

ARTICLE 5. SIGN REGULATIONS

(Adopted 12/10/2002 as Amended January 10, 2017)

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5.1. PURPOSE AND DEFINITIONS

5.1.1. PURPOSE OF ARTICLE 5

This Article sets out the standards that control the number, type, and placement of signs on an individual property or building. In addition to the general purposes of this Ordinance, the purposes of these sign regulations are as follows:

- a. To maintain and enhance the aesthetic environment and support economic development in the city;
- b. To maintain and improve pedestrian and traffic safety;
- c. To minimize potential adverse effects of signs on nearby property; and
- d. To encourage the proper use of signs as a means of effective communication.

5.1.2. DEFINITIONS

Abandoned sign: Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures or missing letters or which is otherwise dilapidate, unsightly, or unkempt, and for which no person accepts maintenance responsibility.

Awning: A roof-like cover that projects from the wall of a building for the purpose of shielding a doorway, walkway, or window from the elements. Awnings are often made of fabric or flexible plastic supported by a rigid frame, and may be retracted into the face of the building.

Awning or Canopy Sign: See “Building Sign.”

Banner: A temporary sign other than an official flag, made of paper, cloth, thin plastic, or similar lightweight material and usually containing a message or logo which is intended to be hung either with a frame or without a frame.

Building Sign: A sign that in any manner is fastened to, projects from, or is placed or painted upon the exterior wall, window, door, or roof of a building. The term “building sign” includes but is not limited to the following:

- (1) *Awning or Canopy Sign:* A sign imposed or painted upon or suspended beneath any awning or canopy.
- (2) *Facade or Wall Sign:* A sign that is fastened directly to or is placed or painted directly upon the exterior wall of a building and extends from the surface of the wall no more than 18 inches.
- (3) *Incidental Sign:* An announcement or other display providing information about the occupancy or conduct of business permitted on a premises, such as logos of credit cards accepted on the premises, hours of operation, a “closed” or “open” sign, emergency contact person name and telephone number, street address, “help wanted,” “no loitering or solicitations,” security system notices, notices required by law, and similar information.
- (4) *Projecting Sign:* A sign affixed to a wall and extending more than 18 inches from the surface of such wall, usually perpendicular to the wall surface.
- (5) *Roof Sign:* A sign that is mounted on, applied to, or otherwise structurally supported by the roof of a building.
- (6) *Window Sign:* A sign that is placed on or behind a windowpane and intended to be viewed from outside the building.

Construction Sign: A sign identifying the contractors, engineers, architects, financial institutions or project-funding organizations in the building construction or development of a property.

Electronic Message Board: A type of sign that presents its message through illumination of flashing, intermittent, or moving lights forming the letters, numbers, or symbols of the message, whether or not the message appears to move across the sign face. The sign is kept constant in intensity when in use, does not exhibit sudden or marked changes in lighting effects, and does not exhibit any other changes of any nature no more often than twelve (12) times per minute.

Flashing: Includes illumination which is not constant in intensity at all times when in use and which exhibits sudden or marked changes in light effect.

Freestanding Sign: A sign permanently attached to the ground which is wholly independent of any building or other structure. The term “freestanding sign” includes but is not limited to the following:

- (1) *Pole Sign:* A sign that is mounted on a freestanding pole or similar support such that the bottom of the sign face is at least six feet above the ground. Also referred to as a Pylon sign.
- (2) *Ground Sign:* A freestanding sign, other than a pole sign, in which the bottom of the sign face is less than six feet above the ground but not directly in contact with the ground.
- (3) *Monument Sign:* A freestanding sign in which the entire bottom of the sign is in contact with the ground, providing a solid and continuous background for the sign face from the ground to the top of the sign. It is supported by an internal structural framework on a base or foundation, or a sign enclosed by other solid structure features other than support pole(s) or post(s). By way of example and without limitation the sign cannot be attached to, resting upon, or supported by any pillars, columns, pylons which allow for open spaces or direct line of sight from one side of the sign to the other beneath the widest area of the sign face in a direct vertical plane to the ground.

Height: The height of a sign shall be computed as the distance from the base of the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be constructed to be the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.

Incidental Sign: See “Building Sign”

Inflatable Sign: A temporary sign that is intended to be expanded by air or other gas for its proper display or support.

Multi-Faced Sign: A sign structure that contains two or more sign face surfaces that are located on different sides of the structure and are separated from each other at their nearest point by no more than three feet.

Multi-Tenant Nonresidential Development: A single office, commercial or industrial property that is designed or intended for occupancy by two or more separately owned principal businesses having no corporate relationship.

Principal Freestanding Sign: The main freestanding sign on a property, other than a billboard.

Project Entrance Sign: A sign located at a discernible entrance into a particular subdivision, development, or office or industrial park.

Projecting Sign: See “Building Sign.”

Real Estate Sign: A sign offering property or premises for sale or lease.

Roof Sign: See “Building Sign.”

Sign: The term “sign” shall mean any structure, display, or device affixed to, supported by, or suspended by a stationary object, building or the ground that is used to advertise, identify, direct, or attract attention to a business, institution, organization, person, idea, product, service, event, or location by any means, including words, letters, figures, design characteristics, symbols, logos, fixtures, colors, movement, or illumination.

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 advertising message or idea and are purely structural or decorative in nature.

Sign Face Module: Each portion or unit of a sign face that is clearly separable from other such units by virtue of the expression of a complete thought, message, logo, or idea.

Sign Structure: All elements of a freestanding sign, including the sign face, background or decorative elements related to the presentation of the sign’s message, and the structural supports.

Temporary Decoration or Sign: A sign or decoration that is not permanently constructed or installed onto any structure or site within the city, and which is intended by the owner to be removed at a specific time, either at the conclusion of a particular event, sale, or commemoration, or at the conclusion of a set time period, not to exceed three months.

Temporary Special Event: An activity that occurs sporadically or seasonally for definite periods of time or until a definite ending, running concurrently with any such period for which a temporary sign may be displayed.

Tenant: One who possesses or occupies land or buildings by title, under a lease, or through payment of rent; an occupant, inhabitant, or dweller of a place.

Twirler and/or curb-cut signs: A sign of non-permanent nature which may be pivoted, revolved, rolled, rotated, spun, swirled, swiveled, turned, twisted, and/or whirled, whether by self-made forced, human force, wind-activated, or any other means.

Uniform Sign Plan: Coordinated drawings and specifications that establish a unified design concept with regard to the location, materials, size, letter style, and color of all signs to be placed on a property.

Wall Sign: See “Facade or Wall Sign” under “Building Sign.”

Window Sign: See “Building Sign.”

5.2. APPLICABILITY

5.2.1. REGULATED SIGNS

- a. The regulations and requirements of this Article apply to all signs that are or are intended to be viewed from a public right-of-way or that are intended to be viewed from outdoor areas of public property.
- b. Such signs are allowed only in conformance with these sign regulations, or as otherwise provided for nonconforming signs under Article 1 of this Ordinance.
- c. All signs except billboards, shall be considered as accessory uses and may be located only on properties where a principal use exists or is under construction.

5.2.2. PROHIBITIONS

- a. No sign shall be erected or maintained where, by reason of its position, illumination, size, shape or color, it may be obstructing the view of oncoming vehicles or impair, obscure, interfere with the view of, or be confused with any authorized traffic control sign, signal, or device.
- b. No sign shall contain or be an imitation of an official governmental traffic control sign, signal, or emergency vehicle device.
- c. No part of any sign shall be located in, over, or project into a public right-of-way except for awning signs, canopy signs, or projecting signs in the CBC zoning district.
- d. No sign shall be erected, located, or maintained in such a manner as to interfere with safe and free ingress and egress of any door, emergency exit, driveway, street, or roadway.
- e. No sign shall interfere with such utilities as water mains and hydrants, sanitary sewerage, gas, electricity, and communications equipment or lines, nor interfere with natural or manmade stormwater drainage facilities.
- f. No building sign shall extend above the top edge of the parapet or eaves of a flat or shed roof, the ridge line of a gable, hip or gambrel roof, or the deck line of a mansard roof.

- g. No sign shall be painted on or attached to a tree, rock or other natural feature or utility pole, fence, or any existing approved sign poles.
- h. No inflatable sign, banner, pole flags or balloons shall be allowed, except as a temporary special event sign.
- i. Prohibited signs. The following types of signs are not allowed:
 - (1) *Abandoned Signs*
 - (2) *Animated Sign*: A sign with action, motion, changing colors, flashing lights, or moving characters. Such signs may require electrical energy, but shall also include wind-activated devices including, but not limited to, spinners, aerial devices, and other attention-getting devices. This prohibition does not include rotating signs that revolve no faster than five revolutions per minutes or electronic message boards that change message no more often than twelve times per minute.
 - (3) *Beacons; search lights; lasers*: Promotional beacons, search lights or laser lights or images.
 - (4) *Derelict Sign*: A sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes.
 - (5) *Pennant*: Any lightweight plastic, fabric, or similar material, suspended from a rope, wire, or string, usually in series, designed to move in the wind. The term “pennant” shall not include a “banner” or an “official or personal flag” as regulated herein.
 - (6) *Portable Sign*: A sign designed to be transported or easily relocated and not attached to the ground, such as:
 - i. A sign designed to be temporarily placed upon the ground or object and not otherwise fixed to it.
 - ii. A sign mounted on a trailer, with or without wheels.
 - iii. An A-frame or sandwich board sign, except as permitted by the Sandwich Board amendment to this Article.

- iv. A sign mounted or painted upon a vehicle that is either parked or operated on public streets for the primary purpose of acting as a sign exposed to the public and is not in use in the ordinary course of carrying out its transportation function.
 - (7) *Signs in right-of-way:* Signs in a public right-of-way, other than those belonging to government or railroad.
 - (8) *Signs not maintained.* Signs not in good repair, in violation of codes, or containing or exhibiting broken panels, visible rust, visible rot, damaged support structures, or missing letters.
 - (9) *Sound or Smoke Emitting Sign:* A sign that emits or utilizes in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing; or a sign that emits smoke, vapor, particles, or odors.
- j. *Twirler and/or curb-cut signs held or worn.* Signs held or worn including costumes by a person may be permitted given the following limitations:
- (1) Such signs shall be allowed in nonresidential zoning districts only. Such signs cannot exceed a maximum sign area of ten (10) square feet.
 - (2) Only one (1) such sign, may be used for each parcel of land and/or tenant per multi-tenant center and may be combined with any other temporary signage.
 - (3) Signs shall not be held, displayed, or otherwise located on a public or right-of-way except as otherwise permitted.
 - (4) Signs shall not obstruct pedestrian or vehicular visibility
 - (5) Signs shall not be located within twenty-five (25) feet of another such sign.
 - (6) Sign bearers shall not use bull horns, amplified music, whistles, or other devices that could disrupt traffic or endanger pedestrian or traffic safety.
 - (7) Sign bearers shall not stand on any object, including but not limited to boxes, ladders, stilts and roller skates.

- (8) Such signs may not utilize any form of illumination, including flashing, blinking or rotating lights.
 - (9) Such signs shall not utilize any attachments, including, but not limited to, balloons, ribbons, speakers, or flags
 - (10) Such signs shall be held, worn, or balanced at all times and shall not twirl or rotate unless located on private property.
- k. *Sign Content Generally.* Notwithstanding any other restrictions in this sign ordinance, the content of any sign, display or device allowed under this ordinance shall not generally be regulated. Signs may contain any commercial or non-commercial message, or any political or non-political message; except that such messages cannot depict obscenity, as defined by O.C.G.A. § 16-12-80, nor can they depict sexual conduct or sexually explicit nudity, as defined in O.C.G.A. § 36-60-3, nor advertise any activity illegal under the laws of Georgia or the United States.

5.2.3. EXEMPTIONS

- a. Window displays of goods available on a site are not considered to be signs and are exempt from these sign regulations; no more than 30% window coverage.
- b. Brand names or logos on products or product containers, or dispensers that are an integral part of the product or the product's packaging are not considered to be signs and are exempt from these sign regulations; no more than 30% window coverage.
- c. A building design, color, motif, or other architecture that is associated with a particular establishment or organization is not considered to be a sign, and is exempt from these sign regulations.
- d. Exempt Signs.

Each of the following types of signs is allowed in any zoning district and is exempt from the restrictions imposed by this Article:

- (1) *Official Signs:* Signs placed by a governmental body, governmental agency, or public authority, such as traffic signs, signals, or regulatory devices or warnings; official emblems, public notices, or official instruments; signs of historical interest; signs designating special events or areas of architectural or historic significance or gateways; or other similar signs or devices. Such signs are authorized within all rights-of-way or other properties controlled by such governmental body, agency, or authority.

- (2) *Property Address Sign*: A sign limited in content to the street name and address number of the building or property to which it is affixed, provided that such sign consists of lettering no larger than five inches in height on a building or two inches in height on a mailbox.
- (3) *Temporary Decorations*: Displays erected on a seasonal or temporary basis in conjunction with events and which are not intended to be permanent in nature.

5.3. GENERAL REQUIREMENTS

5.3.1. REQUIREMENTS APPLYING TO SIGNS IN ALL ZONING DISTRICTS

a. Conformance to Other Codes.

- (1) A permit shall be obtained from the Building Department prior to installation or placement of any freestanding sign having a sign structure area greater than fifteen square feet or any building sign having a sign face area greater than six square feet. All signs for which a building permit is required shall be constructed and maintained in conformance with all Building Code and Electrical Code requirements.
- (2) Plans required for issuance of a building permit for a sign shall be certified as to conformance with all structural and wind-load resistive standards of the Building Code by a structural engineer registered in the State of Georgia, or be prepared using standard drawings prepared by a structural engineer or other qualified professional meeting or exceeding all requirements of the Building Code.
- (3) All signs involving internal lights or other electrical devices or circuits shall display a label certifying them as being approved by the nationally recognized testing laboratory such as Underwriter's Laboratories, Inc,
- (4) All electrical service to a sign shall be in compliance with the Electrical Code.
- (5) Clearance from all electrical power lines shall be in conformance with the requirements of the Electrical Code.
- (6) Any sign located within the Historic Overlay District is subject to design review and receipt of a Certificate of Appropriateness. The procedure for obtaining such a certificate is outlined in Article 2.

b. Sign Maintenance.

All signs, together with all their supports, braces, guys, and anchors shall be kept in good repair and, unless constructed of galvanized or non-corroding metal, shall be given a protective coating as necessary to maintain a clean appearance and safe condition.

c. Principal Freestanding Signs.

- (1) Each principal freestanding sign shall be located at least 75 feet from any other freestanding sign on an adjacent property on the same side of the street. This distance may be reduced upon approval by the Building Official or its representative if it cannot be met due to the location of existing signs on separate but adjoining lots. Such reduction shall be the minimum required in order to maintain the greatest separation possible from such existing signs.
- (2) Principal freestanding signs shall be located at least 20 feet from a side lot line, or one-half the width of the lot frontage, whichever is less.
- (3) There shall be a minimum of 10 feet between any street right-of-way line and the nearest edge of a principal freestanding sign.
- (4) Principal freestanding signs shall be placed at least 100 feet from any residential property line.

d. Projecting, Awning, and Canopy Signs.

- (1) *Over Private Property:* Projecting, awning and canopy signs shall provide at least eight feet of clearance above the ground when erected over pedestrian walkways on private property, and seventeen feet of clearance when erected over driveways or other areas used for vehicles. Suspended canopy signs shall be at least four inches from the building face and at least eight inches from the edge of the canopy.
- (2) *Over Public Property:* Projecting, awning, and canopy signs that project over public property, such as a sidewalk along a public street, shall maintain a clear height of eight feet and shall extend not more than within eight inches of the back of curb.
- (3) Projecting and canopy signs shall be limited to no more than one per tenant on a property, and each tenant shall have no more than one projecting sign or canopy sign.

e. Conformance with State Law.

Any sign within 660 feet of a State or U. S. numbered highway that advertises or offers anything for sale or lease that is not located on the property where the sign is located must be zoned for commercial or industrial use and must obtain a permit from the Georgia Department of Transportation.

f. Illuminated Signs.

- (1) All signs that are illuminated shall be so oriented as to prevent their illumination being cast upon neighboring property line.
- (2) All signs having flashing or intermittent lights shall not be less than 300 feet from neighborhood dwellings.
- (3) All signs having flashing or intermittent lights shall not be located less than 150 feet from any intersection of any highway, street or road with another highway, street or road or with a railroad track in order not to interfere with the vision clearance along any highway, street, or road.

g. Vision Clearance.

All signs together with their supports, braces, guys and anchors between the height of 2-½ and 10 feet shall not be permitted within 20 feet of the intersection of the right-of-way lines of two streets or railroad lines, or of a street intersection with a railroad line.

5.3.2. COMPUTATION OF SIGN AREA

In order to determine compliance with the maximum allowable sign areas permitted under this Article, the area of a sign shall be considered the area of the sign structure unless otherwise stated. The area of a sign structure and a sign face shall be computed as follows:

- a. The area of a *sign face* shall be computed as the area within the smallest rectangle enclosing the limits of a sign face, or the combination of the areas of all such rectangles delimiting each sign face module, together with any frame or material, texture, or color forming an integral part of the sign face or used to differentiate the sign face from the structure upon which is it placed.
- b. The computation of the area of a sign face shall not include the structure, supports or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any message or idea and are purely structural or decorative in nature, other than those portions contained within the rectangle that delimits the sign face or a sign face module.

- c. For any sign on which the words, letters, figures, symbols, logos, fixtures, colors, or other design elements routinely change or are intended to be changed from time to time, the sign face area shall include the entire area within which any words, letters, figures, symbols, logos, fixtures, colors, or other design elements may be placed, together with any frame or material, texture, or color forming an integral part of the sign face or used to differentiate the sign face from the structure upon which it is placed.
- d. The area of a *sign structure* shall be computed as the area within the smallest rectangle enclosing the limits of the surface of a sign whereon the sign face or sign face modules may be placed, including all portions of a sign structure that provide a background for the sign face but are not intended to contain any message or idea and are purely structural or decorative in nature.
- e. Any open space contained within the limits of the rectangle delimiting the sign face, sign face module, or sign structure shall be included in the computation of the area of sign face, sign face module, or sign structure.
- f. For multi-faceted signs, when the sign face surfaces are parallel (back-to-back), or where the interior angle formed by the faces is 45 degrees or less, the area of the sign shall be taken as the area on the largest side. For any other multi-faced sign, the area shall be calculated as the greatest sum of all sides that can be viewed at once.

5.4. PERMITTED SIGNAGE

5.4.1. BY ZONING DISTRICT

The following table presents the maximum number, size, and height, and other restrictions relating to specific signage that are permitted by right in each zoning district.

- a. The “Principal Freestanding Sign—One Use on Property” category applies to a lot where there is only one single or two-family dwelling, one multi-family complex, or one business occupant.
- b. The “Principal Freestanding Sign—Two or More Uses on Property” category applies to a single office, 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.
- c. For building signs in the office, commercial and industrial zoning districts, the following shall apply:
 - (1) For single-occupant buildings, the total sign face area for building signs on each side of a building shall be calculated on the basis of the horizontal length of the wall along that side of the building. Each side of the building shall be calculated separately.

- (2) In addition to the total sign face area calculated from the following table, one more square foot of sign face area shall be allowed on a wall facing a public street for each foot that the building is set back beyond the minimum principal building front setback required from that street.
 - (3) For multi-tenant nonresidential developments (such as shopping centers), the total sign face area per wall for each tenant shall be distributed on the basis of the horizontal length of the wall along each tenant's occupied space. The maximum sign face area on a particular wall for each tenant shall be calculated separately.
- d. Project entrance signs are limited to freestanding monument signs.
 - e. For signs in the Planned Development District (PD), each development shall conform to sign regulations established as part of the zoning approval for the Planned Development. If no such regulations exist, each portion of a Planned Development shall conform to the regulations of this Article for the zoning district most comparable to that portion of the Planned Development.

TABLE 5-1. PERMITTED SIGNS–BY ZONING DISTRICT OR SPECIAL USE¹

Principal Freestanding Sign - One Use on Property

Maximum Number	AR, SFR, SFR1, SFR2, SFD		MR1, MR2	NOC	OI, CC, HC	CBC See Also HPC Guidelines	LI	HI
	1 Per Lot		2 per entrance	1 per street frontage	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3
	Either:	Or:						
Maximum Face Area	16 sf	6 sf	32 sf	32 sf	32 sf	32 sf	32 sf	100 sf
Maximum Structure area	16 sf	6 sf	96 sf	70 sf	130 sf	48 sf	80 sf	130 sf
Maximum Height	3 feet	5 feet	6 feet ²	6 feet	20 feet	6 feet	10 feet	20 feet
Illumination	None		Indirect Only	Indirect or Sign Face Only	OK	Indirect or Sign Face Only	OK	OK

Principal Freestanding Sign - Two or More Uses on Property

Maximum Number	AR, SFR, SFR1, SFR2, SFD	MR1 MR2	NOC	OI, CC, HC	CBC	LI	HI
	N/A	N/A	1 per street frontage	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3	1 per 200' of street frontage, max. 3
Maximum Face Area			32 sf	200 sf	42 sf	60 sf	200 sf
Maximum Structure Area			90 sf	300 sf	60 sf	100 sf	300 sf
Maximum Height			10 feet	20 feet	10 feet	10 feet	20 feet
Illumination			Indirect or Sign Face Only	OK	Indirect or Sign Face Only	OK	OK

Building Sign: Wall signs and awning, canopy, projecting, incidental, roof and window signs, etc.³

	AR, SFR, SFR1, SFR2, SFD	MR1, MR2	NOC	OI, CC, HC	CBC	LI	HI
Total Sign Face Area of All Signs Per Wall	1 square foot	2 square feet	1½ sf for each lineal foot of wall length	2½ sf for each lineal foot of wall length	3 sf for each lineal foot of wall length	1 sf for each lineal foot of wall length	2 sq. feet for each foot of wall length
Maximum Sign Face Area of Largest Sign Per Wall	1 square foot	2 square feet	1 sf for each lineal foot of wall length	2 sf for each lineal foot of wall length	2 sf for each lineal foot of wall length	1 sf for each lineal foot of wall length	2 sq. feet for each foot of wall length
Projecting Sign	Not Allowed	Not Allowed	Not Allowed	18 sf	18 sf	Not Allowed	Not Allowed
Hanging Signs	Not Allowed	Not Allowed	Not Allowed	6 sf	6 sf	Not Allowed	Not Allowed
Illumination	None	None	Indirect of Sign Face Only	OK	Indirect or Sign Face Only	OK	OK

NOTE: Street frontage is defined in this Code as being a street “from which access may be directly gained.”

¹See text for regulations relating to the PD Planned Development district.

²Monument sign only.

³All building signs attached to a particular wall and its windows, doors, awnings, canopies, or roof, including signs that project from the wall, shall collectively not exceed the total square footage of sign face area allowed for the particular wall.

5.4.2. ADDITIONAL SIGNAGE

In addition to the specific signs permitted in each zoning district, the following signs shall be allowed in all zoning districts (or in the zoning districts as indicated) under the conditions noted for each type of sign:

a. Project entrance signs.

Two monument signs may be located at each entrance into a residential subdivision or into an office or industrial park consisting of two or more buildings. Each project entrance sign shall not exceed:

- (1) 32 square feet in sign face area.
- (2) 96 square feet in sign structure area.
- (3) 2-½ feet in height if located within a sight visibility triangle (see Article 7) or 8 feet otherwise.

b. Miscellaneous Directional and Information

Additional freestanding signs are permitted for any multi-family, office, institutional, commercial, or industrial use to ensure the safe movement of vehicular and pedestrian traffic provided each sign complies with all of the following:

- (1) Within the minimum front yard setback for principal buildings required for the zoning district, miscellaneous signs may be located at entrance or exit driveways to the property. There shall be no more than two such signs per driveway, and each such sign shall not exceed 8 square feet in sign area nor be more than 2-½ feet in height.
- (2) Miscellaneous signs located farther from the street than the minimum required front yard setback for principal buildings shall be allowed as follows:
 - (1) One miscellaneous sign may be located on the property for each principal building on the lot. Each such sign not to exceed 32 square feet in area nor be more than eight feet in height.

c. Temporary signs.

(1) Construction signs.

To ensure public safety, one construction sign per street frontage, not to exceed 60 square feet in area, may be placed upon the commencement of construction and shall be removed upon issuance of a final certificate of occupancy for the construction or development project to which it refers.

(2) Other temporary special event signs.

Businesses and institutions may exhibit balloons, banners, or ground based flags, related to an activity or event having a specific duration, or the end of which is related to a specific action, usually lasting only a few days at a time. Such signs must comply with the following provisions:

(a) Duration. Such signs may be exhibited for no more than thirty (30) days at a time, with a forty-five (45) day separation period between events, and no more than three (3) times each calendar year on the same property

(b) Maintenance. No person shall maintain or permit to be maintained on any premises owned or controlled by that person any temporary sign which is in a dangerous and defective condition. Any such sign shall be removed or repaired by the permittee of the sign, the owner of the premises, or as otherwise provided for this article.

(c) Permit: A temporary event permit is required along with a fee.

(d) Setback. All such signs and devices shall be set back a minimum of five (5) feet from public road right-of-way.

(e) Size: Banners shall be a maximum of thirty-two (32) square feet and ground based flags shall have a maximum area of thirty (30) square feet and maximum height of fifteen (15) feet.

(f) Maximum Allowed: A maximum of two (2) such signs or devices shall be allowed for every 100 feet of road frontage.

(3) Temporary inflatable signs.

In addition to the temporary special event signs allowed under section 5.4.2.c.2, one temporary inflatable sign may be displayed under the following conditions:

- (a) The inflatable sign may be displayed only during the 30-day period that the other temporary special event signage is allowed on the property.
- (b) A temporary event permit is required along with a fee.
- (b) The inflatable sign shall be installed in accordance with all requirements of the Building Code.
- (c) If affixed to a roof, the inflatable sign may extend above the roof line of the building.
- (d) Whether affixed to a roof or freestanding, the inflatable sign shall be no larger than the maximum sign face and sign structure area allowed for a principal freestanding sign otherwise permitted on the property (see Table 5-1).

(4) Temporary directional signs.

To aid the movement of pedestrian and vehicular traffic, temporary signs that convey directions to a specific property for a defined period of time are permitted, provided they comply with all of the following:

- (a) Temporary directional signs are allowed in all zoning districts
- (b) Temporary directional signs may be erected and maintained only with the permission of the owner of the property upon which the sign is erected. It may not be located on a right-of-way.
- (c) Temporary directional signs shall not be illuminated.
- (d) Temporary directional signs shall be removed within five days of the time at which they no longer serve a navigational purpose

(e) There may be no more than four temporary directional signs providing directions to any one lot. Temporary directional signs may also be placed at the property to which directions are being provided by other signs. These signs shall meet the following size requirements.

- i. Residential districts; 6 square feet in area, 5 feet high.
- ii. Multi-family and nonresidential districts; 32 square feet in area, 6 feet high.

d. Official or personal flag.

Any cloth, paper, thin plastic, or similar material that is displayed by hanging or flying, representing in whole the officially adopted symbol or emblem of a government, political subdivision, institution, organization, or corporation, or a flag adopted or flown by a person as a symbol or statement, is permitted.

e. Billboards.

A billboard is a freestanding sign that exceeds the maximum sign face or sign structure area permitted by right on a property under the provisions of Section 5-4. A billboard may be allowed individually as a principal use or as an additional freestanding sign on a property under the following conditions:

- (1) The sign must be located in a CC, HC, LI or HI zoning district within 660 feet of a State or U. S. numbered highway and shall comply with all requirements of the State of Georgia.
- (2) The area of the sign face shall not exceed 384 square feet, nor shall the sign exceed 40 feet in height or be located within 500 feet of a zoning district where billboards are not allowed (i.e., Historic Overlay District, AR, SFR, SFR1, SFR2, SFD, MR1, MR2, NOC, OI).
- (3) All portions of the billboard shall be located on a lot in accordance with the principal building setback requirements of the zoning district in which it is located.
- (4) The billboard shall not be located within 1,000 feet of any other billboard. Distance measurements shall be made horizontally in all directions from the nearest edge of the sign structure.
- (5) The billboard may not be located on or over any building.
- (6) The billboard shall not be located within 1,000 feet of any major river corridor.

5.4.3. UNIFORM SIGN PLAN REQUIRED

- a. A uniform sign plan is required for any multi-tenant nonresidential development, such as a shopping center, before any signs for the development or the development's tenants may be erected on the property.
- b. The uniform sign plan shall govern the placement and design of all signs within the development as to their location, materials, size, letter style, and color.
- c. A uniform sign plan shall be submitted and approved as follows:
 - (1) The uniform sign plan shall consist of such drawings and specifications as may be required to clearly illustrate the location, materials, size, letter style, and color of all and every sign to be placed as freestanding and building signs within the development.
 - (2) The uniform sign plan is to be submitted to the Director of Planning. The uniform sign plan shall be approved upon a finding by the Director of Planning or its representative that:
 - (a) The plan provides that signs of a similar type and function within the development shall have a consistency of size, lettering style, color scheme, and construction materials so as to present a unified design concept while respecting the differences between tenant types and occupancies; and
 - (b) The signs proposed in the uniform sign plan comply with the requirements of this Article.
- d. The requirements of the approved uniform sign plan shall be recorded by the owner in the Office of the Clerk of the Superior Court prior to issuance of a certificate of occupancy for the development and shall be included in any sale, lease, or other transfer of right of occupancy affecting any part of the development.
- e. All tenants of the development, whether an owner, lessee, subtenant, purchaser, or other occupant, shall comply with the approved uniform sign plan.

5.5. REMOVAL OF ABANDONED AND ILLEGAL SIGNS

5.5.1. ABANDONMENT DEFINED

- a. Any temporary sign that provides notice of something that has already occurred shall be deemed to have been abandoned.
- b. Any sign that fails to meet the maintenance requirements of this Article shall be deemed to be abandoned and subject to removal if such deficiencies are not corrected within 30 days after a written notice from the Building Official to the owner or tenant concerning said deficiencies. The Building Official shall have the discretion to grant an additional 30 days for the required improvements to be made provided substantial progress is being made to correct the deficiencies and a written request for such an extension is received at least five working days before the end of the original notice.

5.5.2. SIGN REMOVAL

- a. Signs that are deemed to be abandoned or otherwise found to be in violation of this Ordinance shall be removed by the owner of the sign or owner of the premises within 30 days from the written notice by the Building Official. Any such signs not removed within 30 days from the written notice may be removed by the jurisdiction, and all costs charged to the owner of the premises upon which such sign was located, or the owner of the sign itself.
- b. Should any sign become insecure or in danger of falling or otherwise unsafe in the opinion of the Building Official, the owner or person or firm maintaining the sign shall, upon written notice from the Building Official, forthwith in the case of immediate danger and in any case within 10 days, remove such sign or secure it in a manner approved by the Building Official. Any such sign not removed or secured within 10 days from the written notice may be removed by the Jurisdiction and all costs charged to the owner, agent, or person having beneficial interest of the building or premises upon which such sign was located, or in the sign itself.
- c. If any sign is installed, erected or constructed in violation of this Ordinance, the owner or person or firm maintaining the sign shall, upon written notice from the Building Official, within 10 days, remove such sign or bring it into compliance with this Ordinance. Any such sign not removed or properly altered within 10 days from the written notice may be removed by the Jurisdiction and all costs charged to the owner, agent, or person having beneficial interest of the building or premises upon which such sign was located, or in the sign itself.
- d. Nonconforming signs erected prior to date of this Ordinance may be preserved unless they fail to meet the maintenance requirements of this Article. Once a nonconforming sign is removed for any reason, it may only be replaced with a conforming sign.