

ORDINANCE 2013-4

AN ORDINANCE AMENDING TITLE 14, CHAPTER 2,
SECTION 14-211 OF THE MUNICIPAL CODE OF THE CITY
OF BELLE MEADE

WHEREAS, the Section 14-211 of Chapter 2 of Title 14 of the Municipal Code of the City of Belle Meade regulates "special event signs;"

WHEREAS, Section 14-202(3)(c) of the Municipal Code of the City of Belle Meade prohibits the erection of structures and signs "solely for the advertising purposes;"

WHEREAS, the City of Belle Meade re-affirms the prohibition of commercial advertising within its city limits;

WHEREAS, the City of Belle Meade recognizes that the charitable non-profit activities fostered by Section 14-211 of the Municipal Code of the City of Belle Meade are furthered when such events are supported by contributions from third parties, and that the event sponsors may desire to honor such contributions on special event signs;

WHEREAS, the City of Belle Meade finds that honoring the contributions of a third party to sponsor a charitable non-profit event is not commercial advertising;

WHEREAS, the City of Belle Meade has determined to amend Section 14-211 of the Municipal Code of the City of Belle Meade to clarify that the definition of "special event signs" includes signage identifying the third-parties who have made financial contributions in support of the special event;

NOW THEREFORE, BE IT ORDAINED by the City of Belle Meade as follows:

Section 1. Chapter 2 of Title 14 of the Municipal Code for the City of Belle Meade, Section 14-211, that currently reads as follows:

14-211. Special event signs. The city manager, or, in the absence of the city manager, the city building official, may authorize charitable non-profit organizations to erect on private property signs advertising special events sponsored by such organizations ("special event signs") subject to compliance with the following provisions:

- (1) No special event sign shall be erected on the public right-of-way.
- (2) Special event signs shall not be illuminated and shall not exceed eight (8) square feet in area.
- (3) Special event signs may be erected or maintained for a maximum of seven (7) days prior to the occurrence of the special event being advertised and shall be removed within twenty four (24) hours following the conclusion of the event.
- (4) Only one special event sign visible from the public right of way may be erected advertising a single event.
- (5) The provisions of this section shall not apply to (i) signs advertising fairs or festival-type fund-raising events sponsored by historic homes or sites as described in, and authorized by, Appendix C, (ii) signs erected on the day of the event to facilitate the conduct of a parade on one or more of the public streets of the city and authorized by a permit issued to the parade sponsors pursuant to Belle Meade Code § 16-110 or (iii) signs for which continuing permission was granted by the board of zoning appeals prior to April 1, 2001.

is hereby amended to read as follows:

14-211. Special event signs. The city manager, or, in the absence of the city manager, the city building official, may authorize charitable non-profit organizations to erect on private property signs advertising special events sponsored by such organizations ("special event signs") subject to compliance with the following provisions:

- (1) "Special Event Signs" defined: Subject to the restrictions herein, a "Special Event Sign" is defined to include any signage posted by the direct sponsor of the event, and in the event of a parade, the holder of the parade permit.
 - (a) The sponsor of the event may post signage identifying those who have made direct contributions to the charitable non-profit organization for support to the event.
 - (b) Provided, however, that a special event sign may not identify anyone who has made a direct contribution to the event unless the sponsor of the event has first provided to the City Manager the names of those to be honored on special event signage.

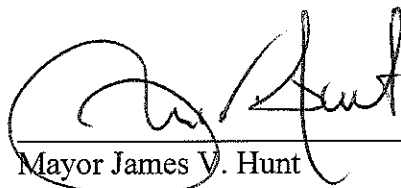
- (2) Posting of Special Event Signs:
 - (a) No special event sign shall be erected on the public right-of-way.
 - (b) Special event signs shall not be illuminated and shall not exceed eight (8) square feet in area.
 - (c) Special event signs may be erected or maintained for a maximum of seven (7) days prior to the occurrence of the special event being advertised and shall be removed within twenty four (24) hours following the conclusion of the event.
 - (d) Only one special event sign visible from the public right of way may be erected advertising a single event.
 - (e) The provisions of this section shall not apply to (i) signs advertising fairs or festival-type fund-raising events sponsored by historic homes or sites as described in, and authorized by, Appendix C, (ii) signs erected on the day of the event to facilitate the conduct of a parade on one or more of the public streets of the city and authorized by a permit issued to the parade sponsors pursuant to Belle Meade Code § 16-110 or (iii) signs for which continuing permission was granted by the board of zoning appeals prior to April 1, 2001.

- (3) The sponsor of the event that posts signage is responsible for strict compliance with all provisions of this Municipal Code, including such limitations as are expressed in the application for, or imposed as a condition of, the issuance of a parade permit.

Section 2.


This ordinance shall take effect upon its passage.

Passed on first reading
June 19, 2013



Mayor James V. Hunt

Passed on second reading
July 17, 2013



Linda Berner, City Recorder