

TOWN OF COLLIERVILLE

Frequently Asked Questions about Reserved Parking Signs

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What are “Reserved Parking Signs”? Why are they being regulated by the Town? These are signs indicating that certain parking spaces are designated for special user groups. Examples include signage for accessible parking, customer parking for tenants, employee parking, or curbside pickup. Such signage proliferated during the global pandemic and continues to be used by many local businesses. On May 13, 2024, the Town adopted Zoning Regulations pertaining to “Reserved Parking Signage”. All new or replacement signs of this type installed after this date must fully comply with Town standards. Existing signs that do not meet the new standards can be repaired and maintained but cannot be reconstructed.

Are permits required? No; however, staff is willing to do a “courtesy review” of the signage before it is installed to help make sure it complies with Town regulations. If you have any questions regarding signage, please contact the Planning Division at planning@colliervilletn.gov or (901) 457-2360. We will be happy to assist you.

Are temporary versions of Reserved Parking Signs still allowed? No, unless a Temporary Sign Permit is obtained. Please note Temporary Sign Permits only allow for a limited number of signs (typically only 1) and for a limited duration. Reserved Parking Signs must be affixed or attached to the exterior of a building or to a pole or other structure by adhesive or mechanical means or is otherwise characterized by anchoring, construction materials, or a foundation indicative of an intent to display the sign for more than a limited period.

Are there limits on the number of Reserved Parking Signs on a site or the number of parking spaces designated as reserved? No; however, parking spaces that are reserved for any purpose must be shown and labeled on a Site Plan on file with the Development Department. For an existing developed site, a Site Plan Modification/Exterior Alteration application will be needed to add/move reserved parking areas.

Can reserved parking spaces be marked with special pavement markings? Possibly. Except for accessible parking marked with the International

Symbol of Accessibility Parking Space Marking as specified by the MUTCD, only white striping and paint shall be used to designate reserved spaces.

Does the Town regulate the design of Reserved Parking Signs? Yes. See below for the specific design requirements.

- **Color:** The signpost/pole color shall be bronze, black, dark green, or silver in color. The Town does not regulate the color of the sign face or its content.
- **Height:** Such signs shall not exceed 7 feet tall.
- **Setback:** Ground-mounted signs must be outside the public right-of-way or 10 feet from back of curb or edge of pavement, whichever is farther. For wall-mounted signs, there are no building setbacks.
- **Size:** Such signs shall not exceed 6 square feet (per side).
- **Pole Style:** Poles shall be decorative, with a round, square, or rectangular shape. “U-channel” signposts are prohibited.
- **Compatibility:** Such signs are expected to have a unified design theme throughout the site, including “public signs” on the site such as stop signs or speed limit signs.
- **Pole Base:** Reserved parking signs with portable bases are not considered permanent and are thusly not allowed for signs installed after May 13, 2024.

Can Reserved Parking Signs be internally illuminated? No.

Does the Town regulate the content of Reserved Parking Signs? No.

Are such signs allowed in the public right-of-way? No.

Where can I find the regulations for Reserved Parking Signs in the Zoning Ordinance? See §151.171, § 151.174(J), § 151.179(A), and §151.180(Y).

Are there local examples of Reserved Parking Signs that comply with the new standards? Yes. Chick-fil-A Collierville has a sign with a dark bronze decorative pole that matches other sign poles on the property, is permanently affixed to the ground, is not illuminated, and does not exceed 3 square feet in sign area (see below). Target on Byhalia Road (below) also has Curbside Pickup Signage consistent with the new regulations.

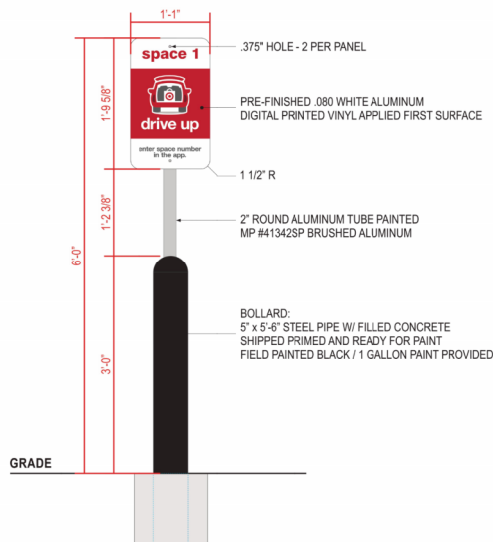


This Reserved Parking Sign at the Collierville Chick-fil-A complies with the new regulations. It has a decorative pole that is dark bronze, permanently installed in the ground, not more than 7 feet tall, and does not exceed 3 square feet of signage.

What types of signs do not comply with the new standards? See below for examples of signs with movable bases, "u-channel" posts, and painted based that do not comply with the regulations.



This Reserved Parking Sign does not comply with the new regulations. While it has a decorative silver pole, it has a blue movable base. If this sign was permanently installed in the ground and matches other sign posts on the property, it would comply with the new regulations.



This Reserved Parking Sign at the Collierville Target complies with the new regulations. It has a decorative pole that is black and silver, permanently installed in the ground, not more than 7 feet tall, not illuminated and does not exceed 3 square feet of signage.



This Reserved Parking Sign does not comply with the new regulations. It has a "u-channel" pole and a yellow painted base. If the base was painted another color, such as black, and a decorative pole was used that matches other sign poles on the property, the sign would comply with the new regulations.