

# **Advertising Standards and Guidelines**

of the

## **Jonesborough Historic Zoning Commission**

### **Jonesborough, Tennessee**

For H-1 and H-2 Overlay Zones

Adopted September 23, 2004

Amended July 28, 2019

## CONTENTS

### Table of Contents

CONTENTS .....	2
INTRODUCTION .....	3
PURPOSE AND INTENT .....	3
APPLYING FOR A CERTIFICATE OF.....	3
APPROPRIATENESS FOR A SIGN .....	3
ENFORCEMENT .....	4
DEFINITIONS .....	5
ADVERTISING STANDARDS.....	8
ADVERTISING GUIDELINES .....	9
1. SIZE AND POSITION OF FIXED SIGNS.....	9
2. NUMBER OF FIXED SIGNS.....	10
3. LETTERING, ACCESSORIES, AND COLORS .....	11
4. CONSTRUCTION MATERIALS, MOUNTING, AND QUALITY .....	12
5. LIGHTING .....	14
6. PORTABLE SIGNS AND EXTERIOR FURNISHINGS .....	15
<i>Portable Signs</i> .....	15
<i>Considerations and Issues</i> .....	15
<i>Guidelines and Requirements</i> .....	16
<i>6A – Construction</i> .....	16
<i>6B – Display</i> .....	16
<i>6C – Location</i> .....	17
<i>6D – Approval process</i> .....	17
7. OPEN SIGNS .....	18
<i>Considerations and Issues</i> .....	18
<i>7A – Design, Position, and Size</i> .....	18
<i>7B – Approval Process</i> .....	19

## INTRODUCTION

The balance between the advertising needs of business and the needs for survival of the character of Historic Jonesborough is delicate and fragile. Consumers are drawn by Jonesborough's unusual and authentic historic atmosphere and commercial messages for the town's businesses should contribute to that atmosphere.

These Advertising Standards and Guidelines are intended to help the business community of Jonesborough maintain and build the already viable harmony of commercial prosperity and historic preservation. They shall be used as decision criteria with regard to applications for Certificates of Appropriateness for new and replacement advertising of any kind in Jonesborough's H-1 Historic Zone.

The **Historic Zoning Commission must approve all signs** that are visible to the public right-of-way (including signs placed inside windows) **except** temporary signs (as defined in 10-j), and unlighted real estate signs not exceeding an area of four-square feet.

## PURPOSE AND INTENT [Ord. Chap. 12, Sect. 11-1201]

1. To encourage good design in the overall image and visual environment of the Town.
2. To protect property values, to enhance the appearance of the business community and to stimulate the economic vitality of Jonesborough.
3. To ensure that signs are adequate, but not excessive, for the intended purpose of identification or advertisement.
4. To avoid excessive competition for signs so that permitted signs provide identification and direction while minimizing clutter and unsightliness.

## APPLYING FOR A CERTIFICATE OF APPROPRIATENESS FOR A SIGN

1. Be sure that you have thoroughly studied the Advertising Standards and Guidelines of the Historic Zoning Commission and are prepared to discuss any of those Standards and Guidelines as they apply to your proposed sign.
2. Your application must include proper drawings and other illustrative materials as follows:
3. The precise size of the sign including materials of construction and any sign accessories. All drawings must be to scale or proportionately correct with the overall size written down.
4. A specific diagram showing how the building-mounted sign or free-standing sign is to be mounted including certification of the weight of the proposed sign and of the strength and



Jonesborough Historic Zoning Commission  
Advertising Standards and Guidelines  
As Amended Through July 28, 2019

durability of all proposed mounts and fasteners with particular attention to all issues of safety and liability.

5. Lettering style, size and layout must be illustrated on the drawing with actual samples of the precise letter style to be used.
6. **Colors** must be identified by actual color swatch or color sample with clearly labeled distributions of the colors on the drawing.
7. **The proposed location of the sign** must be clearly shown on a photograph or scale drawing of the building, or in the case of freestanding signs or portable signs, on a site plan drawn to scale.
8. **A photograph of the existing building** may be available from the Historic Zoning Commission. You should plan to submit any photographs which you think may be helpful.
9. If you plan to propose some illumination specifically for the sign, be sure to study in detail Section 5 in the Guidelines entitled Lighting and be prepared to adhere strictly to those guidelines in demonstrating your proposed illumination. Please note: Internally lit open signs are not permitted in Jonesborough's Historic District.
10. The approximate cost of your sign needs to be included with your application for purposes of obtaining a sign permit.
11. The Commission will need three (3) copies of your application. One copy goes to the building inspector, who will inspect not only the sign itself, but its placement and method of mounting. The second copy is for your permanent file and reference. The third copy is for the permanent file of the Historic Zoning Commission.
12. After the Historic Zoning Commission has approved your sign and issued a Certificate of Appropriateness, you must obtain a sign permit from Town Hall.

## ENFORCEMENT

“Any sign proposed to be located in the Jonesborough Historic District shall be subject to the regulations adopted by the Jonesborough Historic Zoning Commission. Any signs proposed to be located in the Jonesborough Historic District shall be reviewed and approved by the Jonesborough Historic Zoning Commission prior to the issuance of a building permit.” *Jonesborough Municipal Code §11-1223*. Upon notification that a sign has been installed or erected without prior approval of the Historic Zoning Commission, the Commission will notify the Codes Enforcement Officer for the Town using the Notification Form attached as appendix 1.

The Town Codes Enforcement Officer shall promptly notify the business owner of the non-approved sign and provide the business owner with a copy of the Certificate of Appropriateness Application and a copy of the Advertising Guidelines and Standards. If the business owner is not the property owner, the Codes Enforcement Officer is to notify the property owner by way of a



copy of the signed Notification Form sent by Certified Mail, Return Receipt requested. The Codes Enforcement Officer is also to notify the Building Inspector and the Historic Zoning Commission (by way of copies of this signed Notification Form) that he/she has delivered the notice of violation and that sections B and C have been completed.

Within sixty days of receipt of the Notification Form, the property owner or business owner shall either remove the non-approved sign or have a certificate of appropriateness from the Jonesborough Historic Zoning Commission as well as a building permit from the Town of Jonesborough for the sign.

Failure to correct the violation within sixty days from notification may subject the property owner or business owner to penalties as provided in Jonesborough Municipal Code. "Any person violating any provision of this ordinance shall be guilty of a misdemeanor, and upon conviction shall be fined not more than fifty dollars (\$50.00) for each offense. Each day such violation shall continue shall constitute a separate offense." Jonesborough Municipal Code §11-1222.

Notwithstanding the foregoing, small signs such as credit card or security system signs that total no more than 1 ½ square feet do not need Historic Zoning Commission approval. These signs do not need to be placed together, but the square footage of all of the small signs cannot exceed 1 ½ square feet.

## DEFINITIONS

1. **Advertising** – includes any representation or message visible from any public right-of-way and presented by any commercial enterprise in a Historic Zone, including:

Lettered signs of all kinds to include flags, sails, and banners  
Sign supports, frames and mounts  
Sign materials and structural elements  
Sign ornaments, symbols, colors, shapes and configurations  
The positions and sizes of signs relative to buildings and other adjacent objects  
The impact of signs on the streetscape or in the neighborhood

Indirect forms of advertising include:

The style and construction of the building  
The ornamentation and colors on the building  
The tidiness of the building site  
The overall appearance of the building  
The condition and state of repair of the building  
The appropriateness and enhancement value of temporary furnishings and features  
Sample products displayed outside the building  
Services provided outside the building

2. **Business Directional Sign or Pointer** – A sign located off-site which contains the name, indication of direction, and possibly the distance to the establishment or destination. [Ord. Chap. 12, Sect. 11-1204]
3. **Business Sign** – A sign which primarily directs attention to a business or profession conducted on premise. [Ord. Chap. 12, Sect. 11-1204]

Jonesborough Historic Zoning Commission  
Advertising Standards and Guidelines  
As Amended Through July 28, 2019

4. **Commercial Signs** – Signs advertising, calling attention to, identifying or otherwise aiding in the promotion of the sale of products, goods, services or events, any place or business, subject, person, firm, public performance, article, medicine, merchandise or building. [Ord. Chap. 12, Sect. 11-1204]
5. **Display Areas on Buildings** – An area of wall or opening which is free of architectural ornamentation upon which a sign may be mounted consistent with these Standards and Guidelines. Often the display area is readily recognized as a panel or band above a display window or the display window itself. Other undecorated sections of walls, windows, and doors may also be used as display areas for signs.
6. **Sign accessories** – Any materials or items attached to signs such as chains, symbols, ribbons, ornaments of various types, extensions of frames, mounting devices, brackets and support stands, bases and poles or posts.
7. **Sign Area** – The entire area within a joined continuous perimeter which encloses the extreme limits of writing, background, representation and other sign information, including sign accessories as provided in Guideline Section 2. For the purpose of computing the allowable sign area of a double-faced sign, only one (1) face shall be considered.
8. **Sign Height** – The height of a sign shall be computed as the difference between the average ground level at the base of the sign and the elevation of the uppermost extremity of the sign or sign support structure.
9. **Sign Types**
  - A. **Flat Signs** – Mounted flat against the building; painted and/or decorated on one side.
  - B. **Freestanding Signs** – Not attached to a building, but usually hung from or permanently installed on a post or similar mount; painted and/or decorated on two or more sides.
  - C. **Individual Lettering** – Each letter is mounted individually. These tend to damage building materials and therefore shall not be permitted on masonry surfaces.
  - D. **Mobile Signs** – Signs mounted on vehicles or trailers to be moved by vehicles for easy mobility other than signs permanently fixed to or painted on vehicles which identify the vehicles as those used by the particular business in its day-to-day operations. Under no circumstances shall a temporary mobile sign whether lit internally or upon which lights are moving or attached be permitted for any use whatsoever in a historic zone.
  - E. **Portable Signs** – Any sign which is or is intended to be affixed or mounted to a frame for the expressed purpose of easy mobility and the intention to be readily relocated and not permanently affixed to the ground or a structure. Portable signs include banners, flags, sails, A-frame, and symbols. Generally portable signs can easily be carried by one or two people. They include signs temporarily stabilized in pavement or driven into the ground. Portable signs shall be displayed only during business hours.
  - F. **Projecting Signs** – Hung perpendicular to the wall of a building or having a thickness which protrudes significantly from the face of a building so as to provide depth to the



Jonesborough Historic Zoning Commission  
Advertising Standards and Guidelines  
As Amended Through July 28, 2019

design of the sign; painted and/or decorated on two or more sides.

- G. **Monument Sign** – A sign of low overall height that is mounted on the ground. The visible base of a monument sign structure must be at least 80% as wide as the width of the structure at the level of the center of the display area. No part of the structure can be any wider than the width of the structure at the center of the display area. The display area must have the appearance of being inserted into or surrounded by or housed by the structure of the sign. Jonesborough examples in 2013 include the monument signs at the Visitors' Center, First Baptist Church and Jonesborough Presbyterian Church.
  - H. **Real Estate Signs** – On-site or directional/pointer portable or permanent signs erected by the owner, or owner's agent, advertising the sale, rental or development of the parcel of land on which the sign is located, or providing direction to a property which is for sale, lease, rent or development.
  - I. **Reverse Painted, Surface Painted, or Decal Window Signs** – Painted or mounted on or hung inside clear glass windows so as to be visible from the public right-of-way.
  - J. **Temporary Sign** – Permitted for a maximum of 60 days. Usually temporary signs promote sales, specific items or services, or announce events. They may also identify businesses or buildings pending approval for permanent use or pending approval of other permanent signs by the Historic Zoning Commission.
  - K. **Sail** – A sign applied to fabric and mounted vertically on a pole or other support analogous to the sail of a boat.
  - L. **Flag** – A sign applied to fabric mounted on a pole or other support and allowed to hang freely from its support much like a state or national flag.
  - M. **Banner** – A sign applied to fabric and mounted from a wire or rope, or mounted on a frame or a part of a building.
10. **Obsolete Sign** – A sign designating or advertising a business, product, or event no longer existing, being offered, or occurring.



## ADVERTISING STANDARDS

1. Advertising messages serve to **promote business** and therefore should be compatible with the type of business or service being promoted.
2. Advertising of all kinds should be **compatible with** the style and historic period of **the building**, as well as the business.
3. Signs and other forms of advertising must **relate to**, rather than obscure, clutter, or disrupt **design features** of the buildings or parts of buildings to which they are attached or applied.
4. The **installation** of advertising materials **must not** physically or irreversibly alter or **damage** buildings or parts of buildings.
5. Advertising designs and techniques should **reflect the rich diversity** of style and the continuum of history seen in Jonesborough's streetscape. Originality, creativity, and diversification should be encouraged.
6. While satisfying the legitimate needs of commerce, advertising should **not clutter the streetscape** nor interfere with the views of buildings or other signs.
7. **Portable signs, exterior furnishings, sample products, and services** offered outside a building **must not obstruct** the safe and orderly passage of pedestrian and vehicular traffic **and must be consistent with** all applicable provisions of the **Town's Outdoor Area Use Permit Policy** for Town Rights-of-Way.
8. There is no automatic expiration date for any approved sign. However, the **approval of any sign will terminate** with any changes, alterations, or locations of a previously approved sign.
9. All advertising messages and signs **must conform to Ordinance # 99-02 Chapter 12, Business and Advertising Signs, Title 11**, of the Jonesborough Municipal Code, unless specified otherwise in the Standards and Guidelines of the Historic Zoning Commission.

## ADVERTISING GUIDELINES

### 1. SIZE AND POSITION OF FIXED SIGNS

1. The **size and position** of each sign **must relate well to the size of the building** and the scale of its individual features including but not necessarily limited to openings for windows and doors, wall panels, cornices and other ornaments, and columns and other support structures. Even though a proposed sign may be consistent with other size requirements in these Guidelines, the Commission reserves the right to deny approval of any sign which, in the judgment of a majority of the Commissioners in any duly convened meeting, is too large for the particular related building, building feature, or adjacent building.
2. The **size and position** of each sign **must be appropriate for reasonable legibility** (assuming normal visual acuity) relative to the position and/or movement of the intended viewer. For example, is the sign intended for pedestrians in front of the building or across the street? Is the sign intended for the occupants of passing vehicles?
3. In **business zones**, building-mounted signs shall not exceed **36 square feet**. Freestanding signs shall not exceed **50 square feet** per face. Projecting signs shall not project more than 4 feet from the surface of the building.
4. In **residential zones**, one sign not exceeding **8 square feet** per face in area shall be permitted for each building in which a business or office is also located. If there is more than one business at any location, the total area per face for all signs or for a composite sign is not to exceed **10 square feet**.
5. The **lowest part** of any projecting or freestanding sign can be no lower than 7 feet 6 inches above a walkway or 10 feet above a driveway or alley. The **highest part** of any **projecting sign** can be no higher than the top of the highest opening in the wall on which the sign is to be mounted. The **highest part** of any **freestanding** sign can be no higher than the top of the highest opening on the ground floor of the related building, but in no case higher than 14 feet.
6. The **cluttering** of individual signs is to be discouraged. A single contiguous sign containing two or more distinctly different messages shall be considered as two or more signs. The Commission reserves the right to limit the number of words used in any particular sign.
7. **Obsolete signs** shall be removed as soon as they become obsolete unless specifically designated by the Historic Zoning Commission as contributing to the character of the particular property or of the historic zone, in which case they shall be retained and preserved consistent with the Commissions' Building Guidelines, Section 1.

## 2. NUMBER OF FIXED SIGNS

1. A **maximum of one sign** shall be permitted in **each display area**. In no event will a sign be permitted to cover a total of more than 50% of any one display area on a building unless the display area is a display window, in which case no more than 25% of the window can be covered.
2. The Commission reserves the right to **limit the total number of signs, including portable signs, associated with any particular building** as necessary consistent with the proper presentation of historic and architectural features.
3. **Duplicated fixed signs** or signs with duplicated messages shall not be permitted unless needed for specific purposes such as the identification of more than one entrance, display window, or elevation of the same business or building, or to achieve balance on a single building elevation.
4. Free standing, projecting, or portable **signs painted or decorated on two or more sides** are not considered duplicates unless two faces are simultaneously visible from any one position of the viewer.



### 3. LETTERING, ACCESSORIES, AND COLORS

1. The Commission **will not approve words** or messages that, in the judgment of a majority of the Commissioners in any duly convened meeting, **misrepresent** the business, **are misleading, or are offensive** to significant numbers of people in the general population.
2. **Sign accessories** are considered parts of signs and **must be approved** by the Historic Zoning Commission using these Standards and Guidelines.
3. **Sign accessories** may be **included** in the overall **size of a sign** for purposes of calculating the size of a sign, as well as the visual impact of a sign on adjacent structures and the surrounding neighborhood.
4. Any **sign accessories symbolizing history** must be consistent with the documented authentic history of Jonesborough.
5. **Colors** should be compatible with the business and the related building.
6. **Fluorescent and day-glow** paints and colors will **not be approved** for use in an historic zone.

#### 4. CONSTRUCTION MATERIALS, MOUNTING, AND QUALITY

1. Materials selected for the construction of signs must be compatible with the building materials to which a sign is to be attached.
2. Sign construction materials exposed to public view must be visually consistent with the style and historic period of the related building.
3. The sign construction materials selected should also enhance both the purpose and the message of the particular business or service.
  - a. Pressed or compositional boards are acceptable when completely covered with paint which substantially hides the identity of the material.
  - b. ACM (Aluminum Composite Panel) signs are acceptable.
  - c. Decal letters, including those made of plastic, which have the appearance of painted letters are permitted.
  - d. Plywood is permitted, but for older buildings its edges must always be covered with framing material so as to hide the laminations.
  - e. Unpainted aluminum shall not be permitted on 19th Century and early 20th Century buildings.
  - f. Other materials such as, but not necessarily limited to, copper, brass, bronze, and neon may be approved for use on buildings built during a period in which such materials were in common use or on buildings showing dominant architectural features of the period in which such materials were in common use.
4. Materials must always be of **sufficiently high quality to be durable** for the anticipated life of the sign. The Historic Zoning Commission reserves the right to terminate approval of **any deteriorating sign** and require its removal.
5. A sign must always be **erected** in such a way that there is **no danger** of it falling under ordinary circumstances.
6. Consistent with requirements of safety, stability, and strength, flat signs and projecting signs must be **attached** to a building with a **minimum number of fasteners** inserted with the least amount of damage possible to building materials.
7. On masonry surfaces, all penetrating **points of attachment** must be **in mortar joints**. No drilling, chipping, hammering, or penetrating of bricks, terra cotta or stone shall be permitted.
8. The **mounting** of signs **on ornamental architectural** masonry, metal, or wood or on metal roofing materials shall **not be permitted**.

Jonesborough Historic Zoning Commission  
Advertising Standards and Guidelines  
As Amended Through July 28, 2019

9. Mounting **materials must not** be subject to rust or corrosion, which may over time, **damage or deface any part of a building**. The Historic Zoning Commission reserves the right to terminate approval of any sign constructed of, or mounted with materials found to be damaging the building or staining or defacing the building. This includes but is not necessarily limited to the destructive effects of the expansion of rusting iron imbedded in building material.
10. All signs must be of **professional quality**. The Historic Zoning Commission reserves the right to rescind approval of any sign within 60 days of its installation, if in the judgment of the majority of the Commissioners, the sign does not meet acceptable professional standards of quality. This is not intended to discourage individual artwork and careful craftsmanship on the part of people who do not necessarily make a living building signs.



## 5. LIGHTING

1. In most locations in downtown Jonesborough, signs are well lit by **street lights** and individual sign illumination is unnecessary and shall not be approved.
2. **External illumination** may be approved when natural or street lighting does not provide sufficient light for reading a sign.
3. **Internal illumination** shall be permitted for monument signs but not for signs mounted on building, freestanding signs, portable signs, or temporary signs. Internally lit open signs are not permitted in Jonesborough's Historic District.
4. No exposed **electronic messages or images** will be approved for use in the H-1 and H-2 Zones.
5. **In no case** shall illumination of a sign of any kind be permitted to make a particular sign **distinctly brighter** than neighboring signs.
6. The **effect** of any sign illumination **on adjacent or neighboring buildings** must be carefully considered prior to approval by the Historic Zoning Commission. Temporary trial lighting is strongly recommended as a part of obtaining approval of the Commission, which reserves the right to rescind any approval within 60 days of installation, if in the judgment of a majority of the Commissioners, the lighting conditions were not accurately represented or demonstrated during the application process.

## **6. PORTABLE SIGNS AND EXTERIOR FURNISHINGS**

### **Portable Signs**

Portable business signs are a great way to attract new customers, especially foot traffic. They provide an alternative to free-standing commercial signs which cannot be used here because of the lack of space in front of business buildings in Jonesborough's Central Business District. There are many advantages of using a portable business sign when promoting a business. These include:

- Capturing the attention of potential customers quickly and easily. Visitors are able to get direct contact with these signs since they are a visual reminder at eye level or below.
- It's easy to produce strong graphics and bright colors for these types of signs.
- Portable signs can be brought out whenever needed. If you need to promote a message, product, or service, all you will need to do is to pull out the portable sign to advertise what you want to say. Pricing specials such as special sales or closeouts are also the perfect message for a portable sign.
- The message can be replaced easily. Unlike other advertising tools that need to be scrapped once they've served their purpose, you can reuse portable signs again and again. All you will need to do is to replace the message that appears on the faces.
- A portable sign can be used as a signal that the business is open.

### **Considerations and Issues**

Designs and colors of signs should complement the historic nature of downtown Jonesborough. The use of plastic as sign material is inappropriate downtown. The Town is concerned about liability issues related to sign location, size, and stability. Sign design guidelines help retain the District's historic flavor which attracts tourists and other customers. Design guidelines also ensure that signs do not multiply and detract from the appearance of the townscape and that signs minimize liability and enhance safety.

Even though portable signs do not alter or affect the historic structures, they do impact the appearance of the Historic District and therefore must meet the guidelines.

## Guidelines and Requirements

**Standards 1-8 and Guideline Sections 2, 3, and 4** are applicable to portable signs.

### 6A – Construction

1. Portable signs shall be 28” – 48” tall by 18” – 28” wide.
2. A-frame or sandwich board signs hinged at the apex to be folded into a sandwich position when transported or stored, must be securely locked into position or have a chain so the sign is **not unstable** when it is displayed. Other portable signs must be mounted on stable stands.
3. **No** portable signs shall contain foil, mirrors, bare metal, or other **reflective materials** that could create hazardous conditions to motorists, bicyclists, or pedestrians.
4. **No attention getting attachments** such as spinning or moving parts or balloons, streamers, or pennants will be approved for portable signs.
5. Exterior furnishings must be **compatible with the style, historic period, and color scheme of the building**, as well as the business. They must also be compatible with the public streetscape and complementary to the visible furnishings provided by the Town.
6. Exterior furnishings must be constructed of **durable metal and/or wood** and must be in good condition, stable, and safe for public use and enjoyment.
7. Exterior furnishings made of **plastic** are **prohibited**.

### 6B – Display

1. Portable signs shall contain information and advertising **only for the business placing the sign** and shall not contain any endorsements or logos for any other business or for any manufacturer or for supplier to the business.
2. The portable sign must not be displayed during high winds, heavy rain, or snow.
3. Portable signs shall be displayed **only during the hours of business** operation and shall not be displayed when the business is closed.
4. During evening or night hours, signs not displayed under **conditions of adequate lighting** will be considered a pedestrian safety hazard and will be subject to removal by the Town staff.



### 6C – Location

1. A schematic diagram, photograph, or other image is required to **show the proposed location** of the item under consideration.
2. Portable signs must be located in front of or **adjacent to the businesses being advertised** and shall not block building entrances or exits.
3. Portable sign placement must maintain at **least a four-foot (4') minimum pedestrian path** along the sidewalk and must not obstruct pedestrian movement and safety, including the ability to safely cross the street.
4. Neither portable signs nor exterior furnishings shall **obstruct** pedestrian movement and safety, including the ability to safely cross the street, and cannot create a trip hazard for pedestrians. They must **not block access** to parking spaces or block traffic lanes.

### 6D – Approval process

1. Applications for portable signs must be placed on an agenda of the **Historic Zoning Commission** for approval by the Commission and issuance of a Certificate of Appropriateness.
2. Applications for approval of portable signs must **then** be submitted to the **Building Inspector**.
3. Owners of **portable signs that are not entirely located on private property** must obtain a permit under the provisions of the Town's Outdoor Area Use Permit Policy
4. Only **one portable sign** is permitted **per business**. Only one portable sign is permitted per building even if there are multiple tenants in the same building.
5. The placement and use of exterior furnishings by any business establishment **requires a permit** under the provisions of Jonesborough's Outdoor Use Area Permit Policy for Town Rights-of Way. Even if the exterior furnishings are entirely on private property, they must be consistent with the provisions of that policy and with provisions of this section of the Historic Zoning Commission's Guidelines if they are visible from the public right-of-way or intended for public use.

## 7. OPEN SIGNS

### Considerations and Issues

**Open** signs let customers know when a business is open. Some businesses may need an open flag or banner. **Closed** signs can clear up any confusion customers may have over what your business hours might be. If you ever need to step out for a moment, go to lunch or close down early, you don't want to leave your customers wondering if you are open. **Closed** signs can be seen from a distance and will let customers know they should stop by another time.

Since **Open** signs are important for many businesses, most of the stores in downtown Jonesborough have one. Some of the **Open** signs used in Jonesborough have a vintage look and complement the appearance of the historic downtown.

In the Town of Jonesborough, **internally lit Open signs are not permitted.**

### Guidelines for Open Signs

#### 7A – Design, Position, and Size

1. *Open* signs shall be **limited in text** to the word, “open” and (if desired) a suitable greeting or salutation and/or hours of business. [Public hearing 10/25/12]
2. Signs not part of *open* signs listing **business hours** must be approved **separate from open signs** under the general provisions of the Historic Commission's Advertising Guidelines but may be displayed adjacent to *open* signs. [Public hearing 10/25/12]
3. **Closed signs** shall be approved as companion signs with *open* signs and shall be subject to the same guidelines as *open* signs.
4. Consistent with Guideline 1.2 the **size and position** of each *open* sign must be **appropriate** for reasonable legibility (assuming normal visual acuity) relative to the position and/or movement of the intended viewer.
5. The **size and position** of each *open* sign must relate well to the size of the display area or window in which it is displayed.
6. *Open* signs shall be no more than 30 inches long by 12 inches wide.
7. Consistent with Guidelines 1.1 and 1.2, the Commission *may* approve more than one open sign for a particular business when the business can demonstrate a reasonable need for an additional open sign to increase visibility/legibility from different perspectives (For example visibility by a pedestrian or a passenger in a vehicle). Open signs may be mounted or hung inside or outside a building and may include the use of the word “open” on

Jonesborough Historic Zoning Commission  
Advertising Standards and Guidelines  
As Amended Through July 28, 2019

approved portable signs, approved flags, or other approved mounts designed to be easily removed and stored when the business is not open.

8. *Open* signs must be in good condition and properly maintained.

**7B – Approval Process**

1. *Open* signs require a Certificate of Appropriateness from the Historic Zoning Commission.