Printing and publishing																													
Radio/TV/satellite tower																													
Radio/TV studio																													
Satellite dish																													
Telephone services																													
Industrial Uses:																													
Building contractor supply																													
Distributive business/wholesale																													
Fuel storage																													
Heavy equipment, sales and service																													
Hazardous operation																													
Manufacturing, heavy																													
Manufacturing, medium																													
Manufacturing, light																													

ZONING DISTRICT LAND USE TABLE

Key:	Residential										Mixed Use				Office				Commercial				Shopping Center			Industrial		
	AG and AR2a	RS80 through RS 3.75	R80 through R6	RM12 through RM120	RM40 through RM60	MHP	SP	MUN	MUL	MUG	MUI	ON	OL	OG	OR 20 and OR 40	ORI	CN	CL	CS	CA	CM	CC	SCN	SCC	SCR	LWD	IR	GI
P-Permitted																												
FC-Permitted w/conditions*																												
SE-Special exception*																												
A-Accessory																												
O-Overlay																												
* Refer to Chapter 17.16 for standards																												
Commercial amusement (inside)																												
Commercial amusement (outside)																												
Country club																												
Drive-in movie																												
Driving range																												
Fairground																												
Golf course																												
Greenway																												
Park																												
Racetrack																												
Recreation center																												
Rehearsal hall																												
Stadium arena/convention center																												
Temporary festival																												
Theater																												
Zoo																												
Other Uses:																												
Agricultural activity																												
Cemetery																												
Domestic animals/wildlife																												
Mineral extraction																												
Pond/lake																												

Land uses shall be as specifically listed in the site specific SP ordinance.

Exhibit D

Table 17.12.020C

MIXED-USE AND NONRESIDENTIAL DISTRICTS

Zoning District	Min. lot area	Max. FAR	Max. ISR	Min. rear setback (in ft.)	Min. side setback (in ft.)	Max. height at setback line (in ft. or stories)	Slope of height control plane (V to H)
SP	See Note 5	See Note 5	See Note 5	See Note 5	See Note 5	See Note 5	See Note 5
MUN	None	0.60 See Note 2	0.80	20	None req.	3 stories to a maximum of 45 ft.	3 stories max.
MUL	None	1.00 See Note 2	0.90	20	None req.	3 stories to a maximum of 45 ft.	1.5 to 1
MUG	None	3.00 See Note 2	0.90	20	None req.	5 stories to a maximum of 75 ft.	1.5 to 1
MUI	None	5.00 See note 2	1.00	None req.	None req.	7 stories to a maximum of 105 ft.	1.5 to 1
ON	None	0.40	0.60	20	5	20	20 ft. max.
OL	None	0.75	0.70	20	5	30	1.5 to 1
OG	None	1.50	0.80	20	5	30	1.5 to 1
ORI	None	3.00	0.90	20	None req.	65	1.5 to 1
CN	None	0.25	0.80	20	None req.	20	20 ft. max.
CL	None	0.60	0.90	20	None req.	30	1.5 to 1
CS	None	0.60	0.90	20	None req.	30	1.5 to 1
CA	None	0.60	0.90	20	None req.	30	1.5 to 1
CF	None	5.00	1.00	None req.	None req.	65	1.5 to 1
CC	None	15.00 See Note 1	1.00	None req.	None req.	No max. applies	Doesn't apply
SCN	None	0.25	0.80	20	None req.	20	20 ft. max.
SCC	None	0.50	0.80	20	None req.	30	1.5 to 1
SCR	None	1.00	0.80	20	None req.	30	1.5 to 1
IWD	None	0.80	0.90	20	None req.	30	1.5 to 1
IR	None	0.60	0.90	20	None req.	45	1.5 to 1
IG	None	0.60	0.90	20	None req.	60	1.5 to 1

Note 1: Within the urban zoning overlay district, the maximum floor area ratio for the I district shall be 1.50.

Note 2: Floor area bonuses are available (1) for the MUI district, and (2) within the urban zoning overlay district, for all mixed-use and CC districts (See Section 17.12.060).

Note 3: Street setbacks are listed in Table 17.12.030B.

Note 4: For properties located within an adopted Redevelopment District an alternative standard for the maximum allowable building height at a setback line may be established as part of an adopted Redevelopment District plan.

Note 5: Development standards shall be as specifically listed in the site specific SP ordinance.

Table 17.12.030A

STREET SETBACKS FOR SINGLE AND TWO-FAMILY STRUCTURES

Zoning Districts	Minor-Local and Local Streets	All ⁽²⁾ Other Streets
AG, AR2a, RS80, R80, RS40, R40	40 feet	40 feet
RS30, R30, RS20, R20, RS15, R15, RM2	30 feet	40 feet
RS10, R10, R8, RS7.5, R6, RS5, RS3.75, MHP, RM4 through RM60, MUN, MUL, MUG, MUI, ON, OR20, OR40, and ORI	20 feet ⁽¹⁾	40 feet
SP	Street setbacks shall be as specifically listed in the site specific SP ordinance	

- (1) Two-family dwellings with any parking proposed between the street line and the front edge of the residential structure shall provide a minimum street setback of thirty feet.
- (2) Lots having vehicular access to these streets shall develop in a manner which avoids back-up movements into the public street.

Table 17.12.030B

STREET SETBACKS FOR MULTI-FAMILY AND NON-RESIDENTIAL DISTRICTS; AND NON-RESIDENTIAL USES IN AG, AR2a, R AND RS DISTRICTS

Zoning Districts	Nonarterial Streets	Arterial Streets			
		U2, S2 OW2, OW6	U4, S4	U6, S6	U8, S8
AG, AR2a, all R and RS, RM2 through RM15	70 feet	70 feet	82 feet	94 feet	106 feet
RM20, RM40	60 feet	60 feet	72 feet	84 feet	96 feet
ON, OL, OG, OR20, OR40	50 feet	50 feet	62 feet	74 feet	86 feet
RM60, MUN, MUL, MUG, ORI	40 feet	40 feet	52 feet	64 feet	76 feet
SCN, SCC, SCR, CN	50 feet See note 2	50 feet See note 2	62 feet see note 2	74 feet See note 2	86 feet See note 2
CS, CL, CA	45 feet	45 feet	57 feet	69 feet	81 feet
IR, IG, IWD	35 feet	35 feet	47 feet	59 feet	71 feet
SP	Street setbacks shall be as specifically listed in the site specific SP ordinance				

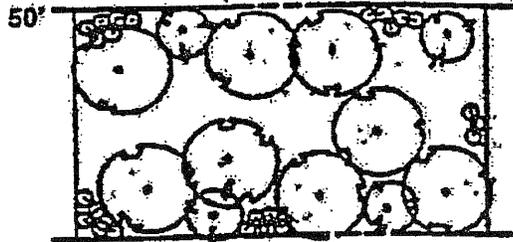
- Note 1: Properties abutting a street designated as a scenic arterial by the major street plan shall comply with the provisions of Section 17.24.070.
- Note 2: In no event shall any street setback provisions permit a principal building to be constructed within an area designated for street improvements on a major street plan adopted subsequent to the effective date of this note.
- Note 3: No street setbacks shall be required in the CC, CF and MUI districts.
- Note 4: U = Urban Arterial, S = Scenic Arterial, OW = One Way Arterial (e.g., U2 = Two-lane urban arterial and S4 = Four-lane scenic arterial).
- Note 5: For attached housing developed under Section 17.12.110, the minimum street setback shall be three feet from the right-of-way line but shall not vary by more than 20 percent from the standards set in Section 17.12.030.C(3). (Ord. BL2006-971 § 3, 2006; Ord. BL2005-762 §§ 5, 6, 2005; Ord. 2002-1013 § 1, 2002; Amdt. 1 with Ord. 2002-1012 § 1, 2002; Ord. 2001-858 § 1, 2001; Ord. BL99-117 § 1 (part), 2000; Ord. 98-1268 § 1 (part), 1998)

Exhibit F

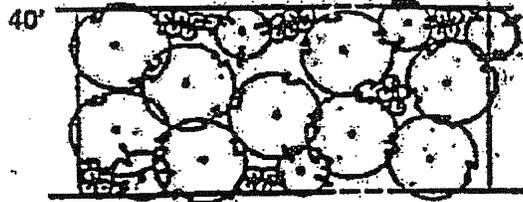
Figure 17.24.240D
STANDARD D—LANDSCAPE BUFFER YARDS

WIDTH

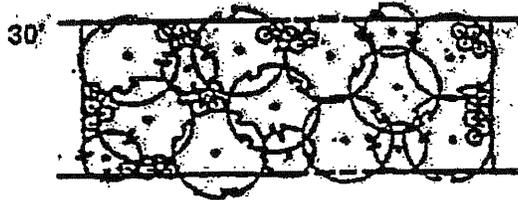
D-1
8 CANOPY
4 UNDERSTORY
24 SHRUBS



D-2
9 CANOPY
4.5 UNDERSTORY
27 SHRUBS



D-3
10 CANOPY
5 UNDERSTORY
30 SHRUBS



D-4
REPEATED

D-5
8' MASONRY WALL
4 CANOPY
3 UNDERSTORY
15 SHRUBS



Note: Landscape Buffer Yard D-5 is only available within the urban zoning overlay district.
All examples are per 100 linear feet.

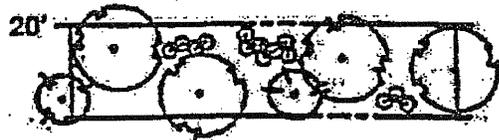
Exhibit G

Figure 17.24.240B
STANDARD B—LANDSCAPE BUFFER YARDS

WIDTH

B-1

3.5 CANOPY
1.4 UNDERSTORY
14 SHRUBS



B-2

4 CANOPY
1.6 UNDERSTORY
16 SHRUBS



B-3

4.5 CANOPY
1.8 UNDERSTORY
18 SHRUBS



B-4

REPEALED

B-5

6' WALL OR OPAQUE FENCE
3 CANOPY
1 UNDERSTORY
10 SHRUBS



Note: Landscape Buffer Yard B-5 is only available within the urban zoning overlay district.
All examples are per 100 linear feet.

17.32.120 On-premises signs—ORI, MUG, and MUI districts.

A. Based on whether an on-premises sign is an on-premises ground or on-premises building sign, refer to the subsection under the appropriate type for computation of sign area.

B. All on-premises ground and on-premises building signs must be approved under an overall signage plan.

C. The number, area, spacing and height of permanent on-premises ground signs shall be determined according to Table 17.32.120.

Table 17.32.120

Lot Frontage in Feet	Max. No. of Signs	Max. Area of Any One Sign	Max. Total Area of All Signs	Min. Side Setback (See Note)	Min. Setback to Other Ground Signs on the Same Lot	Max. Height in Feet
Less than 50	1	48 sq. ft.	48 sq. ft.	10 ft.	NA	20 ft.
50-99	1	64 sq. ft.	64 sq. ft.	15 ft.	NA	20 ft.
100-199	1	96 sq. ft.	96 sq. ft.	25 ft.	NA	20 ft.
200-299	1	128 sq. ft.	128 sq. ft.	50 ft.	NA	20 ft.
300-399	2	160 sq. ft.	160 sq. ft.	50 ft.	100 ft.	20 ft.
400-499	2	192 sq. ft.	192 sq. ft.	50 ft.	100 ft.	20 ft.
500 or more	3	288 sq. ft.	288 sq. ft.	50 ft.	100 ft.	20 ft.

Note: Where a side lot line abuts a street or a controlled access highway the minimum side setback shall be ten feet.

D. Each multitenant principal building may display not more than two on-premises building signs with a combined sign area of not more than forty-eight square feet.

E. In addition to the principal building signage each occupant of a multiple occupancy complex may display not more than two on-premises building signs on any exterior viewed portion of the complex that is part of the occupant's unit (not including common or jointly owned area). The total on-premises sign area shall not exceed fifteen percent of the facade area of such exterior portion.

F. Where there is only one occupant of a principal building, or where the owner of a multitenant building so chooses, not more than two on-premises building signs may be displayed on any exterior viewed portion of the building, not to exceed a combined sign area equal to fifteen percent of the facade area upon which the sign(s) is displayed to a maximum of two hundred eighty-eight square feet. If the owner of a multi-tenant building chooses this option then no building signage shall be allowed under subsection E of this section. (Ord. 96-555 §8.12, 1997)

B. Any lot may have some or all of its permitted area for on-premises ground signage transferred to on-premises building signage and the individual on-premises sign size increased accordingly.

C. All on-premises ground and on-premises building signs must be approved under an overall signage plan.

D. The number, area, spacing and height of permanent on-premises ground signs shall be determined according to Table 17.32.130D.

17.32.130 On-premises signs—CL, CS, CA, CE, SCC, SCR, IWD, IR and IG districts.

A. Based on whether an on-premises sign is an on-premises ground or on-premises building sign, refer to the subsection under the appropriate type for computation of sign area.

Table 17.32.130D

Lot Frontage in Feet	Max. No. of Signs (See Note 2)	Max. Area of Any One Sign	Max. Total Area of All Signs	Min. Side Setback (See Note 1)	Min. Setback to Other Ground Signs on the Same Lot	Max. Height in Feet (See Note 2)
Less than 50	1	150 sq. ft.	150 sq. ft.	2 ft.	NA	40 ft.
50-99	1	198 sq. ft.	198 sq. ft.	2 ft.	NA	40 ft.
100-199	1	288 sq. ft.	288 sq. ft.	10 ft.	NA	40 ft.
200-299	2	288 sq. ft.	288 sq. ft.	10 ft.	NA	40 ft.
300-399	2	384 sq. ft.	384 sq. ft.	25 ft.	100 ft.	40 ft.
400-499	3	480 sq. ft.	480 sq. ft.	25 ft.	100 ft.	40 ft.
500 or more	3	480 sq. ft.	576 sq. ft.	25 ft.	100 ft.	40 ft.

Note 1: Where a side lot line abuts a street or a controlled access highway the minimum side setback shall be ten feet.

Note 2: the CL district any lot within one thousand feet of a controlled access highway interchange may have one additional on-premises ground sign of not more than two hundred eighty-eight square feet with a maximum height of fifty feet provided:

- The additional on-premises ground sign is oriented to the controlled access highway and adheres to all other provisions of this title; and
- The other on-premises ground sign is oriented to the street of principal access, is spaced at least one hundred feet from any other ground sign on the lot, and is restricted to the maximum height permitted in the CS district; and
- Further, that up to forty square feet of the ground sign oriented to the street of principal access may be transferred to this sign area when noted on the signage plan; and
- This additional on-premises sign is available only at interchanges when a highway logo sign is not present.

Note 3: In addition to the number of ground signs permitted by Table 17.32.130D. [formerly 8.13], properties directly abutting a controlled access highway may install an additional on-premise ground sign along the frontage of that highway at the rate of one sign per one thousand feet of highway frontage. Such signs shall be spaced a minimum of one thousand feet apart. A sign oriented to a controlled access highway may be as large as the greater of (1) the maximum size of a sign otherwise permitted by Table 17.32.130D, or (2) the maximum size of a sign otherwise permitted by Table 17.32.130D as determined by substituting "Controlled Access Highway Footage Frontage in Feet," in lieu of "Lot Frontage in Feet." The maximum height of a highway oriented sign shall be fifty feet as measured from the average grade of the sign foundation, or thirty feet above the finished elevation of the nearest travel lane of the highway, whichever is greater. In the commercial attraction district, the maximum area of any one sign shall be nine hundred square feet, the maximum total area of all signs shall be two thousand square feet, and the maximum height of a highway oriented sign shall be eighty feet as measured from the average grade of the sign foundation, or sixty feet above the finished elevation of the nearest travel lane of the highway, whichever is greater.

E. On-Premises Ground Signs Based on Ground Floor Area. The chart below offers an option to utilizing frontage to calculating the square footage for one on-premises ground sign to be located only at the primary entrance. On-premises ground signs located on other frontage must be determined by Table 17.32.130D.

Table 17.32.130E

Ground Floor Area	Allowable Square Footage per 1,000 Square Feet of Ground Floor Area
22,000—29,999	6
30,000—49,999	5
50,000—99,999	4
100,000 or more	3

No on-premises ground sign whose display surface area is generated by ground floor area shall exceed four hundred eighty square feet in area.

F. On-Premises Building Signs. On-premises building signs shall be subject to the following restrictions:

- Each facade of a principal building shall be restricted to a maximum building signage of fifteen percent of the area of the facade.

- This area may be increased by transferring all or part of the permitted on-premises ground sign area to on-premises building signage. A twenty percent bonus of the amount transferred may also be applied to the total