

Article 8 - Sign Regulations

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Sec. 8-1. - Findings, Purpose and Intent.

The purposes of these sign regulations are: to encourage the effective use of signs as a means of communication in the city; to maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the city in furtherance of the more general purposes set forth in this Ordinance.

(a) Statement of Legislative Purpose.

(1) The City Council recognizes that signs provide an important medium through which individuals, businesses, and government may convey a variety of messages. However, left unregulated, signs can become a threat to the public health and safety as a traffic hazard, as a detriment to property values, and as an aesthetic nuisance affecting the overall economic growth of the city. Numerous professional studies have been prepared that examine and establish the effect of signs on traffic safety, aesthetics and economic prosperity, including the following:

- a. Klauer, S.G., T.A. Dingus, V.L. Neale, J.D. Sudweeks, D.J. Ramsey. "The Impact of Driver Inattention on Near-Crash/Crash Risk: An Analysis Using the 100-Car Naturalistic Driving Study Data". National Highway Traffic Safety Administration. DOT HS 810 594. April 2006.
- b. Snyder, Jonathan, Samuel S. Fels Fund. "Beyond Aesthetics: How Billboards Affect Economic Prosperity". December 2011.
- c. Wachtel, J., 2009. "Safety Impacts of the Emerging Digital Display Technologies for Outdoor Advertising Signs". Prepared for AASHTO and the Standing Committee on Research of the National Cooperative Highway Research Program (NCHRP), April 2009. The Veridian Group, Inc., Berkeley, California.
- d. Weitz, Jerry, Ph.D., AICP. "The Public Purpose of Rowell's Sign Ordinance and the Implications of Doing Without It: A Position Paper". December 7, 1999.

(2) Based on a review of the cited materials and the studies referenced therein as well as other related studies, the City Council finds that unregulated signs:

- a. Can be a safety hazard to drivers and pedestrians;
- b. Can be a detriment to the public health;
- c. Can hamper economic growth;
- d. Can lower property values;
- e. Can adversely impact public investments;
- f. Can degrade the utility of public safety signs; and

- g. Can adversely impact the aesthetic quality of the community and surrounding environment.

(b) Findings of Fact.

Specifically, the Mayor and City Council find that:

- (1) Proper regulation of signs is a necessary prerequisite to a peaceable, orderly, and safely designed business environment.
- (2) An improperly regulated sign environment imposes health and safety dangers to the public.
- (3) The result of effective sign regulation will be to lessen hazardous conditions, confusion, and visual clutter, caused by the proliferation, improper placement, illumination and excessive height and size of signs that compete for the attention of pedestrian and vehicular traffic, and impede vision of traffic, traffic controls signs, and devices.
- (4) Uncontrolled and unlimited signs may result in a roadside clutter that impedes the flow of information thereby defeating the purpose of signage, and that impedes the flow of information from traffic signs and signals thereby creating hazards to drivers and pedestrians.
- (5) Uncontrolled and unlimited signs degrade the aesthetic attractiveness of the natural and manmade attributes of the community and thereby undermine the economic value of tourism, visitation, and permanent economic growth.
- (6) Through proper regulation of signs, the attractiveness and economic wellbeing of the city of Newnan will be enhanced as a place to live, work and conduct business.

(c) Purpose and Intent.

- (1) Signs provide an important medium through which individuals may convey a variety of noncommercial and commercial messages. However, left unregulated, signs can become a threat to public safety as well a traffic hazard. Such signs may also constitute an aesthetic nuisance and be a detriment to property values and the city's public welfare. The mayor and council intend by enacting this Article to:
 - a. Balance the rights of individuals to convey their message through signs and the right of the public to be protected against the unrestricted proliferation of signs;
 - b. Further, the objectives of the city's comprehensive plan;
 - c. Protect the public health, safety, welfare, and aesthetics of the city;
 - d. Reduce traffic and pedestrian hazards;
 - e. Maintain the historical image of the city;
 - f. Protect property values by minimizing the potentially adverse effects and visual blight caused by signs;
 - g. Promote economic development; and

- h. Ensure the fair and consistent enforcement of sign regulations.
 - (2) While specifically establishing regulations to control signs within the city, it is not the intent of this Article:
 - a. to regulate art and art symbols; or,
 - b. holiday decorations and symbols.
 - (3) Recognizing the need for certain types of signs which facilitate the safe and orderly movement of traffic, this Article provides for the regulation of incidental address identification and subdivision identification signs.
 - (4) Recognizing the need to facilitate decreases in crime this Article provides for the regulation of burglar alarm/security signs.
 - (5) Recognizing the historical contribution of certain structures and places to the cultural fabric of the city and the need and desire to identify same, certain provisions are made in this Article to allow for the identification of those structures and places.
 - (6) While this Article prohibits certain signs from placement within the city and exempts certain signs from certain regulations of this Article, such exemptions are not intended to otherwise allow a sign that is prohibited.
 - (7) Further, the city has an obligation and a right to protect the rights of adjoining landowners to adequate light and air, to promote desirable living conditions and the sustained stability of neighborhoods, to protect property against blight and deprivation, and encourage the most appropriate use of land, buildings, and other structures throughout the city.
 - (8) Accordingly, in consideration of the city's rights and obligations to promote traffic safety, to preserve property values, to provide for the convenience and enjoyment of public travel, to eliminate annoyance to travelers, to attract tourists, residents and industry, to serve the public health, safety and morals, to advance the general prosperity of the community, and to serve the general welfare, the city hereby imposes the regulations contained in this Article.
- (d) Intent in Interpretation.
- (1) In interpreting the provisions of this Article, nothing shall be construed as intent to regulate the content of the message displayed on any sign except to address a compelling public safety or aesthetic concern or to comply with state law.
 - (2) All signs may display a non-commercial message constituting personal speech in addition to or in lieu of any other message. It is the intent of this Article to regulate only the number, type, size, height, timing, appearance, construction materials, location and portability of signs to accomplish the purposes set forth in Sec. 8-1(c), above, except as otherwise provided herein.

Sec. 8-2. - Applicability and Effect.

- (a) A sign may be erected, placed, established, painted, created, or maintained in the city only in conformance with the standards, procedures, exemptions, and other requirements of this Article.
- (b) The effect of this Article as more specifically set forth herein, is:
 - (1) To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this Article;
 - (2) To allow certain signs that are small and unobtrusive, subject to the substantive requirements of this Article, but without a requirement for permits;
 - (3) To provide for temporary signs in limited circumstances;
 - (4) To regulate signs so as to prevent the degradation of the aesthetic attractiveness of the natural and manmade attributes of the community and thereby undermine the economic value of tourism, visitation, and permanent economic growth;
 - (5) To prevent the proliferation of signs which may result in roadside clutter that would impede the flow of information from businesses to consumers thereby harming the economic health of the community, and that would impede the flow of information from traffic signs and signal and therefore create hazards to drivers and pedestrians;
 - (6) To lessen hazardous conditions, confusion and visual clutter caused by the proliferation, improper placement, illumination and excessive height and size of signs that compete for the attention of pedestrians and vehicular traffic, and impede vision of traffic, traffic control signs and devices;
 - (7) To prohibit all signs not expressly allowed by this Article; and
 - (8) To provide for the enforcement of the provisions of this Article.

Sec. 8-3. - Definitions and Interpretation.

Words and phrases used in the interpretation of sign regulations shall have the meanings set forth in this Section. Words and phrases not defined in this Section, but defined in this Zoning Ordinance, shall be given the meanings set forth in this Ordinance. Principles for computing sign area and sign height are contained in Sec. 8-4 of this Article. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this Article.

- 1. BANNER – A type of sign made of fabric, thin plastic or similar lightweight material that is attached to a pole, a building or other structure and is intended or displayed as commercial speech. Flags displaying noncommercial speech shall not be considered to be banners.

The following are Illustrative Examples of Banner Signs:



Pole Mounted



Suspended



Building Mounted



Fence Mounted



Fence Mounted



Fence Mounted

2. BEACON – Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zoned lot as the light source; also, any light with one or more beams that rotate or move.
3. BUILDING OFFICIAL – The Building Official of the city or his/her designee.
4. CANOPY –
 - a. BUILDING CANOPY – A permanent roof-like structure projecting from a building and open on at least one side for the purpose of shielding a pedestrian walkway or building entrance from the elements. A marquee is a type of building canopy.
 - b. FREESTANDING CANOPY – A freestanding roof-like structure supported by columns intended to shield a vehicular driveway or service area from the elements.
5. COLUMN SIGN – See under “Sign, Freestanding” herein.
6. COMMERCIAL SPEECH –
 - a. The expression of an idea, opinion or message that directs or attracts attention to a place of business, to a particular business organization, to a product, commodity or service for sale, trade, barter, swap or lease, or to any other business interest or activity; or

- b. The solicitation for contributions or financial support for any nonprofit organization, institution, committee, club or association of a social, political, religious or charitable nature, or for any nonprofit organization representing the opinions, viewpoint or interests of a particular group.

7. FEATHER BANNER – A banner mounted on a pole, such as the examples shown to the right. Such signs may be wind activated (see “sign, animated”) or rigidly mounted in a stationary position



Examples of feather banners

8. FLAG – A type of sign made of paper, woven natural or synthetic fabric, thin plastic or similar lightweight pliable material that is normally displayed by flying from a pole as a wind-activated device, but is not otherwise defined herein as a banner, pennant or feather banner.

9. FOOT-CANDLE – A quantitative unit measuring the amount of light cast onto a given point, measured as one lumen per square foot.

10. FRAME – A complete static message on an electronic display.

11. FRAME EFFECT – A visual effect which depicts movement, fading, mosaic flips, wipes or other changing effects associated with the transition from one static message to another.

12. FREESTANDING SIGN – See “Sign, Freestanding” herein.

13. HOLIDAY OR SEASONAL EVENT – A day established as a legal holiday by federal, state or local law; a nationally recognized holiday such as Halloween or Mother’s Day; a nationally recognized calendar season such as Fall or Spring; a religious day or term of days such as Easter, Yom Kippur or Christmas, or Lent, Ramadan or Hanukah.

14. ILLUMINATED SIGN, INTERNAL – A sign illuminated by an internal light source.

15. ILLUMINATED SIGN, EXTERNAL – A sign illuminated by an external light source directed primarily toward the sign face.

16. KIOSK – A freestanding sign structure, often cylindrical in shape, intended to be viewed from all sides and erected for the purpose of posting signs, notices or other public announcements. Kiosks that are composed of flat faces are treated as multi-faced signs.

17. LOT – See the definition of “Zoned Lot” herein.

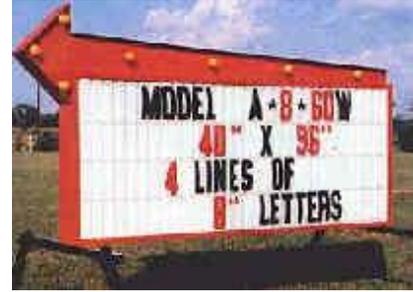
18. LUMEN – A quantitative unit measuring the amount of light emitted by a light source.

19. MARQUEE – See “Canopy – Building Canopy” herein.

20. MOBILE SIGNS – Any sign, as defined herein, which is placed at a fixed location but not permanently installed, which is mounted or designed for mounting on a motorized or non-motorized vehicle, or designed to be transported, such as by trailer or in the bed of a truck. Types of mobile signs are:

Sec. 8-3. - Definitions and Interpretation.

- a. PORTABLE SIGN – Any sign, as defined herein, intended for temporary or permanent display at a fixed location but not permanently attached to the ground or other permanent structure, other than a banner, pennant or flag. Examples of such signs include: temporary changeable copy signs, umbrellas used for advertising, and inflatable signs.
- b. TRAILER SIGN – Any sign, as defined herein, which is mounted or designed for mounting on a towed non-motorized vehicle, or designed to be or is being transported in the bed of a truck.
- c. VEHICLE SIGN – Any sign, as defined herein, painted or drawn on or affixed to or on the front, side or rear of a motorized vehicle, such as an automobile or truck, but not affixed in or to or mounted in or on the bed of a truck or trailer.



Portable Sign Example



Trailer Sign Example

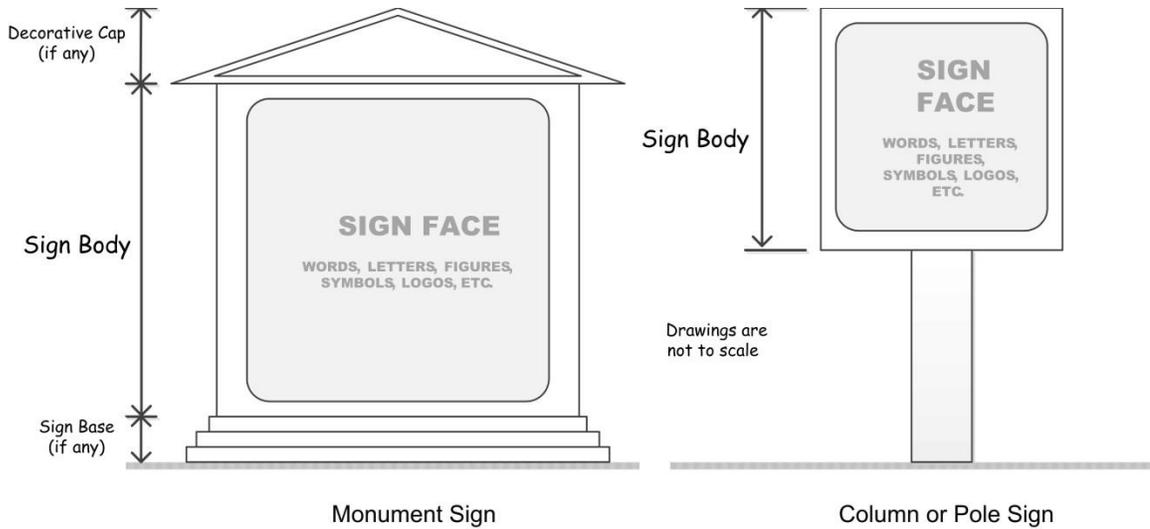
The following are Illustrative Examples of Vehicular Signs:



- 21. NON-COMMERCIAL MESSAGE – See the definition of “Personal (Noncommercial) Speech” herein.

22. PENNANT – Any lightweight plastic, fabric or similar material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind as a means of attracting attention. The term “pennant” shall not include a “banner” or a “flag” as regulated by this Article
23. PERSON – Any individual, association, company, corporation, firm, organization, or partnership, singular or plural, of any kind.
24. PERSONAL (NONCOMMERCIAL) SPEECH – Any message containing wording, symbols or other representation promoting a place, an activity, or idea other than a commercial activity , such as:
 - a. The expression of an idea, opinion or message that does not direct or attract attention to a place of business, to a particular business organization, to a product, commodity or service for sale, trade, barter, swap or lease; or to any other business interest or activity; or,
 - b. The encouragement, offering or announcement for the public to participate in the activities of, or to benefit from assistance provided by, any nonprofit organization, institution, committee, club or association of a social, political, religious or charitable nature, or of any nonprofit organization representing the opinions, viewpoint or interests of a particular group, not involving the solicitation for contributions or financial support for any such organization.
25. PLANNED CENTER – A single office, medical, commercial or industrial property that is designed or intended for occupancy by two or more principal businesses that are separately owned and have no corporate relationship and do not jointly occupy the same floor area in common. A planned center may consist of a single building, such as a shopping center, or multiple buildings, such as an office condominium center or business park.
26. POLE SIGN – See under “Sign, Freestanding” herein.
27. PRINCIPAL BUILDING – The primary or predominant structure or building occupying a lot or parcel and often containing the principal use of the property.
28. SETBACK – The perpendicular distance from the property line to the nearest part of the applicable building, structure or sign, measured from the property line to that portion of the building, structure or sign which is most proximate to such line.
29. SIGN – Any device, fixture, placard, object, design, display or structure that uses any color, form, graphic, illumination, symbol, or writing to attract the attention of or to communicate information of any kind to the public.
30. SIGN BODY – That portion of a sign structure that is intended or designed primarily to support or display the sign face, exclusive of the sign’s base or decorative cap, if any.

Sec. 8-3. - Definitions and Interpretation.



31. SIGN FACE – That portion of the surface of a sign structure where words, letters, figures, symbols, logos, fixtures, colors, or other design elements are or may be located in order to convey the message, idea, or intent for which the sign has been erected or placed. The sign face may be composed of two or more modules on the same surface that are separated or surrounded by portions of a sign structure not intended to contain any message or idea and are purely structural or decorative in nature.
32. SIGN MODULE – Each portion or unit of a sign face that is clearly separable from other such units by virtue of its individual or independent construction or framing.

The following are Illustrative Examples of Sign Modules:



1 Module
(no separation)



2 Modules



Multiple Modules

33. SIGN, ANIMATED – A sign that has moving parts or includes action, motion, or color changes, or the optical illusion of action, motion, or color changes, including signs using electronic ink, signs set in motion by wind or by mechanical means such as the blowing of air or motorized parts, or made up of a series of sections that turn, including any type of screen

using animated or scrolling displays such as an LED (light emitting diode) screen or any other type of video display.

34. SIGN, BANNER – See the definition of “Banner” herein.
35. SIGN, BILLBOARD – See “Sign, Highway” herein.
36. SIGN, BUILDING – Any sign attached to any part of a building, as contrasted to a freestanding sign. The term “building sign” includes but is not limited to the following:
 - a. AWNING SIGN – A sign imposed, mounted or painted upon an awning.
 - b. BUILDING MARKER – A sign composed of concrete, bronze or other permanent material which is built into the surface of the building at the time of its construction.
 - c. CANOPY SIGN – A sign imposed, mounted or painted upon a canopy, as defined herein.
 - d. MANSARD SIGN – A sign imposed, mounted or painted upon the fascia portion of a mansard roof.
 - e. PROJECTING SIGN – A sign affixed flat to a wall and extending more than 6 inches from the surface of such wall, or any sign attached to and extending at an angle from a wall surface (usually perpendicular).
 - f. ROOF SIGN – A sign that is mounted on, applied to, or otherwise structurally supported by the roof of a building (other than the fascia portion of a mansard roof).
 - g. UNDER-CANOPY SIGN – A display attached to the underside of a marquee or building canopy and protruding over a pedestrian walkway.
 - h. WALL SIGN – A sign that is fastened to, painted on or placed directly upon the exterior wall of a building façade or building canopy, with the sign face parallel to the wall or canopy face.
 - i. WINDOW SIGN – A sign that is applied, painted or placed on, behind or inside a windowpane or a glass door and intended to be viewed from outside the building.

The following are Illustrative Examples of Building Signs by Type:



Wall Sign



Wall Sign



Wall Sign



Awning Signs

Sec. 8-3. - Definitions and Interpretation.



Awning Sign



Building Marker



Canopy Sign



Canopy Sign



Mansard Sign



Projecting Sign



Projecting Sign



Roof (and Canopy) Sign



Under-Canopy Sign



Under-Canopy Sign



Window Sign



Window Signs

37. SIGN, BUILDING MARKER – See under “Sign, Building” herein.
38. SIGN, CANOPY – See under “Sign, Building” herein.
39. SIGN, CHANGEABLE COPY – A type of sign that is designed and intended to change the display of words, letters, numbers, symbols or graphics on a regular or intermittent basis, either manually, electronically or through electronic activation of a mechanical control mechanism. Changeable copy signs include the following types:
 - a. MANUAL CHANGEABLE COPY SIGN – A sign or portion thereof with characters, letters, or illustrations that can be manually changed or rearranged without altering the face or the surface of the sign. A manual changeable copy sign on which the message is changed more than eight times per day shall be considered an animated sign and not a manual changeable copy sign for purposes of this Article.

- b. **MULTIPLE MESSAGE SIGN** – A sign that contains display surfaces composed of a series of three sided rotating slats arranged side-by-side, either horizontally or vertically, that are rotated by an electromechanical process, capable of displaying a total of three separate and distinct messages, one message at a time. Such signs are also called “trivision signs”. A multiple message sign for properties zoned CCS, CBD, CUN, CGN, CHV, PDC, PDO, IHV or ILT that also adjoin or abut residentially zoned property may only be approved as a special exception under the provisions and procedures provided for special exceptions in the Procedures and Permits Article.
 - c. **VARIABLE MESSAGE SIGN** – A sign or portion thereof with characters, letters, or graphics that can be changed or rearranged electronically without altering the face or the surface of the sign. Such signs are also called “digital signs” or “LED signs”. A variable message sign for properties zoned CCS, CBD, CUN, CGN, CHV, PDC, PDO, IHV or ILT that also adjoin or abut residentially zoned property may only be approved as a special exception under the provisions and procedures provided for special exceptions in the Procedures and Permits Article.
40. **SIGN, DIRECTORY** – A freestanding or building sign used to identify the location of individual occupants within a multi-occupant structure or the location of individual structures within a multi-building development on a property.
41. **SIGN, FREESTANDING** – Any sign attached to or an integral part of a completely self-supporting structure or supports that are placed in, or anchored in, the ground and that are independent from any building or other structure. The term “freestanding sign” includes but is not limited to the following:
- a. **POLE SIGN** – A sign that is mounted on one or more freestanding stanchions or columns such that the sign body is elevated above the ground by such supporting stanchions or columns, and at least one such supporting stanchion or column is less than 20% of the width of the sign body.
 - b. **COLUMN SIGN** – A sign that is mounted on one or more freestanding stanchions or columns such that the sign body is elevated above the ground by such supporting stanchions or columns, and such supporting stanchions or columns are each 20% of the width of the sign body or more.
 - c. **MONUMENT SIGN** – A freestanding sign in which the entire bottom of the sign body or the base of the sign structure is in contact with the ground along its entire length, and the base and any supporting columns are together as wide as or wider than the total width of the sign body.

The following are Illustrative Examples of Freestanding Signs by Type:



Pole Sign



Pole Sign



Pole Sign



Column Sign



Column Sign



Monument Sign



Monument Sign



Monument Sign



Monument Sign



Monument Sign



Monument Sign



Monument Sign

- 42. SIGN, HIGHWAY – Any sign which is located adjacent to a Federal Interstate Highway and which qualify for a Special Exception Permit under Sec. 8-21 of this Article.
- 43. SIGN, INCIDENTAL – A small sign, emblem or decal no larger than 1½ square feet in area. Such signs are normally located on doors, windows and gas pumps, or in parking lots or loading areas, may be freestanding or building signs, and are generally not readily visible or legible from public rights-of-way.

The following are Illustrative Examples of Incidental Signs:



- 44. SIGN, INFLATABLE – A sign that is either expanded to its full dimensions through mechanical means of an air blower or supported by gasses contained within the sign, or sign parts, at a pressure greater than atmospheric pressure.
- 45. SIGN, MARQUEE – See under “Canopy, Building Canopy” herein.
- 46. SIGN, MISCELLANEOUS BUILDING SIGN – A building sign (as defined herein), other than a principal building sign, a temporary event sign or an incidental sign, commonly found on the wall of a nonresidential use property.

The following are Illustrative Examples of Miscellaneous Building Signs:



47. SIGN, MISCELLANEOUS FREESTANDING SIGN – A freestanding sign, other than a freestanding principal sign, temporary event sign or incidental sign, commonly found on multi-family and nonresidential use properties located at entrance and exit driveways, drive-through windows, internal driving lanes, parking lots, designated handicap parking spaces, etc.

The following are Illustrative Examples of Miscellaneous Freestanding Signs:



48. SIGN, MOBILE – See “Mobile Signs” herein.
 49. SIGN, MONUMENT – See under “Sign, Freestanding” herein.

50. SIGN, MULTI-FACED – A single freestanding sign structure consisting of two or more sign faces, each of which is designed to be seen from a different direction.
51. SIGN, MULTIPLE MESSAGE – See under “Sign, Changeable Copy” herein.
52. SIGN, PERMANENT – Any sign that is securely affixed to the ground or to a building and not readily removable. Temporary signs are not considered to be permanent signs.
53. SIGN, PORTABLE – See under “Movable Signs” herein.
54. SIGN, PRE-PERMANENT – A temporary sign used for signage by a new business until their permanent sign is installed.
55. SIGN, PRINCIPAL – Any permanent freestanding or building sign, other than a project entrance sign as defined in this Article, having a sign face area larger than 32 square feet or that is otherwise the main, most prominent or largest freestanding or building sign on a property’s street frontage or principal building.
56. SIGN, PROJECT ENTRANCE – A permanent freestanding sign located at an entrance designed and permitted for vehicular access into a multi-family development, or into a development containing multiple lots, such as but not limited to a particular single-family residential subdivision, a townhouse condominium subdivision, or a commercial subdivision such as an office park or industrial park where buildings are located on separate lots.

The following are Illustrative Examples of Project Entrance Signs:



57. SIGN, PROJECTING – See under “Sign, Building” herein.
58. SIGN, RESIDENTIAL – Any permanent sign located in a district zoned for residential uses.
59. SIGN, ROOF – See under “Sign, Building” herein.
60. SIGN, ROOF INTEGRAL – See “Sign, Building – Mansard Sign” herein.
61. SIGN, SUBDIVISION – See “Sign, Project Entrance” herein.
62. SIGN, SUSPENDED – See “Sign, Building – Under-Canopy Sign” herein.

63. SIGN, TEMPORARY – Any sign, the use of which is short-term in nature, that is affixed to or placed on the ground or to a building but is readily removable and not intended for permanent installation.
64. SIGN, TEMPORARY EVENT – Any sign that is of a non-permanent nature, used only temporarily in relation to a temporary event (as described and regulated by this Article) and not permanently mounted.
65. SIGN, TRAILER – See under “Mobile Signs” herein.
66. SIGN, VARIABLE MESSAGE – See under “Sign, Changeable Copy” herein.
67. SIGN, VEHICLE – See under “Mobile Signs” herein.
68. SIGN, WALL – See under “Sign, Building” herein.
69. SIGN, WINDOW – See under “Sign, Building” herein.
70. STREET – A public or private thoroughfare used, or intended to be used, for passage or travel by motor vehicles.
71. STREET FRONTAGE – The length of any one-property line of a premise, which property line abuts a street. For the purposes of determining yard requirements on corner lots, all sides of a lot adjacent to streets shall be considered frontage, and yards shall be provided as indicated under the zoning definition for yards.
72. SUBTENANT – A natural person, business or other entity that subleases or is otherwise allowed to occupy a portion of land or a building, the majority of which is also occupied by a tenant. For the purposes of this Article, a subtenant is not treated as a “tenant” as defined herein.
73. TEMPORARY EVENT – An activity having a specific duration or the end or which is related to a specific action, usually lasting for only a few days or months at a time. Temporary events are include, but are not limited to, such activities as:
 - a. The offering of a property or premises for sale or rent.
 - b. An election, political campaign, referendum, or ballot proposition put to the voters as part of city, county, state or federal governance.
 - c. Special business promotions, such as, but not limited to, “grand openings”, “close-out sales”, and seasonal sales events.
 - d. Garage/Yard sales.
 - e. The construction of a building or development project, or the rehabilitation, remodeling or renovation of a building.
 - f. A public announcement of a special event or seasonal activity by an individual or a non-profit organization.
74. TENANT – A natural person, business or other entity that occupies land or buildings by ownership, under a lease, through payment of rent, or at will; the primary occupant, inhabitant, or dweller of a place. In contrast, see “Subtenant” herein.

75. TENANT FRONTAGE – The horizontal distance in feet between the walls that delimit an exterior façade of a tenant space. A “tenant space” may be a stand-alone building with a single occupant, or a portion of a planned center that is separated from all other tenant spaces for occupancy by a single tenant.
76. ZONED LOT – A parcel of land in single ownership that is of sufficient size to meet minimum zoning requirements for area, coverage, and use, and that can provide such yards and other open spaces as required by this Zoning Ordinance.

Sec. 8-4. - Computations.

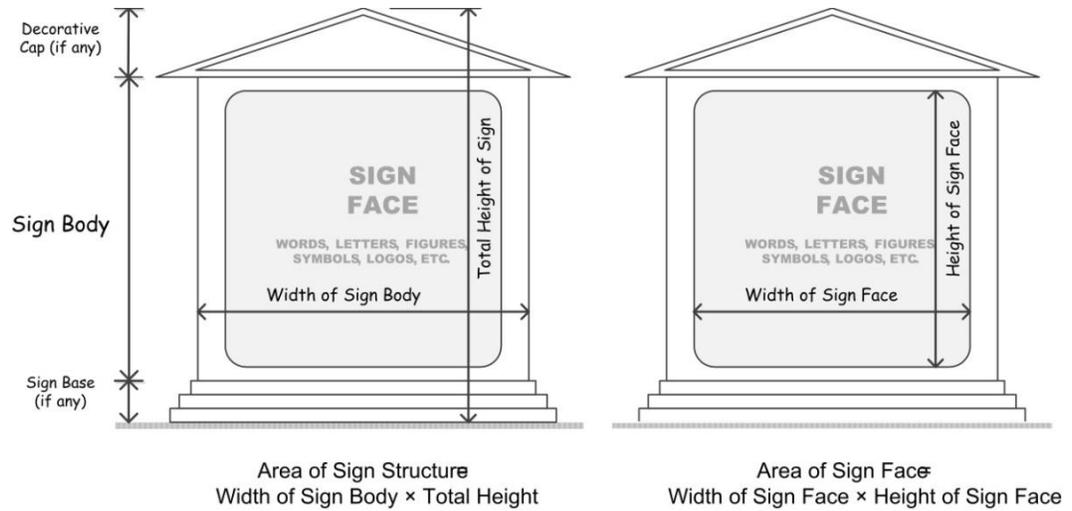
The following principles shall control the computation of sign face area and sign height.

(a) Computation of Area.

(1) Generally.

- a. The area of a sign face or module shall be computed by means of the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem, logo, or other display, together with any material or color forming an integral part of the background of the sign face or used to differentiate the sign face from the sign body or structure against which the sign face is placed. The sign face area does not include any supporting framework, structural supports, or decorative structure or wall when such structure or wall is clearly incidental to the display itself.
- b. If a sign face is composed of two or more sign modules, the sign face area shall be the area of each module, measured in accordance with Sec. 8-4(a)(1)a, totaled together.
- c. The area of a sign structure shall be computed by means of the smallest rectangle that will encompass the extreme limits of the sign, by multiplying:
 1. The width of the body of the sign (exclusive of the sign’s base or decorative cap, if any) measured at the widest portion of the sign body; times
 2. The height of the sign as determined under Sec. 8-4(b), “Computation of Height”.
- d. The following are examples of how sign structure area and sign face area measurements are made; the signs shown are illustrative and only provided for clarity.

Sec. 8-4. - Computations.



(2) Area of Multi-Sided Signs.

The sign face area for a sign structure with more than one side shall be computed by adding together the area of all sign faces visible from any one point. The sign face area of a sign structure with more than one side, and such sides are not more than 24 inches apart from any point of the sign, shall be computed as follows:

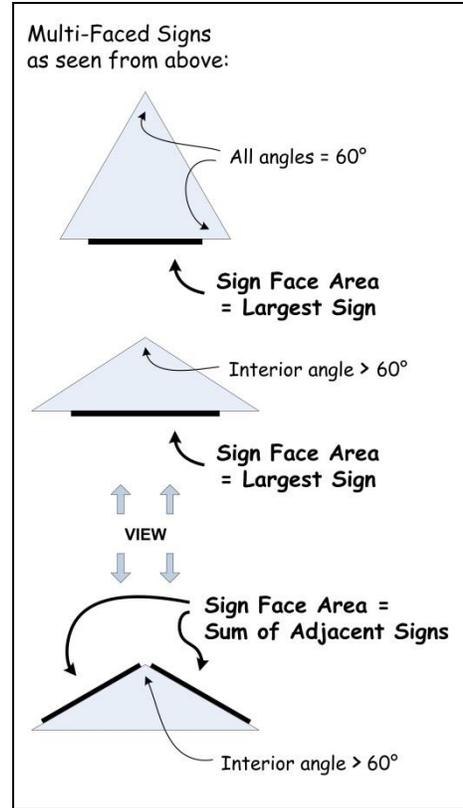
- a. Double-sided signs.

Sign Face Area:
Three-sided Sign Structures

For double-sided signs, when the sign face surfaces are parallel (back-to-back), or where the smallest angle formed between the two sides is 60 degrees or less, the area of the sign shall be taken as the area of the largest sign face. For double-sided signs where the interior angle formed by the sides is more than 60 degrees, the sign face area shall be the total area of both faces.

b. Signs with three or more sides.

1. For sign structures having only three sides and the interior angle formed between each of the sides is 60 degrees, the sign face area shall be taken as the area of the largest of the three sign faces.
2. For all other multi-sided signs with three or more sides, the sign face area shall be either the largest sign face on any one side, or the largest total of all sign faces that are joined by an interior angle of more than 60 degrees, whichever can be viewed from an adjoining street.



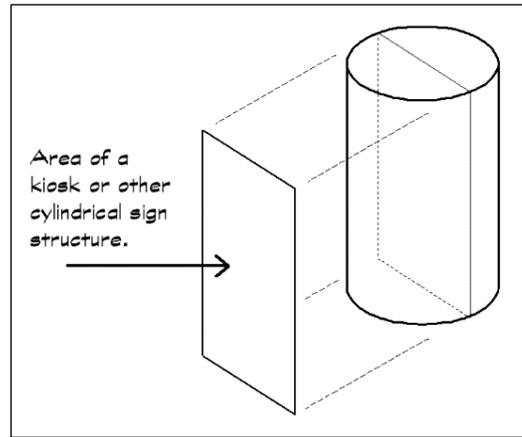
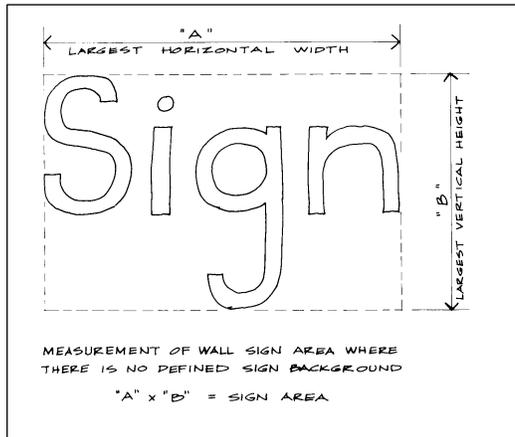
(3) Free-Form Signs.

For signs that have no identifiable frame or border, the smallest rectangle that includes all of the sign's words, letters, figures, symbols, logos, fixtures, colors or other design elements intended to convey the sign's message shall establish the area of the sign face.

(4) Kiosks.

For a kiosk or other cylindrical sign structure, the area of the sign face shall be the largest measurement achieved from any view of the sign structure. Measurements shall be made as a flat plane rectangle projected on or bisecting the sign structure.

Free-Form Sign

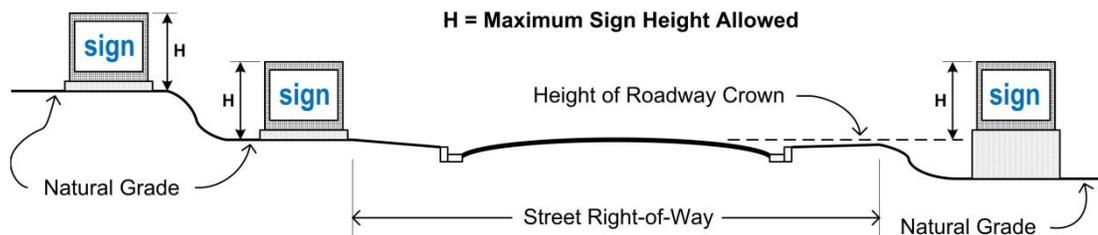


Kiosk Sign

(b) Computation of Height.

(1) For a freestanding sign structure located within 100 feet of an adjacent street right-of-way (as measured perpendicular to the street), the following applies:

- a. For a sign located on land at or above the crown of the roadway in the adjacent street, the height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.



Examples of Sign Height Measurements

- b. For a sign located on land below the crown of the roadway in the adjacent street, the sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point

of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zoned lot, whichever is lower.

- (2) For a freestanding sign structure located 100 feet or more from an adjacent street right-of-way (as measured perpendicular to the street), the height of a sign shall be equal to the vertical distance from the average grade at the base of the sign to the highest point of any portion of the sign. Any earthen berms or other site improvements that raise the sign above the pre-construction natural grade of the land upon which the sign is placed shall be included in the height measurement of the sign.

Sec. 8-5. - Restrictions on Changeable Copy Signs.

(a) Manual Changeable Copy Signs.

A manual changeable copy sign on which the message is changed more than eight times per day shall be considered an animated sign and not a manual changeable copy sign for purposes of this Article.

(b) Multiple Message Signs.

- (1) Each display surface of a multiple message sign shall remain fixed for at least 10 seconds.
- (2) When a display surface is rotated to the next display surface, it shall be accomplished in three seconds or less.
- (3) No such multiple message sign shall be placed within 100 feet of another multiple message sign or a variable message sign on the same side of a street or highway and 100 feet from any residentially zoned property.
- (4) The multiple message sign shall contain a default design that will freeze the display surface in one position if a malfunction occurs.

(c) Variable Message Signs.

- (1) Variable message signs shall only be freestanding, monument or highway signs as defined by this Article.
- (2) No variable message sign shall be placed within 100 feet of another variable message sign or a multiple message sign on the same side of a street or highway and 100 feet from any residentially zoned property.
- (3) The message shall remain fixed for at least 10 seconds and when a message is changed, it shall be perceived as instantaneous within the capability of the technology employed (generally about 1/10th of a second).
- (4) Any sign that utilizes lighting to simulate or gives an illusion of movement, or utilizes frame effects, flashing or bursting illuminations, scrolling, or other variation in the static image during the display of a single image is not allowed and shall be considered an animated sign.

- (5) No variable message sign shall exceed one half (0.5) maintained foot-candles above ambient light levels measured at any adjacent property line to a residentially zoned lot and shall not exceed 2.0 maintained foot-candles above ambient light levels at any public right-of-way line. At all other locations, the sign shall not operate at a brightness level of more than 0.3 foot-candles above ambient light levels measured at 100 feet from the sign.
- (6) An acceptable method for measuring the allowed brightness level for illuminated signs is by recording the ambient light level reading for the sign at a designated measurement distance, using a foot-candle meter, while the sign is off or displaying all black. The foot-candle meter should be aimed directly at the sign at the appropriate distance. A follow up recording should then be performed while the lights are illuminated white.
- (7) Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change.
- (8) As part of an application for a sign permit, the sign owner must provide the Building Official with a written statement from the installer that the sign will comply with the city's brightness requirements and all other requirements of this Sec. 8-5(c), and shall certify to such compliance within 30 days after installation of the sign.
- (9) The owner of the variable message sign shall provide to the Building Official information for a 24 hour contact able to turn off the sign promptly if a malfunction occurs.
 - a. If, at any time, a malfunction occurs or the variable message sign is no longer working properly, the owner of the sign shall turn off the illumination display and shall make repairs to the sign within 60 days or electrical service to the sign will be disconnected at the owner's expense.
 - b. Should the illumination of a sign appear to be brighter than allowed under Sec. 8-5(c)(5), above, the owner of the sign shall, within 24 hours of a request by the Building Official, turn off the sign until the brightness level of the sign can either be verified or corrected to be in compliance. The owner shall bear responsibility of the expenses necessary to ensure the brightness level of the sign meets the requirements of this Article.
- (10) Operation of an electronic changeable copy sign in violation of any provision of this Sec. 8-5(c), including overriding the sign's light-sensing or fail-safe devices, may result in the disconnection of the electrical power supply to the sign at the owner's expense, under the enforcement provisions of this Ordinance.

Sec. 8-6. - Signs Allowed on Private Property with and without Permits.

- (a) Signs shall be allowed on private property in the city in accordance with, and only in accordance with, Sec. 8-16 of this Article. If the letter "P" appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning districts represented by

that column. If the letter “S” appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning districts represented by that column. Special conditions may apply in some cases. If the letter “N” appears for a sign type in a column, such a sign is not allowed in the zoning districts represented by that column under any circumstances.

- (b) Although allowed under the previous paragraph, a sign designated by an “S” or “P” in Sec. 8-16 of this Article shall be allowed only if the size, location, and number of signs on the zoned lot conform with the requirements of Sec. 8-17 and Sec. 8-18 of this Article (which sections establish sign dimensions allowed by sign type), and with any additional limitations listed in Sec. 8-12 for temporary event signs, Sec. 8-19 for miscellaneous signs, and Sec. 8-20 for project entrance signs.

Sec. 8-7. - Permits Required.

- (a) If a sign requiring a sign permit under the provisions of this Article, including a highway sign covered in Sec. 8-21, a permanent sign as specified in Sec. 8-23 or a temporary sign as required by Sec. 8-24, is to be placed, constructed, erected or modified on a zoned lot, a sign permit shall be obtained prior to the construction, placement, erection or modification of such a sign in accordance with the requirements of this Article.
- (b) Signs identified with the letter “S” on Table 8-A in Sec. 8-16 of this Article shall be erected, installed or created only in accordance with a duly issued and valid sign permit from the Building Official.
- (c) Permits issued by the Building Official may also be required under the electrical and building codes of the city, depending on the nature of the proposed sign construction or modification.
- (d) No sign permit of any kind shall be issued for a proposed sign unless such sign is consistent with the requirements of this Article. If a proposed sign is consistent with the requirements of this Article, a permit shall be issued within the time frames established in Sec. 8-26. Otherwise, said application shall be deemed denied.
- (e) Appeals from the denial of an application shall be as set out in Sec. 8-27 of this Article.

Sec. 8-8. - Design, Construction, and Maintenance.

All signs shall be designed, constructed, and maintained in accordance with the following standards:

- (a) All signs shall comply with the applicable provisions of the most current Standard Building Code, Signs and Outdoor Displays and the current edition of the Georgia State Minimum Standard Electrical Code of the city at all times.
- (b) Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Article, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

- (c) All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this code, at all times.
- (d) No sign shall be constructed in such a manner which will hinder vehicle traffic or pedestrians or block any entrances or exits from any sidewalk or building or any windows, doors, or fire escapes. Each sign shall be securely erected and free of any protruding nails, tacks, and wire.
- (e) No sign shall be constructed with any type material, finished letters, characters or surface that will reflect sunlight or any other type of light of such an intensity to hinder vehicle traffic or in any way create a nuisance to the surrounding area.
- (f) A sign containing wood in its structure, face or frame or any part thereof shall be painted or stained.
- (g) All signs shall be constructed in such a manner and fastened in such a way to prevent movement by wind action.
- (h) No sign shall give off light which glares, blinds or has any adverse effect on traffic or adjacent properties. The light from an illuminated sign shall be established in such a way that adjacent properties and roadways are not adversely affected and that direct light is cast upon adjacent properties and locations.
- (i) No wall sign shall cover wholly or partially any wall opening, nor project beyond the ends or top of the wall to which it is attached.
- (j) All temporary event signs shall be securely installed, and shall meet all applicable safety standards as prescribed by the city's current building code or electrical code.
- (k) All miscellaneous and temporary signs shall be placed on private property and may not be placed within five feet of a right-of-way.
- (l) All signs must be placed upon a zoned lot. No sign may be placed on any lot, which lot does not meet the minimum lot requirements of this Zoning Ordinance and subdivision requirements or otherwise qualifies as a lot of record.
- (m) No message may be displayed on any portion of the structural supports of any sign.
- (n) All signs regulated by this Article shall be kept clean, neatly painted, and free from all electrical and mechanical hazards, including, but not limited to, faulty wiring and loose connections, and the premises surrounding the signs shall be maintained by the owner in a sanitary and inoffensive condition, free and clear of all weeds, rubbish, and debris.
- (o) No sign shall be illuminated either internally or externally, in any residential zoning district except that project entrance signs may be externally illuminated from dusk until dawn.
- (p) Freestanding signs in the Quality Development Corridor Overlay District and the Building Exterior Quality Design Overlay District shall be monument signs constructed of wood, stone or other similar materials and shall complement the material and color of the building. Sign supports shall be faced with the primary material used on the primary structure. The primary structure material shall be used in frame the sign in such a way as to completely surround the sign a maximum of eight inches (8") on the top and sides of the sign. No part

of a metal can shall be left exposed, except as required for maintenance of the sign and/or its components.

Sec. 8-9. - Signs in the Public Right-of-Way.

Signs allowed in the public right-of-way shall be placed behind the curb or sidewalk if present. No signs shall be allowed in the public right-of-way, except for the following:

- (a) Permanent Signs.
 - (1) Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic;
 - (2) Bus stop signs erected by a public transit company or school district;
 - (3) Signs placed by public utilities authorized by the city to locate their facilities within the right-of-ways; and
 - (4) Projecting and under-canopy signs projecting over a public right-of-way in conformity with the conditions of Sec. 8-16 of this Article.

- (b) Emergency Signs.

Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the public right-of-way.

- (c) Other Signs Forfeited.

Any sign installed or placed on public property, except in conformance with the requirements of this Section, shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the city shall have the right to recover from the owner or person placing or maintaining such a sign the full costs of removal and disposal of such sign.

Sec. 8-10. - Signs Exempt from Regulation under this Article.

The following signs are exempt from regulation under this Article:

- (a) Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance,
- (b) Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than three feet beyond the lot line of the zoned lot or parcel on which such sign is located,
- (c) Traffic control signs on private property, such as “Stop”, “Yield”, and similar signs, which meet Georgia Department of Transportation standards and contain no commercial message,
- (d) Decorations related to a holiday or seasonal event (as defined in this Article) that are placed on a property as personal speech by the owner, or with the owner’s permission.

The following are illustrative examples of non-commercial holiday decorations:



- (e) Address numerals affixed to a structure on the property, or to a mailbox on the property, that are no more than 5 inches in height.
- (f) Signs evidencing the presence of a security, or alarm system, on the property that are no more than 1 square foot in area.

Sec. 8-11. - Signs Prohibited under this Article.

All signs not expressly allowed under this Article or are exempt from regulation in accordance with the previous Section are prohibited in the city. Such signs include:

- (a) Signs imitating warning signals; signs displaying lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance or rescue vehicles; signs using words, slogans, dimensional shape or size, or colors of governmental traffic signs in such a manner as to resemble official traffic signs.
- (b) Signs with lights blinking and/or flashing in series, lines or rows.
- (c) Flashing, blinking, fluctuating or intermittent lighted signs or beacons or otherwise animated signs.
- (d) Signs attached to trees or utility poles or boxes; signs painted on or otherwise attached to rocks or other natural objects; signs, other than those placed by a local, state or federal government, or authorized utility located within the public street right-of-way or feet of the edge of curb or closest edge of the pavement of any public street.
- (e) Signs emitting or utilizing in any manner any sound capable of being detected on a public road by a person of normal hearing.
- (f) Unprofessionally fabricated signs that are hand written, hand painted or handmade are prohibited. A “professionally” hand-painted sign, which is allowed, is one that has been prepared or created by a person engaged in the paid occupation of sign-painting and generally reproduces font sets created by such foundries as adobe, microsoft, bitstream, etc.

The following are illustrative examples of "professionally" hand-painted signs that would not be prohibited:



- (g) Signs which obstruct any fire escape, any means of egress or ventilation, or prevent free passage from one part of a roof to any other part thereof; signs attached in any manner to any fire escape.
- (h) Fringe, twirling, sidewalk or curb-type signs, balloons, streamers, pennants, portable display signs, air or gas filled figures and other similar temporary event signs, other than as specifically authorized in this Article.
- (i) Roof signs, or signs projecting above the roof line of a structure;
- (j) Signs displaying words, characters, and/or illustrations of an obscene, indecent or immoral nature as defined by the State of Georgia at O.C.G.A. § 16-12-80 (b), or displaying nudity or sexual conduct as defined by the State of Georgia at O.C.G.A. § 16-12-81 (b)(1) and O.C.G.A. § 32-6-52.
- (k) Signs that advertise or encourage illegal activity as defined by local, state or federal laws.
- (l) Illuminated signs from or to which direct rays of light are projected onto a lot other than on the lot where the illumination occurs.
- (m) Search lights or similar devices.
- (n) Signs on benches, vending machines, trash cans, or other outdoor devices that are larger than an "incidental sign" as defined herein.
- (o) Animated signs.
- (p) Strings of lights not permanently mounted to a rigged background.
- (q) Inflatable signs or displays and tethered balloons, or anything that mimics or has the appearance of an inflatable sign or tethered balloon.
- (r) Illuminated canopy, canopy signs and illuminated projecting signs, except for canopy signs regulated in Section 8-19, (b), (4).
- (s) Portable signs except A-frame signs as may be allowed under this Article.
- (t) Trailer signs.

- (u) Vehicle signs with a total sign area in excess of 10 square feet, and:
 - (1) any part of the vehicle is parked for more than three consecutive hours within 100 feet of any street right-of-way, and the vehicle is not being actively loaded or unloaded, and there are other available and accessible locations on or about the occupancy advertised where the vehicle can be parked, which are not within 100 feet of a street right-of-way and visible from such; and
 - (2) is visible from the street right-of-way that the vehicle is within 100 feet; and
 - (3) for more than three consecutive hours is not regularly used in the conduct of the business advertised on the vehicle. A vehicle used primarily for advertising, and not for the purpose of providing transportation for owner, employees, inventory, merchandise, supplies or materials of the occupancy advertised on the vehicle, shall not be considered a vehicle used in the conduct of business. Vehicle may not be used for off premises storage of inventory, merchandise, supplies, or materials.
- (v) All signs not specifically allowed by this Article.

Sec. 8-12. - Temporary Event Signs on Residential and Commercial Property.

Temporary signs related to specific temporary events, as described herein, are subject to the following requirements:

- (a) Temporary Event Signs Allowed.
 - (1) In addition to signs allowed in Sec. 8-16, certain signage is allowed on a property for the duration of a temporary event. Such additional signs shall not be restricted as to the message displayed on the sign, but they must comply with the provisions of this section.
 - (2) Temporary event signs must comply with all requirements of this Article, except as modified by the provisions of this Section, including prohibitions listed in Sec. 8-11. Only 1 temporary event sign is allowed on a residential, commercial or industrial zoned lot, unless provided otherwise in this Section.
 - (3) Temporary event signs must be constructed of wood, metal, or other durable materials in such a manner as to resist high winds. Freestanding temporary event signs shall be constructed in such a manner that incorporates a base from which no supports or feet extend which may cause pedestrians to trip. No external cables, brackets, wires or props shall be permitted as a support.
 - (4) No sign that requires electricity or other power source shall be allowed.
- (b) Size Requirements and Type.
 - (1) Freestanding Signs.
 - a. Area of sign:
 - 1. Residential zoned lot: 6 non-illuminated square feet.

2. Commercial or Industrial zoned lot: 32 non-illuminated square feet.
- b. Height of sign:
 1. Residential zoned lot: 4 feet in height.
 2. Commercial or industrial zoned lot: 6 feet in height.
- (2) Wall Sign. Commercial or Industrial zoned lot: 6 non-illuminated square feet.
- (3) Banners. Commercial or Industrial zoned lot: 24 square feet.
- (c) Duration.

Temporary event signs may be placed on any property upon initiation of a temporary event and must be removed upon the termination of the event. Banners must follow the duration period as set forth in Sec. 8-12(d)(3). Initiation and termination of particular events shall be interpreted as follows:

- (1) Sale or lease of a building or premises. Initiation upon the availability of the building or premises for sale or lease, and termination upon the closing of the sale or execution of the rental agreement.
 - (2) Building construction or remodeling. Initiation upon issuance of a building permit authorizing the construction, interior finish or remodeling and termination with 7 days after issuance of either a Certificate of Occupancy or Certificate of Completion.
 - (3) Residential or non-residential development. Initiation upon preliminary plat or site plan approval by the city. Termination upon the sale of 75% of the lots, dwelling units or buildings in the final phase, or at the end of 6 continuous months during which no building permits have been issued for new construction or building activity has taken place within the development of site, whichever comes first.
 - (4) Election or political campaign. Initiation upon the filing for qualification of candidates and termination upon the final determination on each ballot issue or candidate.
 - (5) Garage/Yard Sales. Initiation 3 days prior to the announced date of the sale and termination at the end of the announced date.
 - (6) Special business promotions. Initiation upon the announcement of the special sale or sales event and termination upon its completion or 30 days after initiation, which occurs first. Business promotion signs 16 square feet or greater in size may not be approved more often than 4 times each calendar year on the same property.
 - (7) Public announcement. Initiation upon the placement of the sign and termination within 30 days after placement.
- (d) Number of Signs.

Only one sign related to each temporary event may be located on a lot at any one time and only one temporary event at a time is allowed on a lot, in addition to the following:

- (1) Sale or lease of a lot, building or premises. One freestanding temporary event sign per lot that is available for sale or lease. For a planned center or a storefront development,

one additional temporary event wall sign may be placed on the tenant frontage of the space that is available for sale or lease.

- (2) Election or political campaign. No limit.
 - (3) Banners. One banner per street frontage, not to exceed 7 days per calendar year.
 - (4) Planned Centers and Storefront Developments. Each business conducting a special business promotion event is allowed one wall temporary event sign, subject to the duration set forth in Sec. 8-12(c)(6).
- (e) Location.
- (1) All temporary event signs must meet setback requirements as set forth in Sec. 8-18(c) of this Article.
 - (2) A temporary event sign must be located at least 10 feet from any other sign.
 - (3) A temporary event sign shall be erected and maintained only with the permission of the owner of the property on which the sign is to be located.
- (f) Permits and Sign Approval.
- A temporary sign permit shall be required for the following signs:
- (1) Banners.
 - (2) Freestanding temporary event signs 16 square feet or larger in size, with the exception of event signs allowed during the sale or lease of a building or premises; and event signs allowed during elections or political campaigns.
 - (3) Special business promotion signs.
 - (4) Garage/Yard sales.

Sec. 8-13. - Violations.

Any of the following shall be a violation of this Article and shall be subject to the enforcement remedies and penalties provided in this Article.

- (a) To install, create, or erect any sign requiring a sign permit without such a permit;
- (b) To install, create, or erect any sign in a way that is inconsistent with any plan or permit governing such sign or the zoned lot on which the sign is located;
- (c) To fail to remove any sign that is installed, created, or erected in violation of this Article, or for which the sign permit for such sign has lapsed; or
- (d) To continue any such violation. Each such day of a continued violation shall be considered a separate violation.

Sec. 8-14. - Notice of Violations.

Signs erected in the public right-of-way shall be removed without notice. If any sign is erected or maintained in violation of any of the provisions of this Article, the Building Official shall have the duty to give the owner thereof written notice of such violation, such notice to include a brief statement of the particulars in which this Article is violated and the manner in which such violation is to be remedied. If a sign has been registered with the Building Official, notice to the registered owner or to the person or firm receiving the permit shall be sufficient. If a sign has not been registered and the owner is not known, affixing a copy of the notice to the sign, sign structure or building for a period of 10 days shall be sufficient.

Sec. 8-15. - Nonconforming Signs.

Signs which, on the date of adoption of this Zoning Ordinance or a subsequent amendment thereto, were approved and legally erected under previous sign restrictions, and which became or become nonconforming with respect to the requirements of the newly adopted or amended Zoning Ordinance, may continue in existence subject to the following restrictions:

- (a) Burdon of Proof:
 - (1) Signs for which documentation exists that the sign was erected in conformance with the city's requirements and regulations are considered "legal" nonconforming signs.
 - (2) The burden of proof that an existing sign qualifies as a legal nonconforming sign lies with the owner of the sign. Lacking such proof, the sign may be determined to be an illegal nonconforming sign and its removal required.
- (b) In all use districts, legal nonconforming signs may continue in existence provided that the size of the sign face, body or structure is not increased.
- (c) A nonconforming sign shall not be replaced, enlarged or structurally altered except to conform to the provisions of this Article.
- (d) A nonconforming sign shall not be replaced by another nonconforming sign, except that the substitution or interchanging of poster panels, painted boards or demountable material on nonconforming signs shall be allowed.
- (e) A nonconforming sign may not be replaced by another nonconforming sign except were changed conditions beyond the control of the owner render the sign nonconforming or warrant the sign's repair.
- (f) An existing sign that was legally erected and that becomes nonconforming as to the setback requirements of the city due to road widening may be moved to meet the setback requirements of this Ordinance. Such sign shall not be increased in size or changed in any manner except as to become conforming.
- (g) All nonconforming banners, pennants, and portable signs in existence as of the date of adoption or subsequent amendment of the Zoning Ordinance shall be removed within 12 months of such adoption or amendment.

Sec. 8-16. - Signs Allowed by Type and Zoning District.

(a) Residential, Commercial and Industrial Districts.

Signs that are allowed and not allowed in each of the residential, commercial and industrial zoning districts are shown on the following table, and are annotated as follows:

P = Allowed Without Sign Permit

S = Allowed Only With Sign Permit

N = Sign Not Allowed

Table 8-A: Signs Allowed by Type and Zoning District

SIGN TYPE	ZONING DISTRICT															
	RU-1	RS-20	RS-15	RU-7	RML	RMH	RU-2	OI-1	OI-2	CBD	CGN	CHV	CCS	CUN	ILT	IHV
A-Frame (Sandwich Board)		P			P	P	P	P	P	P	P	P	P	P	P	P
Animated		N			N	N	N	N	N	N	N	N	N	N	N	N
Banner		N			N	N	N	S	S	S	S	S	S	S	S	S
Building Marker ¹		P			P	P	P	P	P	P	P	P	P	P	P	P
Canopy		N			S	S	S	S	S	S	S	S	S	S	S	S
Changeable Copy - Manual		N			N	N	N	S	S	S	S	S	S	S	S	S
Changeable Copy – Multiple Message ²		N			N	N	N	N	N	N	N	N	N	N	N	N
Changeable Copy – Variable Message ³		N			N	N	N	S	S	S	S	S	S	S	N	N
Directory		N			S	S	S	S	S	S	S	S	S	S	S	S
Flag ⁴		P			P	P	P	P	P	P	P	P	P	P	P	P

¹ Must be cut or etched into masonry, stone, bronze, or similar material and permanently installed into the surface of a building at the time of its construction or subsequent dedication.

² Multiple message signs are allowed only on an approved Highway Sign and must meet all requirements of this Article, the Georgia Outdoor Advertising Law (O.C.G.A. § 32-6-52 et seq.) and the Georgia Department of Transportation.

³ Variable message signs that do not constitute animated signs shall be allowed in commercial zoning districts of the city provided the variable message sign does not exceed size and height limits for freestanding signs and the variable message sign is placed on or in lieu of a permanent sign otherwise allowed on the property. Variable message signs placed on an approved Highway Sign must meet all requirements of this Article, the Georgia Outdoor Advertising Law (O.C.G.A. § 32-6-52 et seq.) and the Georgia Department of Transportation.

⁴ See Sec. 8-19(b)(6).

Table 8-A: Signs Allowed by Type and Zoning District

SIGN TYPE	ZONING DISTRICT															
	RU-1	RS-20	RS-15	RU-7	RML	RMH	RU-2	OI-1	OI-2	CBD	CGN	CHV	CCS	CUN	ILT	IHV
Freestanding Principal Sign ⁵	N			S	S	S	S	S	S	S	S	S	S	S	S	S
Incidental (max. 1½ sf)	N			P	P	P	P	P	P	P	P	P	P	P	P	P
Marquee Sign	N			N	N	N	S	S	N	S	S	S	S	S	S	S
Miscellaneous Building Signs (max. 4 sf)	N			N	N	N	P	P	P	P	P	P	P	P	P	P
Miscellaneous Freestanding Sign (up to 4 sf)	N			P	P	P	P	P	P	P	P	P	P	P	P	P
Miscellaneous Freestanding Sign (over 4 sf, max 32 sf)	N			S	S	S	S	S	S	S	S	S	S	S	S	S
Monument Sign	N			S	S	S	S	S	S	S	S	S	S	S	S	S
Pennant	N			N	N	N	N	N	N	N	N	N	N	N	N	N
Mansard Sign	N			N	N	N	N	N	N	S	S	S	S	S	S	S
Mobile Sign - Portable	N			N	N	N	N	N	N	N	N	N	N	N	N	N
Mobile Sign – Trailer Sign	N			N	N	N	N	N	N	N	N	N	N	N	N	N
Mobile Sign – Vehicle Sign (max 10 sf)	P			P	P	P	P	P	P	P	P	P	P	P	P	P
Mobile Sign – Vehicle Sign over 10 sf	N			N	N	N	N	N	N	N	N	N	N	N	N	N
Projecting Sign ⁶	N			N	N	N	S	S	S	S	S	S	S	S	S	S
Project Entrance Signs	S			S	S	S	S	S	S	S	S	S	S	S	S	S
Residential ⁷	P			P	P	P	N	N	N	N	N	N	N	N	N	N
Roof	N			N	N	N	N	N	N	N	N	N	N	N	N	N
Subtenant Sign	N			N	N	N	N	N	S	S	S	S	S	S	N	N
Temporary Sign – Special Event	SEE Sec. 8-12															
Temporary Sign – Pre-Permanent Sign	N			N	N	N	S	S	S	S	S	S	S	S	S	S
Under-Canopy Sign ⁸	N			S	S	S	S	S	S	S	S	S	S	S	S	S

⁵ Freestanding highway signs are only permitted by special exception.

⁶ Height above sidewalks shall be a minimum of 8½ feet. Sign shall not project past the sidewalk.

⁷ One per lot not to exceed 6 square feet in area and 4 feet in height for a freestanding sign, and 1½ square feet for a wall sign.

⁸ Height above sidewalks shall be a minimum of 8½ feet. Sign shall not project past the sidewalk.

Table 8-A: Signs Allowed by Type and Zoning District

SIGN TYPE	ZONING DISTRICT															
	RU-1	RS-20	RS-15	RU-7	RML	RMH	RU-2	OI-1	OI-2	CBD	CGN	CHV	CCS	CUN	ILT	IHV
Wall		N			S	S	S	S	S	S	S	S	S	S	S	S
Window ⁹		N			S	S	S	S	S	S	S	S	S	S	S	S

(b) Planned Development Districts.

- (1) PDR, Planned Residential Development District: For lots that are zoned PDR, the sign requirements of the RS-20 district will apply.
- (2) PDC, Planned Commercial District: For lots that are zoned PDC, the sign requirements of the CUN district will apply.
- (3) PDO, Planned Office Development: For lots that are zoned PDO, the sign requirements of the OI-1 district will apply.

(c) Other Zoning Districts.

No sign shall be allowed in the OSD-1, OSD-2, and OCR districts except as otherwise provided in the district regulations.

Sec. 8-17. - Number of Permanent Signs Allowed.

- (a) Only one principal freestanding sign on a zoned lot or per 200 feet (or major fraction thereof) of street frontage shall be permitted in the RS-20, RS-15, RU-7, RU-1, RU-2, RML, and RMH zoning districts.
- (b) Only one principal freestanding or monument sign per lot or 200 feet (or main fraction thereof) of street frontage of the lot shall be permitted in the OI-1, OI-2, CUN, CCS, CBD, CGN, CHV, ILT, and IHV zoning districts, except that separate requirements may be applied for each street on which a corner lot or double-frontage lot faces.
- (c) Only one principal building sign permitted per street frontage per business establishment.
- (d) Lots fronting on two or more streets are allowed the permitted principal signage for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.

⁹ One window sign per street frontage shall be permitted per business establishment and shall be a maximum of 6 square feet.

- (e) In addition to the limitation on the number of signs set forth in this Section, one directory sign may be permitted for lots with multiple establishments zoned commercial or industrial.
- (f) In addition to any other principal freestanding signs authorized by this Article on a commercial zoned lot, if such lot contains a business premises where materials are delivered at a drive thru delivery point other than on the front side of the building, then one additional permanent freestanding sign per delivery point shall be allowed to be located on the property in the side or rear yard; no such sign shall exceed 32 square feet in sign area nor 6 feet in height. The location of the sign on the lot shall be approved as a part of the site plan review process.
- (g) See Sec. 8-19 for the number of miscellaneous signs allowed.
- (h) See Sec. 8-20 regarding project entrance signs.

Sec. 8-18. - Dimensions and Location of Permanent Signs.

Except where stated elsewhere in this Article, the following shall apply to all signs in the zoning districts indicated.

(a) Area (square feet).

(1) The maximum square footage of any principal freestanding sign shall be:

- a. Sixteen square feet in the all residential zoning districts;
- b. Thirty-two square feet in the OI-1, OI-2, CUN, and CBD zoning districts; and
- c. Fifty square feet in the CCS, CGN, CHV, ILT, IHV zoning districts.

For lots that are zoned PD, the preceding district regulations set forth in Sec. 8-16(b) will apply depending on the nature of the Planned Development.

(2) The maximum area of a principal building sign shall be 10% of the total area of the wall (including window and door areas) of which such sign is a part or to which each such sign is most nearly parallel; provided, however, that in no instance shall the building sign exceed 75 square feet in the CUN, CBD, OI-1 and OI-2 zoning districts, and 150 square feet in CCS, CGN, CHV, ILT and IHV zoning districts.

(3) The maximum area of a directory sign shall be 6 square feet.

(4) The maximum area of one miscellaneous sign on a property shall be 32 square feet; for all other miscellaneous signs on the property, each sign shall not exceed 4 square feet in sign face area.

(5) See Sec. 8-20 regarding project entrance signs.

(b) Height.

(1) The maximum height of any permanent sign shall be:

- a. Five feet in the residential zoning districts except RML and RMH zoning districts; and

- b. Six feet in the RML, RMH, OI-1, OI-2, CCS, CGN, CHV, CUN, CBD, ILT, and IHV zoning districts.
- (2) For lots that are zoned PD, the preceding district regulations set forth in Sec. 8-16(b) will apply depending on the nature of the planned development.
- (c) Setback.

Each permanent sign must have the following setbacks from any right-of-way:

- (1) Ten feet from the pavement but must be 5 feet outside of the right-of-way in the residential, OI-1, OI-2, CCS, CGN, CHV, CUN, CBD, ILT and IHV zoning districts.
- (2) Sixty feet from any Federal Interstate Highway.
- (3) For lots that are zoned PD, the preceding district regulations set forth in Sec. 8-16(b) will apply depending on the nature of the Planned Development.
- (4) For nonresidential lots, signs must be set back from the side and rear property lines a distance no less than the building setbacks established by the underlying zoning of the lot on which the sign will be located.

Table 8-B: Principal Signs

	Zoning District			
	RS-20, RS-15, RU-7, RU-I and RU-2	RML and RMH	OI-1, OI-2, CSN, CUN and CBD	CCS, CGN, CHV, ILT, and IHV
Principal Freestanding Signs				
Max. number of Principal Freestanding Signs	1 sign on a zoned lot or per 200 feet (or major fraction thereof) of street frontage	1 sign on a zoned lot or per 200 feet (or major fraction thereof) of street frontage	1 sign on a zoned lot or per 200 feet (or major fraction thereof) of street frontage, per street	1 sign on a zoned lot or per 200 feet (or major fraction thereof) of street frontage, per street
Max. area of Principal Freestanding Sign face	16 sf	16 sf	32 sf	50 sf
Max. height of sign structure	5 ft	6 ft	6 ft	6 ft
Min. setback from street right-of-way line ¹⁰	10 ft from pavement, at least 5 ft from right-of-way	10 ft from pavement, at least 5 ft from right-of-way	10 ft from pavement, at least 5 ft from right-of-way	10 ft from pavement, at least 5 ft from right-of-way

¹⁰ See the visibility clearance area setback requirements under Sec. 8-18(d).

Table 8-B: Principal Signs

	Zoning District			
	RS-20, RS-15, RU-7, RU-I and RU-2	RML and RMH	OI-1, OI-2, CSN, CUN and CBD	CCS, CGN, CHV, ILT, and IHV
Min. setback from Interstate Highway	60 ft	60 ft	60 ft	60 ft
Min. setback from side and rear property lines	None required	None required	Distance equal to the building setbacks required by the zoning district	Distance equal to the building setbacks required by the zoning district
Monument sign allowed	Yes	Yes	Yes	Yes
Column sign allowed	No	No	Yes	Yes
Pole sign allowed	No	No	No	No
Joint sign required	N/A	N/A	For Planned Centers	For Planned Centers
Principal Building Signs				
Max. number of Principal Building Signs	None	None	1 building sign per street frontage per business establishment	1 building sign per street frontage per business establishment
Max. area of sign face	N/A	N/A	10% of the area of the wall, max. 75 sf	10% of the area of the wall, max. 150 sf
Max. percent coverage of all signs placed in a Window	N/A	N/A	50% of area of each window	50% of area of each window

(d) Location.

- (1) All principal freestanding signs must be at least 50 feet from any other principal freestanding sign on the same lot.
- (2) Street Intersections.

In addition to the foregoing setback requirements, no sign shall be permitted at the intersections of streets or streets and railroad rights-of-way within a triangular area defined as follows:

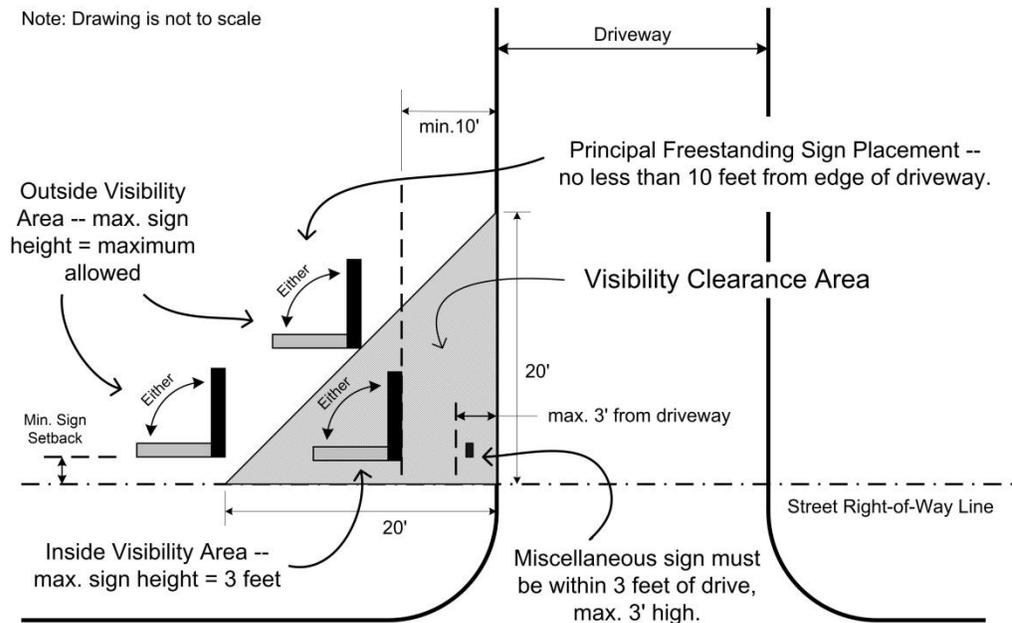
- a. Beginning at a point on the curb line of one street, which point is 20 feet from the intersection with the curb line of the other street; then along the curb line to said

intersection; then along the curb line of the other street 20 feet; then straight across the corner to the beginning point.

- b. Where there is no curb, measurements shall be along the edge of pavement. A railroad right-of-way shall be considered the same as a curb line.

(3) Driveway Intersections.

- a. No sign more than 3 feet in height shall be erected within 20 feet of the intersection of a public street with a private driveway, curb cut or other access point.
- b. Such visibility clearance area shall be established as the triangular area formed by the street right-of-way line and the edges of the driveway by a line connecting such right-of-way line and driveway edges at points 20 feet from the intersection of the right-of-way and the edges of a driveway.



Visibility Clearance Area and Sign Height Restrictions at a Driveway Entrance

Sec. 8-19. - Miscellaneous Signage.

(a) Miscellaneous Freestanding Signs.

Freestanding signs, in addition to principal freestanding signs regulated under Sec. 8-17 and temporary event signs regulated under Sec. 8-12, are allowed as accessory uses on a

property occupied by a multi-family or nonresidential use if each sign complies with all of the following:

- (1) Within the area between a street right-of-way line and the minimum building setback required from that street right-of-way line on the property, the following applies:
 - a. Permanently installed miscellaneous freestanding signs may be located only within 3 feet of driveways or curb cuts that provide access into or from the property.
 - b. There shall be no more than two such signs per driveway or curb cut and each such sign shall not exceed 6 square feet in sign face area nor be more than 3 feet in height.
- (2) Miscellaneous freestanding signs located farther from the street than the minimum building setback from that street right-of-way line on the property, shall be allowed as follows:
 - a. On a property occupied by a multi-family or nonresidential use, one miscellaneous sign not to exceed 32 square feet in sign face area or more than 6 feet in height may be located on the property for each principal building on the lot. Nonresidential uses are permitted two miscellaneous freestanding signs for each drive-through lane per business establishment.
 - b. Other miscellaneous freestanding signs are allowed beyond the minimum building setback, provided that such signs are no more than 4 square feet in sign face area nor more than 6 feet in height.
- (3) A-frame signs. Portable signs are not allowed as miscellaneous freestanding signs except for an A-frame sign for a nonresidential use (also known as a “sandwich board” sign).
 - a. Size and number. Such A-frame signs shall not exceed 4 feet in height and 8 square feet in area and are limited to one sign per property or one sign per business establishment in a planned center or storefront development.
 - b. Location. Such A-frame signs must be located no farther from an entrance to the owner’s business than 6 feet, provided further that within the Central Business District (CBD), the signs must be positioned against a building and cannot be positioned in a sidewalk or curb.
 - c. Such A-frame signs may only be displayed during the operating hours of the business being advertised and must be stored indoors when the owner’s establishment is not open for business.



A-Frame Sign

(b) Miscellaneous Building Signs.

Miscellaneous building signs (as defined in this Article) not otherwise prohibited under Sec. 8-11, are allowed on properties occupied by nonresidential uses in addition to the principal building signs allowed under Sec. 8-17, as follows:

(1) General Miscellaneous Building Signs.

Miscellaneous building signs are allowed, provided that such signs shall be placed only on a tenant space façade fronting on a dedicated public street. Such signs are limited as follows:

(2) For single-occupant buildings, the maximum aggregate area for all miscellaneous building signs on a façade shall be 2 square feet of sign face area per linear foot of the length of the tenant frontage (as defined in this Article) on which the signs are affixed, or 10% of the area of the façade, whichever is greater. No single such sign shall be larger than 6 square feet in sign face area.

a. For planned centers, the maximum aggregate area for all miscellaneous building signs for each tenant space shall be 2 square feet of sign face area per linear foot of the tenant frontage (as defined in this Article), or 10% of the area of the tenant's façade, whichever is greater. No single such sign shall be larger than 6 square feet in sign face area.

b. Such miscellaneous building signs placed in a window or on a glass door may not result in the obstruction of more than 50% of the window or glass door area in combination with all other signs in the window, including incidental signs otherwise allowed under Sec. 8-16.

(3) Subtenant Signs.

a. Each business that occupies space within a principal business as a subtenant is allowed one wall sign in addition to the principal building sign allowed for the principal business under Sec. 8-17. Each subtenant wall sign shall not exceed 32 square feet in sign face area, nor shall the total for all such subtenant signs collectively exceed the sign face area allowed for the principal business.

The following are illustrative examples of subtenant wall signs:



(4) Convenience Stores and Service Stations with Pump Islands.

Additional signage is permitted as follows:

- a. One sign per freestanding or building canopy face per public street frontage with a maximum of 32 square feet each is allowed. The canopy sign shall not extend above or below the edge of the canopy. The canopy sign and optional trim band can be internally illuminated with a light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. The lighting shall be limited to the canopy signage and illuminated trim band(optional). Canopy lighting shall be directed downward and shall not be directed toward, nor shine directly upon, any adjoining property, street or street traffic.
- b. Spreader bars (signs located under canopy over pump islands) shall be limited to no more than two signs per spreader bar, not to exceed four square feet per sign. However, total square footage for all spreader bars shall not exceed 24 square feet.
- c. An on-site separate drive-through car wash building shall be allowed one permanent wall sign, not to exceed 8 square feet.

(5) Service Entrance Signs.

For any tenant space that has a service entrance at the rear or side of the building, at least one service entrance sign is required.

- a. Service entrance signs shall be located directly on or adjacent to the service entrance door.
- b. The combined area of signs at a single service entrance shall not exceed 6 square feet and must be clearly legible for public safety personnel.

(6) Flags.

Flags are allowed in all zoning districts without issuance of a sign permit under the following conditions. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulation as such.

- a. Such flag does not exceed 40 square feet in area and shall be flown from either a vertical flagpole or a mast arm flagpole. The top of a vertical flagpole shall not be more than 20 feet in height. Mast arm flagpoles shall not exceed 10 feet in length.
- b. There shall be no more than three vertical flagpoles per lot and no more than 4 flags may be flown from per lot. The hoist side of a flag being displayed on a vertical flagpole cannot exceed 20% of the height of the flagpole.
- c. There shall be no more than two mast arm flagpoles to a building or per principal living space or per business. Mast arm flagpoles must be securely attached to a structure. Mast arm flagpoles cannot extend into the public right-of-way, or impede any sidewalks or foot traffic areas. No more than one flag shall be flown on a mast arm flagpole and the hoist side of the flag shall not exceed 40% of the length of the pole.

- d. Flags must be connected to a pole on the hoist side and the flag cannot be extended or supported by artificial means or mechanical devices in a manner that would extend the flag perpendicular to the flag pole or mimic the effect that wind or some other natural means is extending the flag.

Sec. 8-20. - Project Entrance Signs.

- (a) Applicability.

This Section applies to all project entrance signs, as defined in this Article, that are located at the designated entrances to a residential subdivision, a multi-family development, or a nonresidential subdivision (such as an office park or industrial park).

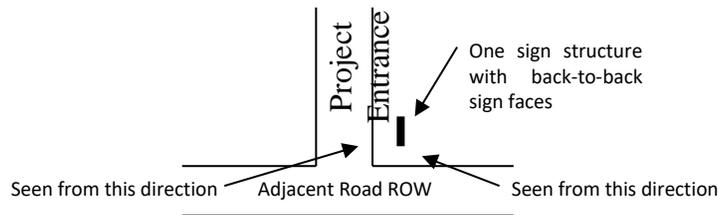
- (b) Sign Structure.

All project entrance sign faces shall be mounted on a monument sign structure or a decorative wall, either of which must be faced with brick or stone.

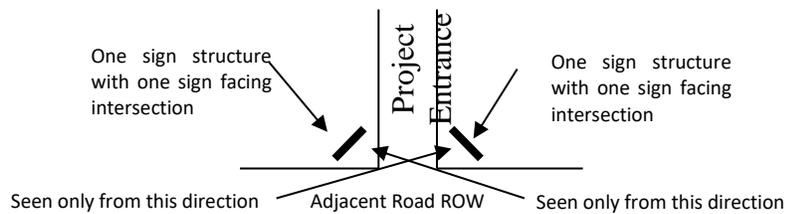
- (c) Project Entrance Sign Installations.

(1) Designs for project entrance signs are classified as two types:

- a. Single Sign Installation: A project entrance sign designed as a single sign structure with two back-to-back faces, oriented to be seen from both directions on the road adjacent to the development.



- b. Dual Sign Installation: A project entrance sign designed as two separate sign structures, each with a single sign face individually oriented toward the intersection so as to be viewed from only one direction on the road adjacent to the development, and each located on opposite sides of the project entrance.



- (2) All project entrance signs must be placed in an acceptable easement authorized exclusively for signage, not within the right-of-way of a public street, including within the center island of a divided entrance street. However, no project entrance sign may be placed closer than 5 feet to the right-of-way.

(d) Entrances to Subdivisions.

- (1) A subdivision may have a single or a dual project entrance sign installation at any entrance into the subdivision from an adjoining street outside the subdivision.
- (2) If a dual sign installation is planned, one project entrance sign may be placed on each corner lot flanking the entrance.

(e) Entrances to Un-Subdivided Developments.

In addition to any principal freestanding signage allowed on a lot, if any, a multi-family development or a residential or nonresidential condominium project may contain project entrance signs as follows: a single or a dual project entrance sign installation is allowed at any entrance into the development from an adjoining street outside the development, in accordance with the provisions for such signs on Table 8-C.

(f) Illumination.

- (1) Any project entrance sign may be lighted by external illumination. If floodlights or other incandescent bulbs are used, they may not be directed onto the street or toward vehicular traffic. If neon tubes are used, they must be shielded from view.
- (2) Internal illumination and variable message signs may be used for office park or industrial park subdivisions only.

Table 8-C: Project Entrance Signs—By Land Use

	Residential Use		Nonresidential Use
	Single-Family Subdivision ¹¹	Multi-Family Development ¹²	Office or Industrial Park (subdivision)
Project Entrance Signs			
Max. number of Project Entrance Signs per development	1 single or dual sign installation at each entrance into the subdivision	1 single or a dual sign installation at each entrance into the development	1 single or a dual sign installation at each entrance into the subdivision
Max. number per project entrance	2 signs in a dual sign configuration at each entrance	2 signs in a dual sign configuration at each entrance	2 signs in a dual sign configuration at each entrance

¹¹ Includes one-family dwellings, townhouses and manufactured homes on individual lots.

¹² Includes all residential developments occupying a single property in common, such as apartments, condominiums, manufactured home parks, and nursing homes.

Table 8-C: Project Entrance Signs—By Land Use

	Residential Use		Nonresidential Use
	Single-Family Subdivision ¹¹	Multi-Family Development ¹²	Office or Industrial Park (subdivision)
Max. sign face area ¹³	32 sq. ft. each	32 sq. ft. each	32 sq. ft. each
Max. sign height	6 ft.	6 ft.	6 ft.
Sign Characteristics			
Animated	Not allowed	Not allowed	Not allowed
Changeable copy: Manual	Not allowed	Not allowed	Not allowed
Changeable copy: Multiple Message	Not allowed	Not allowed	Not allowed
Changeable copy: Variable Message	Not allowed	Not allowed	Allowed
Illumination, external	Allowed	Allowed	Allowed
Illumination, internal	Not allowed	Not allowed	Not Allowed
Illumination by exposed bulbs or neon tubes	Not allowed	Not allowed	Not allowed

Sec. 8-21. - Special Exception for Highway Signs.

- (a) Lots which are zoned CCS, CGN, CHV or PDC and which have at least 400 feet of frontage on a Federal Interstate Highway may be approved for a highway sign as a special exception under the provisions and procedures for special exceptions in the Procedures and Permits Article.
- (b) Such highway signs shall be limited to one freestanding sign on the property with a maximum area of 400 square feet. The height of the highway sign shall not exceed 65 feet. The maximum setback from any Federal Interstate Highway is 150 feet. The minimum setback from any Federal Interstate Highway is 60 feet. The minimum setback from any other public street right-of-way or property line is 40 feet.
- (c) Changeable Copy Signs.
 - (1) Highway signs that are multiple message signs or variable message signs must comply with all requirements of Sec. 8-5(b) and Sec. 8-5(c), respectively, in addition to any less restrictive requirements of the Georgia Outdoor Advertising Law (O.C.G.A. § 32-6-52 et seq.) or the Georgia Department of Transportation.
 - (2) A multiple message or variable message sign may be erected as two back to back sign faces, provided that both sign faces shall be part of the same sign structure and are

¹³ If two signs are planned, signs shall be symmetrical in size and shape and shall not exceed 32 square feet each.

not more than 24 inches apart, measured from any point on the sign faces; and the angle of separation between the faces does not exceed 10 degrees. No sign faces shall be stacked one on top of the other, or placed side by side.

- (d) No animated sign shall be approved as a special exception for a highway sign.

Sec. 8-22. - Master Sign Plans.

Master Sign Plans may be submitted by a property owner or their authorized representative for pre-approval of permits for permanent signs. The Master Sign Plan must comply with the requirements of this Section.

- (a) Master Sign Plans shall illustrate all proposed permanent signs for which sign permits will be required under Sec. 8-7 in sufficient detail so as to provide knowledgeable review and design specificity. Master Sign Plans shall show, describe or illustrate all signs proposed to be located on a lot or within a development (and the buildings and structures related thereto).
- (b) For a planned center (as defined herein), the entire development must be included in the Master Sign Plan.
- (c) Master Sign Plans must include:

(1) Location.

An accurate drawing to scale showing the position of the sign or signs in relation to nearby buildings or structures (including other signs), driveways, parking areas, property and right-of-way lines, and any other limiting site features. The drawing must be drawn to "site plan" standards consistent with the Procedures and Permits Article, and must show or note (as applicable):

- a. The location and size of all other signs on the parcel that are proposed to remain;
- b. For freestanding signs, the distance in feet to the nearest property line or street right-of-way line, and to the nearest existing freestanding sign proposed to remain; and
- c. The distance in feet from the location of the nearest proposed freestanding sign(s) to the closest residentially zoned property within 500 feet.

(2) Sign Structure Specifications.

- a. An accurate drawing to scale of the plans, specifications and method of construction and attachment of the sign or signs to the building or ground. The drawing shall specifically include the size of the sign structure(s) and sign face area(s), height of the sign(s), and construction materials to be used.
- b. For any sign for which a building permit is required, the drawing shall be an engineered structural drawing designed to all Building Code requirements.

(3) Design.

- a. The Master Sign Plan shall include such drawings and specifications as may be required by the Planning and Zoning Director to clearly illustrate the design elements of the sign or signs, including the construction materials, size, letter style and color of all elements of the sign(s), including the sign structure, the sign face, and background surfaces.
 - b. The plan shall also show landscaping details meeting the requirements of this Article, including the extent of the designated landscaping area, the location of specific landscape materials, and the botanical and common name of plants by location on the plan.
- (d) Approval.
- (1) A Master Sign Plan depicting signs that conform to all requirements of this Article may be approved administratively by the Planning and Zoning Director.
 - (2) A Master Sign Plan depicting signs that exceed or modify one or more requirements of this Article must be approved by the Planning Commission.
 - a. Following review of a complete application by the Planning and Zoning Department, the plan will be placed on the agenda of the next available Planning Commission meeting.
 - b. If approval is denied by the Planning Commission, the applicant may appeal within 30 calendar days of the denial to the Zoning Board of Appeals in accordance with the provisions for a hardship variance under the Appeals Article of this Zoning Ordinance.
 - (3) Upon approval, the Master Sign Plan shall supersede any conflicting restrictions and regulations of this Article for the property to which it pertains and shall not be adversely affected by any subsequent amendments to this Ordinance.
- (e) Recordation of approved Master Sign Plan.
- (1) The Master Sign Plan as approved must be recorded by the owner in the office of the Clerk of Superior Court and a copy of the approved Master Sign Plan, as recorded, must be filed with the Planning and Zoning Director and the Building Official prior to issuance of a sign permit for any part of the development or premises.
 - (2) The recorded Master Sign Plan must be included in any sale, lease or other transfer of right of occupancy affecting any part of the development or premises to which the Master Sign Plan applies.
 - (3) All tenants of the property or development, whether an owner, lessee, subtenant, purchaser or other occupant, must comply with the approved Master Sign Plan.

Sec. 8-23. - Issuance of Permits for Permanent Signs.

- (a) Sign Permits for Permanent Signs; When Required.

- (1) The Building Official is authorized to issue a sign permit for any permanent sign, whether for the construction, creation or installation of a new sign or for modification of an existing sign, provided all requirements of this Article are met.
 - a. One application and sign permit may include multiple signs on the same zoned lot.
 - b. Any sign that has been approved within a Master Sign Plan must conform to the provisions, design requirements and restrictions of the Master Sign Plan in order to be issued a sign permit.
 - (2) Except for signs that are exempt from the requirements of this Article or are exempt from permitting under Sec. 8-23(b), below, a sign permit must be issued by the Building Official before a permanent sign may be:
 - a. Erected or relocated;
 - b. Attached to, suspended from, or supported on a building or structure; or
 - c. Altered, enlarged, or materially improved or modified (including the addition of or replacement of any part of a sign face with an electronic changeable copy sign).
 - (3) Any sign using electrical wiring and connection shall require an electrical permit. Certain signs may also require the issuance of a building permit under the city's Building Code.
 - (4) A sign permit, as well as any needed electrical or building permit, must be issued prior to the construction or placement of the sign.
- (b) Permanent Signs Exempt from Permitting.
- (1) The following signs may be erected or placed without securing a sign permit, provided that each is located and maintained in accordance with the provisions of this Article and all other applicable codes and regulations.
 - (2) Exemption from the requirement for a sign permit does not exempt any sign from requirements to obtain an electrical or building permit if applicable under those respective codes.
 - (3) The exemptions are:
 - a. Any sign listed on Table 8-A under Sec. 8-16 as being allowed without issuance of a sign permit (indicated by a "P" on the table).
 - b. Miscellaneous freestanding signs allowed under this Article that are 4 square feet in area or smaller, unless such signs require issuance of a building or electrical permit.
 - c. Miscellaneous building signs allowed under this Article, unless such signs require issuance of a building or electrical permit.

- d. Flags meeting the standards of this Article do not require a sign permit for the flag. Flags mounted on a flagpole may require a building permit for the permanent flagpole itself.
- e. Any sign exempt from regulation under the provisions of Sec. 8-10.

Sec. 8-24. - Issuance of Permits for Temporary Signs.

(a) Temporary Sign Permits; When Required.

- (1) The Building Official is authorized to issue a sign permit for any temporary sign provided all requirements of this Article are met. A temporary sign permit must be issued by the Building Official for those signs so indicated under Sec. 8-12(f) before a temporary sign may be placed on a property, except for temporary signs that are exempt from permitting under Sec. 8-24(b), below.
- (2) Pre-permanent principal business signs. The Building Official is authorized to issue a temporary sign permit for a sign for a new business while awaiting delivery and installation of the permanent principal sign on the property, under the following provisions:
 - a. The sign permit cannot be issued prior to the issuance of a Certificate of Occupancy for the new business' premises, and shall become null and void upon the installation of the permanent signage for the business or 6 months from the date of issuance of the Certificate of Occupancy, whichever occurs first.
 - b. Except for permanent sign construction and materials requirements, the pre-permanent sign must conform to all other requirements applicable to a principal sign, such as number, placement, size and height.
- (3) Any temporary sign allowed to use electrical wiring and connection shall require a sign permit and an electrical permit, both of which must be issued simultaneously.

(b) Temporary Signs Exempt from Permitting.

The following types of temporary signs, as described in Sec. 8-12, may be erected or placed without securing a temporary sign permit or payment of a fee, provided that each is located and maintained in accordance with the provisions of this Article:

- (1) Temporary signs allowed during the offering for sale or lease of a building or premises are exempt from permitting.
- (2) Temporary signs allowed during an election, political campaign, referendum or ballot proposition put to the voters as part of city, county, state or federal governance are exempt from permitting.
- (3) Except for banners and special business promotion signs, all other temporary signs less than 16 square feet in area are exempt from permitting.

Sec. 8-25. - Application for a Permanent or Temporary Sign Permit.

- (a) An application for a sign permit (and accompanying building or electrical permit, if required) shall be made using the forms provided by the Building Official, shall be filled in with all information required, and shall be submitted in the number of copies as required. Incomplete applications will be returned to the applicant within 5 days without further review as though no application had been received.
- (b) An application for a sign permit for a permanent or temporary sign must include the following:
 - (1) The type and description of the sign.
 - (2) The street address of the property upon which the sign is to be located and the proposed location of such sign on such property. In the absence of a street address, a method of location acceptable to the Building Official shall be used.
 - (3) The name and address of the owner of the real property upon which the sign is to be located.
 - (4) Written consent of the owner or his agent of the real property upon which the sign is to be located granting permission for the placement or maintenance of such sign.
 - (5) Name, address, phone number and business license number of the sign contractor, if applicable; otherwise, the name, address and phone number of the person responsible for placement of the sign.
 - (6) If applicable, a copy of a “determination of no hazard to air navigation” approved by the Federal Aviation Administration (FAA).
- (c) Sign permit applications for a permanent sign shall be accompanied by a dimensioned scale drawing of each proposed sign: a site plan and elevation for freestanding signs, or a drawing of the facade of the building showing proposed placement of each building sign. The drawing must include:
 - (1) The square foot area of each sign face and the height of the sign structure.
 - (2) Pertinent information such as wind pressure requirements and display materials in accordance with the city’s Building Code; and
 - (3) Any other information that the Building Official may require to ensure compliance with this Article or in the exercise of sound discretion in acting upon the application.
- (d) Any person performing new electrical work relating to signs must apply for an electrical permit and hold a valid electrician's trade license issued by the State of Georgia to perform such work. If the electrical wiring exists from a previous sign and no new electrical wiring is necessary for illumination, the sign company may connect the electrical service after inspection and concurrence by the Building Official.
- (e) Use of Foreign Languages.

- (1) For any sign for which a sign permit is required that uses words in a language other than English, the English translation of the sign shall be provided on the sign permit application. Business names must be included on the sign in English as well as street numbers using Arabic numerals.
 - (2) Nothing in this Section shall be construed to prohibit the use of foreign words or characters as long as they do not contain obscene language or advertise an illegal activity.
- (f) Sign Permit Fees.
- (1) Fees for all types of sign permits shall be as set forth in the city's adopted schedule of fees.
 - (2) The sign permit fee shall be required of all signs requiring issuance of a sign permit under Sec. 8-23 or Sec. 8-24. A separate fee shall be charged for any required building or electrical permit. The exemption from sign fees does not waive compliance with the sign provisions of this Article including, but not limited to, all size, height and location restrictions.
 - (3) If a permit is not obtained prior to installation, each applicable permit is subject to a surcharge of twice the normal fee.

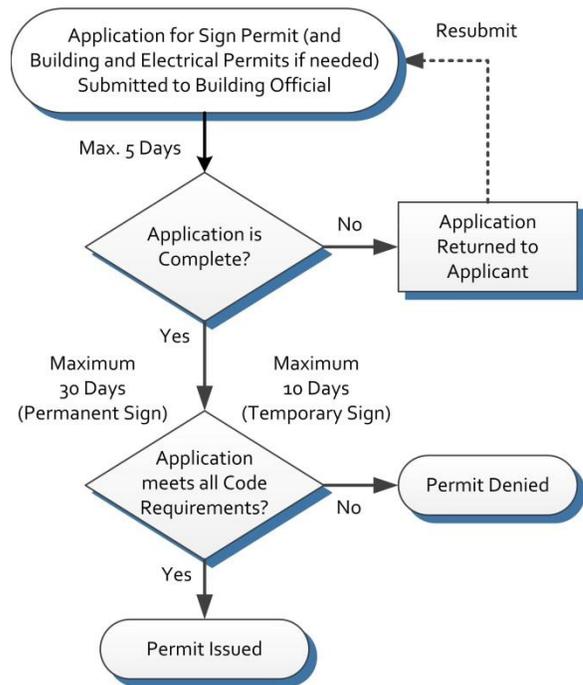
Sec. 8-26. - Process for Sign Permit Approval.

Upon acceptance of a complete and proper application, the following procedure will be followed for issuance of a sign permit.

- (a) If the plans, specifications and intended use of the proposed sign or part thereof conform in all respects to the applicable provisions of this Article and the Building Code and Electrical Code, as applicable, a sign permit shall be issued.
- (b) Review time period.

- (1) The application will be reviewed and a sign permit will be issued or denied within the following time periods:
 - a. For a permanent sign: 30 days.
 - b. For a temporary sign: 10 days.
- (2) If no decision is made by the Building Official within the applicable time period, then the permit shall be deemed to be denied.
- (c) If after review and investigation by the Building Official, it is determined that the application fails to meet the applicable provisions of this Article or the building or electrical codes, the permit shall be denied, and the Building Official shall notify the applicant in writing of the denial and reasons for denial.
- (d) Inspection.

Sign Permitting Process



- (1) The Building Official shall cause an inspection of a new permanent sign or for modification of an existing permanent sign in the sixth month after the issuance of the sign permit or at such earlier date as the owner may request.
- (2) As a result of the inspection:
 - a. If the construction is complete and in full compliance with this Article and with the building and electrical codes, the Building Official shall validate the previously issued building permit identifying the sign(s).
 - b. If the construction is not substantially complete at the time of inspection, the permit shall lapse and become void.
 - c. If the construction is substantially complete but not in full compliance with this Article and applicable codes, the Building Official shall give the owner or applicant notice of the deficiencies and shall allow an additional 30 days from the date of inspection for the deficiencies to be corrected.
 - d. If the deficiencies are not corrected by such date, the building permit shall lapse. If the construction is then complete, the Building Official shall validate the building permit as described above.
- (3) Failure to inspect the sign by the sixth month after issuance of the sign permit shall not validate the sign permit nor affect its status. In accordance with the city's other Codes,

an electrical or building permit lapses automatically after 6 months unless renewed for an additional 6 months.

Sec. 8-27. - Appeals from Decision of Building Official.

- (a) It is the intention of this Article that all questions arising in conjunction with the administration, interpretation, and enforcement of this Article shall be initially determined by the Building Official. All decisions by the Building Official to deny an application for a sign permit shall be in writing and forwarded to the applicant within 30 days of the receipt of a completed application by the city.
- (b) Any decision by the Building Official to deny a sign permit application may be appealed to the Board of Zoning Appeals provided that a written notice of appeal is received by the Planning and Zoning Director within 10 days of the applicant's receipt of the Building Official's decision.
- (c) Once a notice of appeal is received, the matter shall be placed on the agenda of the next regular meeting of the Board of Zoning Appeals; provided, however, that the Board of Zoning Appeals shall decide the appeal within 30 days of the receipt of the written notice of appeal from the applicant or at its next meeting for which adequate notice may be given. The decision of the Board of Zoning Appeals shall be in writing, and shall be final.
- (d) Any person aggrieved by the decision of the Board of Zoning Appeals shall have the right of certiorari to the Superior Court within 30 days after the written decision of the Board is received by the applicant.

Sec. 8-28. - Variances.

- (a) Variances from the provisions of this Article shall be applied for in accordance with the provisions regarding variances in this Zoning Ordinance of the city of Newnan.
- (b) Standards for Approval of a Variance for Signs.

In lieu of the standards for granting or denying variances set forth in the Appeals Article of this Ordinance, the following standards shall be applicable with respect to the granting or denial of variances under this Article. Variances from the provisions of this Article shall be limited to the following hardship situations:

- (1) Where the proximity of existing signs on adjoining lots causes the subject property to be ineligible, due to spacing requirements, for a sign of the type sought; or
- (2) Where visibility of a conforming sign from the public street and within 50 feet of the proposed sign would be substantially impaired by existing trees, plants, natural features, signs, buildings or structures on a different lot; and
 - a. Placement of the sign elsewhere on the lot would not remedy the visual obstruction; and
 - b. Such visibility obstruction was not created by the owner of the subject property; and

- c. The variance proposed would not create a safety hazard to traffic.
- (c) Variances shall be limited to the minimum relief necessary to overcome the hardship. No variance shall be granted to allow a greater number of signs, or greater size of sign, than would be allowed if the hardship did not exist or allow a type of sign which otherwise is not allowed in the zoning district involved.