



JIMMIE STEPHENS - PRESIDENT
 SANDRA LITTLE BROWN – PRESIDENT PRO-TEMPORATE
 GEORGE BOWMAN
 DAVID CARRINGTON
 T. JOE KNIGHT

OFFICE OF DEVELOPMENT SERVICES

Room B-200 Courthouse
 716 Richard Arrington Jr. Blvd., North
 Birmingham, Alabama 35203-0005
 Telephone: 205/325-5638 FAX: 205/325-5224

MEMO

TO: Staff

FROM: Michael Morrison, Planner/Acting Zoning Administrator *mm*

DATE: April 6, 2017

SUBJECT: Interpretation of the Sign Regulations

The current sign regulations (adopted February 9, 2017) allow for signs in commercial and industrial zones to be located on “*any side of a building*” so long as they meet other requirements as stipulated in the regulations. This *spirit and intent* is evidenced in supporting language within the regulations themselves (as italicized below):

...On buildings with only one street face, the building signs may be placed on any side of the building, but the total square footage of signs allowed will be governed by the size of the street facing façade. However, *where the principal entrance of the building is on the side of the building and where the property adjacent to that façade is also commercial* the total square footage of signs allowed may be no more than 10% of the area the size of that façade, however, *the total signage permitted on the street facing façade may not exceed 10% of that façade.* (excerpt from 1302.04(a)(1) – identical language in 1302.06(a)(1))

...where the principal entrance of the building is on the side of the building and *where the property adjacent to that façade is also commercial* the total square footage of signs allowed may be no more than 10% of the area the size of that façade, however, *the total signage permitted on the street facing façade may not exceed 10% of that façade...*(excerpt from 1302.04(b)(1) – identical language in 1302.06(b)(1))

In allowing signs on the sides of structures, yet stipulating the instances by which those signs can be allowed (where the property adjacent is also commercial zoning), the ordinance alludes to restricting signage to the front façade otherwise, particularly when the property in question is adjacent to conflicting zoning (such as residential).

The spirit and intent of the regulations is to allow branding/logos, etc. on multiple sides of the building in the following (or justifiably similar) situations:

- where a commercial building has more than one street frontage
 - corner lots
 - frontage and visibility from multiple right of ways
 - visibility from denied access roads (interstates) and/or railways

- where there is a stand-alone commercial structure among other stand-alone commercial structures or commercial zoning that are often surrounded by parking areas (common for commercial out parcels at shopping centers or office parks).

It is the interpretation that in keeping in line with the practical purpose for signage (to identify a business), and with the spirit and intent of the ordinance that **any/all attached signage should otherwise be restricted to the street-facing façade.**

Please keep a copy of this memorandum for your future reference. I would also suggest you make a note in your copy of the Zoning Resolution of Jefferson County to refer to this memo in the event you are permitting signs.

Anyone at any time has the right to appeal this, or any other interpretation of the zoning resolution, to the County Board of Zoning Adjustment.