

**Ordinance No.: 17-04**

ORDINANCE OF THE BOARD OF COMMISSIONERS OF COLUMBIA COUNTY, GEORGIA  
REVISING CHAPTER 90, ZONING, ARTICLE IV SUPPLEMENTAL REQUIREMENTS, SECTION 90-  
135, SIGNS; REPEALING ANY CONFLICTING ORDINANCES AND ESTABLISHING AN  
EFFECTIVE DATE.

**THIS ORDINANCE** adopted by the Board of Commissioners of Columbia County, Georgia  
(the "Board").

**WHEREAS**, the Board desires to clarify certain provisions of the Columbia County Code of  
Ordinances that affect both how businesses advertise and community aesthetics, and

**WHEREAS**, the Board desires to amend requirements for signs.

**NOW, THEREFORE, BE IT ORDAINED** by the Board and it is hereby ordained by the  
authority of the same as follows:

Section 1. Chapter 90, Zoning, Article IV Supplemental Requirements, Section 90-135, Signs.  
Chapter 90, Zoning, Article IV Supplemental Requirements, Section 90-135, Signs is hereby deleted in  
its entirety and there is inserted in lieu thereof a new Chapter 90, Zoning, Article IV Supplemental  
Requirements, Section 90-135, Signs to read as set forth in Exhibit "A" attached hereto and made a part  
hereof.

Section 2. Repeal of Conflicting Ordinances. Any Ordinances in conflict with this Ordinance  
shall be repealed to the extent necessary to eliminate such conflict.

Section 3. Effective Date. This Ordinance shall become effective upon the date of its adoption  
following the second reading of the Ordinance.

**ADOPTED**, this 16 day of May, 2017.

**BOARD OF COMMISSIONERS OF  
COLUMBIA COUNTY, GEORGIA**

Attest:

Its Clerk

*Patrice R. Crawley*

By:

Its Chairman

*Ken P. Goss*



## Exhibit "A"

### Section 90-135 *Signs*

- (a) *Findings.* The Board of Commissioners find that signs provide an important medium through which individuals may convey a variety of noncommercial and commercial messages. However, left completely unregulated, signs can become a threat to public safety as a traffic hazard and a detriment to property values and the county's overall public welfare, as well as an aesthetic nuisance.
- (b) *Intent.* By enacting the ordinance codified in this chapter, the Board of Commissioners intends to:
1. Balance the rights of individuals to convey their messages through signs and the right of the public to be protected against the unrestricted proliferation of signs;
  2. Further the objectives of the county's comprehensive plan, which is expressly incorporated herein;
  3. Protect the public health, safety and welfare of the citizens and others within the county;
  4. Reduce traffic and pedestrian hazard;
  5. Promote the aesthetic qualities of the county;
  6. Protect property values by minimizing the possible adverse effects and visual blight caused by signs;
  7. Promote economic development;
  8. Ensure the fair and consistent enforcement of sign regulations.
- (c) *Intent of sign regulations.* Notwithstanding any other restrictions in this chapter, any sign authorized under this chapter can contain any commercial or noncommercial message.
- (d) *Compliance.* No sign shall be placed or maintained on any property, building or other structure within the county except in conformity with these sign regulations.
- (e) *Violations.* In case any sign, advertising device or other device covered by this chapter is or is proposed to be erected, constructed, altered, converted or used in violation of any provision of this chapter, the division director or designee may, in addition to other remedies, and after due notice to the appropriate person, issue a citation for violation of this Code requiring the presence of the violator in the municipal court, or institute injunction or other appropriate action or proceeding to prevent such unlawful erection, construction, alteration, conversion or use, or to correct or abate such violation. Without limitation, businesses, organizations, builders, developers, contractors,

property owners, and such other parties responsible for the violation may be cited for violation of any provisions of this chapter.

- (f) *Definitions of land use categories.* Land use categories referred to in this chapter are defined herein for the purpose of regulating signs. The use in this chapter of the term "property" relative to a land use category includes both developed and undeveloped properties, while the term "use" means a property that is developed, occupied or otherwise in operation under the land use category. The land use categories are as follow:

*Agricultural* means a property used primarily for the cultivation of crops, dairying or the raising of livestock, or a vacant property zoned or offered for sale or lease for such purpose.

*Commercial* means a property occupied by one or more business establishments that are primarily engaged in the sale of goods; the provision of personal, professional, business, entertainment or other commercial services; the management of a business enterprise; or the provision of temporary housing to the traveling public (such as a motel); or a vacant property zoned or offered for sale or lease for such purposes.

*Industrial* means a property occupied by one or more business establishments that are primarily engaged in the fabrication, manufacture or production of durable or nondurable goods, or a vacant property zoned or offered for sale or lease for such purpose.

*Institutional* means a property occupied by a private, nonprofit religious, recreational, educational or philanthropic organization, club or semipublic institution.

*Multifamily residential* means a property occupied primarily by one or more residential buildings containing three or more dwelling units, or a mobile home park, or a vacant property zoned or offered for sale or lease for such purposes.

*Single- and two-family residential* means a property occupied primarily by one or more single-family dwellings or duplex dwellings, or a vacant property zoned or offered for sale or lease for such purpose.

- (g) *Definitions related to signs.* The following words and phrases have specific meanings as used in this chapter:

*Abandoned sign* means cessation for a period of twelve (12) months of the use of a sign by either the owner of the sign or the occupant of the property on which the sign is placed, or through the removal or relocation of the previous occupant of the property, or a sign that has ceased to be used for a period of twelve (12) months through the removal of its copy or the deterioration of its copy through lack of maintenance, but excluding temporary or short-term periods of remodeling, refurbishment or maintenance of the sign.

*Animated sign* means a sign that uses movement or changes of lighting to depict action or to create a special effect or scene.

*Awning* means a roof-like cover that projects from the wall of a building for the purpose of shielding a doorway, 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.

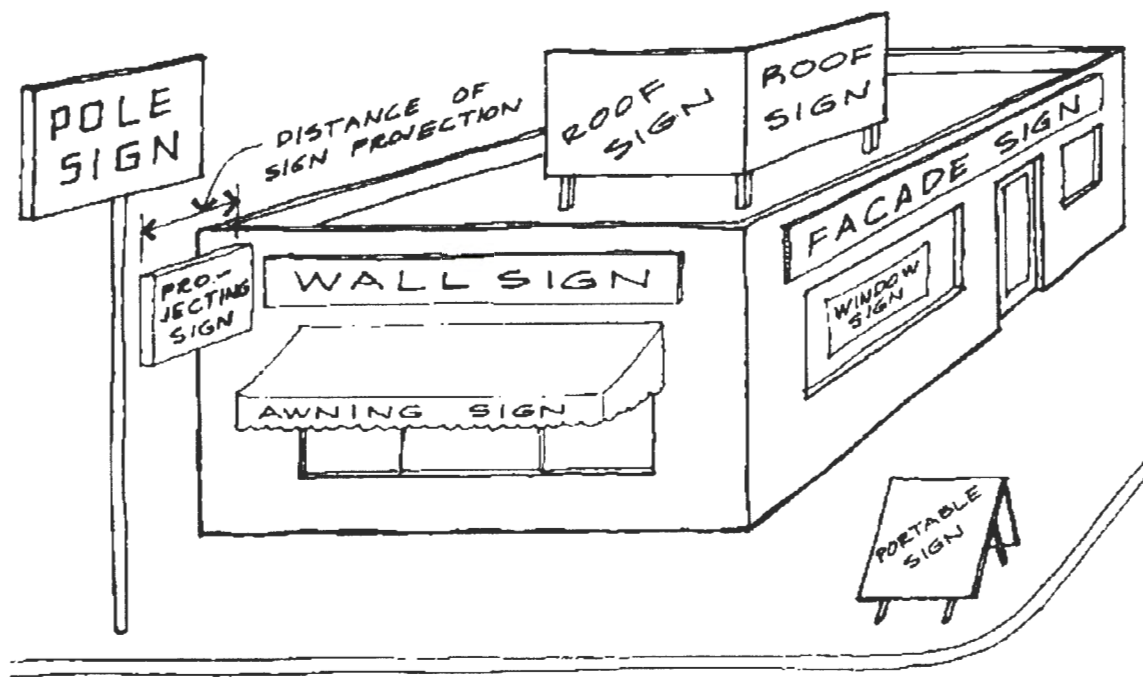
*Awning sign.* See *Building sign*.

*Banner* means a sign made of, cloth, thin plastic, or similar lightweight material, and usually containing a message or logo.

*Billboard*, if a freestanding structure, means any sign larger than the maximum permitted size of a freestanding sign in the zoning district or sign overlay district where the structure is located. If the billboard is a wall sign or a sign attached to a building, such term shall mean any sign larger than the maximum permitted size for a wall sign in the zoning district or sign overlay district where the sign is located.

*Building sign* means 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 sign* means a sign imposed, mounted or painted upon an awning.
2. *Canopy sign* means a sign affixed to, superimposed upon, or painted on any canopy, such that the sign is mounted in such a manner that a continuous face with the canopy is formed.
3. *Mansard sign* means a sign imposed, mounted or painted upon a mansard and not extending above the top of the mansard.
4. *Marquee sign* means any sign painted on or attached flat to the face of a marquee.
5. *Parapet sign* means a sign imposed, mounted or painted on a parapet and not extending above the top of the parapet.
6. *Projecting sign* means a sign affixed to a wall and extending more than 18 inches from the surface of such wall, usually perpendicular to the wall surface.
7. *Roof sign* means a sign projecting over the coping of a flat roof, or over the ridge of a gambrel, hip or gable roof, and supported by or attached to the roof.
8. *Under-canopy sign* means a display attached to the underside of a marquee or canopy and protruding over private sidewalks.
9. *Wall or fascia sign* means a sign that is fastened directly to or is placed or painted directly upon the exterior wall of a building, with the sign face parallel to the wall, and extending from the surface of the wall no more than 18 inches.
10. *Window sign* means a sign that is placed on or behind a windowpane or glass door and intended to be viewed from outside the building.



## SIGN TYPES

*Canopy* means a permanent roof-like structure projecting from a building and open on at least one side for the purpose of shielding a pedestrian walkway from the elements, or a freestanding roof-like structure supported by columns intended to shield a vehicular driveway or service area from the elements.

*Changeable copy sign* includes but is not limited to the following:

1. *Automatic changeable copy sign* means a sign on which the copy changes automatically on a lamp bank or through mechanical means (e.g., electrical or electronic time and temperature units). The term "copy" means words, numbers and/or pictorial representations.
2. *Manual changeable copy sign* means a sign on which copy is changed manually in the field (e.g., reader boards with changeable letters). Copy shall mean words and numbers.

*Channeled letters (internally illuminated letters)* includes but is not limited to the following:

1. *Internally channeled letters* means letters or other symbols with recessed surfaces designed to accommodate incandescent bulbs or luminous tubing.

2. *Reverse channeled letters* means letters or other symbols *with raised surfaces designed to be lighted from behind.*

*Double-faced sign* means a sign structure with two sign faces that are parallel (back-to-back) or that form an angle to one another of no more than 60 degrees, where each sign face is designed to be seen from a different direction.

*Festoons* means strings of ribbons, tinsel, small flags, pennants, streamers, pinwheels, or other devices or long narrow strips of fabric, plastic, or other pliable material designed to move in the wind.

*Flashing sign* means a sign that contains an intermittent or sequential flashing light source used primarily to attract attention. It does not include electronic signs.

*Freestanding sign* means a sign permanently attached to the ground and that is wholly independent of any building or other structure. The term "freestanding sign" includes but is not limited to the following:

1. *Pole or pylon sign* means a sign that is mounted on a freestanding pole, pylon, columns, or similar support such that the bottom of the sign face or lowest sign module is not in contact with the ground.
2. *Monument sign* means a freestanding sign in which the entire bottom of the sign face or structure 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.

*Frontage, building*, means the width in linear feet of the front exterior wall of a particular establishment.

*Frontage, road*, means the width in linear feet of each lot where it abuts the right-of-way of any street.

*Holiday* means a day fixed by law or custom commemorating an event or honoring a person.

*Illuminated signs* includes but is not limited to the following:

1. *Internally illuminated sign* means a sign that is illuminated by an artificial light source from within the sign structure, usually projected through a transparent or translucent sign face.
2. *Externally illuminated sign* means any sign that is only illuminated by an artificial light source that directly or indirectly illuminates the face of the sign from outside the sign structure.

*Incidental building sign* means a small sign, emblem, or decal no larger than six square feet located on a building or structure. Such signs are normally located on doors, windows, and gas pumps, and are generally not readily visible or legible from public rights-of-way.

*Internally illuminated letters.* See *Channeled letters*.

*Mansard* means a steeply sloped, roof-like facade architecturally similar to a building wall.

*Mansard sign.* See *Building sign*.

*Marquee* means a permanent roof-like structure or canopy of rigid materials supported by and extending from the facade of a building.

*Marquee sign.* See *Building sign*.

*Minimum front setback* means the minimum distance required by the zoning on a property between an adjoining street and the facade of a principal building on the property.

*Monument sign.* See *Freestanding sign*.

*Multi-faced sign* means a single sign structure consisting of two sign faces (see *Double-faced sign*) or three or more sign faces that are separated from each other at their nearest point by no more than three feet. Sign faces on a single sign structure that are separated by more than three feet are treated as separate signs.

*Pennant* means any lightweight plastic, fabric or similar material designed to move in the wind; pennants are often suspended from a rope, wire, or string in series. The term "pennant" shall not include a banner as defined in this chapter.

*Planned center* means a building or group of buildings occupied by two or more retail stores, service establishments, offices, industries or any other businesses that do not share common space, which is located on a property that is in common ownership or condominium ownership. Buildings that are occupied by two or more businesses that share common space, such as but not limited to a branch bank in a grocery store, a fast-food restaurant in a merchandise store, or booths in a flea market, are not considered planned centers.

*Pole or pylon sign.* See *Freestanding sign*.

*Portable sign* means a sign designed to be transported or easily relocated and not permanently attached to the ground, such as but not limited to the following:

1. A sign designed to be temporarily placed upon the ground and not otherwise permanently affixed to it as otherwise required by the building code;
2. A sign mounted on a trailer, with or without wheels; or
3. A sidewalk, sandwich board or curb-type sign.

*Principal building sign* means the main, predominant or largest sign on an individual wall of a building or tenant space.

*Principal freestanding sign* means the main, predominant or largest freestanding sign on a property.

*Project entrance sign* means a permanent freestanding sign located at a discernible entrance into a multi-family development, or into a development containing multiple lots, such as but not limited to a particular residential or commercial subdivision, business center, office park or industrial park.

*Projecting sign.* See *Building sign*.

*Roof sign.* See *Building sign*.

*Sidewalk or sandwich sign* means a moveable sign not permanently secured or attached to the ground or surface upon which it is located.

*Sign* means any structure, display, or device 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* means 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 open space or by portions of a sign structure not intended to contain any advertising message or idea, and are purely structural or decorative in nature.

*Sign module* means each portion or unit of a sign face that is clearly and physically separable from other such units by virtue of the expression of a complete thought, message, logo, or idea.

*Sign structure* means all elements of a freestanding sign, including the sign face, background, or decorative elements related to the presentation or support of the sign's message, and the structural supports.

*Swinging or projecting sign* means a sign projecting perpendicularly from the outside wall of the building upon which it is located. See *Projecting sign* under *Building sign*.

*Tenant* means a natural person, business or other entity that occupies land or buildings by ownership, under a lease, or through payment of rent; an occupant, inhabitant, or dweller of a place.

*Under-canopy sign.* See *Building sign*.

*Vehicular sign* means any sign placed on, mounted on, painted on or affixed to a motor vehicle, freight, flatbed or storage trailer or other conveyance when same are placed or parked in such a manner as to be viewed or intended to be viewed from the public right-of-way, except that this definition shall not apply when:

1. Such conveyances are actively being used to load, transport or unload persons, goods or services in the normal course of business;

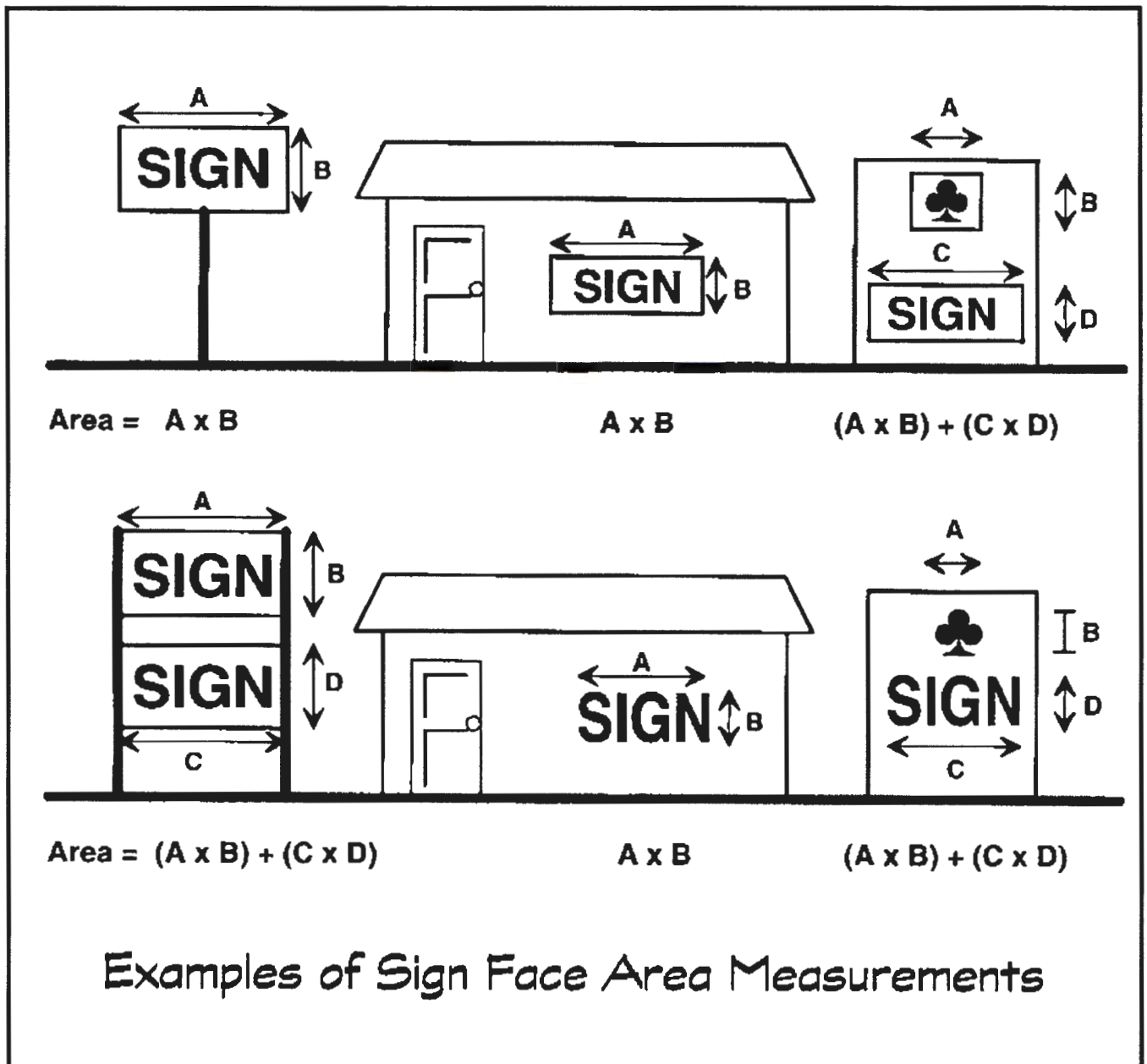


2. Such conveyances are parked in an inconspicuous area, such as but not limited to a loading dock, to the side or rear of a building away from the street, or in a designated parking space in reasonable proximity to the place of business; or
3. Such conveyances are actively being used for storage of construction materials for, and on the same lot with, a bona fide construction project for which building and other applicable permits have been issued and where construction is underway, and provided said conveyances are located within designated storage areas.

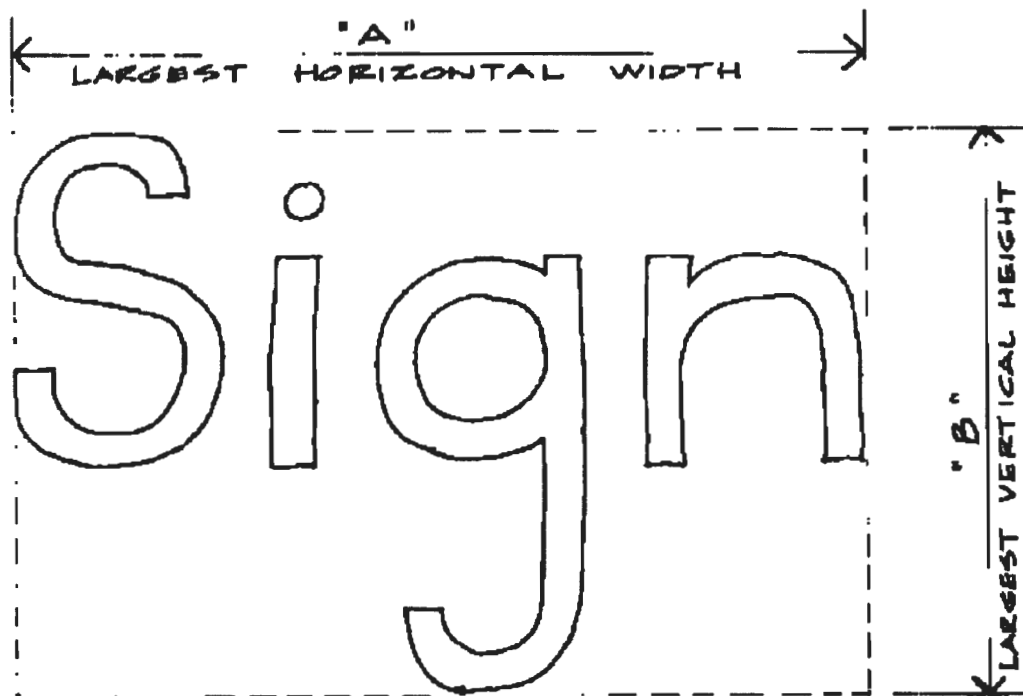
*Wall sign. See Building sign.*

(h) *Computation of sign area.* In order to determine compliance with the maximum allowable sign areas permitted under this chapter, the following shall establish how sign areas are measured.

1. Sign face area
  - i. 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 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 it is placed.



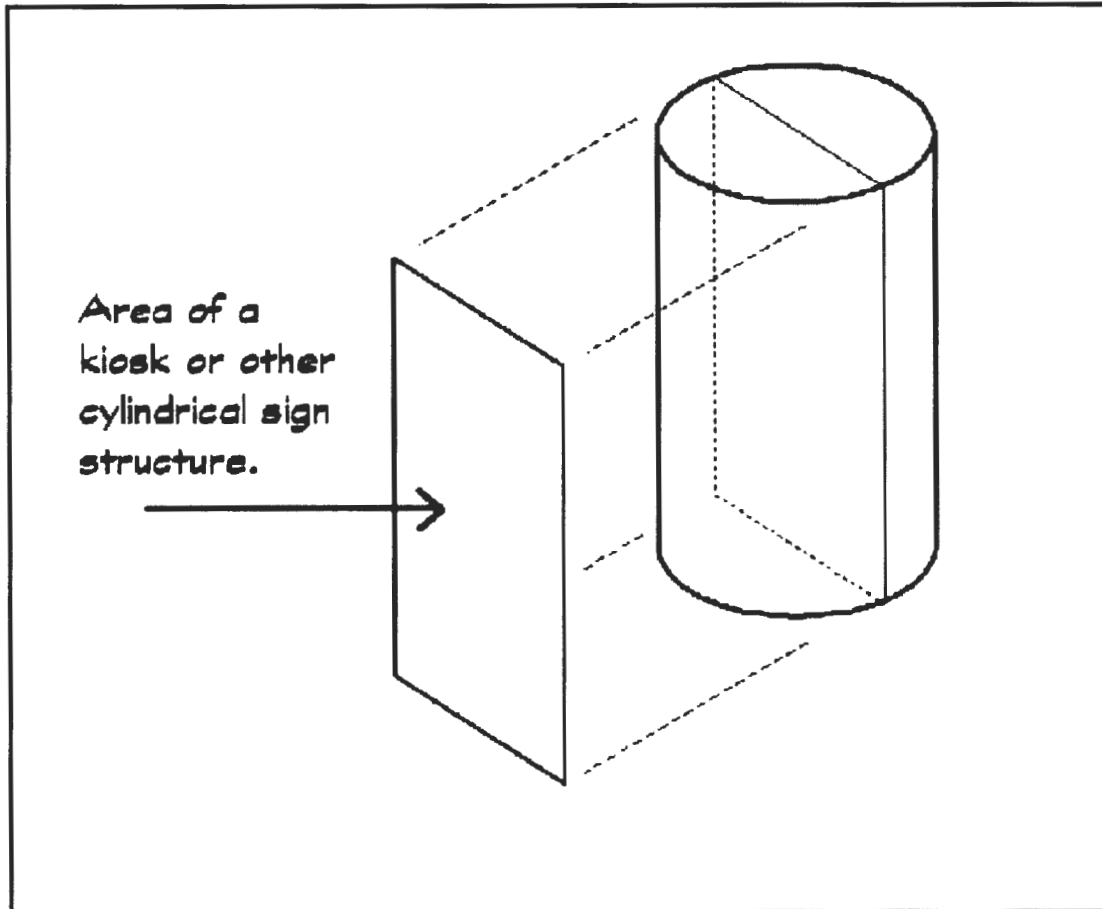
- ii. For signs that have no identifiable frame or border, the smallest rectangle that includes all of the sign's words, letters, figures, symbols, logos, fixtures, colors, or other design elements intended to convey the sign's message shall establish the area of the sign's face.



MEASUREMENT OF WALL SIGN AREA WHERE  
THERE IS NO DEFINED SIGN BACKGROUND

"A" x "B" = SIGN AREA

- iii. For signs applied to a kiosk or other cylindrical sign structure, the area of the sign face shall be computed as the largest rectangular area achieved from any one view of the sign. Measurements shall be made as a flat plane rectangle projected on the sign.



- iv. 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 module.
- v. *Automatic or manual changeable copy signs.* For any sign on which any of the words, letters, figures, symbols, logos, fixtures, colors, or other design elements are routinely changed 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.

i.

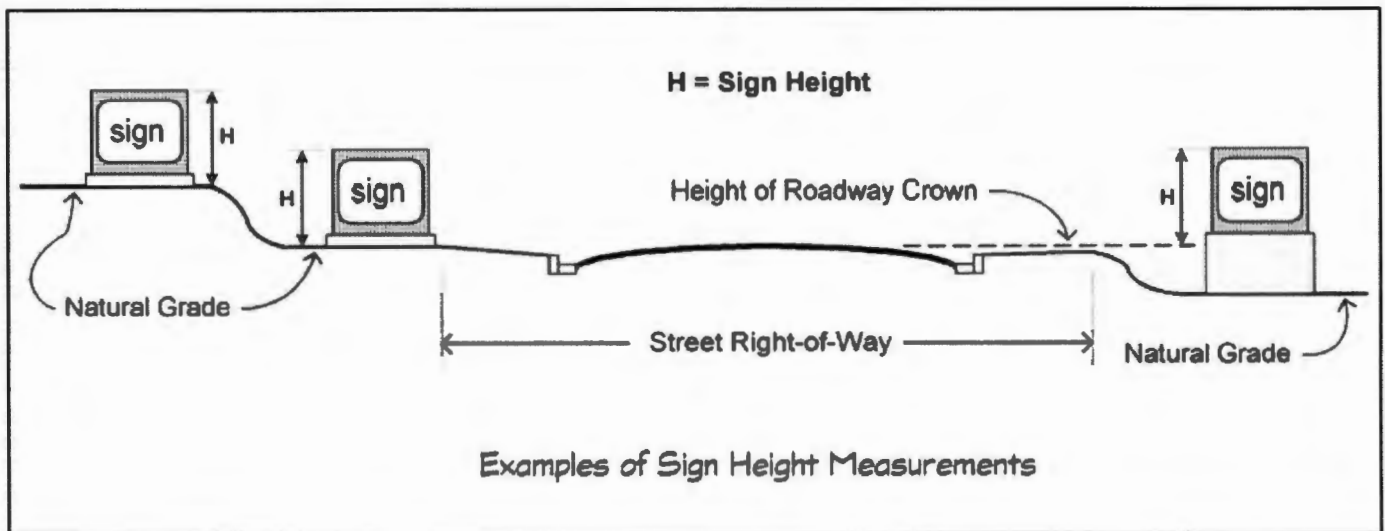
2. *Treatment of open spaces.* Any open space contained within the limits of the rectangle delimiting the sign face, sign module, or sign structure shall be included in the computation of the area of such sign face, sign module, or sign structure. For window signs, open spaces or clear backgrounds designed to allow an unobstructed view into a place of business shall not be counted toward the maximum allowable sign face area.

3. *Multi-faced signs*

- i. *Double-faced signs.* For double-faced signs, when the sign face surfaces are parallel (back-to-back), or where the smallest angle formed between the two faces is 60 degrees or less, the area of the sign shall be taken as the area on the largest side. For double-faced signs where the interior angle formed by the faces is more than 60 degrees, the area of the sign shall be the total area of all sides.
- ii. *Signs with three or more faces.* For sign structures having only three faces and the interior angle formed between each of the faces is 60 degrees, the area of the sign shall be taken as the area on the largest side. For all other multi-faced signs with three or more sides, the area of the sign shall be the largest total of all faces that are joined by an interior angle of more than 60 degrees that can be viewed from any one direction.

(i) *Measurement of sign height and distance*

1. *Sign height.* The height of a sign shall be equal to the vertical distance from the average grade at the base of the sign, or from the crown of the roadway of the nearest street if the street is within 100 feet of any portion of the sign (when measured perpendicular to the street), to the highest point of any portion of the sign, whichever results in the greater sign height. Any earthen berms and elevated foundations supporting signs, signposts or other sign supports shall be included in the height of the sign.



2. *Measurement of distance.* Minimum distances required hereunder shall be measured along the shortest straight line from the nearest point on a sign structure to the nearest point on a property line, sign structure, building or structure to which the minimum distance requirement applies.

(j) *Signs that are regulated*

1. *Applicability.* The regulations and requirements of this chapter apply to all signs that are or are intended to be viewed from a public right-of-way, a private street or adjacent property, except as otherwise exempt under this section.
2. *Exclusions.* The following are not considered signs and are excluded from all restrictions and regulations imposed by this chapter:
  - i. Window displays not visible from a public or private street or from adjoining property are not considered to be signs and are exempt from these sign regulations.
  - ii. Words and/or graphics on products that are an integral part of the product, the product's original packaging, and product dispensers (such as but not limited to a soft drink machine) are not considered to be signs and are exempt from these sign regulations. Product containers intended for the storage of products are not exempt from these regulations.
  - iii. A building design, color, architectural element or motif that is associated with a particular establishment or organization but which conveys no message is not considered to be a sign and is exempt from these sign regulations.

3. *Exemptions.* Each of the following types of signs is allowed on any property and is exempt from the restrictions imposed by this chapter:

- i. *Official signs.* Signs placed by or at the direction of a governmental body, governmental agency, board of education or public authority pursuant to O.C.G.A. § 32-6-50 et seq. As provided by O.C.G.A. § 32-6-51, such signs are authorized within all rights-of-way or other properties controlled by such governmental body, agency, board of education or public authority and at such other locations as a governmental body, governmental agency or public authority may direct.
- ii. *Incidental signs.* Small signs no more than six (6) square feet, provided that the aggregate of all such signs on a property may not exceed sixteen (16) square feet unless a larger aggregate area is required by law or government regulation.

(k) *Prohibited signs.* Unless otherwise exempt under Section 90-135(j)(3), the following types of signs are prohibited:

1. *Animated and flashing signs.*

- i. Signs (excluding automatic changeable copy signs) that flash, blink, , and signs containing reflective elements that sparkle in the sunlight or otherwise simulate illumination during daylight hours are not allowed.
- ii. For automatic changeable copy signs, see subsection (u)(3).

2. *Attached and painted signs.* Signs that are painted on or attached to trees, curbs, utility poles, or rocks or other natural features are not allowed.

3. *Courtesy benches, trash cans, etc.* Courtesy benches, trash cans, and similar devices on which a sign is displayed are not allowed.

4. *Dilapidated signs.* Signs that are dilapidated or in such condition as to create a hazard, nuisance or to be unsafe or fail to comply with any provision of the building code, are not allowed.

5. *Festoons.* Strings of ribbons, tinsel, small flags, pennants, streamers, pinwheels, balloons or other devices, or long narrow strips of fabric, plastic, or other pliable material designed to move in the wind or by mechanical fan are not allowed.

6. *Misleading statements.* It is unlawful for a person to display false or misleading statements upon signs or other public places calculated to mislead the public as to anything sold, services to be performed, or information disseminated. The fact that any such sign or display contains words or language sufficient to mislead a reasonable or prudent person shall be prima facie evidence of a violation of this section by the persons displaying such sign or permitting such sign to be displayed at their residence, establishment or place of business.

7. *Obscene signs.* Obscene signs, as defined by the state at O.C.G.A. § 16-12-80(b), are not allowed.
8. *Obstructions.* No sign shall obstruct any fire escape, window, door, or opening usable for fire prevention or suppression, or prevent free passage from one part of a roof to any other part thereof. No sign shall extend above a parapet wall, be affixed to a fire escape, or interfere with any opening required for ventilation.
9. *Pole or pylon signs.* Signs meeting the definition of pole or pylon as defined in this chapter are not allowed as principal freestanding signs, unless specifically allowed by subsection (v)(2).
10. *Portable signs.* A sign designed to be transported or easily relocated and not permanently attached to the ground, such as but not limited to the following, is not allowed:
  - i. A sign designed to be temporarily placed upon the ground and not otherwise permanently affixed to it as otherwise required by the building code;
  - ii. A sign mounted on a trailer, with or without wheels.
11. *Private signs placed on public property.* Any sign posted or erected on utility poles, public rights-of-way or any other public property as regulated by O.C.G.A. § 16-7-58 et seq. is not allowed, except as required or authorized by O.C.G.A. § 32-6-50 or any other law.
12. *Roof signs.* Roof signs, including signs painted or adhered on roofs, are not allowed. This prohibition does not apply to the fascia portion of a mansard roof, or to the face of a parapet wall, provided that the sign must not extend above the top of the mansard roof or parapet wall.
13. *Rope lighting.* LED or otherwise illuminated rope lighting used to outline windows, doors, or building features is prohibited.
14. *Searchlights and similar devices.* Searchlights and similar devices are not allowed.
15. *Signs advertising illegal activity.* Signs that advertise an activity illegal under state or federal law are not allowed.
16. *Signs imitating public warning or traffic devices.*
  - i. Any sign that displays intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, and any sign that uses the words "stop," "go," "slow," "caution," "danger," "warning" or other message or content in a manner that might mislead or confuse a driver, is not allowed.
  - ii. Any sign that uses the words, slogans, dimensional shape or size, or colors of governmental traffic signs is not allowed.



- iii. No red, green, and yellow illuminated sign shall be permitted within 300 feet of any traffic light.
  - 17. *Sound or smoke emitting signs.* 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 or odors, is not allowed.
  - 18. *Vehicular signs.* Any sign that meets the definition of a vehicular sign as defined in this chapter is prohibited.
- (l) *Business license and insurance for sign contractors required.* It shall be unlawful for any person to engage in the business of erecting or maintaining signs within the county unless and until such person has obtained a business license issued in the state and a certificate of insurance from an insurance company authorized to do business in the state evidencing that the person has in effect public liability and property damage insurance providing coverage in the sum of \$25,000.00 for property damage for any one claim and public liability insurance in an amount not less than \$100,000.00 for injuries, including accidental death, to one person. The certificate of insurance shall state that the insurance carrier will notify the county 30 days in advance of any termination or restriction of the coverage.
- (m) *Enforcement.* The division director or designee is responsible for general administration of this chapter; the receipt, review and processing of all applications for sign permits; and all sign variance requests filed with the county.
- (n) *Removal of illegal or abandoned signs*
- 1. *Removal order.* The division director or designee may order the removal of any sign in violation of this chapter, or any sign abandoned for twelve (12) consecutive months or more, by written notice to the permit holder; or if there is no permit holder, then to the owner of the property on which the sign is erected; or if the property owner cannot be found or cannot be determined, then to the sign erector and any party that procured the erection of the sign. If a permit was issued, such notice shall operate to revoke the permit. The removal order shall be issued only after the appropriate party fails to comply within seven days after the county gives written notice of noncompliance.
    - i. *Exception; vehicular signs.* The division director or designee may order the removal of any vehicular sign in violation of this chapter after the appropriate party fails to comply within 24 hours after the county gives written notice of noncompliance.
  - 2. *Procedure following removal order.* An aggrieved party may appeal the removal order within ten days from the date that the notice was mailed. Such appeal shall be made to the Board of Commissioners. If the sign is not removed within 30 days after the order of removal (or 30 days after the date any appeal becomes final), the division director or designee is authorized to remove the sign or cause the sign to be removed the sign and to collect the costs thereof as provided below.

3. *Removal without notice.*

- i. The division director or designee or any other agent of the county having jurisdiction under the circumstances may remove or direct the removal of any sign in violation of this chapter, without giving notice to any party, if:
  - A. Said sign is illegally placed upon the public right-of-way or upon other public property; or
  - B. Said sign poses an immediate safety threat to the life or health of any members of the public.
- ii. Following such removal, the county may collect the costs as provided in subsection (4) of this section.

4. *Costs of removal.*

- i. Removal of any sign found in violation shall be without liability to the county, its officers, agents, and employees. The permit holder shall be primarily responsible for the costs of removal. If there is no permit holder, then the property owner shall be responsible. If the sign owner cannot be determined, then the costs of removal shall be the responsibility of any party that procured the erection of the sign.
- ii. If payment or arrangement to make payment is not made within 60 days after the receipt of a statement of removal costs, the division director or designee shall certify the amount thereof for collection to the county attorney.
- iii. Costs of removal shall be charged in accordance with a fee schedule established by the county or at the actual cost to the county, whichever is more appropriate to the action taken.

(o) *Sign permits*

1. *When required.* In addition to a building permit as may be required under the building code, a sign permit shall be obtained from the division director or designee prior to installation, relocation, expansion, construction or structural alteration of any sign regulated under this chapter except for those signs specifically exempted under subsection (2) of this section.
2. *Exemptions.*
  - i. A sign permit will not be required under the following conditions:
    - A. Painting, repairing, cleaning, or maintaining a sign shall not require a sign permit unless a structural change is made.
  - ii. A sign permit will not be required for the following listed signs, provided that such signs meet the requirements of this chapter:

- A. A sign that is otherwise exempt from regulation under subsection (j)(3) does not require a sign permit.
- B. A freestanding sign on a single-family or two-family residential property and no larger than six square feet does not require a sign permit.
- C. Miscellaneous freestanding signs that are allowed under subsection (w)(2) and (w)(3) do not require a sign permit.

(p) *Issuance of a sign permit.*

1. *Review required.* For any sign requiring issuance of a sign permit under the provisions of this chapter, review of a completed application shall be required prior to installation, relocation, renovation, expansion, construction or reconstruction of the sign. The sign application, with the nonrefundable application fee established by the county, shall be submitted to the division director or designee.
2. *Sign permit application.* Applications for sign permits shall be filed by the sign owner or his agent in the office of the division director or designee upon forms furnished by this office. The application shall describe and set forth the following:
  - i. The type of the sign as defined in this chapter.
  - ii. The value of the sign.
  - iii. The street address of the property upon which the subject sign is to be located, and the proposed location of the subject sign on the subject property. In the absence of a street address, a method of location acceptable to the division director or designee shall be used.
  - iv. The square foot area of the sign face and the sign structure, and the aggregate square foot area if there is more than one sign face.
  - v. The name and address of the owner of the real property upon which the subject sign is to be located.
  - vi. The written consent of the owner or his agent granting permission for the placement or maintenance of the subject sign.
  - vii. A sketch or print drawn to scale showing all pertinent information required by the division director or designee, such as wind pressure requirements and display materials. The division director or designee may require additional information on such print or sketch to ensure compliance with this chapter.
  - viii. The name, address, telephone number and business license number of the sign contractor.

- ix. A site plan drawn to scale or elevation drawing showing the placement of the sign, including its relation to any existing or proposed landscaping. To the greatest practical extent, signs shall be located in a manner that reduces conflicts with existing or proposed landscaping.
  - x. Plans for a planned center or mixed use development signage in accordance with the master signage plan requirements of subsection (q).
3. *Conformance to building codes.*
- i. Plans required for issuance of a sign permit shall be certified as to conformance with all structural and wind-load resistive standards of the building code by a qualified structural engineer, or be prepared using standard drawings prepared by a structural engineer or other qualified professional meeting, or exceeding all requirements of the building code, if applicable.
  - ii. All signs involving internal lights or other electrical devices or circuits shall display a label certifying it as being approved by the Underwriters Laboratories, Inc.
  - iii. All electrical service to a sign shall be in compliance with the electrical code. A licensed electrical contractor must obtain an electrical permit and wire the sign to code.
  - iv. Clearance from all electrical power lines shall be in conformance with the requirements of the electrical code.
4. *Issuance of sign permit.*
- i. The county shall process all sign permit applications within 30 days of the county's actual receipt of a complete application for a sign permit. Revisions or amendments to an application shall extend the review period to 30 days from the date of submission of the revision or amendment. Revisions or amendments received after the issuance of a permit shall constitute a new application.
    - A. The division director or designee shall reject any application as incomplete that does not include all items required for a sign permit application as set forth under subsection (b) of this section.
    - B. The division director or designee shall reject any application containing any false material statements or omissions. Any rejected application later resubmitted shall be deemed to have been submitted on the date of resubmission instead of the original date of submission.
  - ii. Within 30 days of receipt of a complete application, the division director or designee shall:
    - A. Issue the permit; or
    - B. Inform the applicant of the reasons why the permit cannot be issued.

- iii. Upon determination that the application fully complies with the provisions of this chapter, the building code, and all other applicable laws, regulations and chapters of the county, the sign permit shall be issued by the division director or designee.
- iv. Should it be determined that a sign permit was issued pursuant to an application containing a false material statement, the division director or designee shall revoke the subject sign permit and the subject sign shall be removed. A revocation pursuant to this section shall be appealable pursuant to the appeal procedures of this chapter.

5. *Permit fee; registration of existing signs.*

- i. No sign permit shall be issued until the appropriate application has been filed with the division director or designee and fees have been paid as provided in this subsection. The fee for such permits shall be based on the square footage of each sign face. If a sign has more than one face, the square footage for purposes of determining the permit fee shall be computed from the sign face with the greatest square footage. The permit fee shall be fixed from time to time by the Board of Commissioners.

(q) *Master signage plans.*

- 1. *Approval required.* Signage for a planned center or a mixed use development, whether new or existing, may be established by approval of a master signage plan in accordance with the provisions of this section.
- 2. *Master signage plan approval*
  - i. Master signage plans must be approved by the Board of Commissioners pursuant to Section 90-180 prior to the issuance of any sign permits for the planned center or mixed use development.
  - ii. An application for master signage plan approval shall be submitted to the Planning Services Director or designee.
- 3. *Master signage plan standards.* Standards as to type, number, size, height, location, orientation or other design provisions established in addition to or in lieu of the restrictions placed on signs by this chapter are to be incorporated into the master signage plan.
  - i. Master signage plans shall illustrate all proposed signs in sufficient detail so as to provide knowledgeable review and design specificity. Master signage plans shall show, describe or illustrate all signs proposed to be located on a lot and the buildings and structures therein, whether existing or new, and whether permitted by right or as additional signage under these regulations.
  - ii. Signs that are otherwise exempt under this chapter need not be shown on the master signage plan.

- iii. Upon approval, the master signage plan shall supersede any conflicting restrictions and regulations of this chapter for the property to which it pertains.

(r) *Nonconforming signs*

1. *Defined*

- i. A nonconforming sign is a sign that does not comply with one or more of the regulations or restrictions imposed by this chapter.
- ii. A legal nonconforming sign is a freestanding sign or building sign that was lawfully erected and maintained prior to the adoption or amendment of the ordinance codified in this chapter, and which by reason of such adoption or amendment no longer conforms to one or more of the applicable regulations and restrictions of this chapter as adopted or amended.
- iii. Any sign that was not lawfully erected in accordance with the sign regulations in effect at the time of the sign's construction, or was subsequently altered in a way inconsistent with the sign regulations in effect at the time of its alteration, is considered an illegal sign and shall not be granted legal nonconformity status. Illegal signs are subject to removal.

2. *Removal of nonconforming signs or abandoned signs.* When a business or service is discontinued, all nonconforming signs relating to the business or service, including all nonconforming principal freestanding signs and sign structures and all nonconforming building signs, shall be removed after twelve (12) months from the date of discontinuance.

3. *Retention of legal nonconformity status*

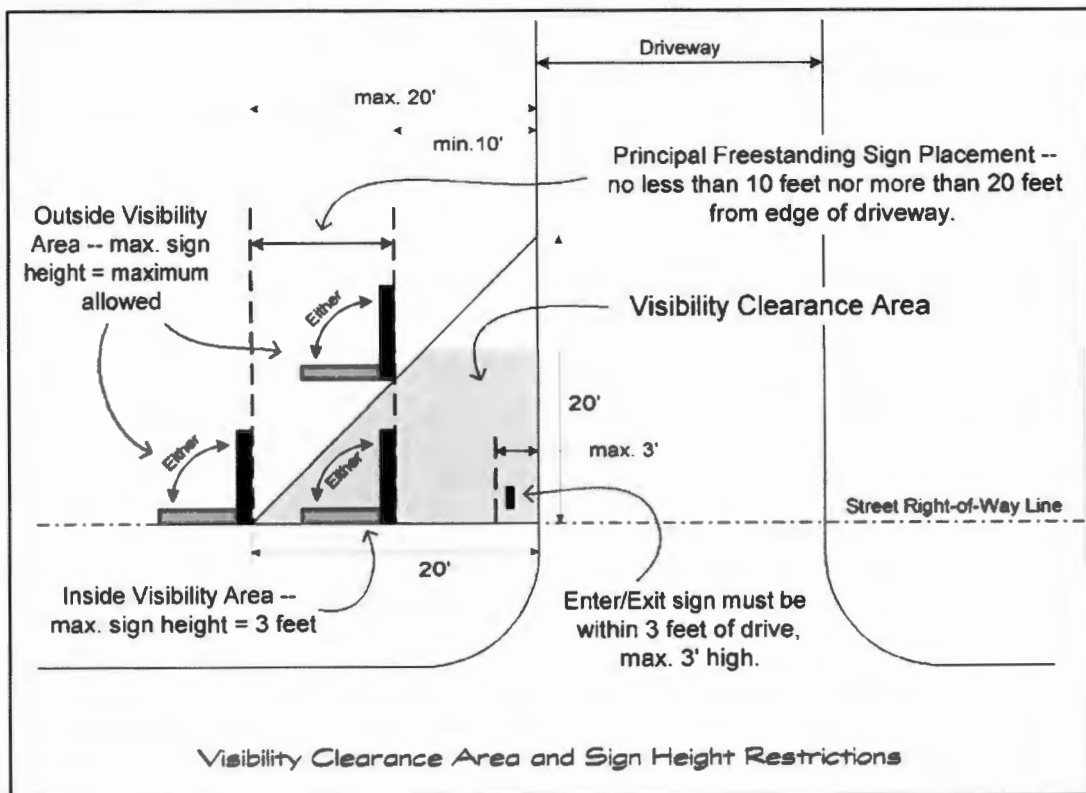
- i. A legal nonconforming sign shall immediately lose its legal nonconforming designation and become an illegal sign if:
  - A. The sign is altered in any way that would make the sign less in compliance with the requirements of this chapter than it was before the alteration;
  - B. The sign is relocated on the property;
  - C. The sign structure is replaced;
  - D. The sign is abandoned for at least twelve (12) months;
  - E. The deterioration of the sign or damage for any reason to the sign makes it a hazard to public safety; or
  - F. The sign has been damaged to such extent that repairs required to restore the sign would cost more than 50 percent of its current replacement value.

- ii. On the occurrence of any of the foregoing, the sign shall be immediately brought into compliance with all requirements of this chapter or the sign shall be removed immediately.
- 4. *Removal of abandoned signs.* Signs that have been abandoned, as defined in this chapter, for twelve (12) consecutive months or more shall be removed thereupon by the owner of the property on which they are located.
- 5. *DOT action requiring removal of nonconforming sign*
  - i. Where, as a result of design or other requirements imposed by the state department of transportation (DOT), a legal nonconforming sign, as defined herein, must be removed, such sign may be relocated on the same property upon the approval of the Planning Services Director or designee. Such approval shall be granted upon the sign owner providing the Planning Services Director or designee with written documentation of the actions of the DOT resulting in the required removal of the sign.
  - ii. In the event relocating the nonconforming sign would cause it to be less structurally sound than before its relocation, as determined by the Planning Services Director or designee based on evidence provided by the sign owner consisting of certification provided by a qualified professional engineer registered in the state, the sign owner may construct a new sign on the property. A new sign constructed under this provision shall be substantially similar to the original nonconforming sign.
  - iii. Any sign relocated or constructed under this section shall be subject to all other requirements of this chapter and any other applicable ordinances of the county.
- (s) *Appeals.* If an applicant for a sign permit has been denied a permit by the director, the applicant may appeal this decision by filing a written request with the Planning Commission in accordance with the provisions of Section 90-179.
- (t) *General requirements applying to all signs*
  - 1. *Conformance to state law.* Every sign erected in the county must comply with state law and the terms of this chapter and any other ordinance of the county. Between the state and the county regulations, such sign must comply with the most restrictive requirements with respect to each and every item of regulation.
  - 2. *Sign maintenance*
    - i. All signs shall be maintained in good condition so as to present a neat and orderly appearance. The Planning Services Director or designee may cause any sign to be removed, after due notice, if the sign shows gross neglect or becomes dilapidated, or if the ground area around the sign is not well maintained.
    - ii. The Planning Services Director or designee will give the owner 14 days' written notice to correct the deficiencies or to remove the sign. If the owner refuses to correct the

deficiencies or remove the sign, the division director or designee shall have the sign removed at the expense of the owner.

3. *Minimum sign setback.*

- i. No sign or sign structure of any kind is authorized to extend into or above, or be anchored or placed in any portion of a public right-of-way or easement (without an encroachment agreement) except as specifically provided in this chapter.
  - ii. No sign or sign structure of any kind shall be located less than ten feet from a side or rear property line.
  - iii. The minimum setback from a street right-of-way shall be as specified in subsection (v).
4. *Visibility clearance area.* Any portion of a sign located within 25 feet of the intersection of the right-of-way lines of streets or within 20 feet of the intersection of the edge of a driveway and the right-of-way line of a street shall be no more than 36 inches in height, nor shall such sign otherwise obstruct visibility or pose a threat to traffic safety.



5. *Illuminated signs*

- i. *Types of illumination.*



- A. *Externally illuminated sign.* An externally illuminated sign, when permitted, shall have concealed wiring and controls, and shall have shielded and screened external light sources.
  - B. *Internally illuminated sign.* Internally illuminated signs, where permitted, must completely shield the source of light from direct view.
- ii. *Traffic control.* No sign illumination device shall resemble an official traffic control or warning sign, nor shall it hide from view or distract from any traffic or street sign or signal.
- iii. *Hazards.* Illumination devices shall be placed, filtered, and shielded so direct rays will not be cast into the eyes of drivers or pedestrians.
- iv. *Light pollution.* Sign illumination shall not cast light directly upon adjacent properties or roadways. No illuminated signs are allowed within 100 feet of any residential zoning district or property occupied by a dwelling.
- v. *Exposed wires.* No sign may have exposed electrical wires.
- vi. *Hours of illumination.* No sign shall be illuminated between 11:00 p.m. and 6:00 a.m. except for those hours during which the premises on which the sign is located is open for business or events are taking place on the premises.
- vii. *UL listing.* All components of an illuminated sign shall be Underwriters Laboratories (UL) listed, or the equivalent thereof, with an identification label that shows the manufacturer of the sign.

(u) *Signs allowed, by land use category*

1. *Residential land uses.* The following types of signs are allowed on residential properties:
  - i. *Project entrance signs in accordance with section (w)(4).* Such signs may be externally illuminated only (see Section 90-135(g)).
  - ii. *Other freestanding signage*
    - A. Only one per frontage per property shall be located within the minimum front yard setback as determined by the zoning district applied to the property.
    - B. No such sign shall be more than six square feet in area and three feet in height when located on a lot within a developed residential subdivision.
    - C. Such signs shall not be illuminated.
  - iii. *Wall signs*
    - A. No wall signs are allowed on a single-family or two-family residence or accessory structure.

- B. Wall signs on a multifamily residential building: one wall sign per wall no more than 16 square feet in area.
- 2. *Nonresidential and mixed land uses.* The following types of signs are allowed on nonresidential, institutional or mixed use properties in the county:
  - i. *Principal signage:*
    - A. *Properties occupied by a single business or multiple businesses sharing common space (i.e., not a planned center):* one principal freestanding sign on each street frontage and one principal building sign per building elevation visible from a public or private street.
    - B. *Planned centers:* one principal freestanding sign on each street frontage and one principal building sign for each business with an exterior wall visible from a public or private street.
    - C. *Size increase.* Single businesses or planned centers with multiple frontages may be allowed a 25 percent increase over the allowed sign face area and height if only one sign is constructed.
    - D. *Undeveloped properties:* one principal freestanding sign on each street frontage.
  - ii. *Permanent project entrance signs for a residential subdivision or mixed use development, with a maximum area of 32 square feet and maximum height of eight feet.* Such signs may not be internally illuminated.
- 3. *Automatic changeable copy signs.* Automatic changeable copy signs are allowed only on commercial, office and institutional properties, and only allowed as part of a principal freestanding sign, except that such signs that display a message for less than two seconds are prohibited.
- 4. *Rear entrance signs*
  - i. One rear entrance sign is required for each tenant within a planned center.
  - ii. Rear entrance signs shall be located on the tenant's rear door and shall list the tenant and suite number.
  - iii. The area of rear entrance signs shall not exceed three square feet; however, the sign may not be less than 18 inches wide and 12 inches high and shall be clearly legible for public safety personnel.

(v) *Size, height and setback requirements*

- 1. *Building signs, nonresidential uses.* Building signs are subject to the following restrictions:

- i. The maximum sign area allowed on each building elevation visible from a public or private street shall be in accordance with the table in subsection (v)(3).
  - ii. A building sign may not project higher than the wall or surface to which it is attached.
  - iii. A building sign may not project more than 18 inches from the wall surface unless approved as a swinging or projecting sign as defined by subsection (g).
  - iv. Projecting signs
    - A. Projecting signs, if allowed by the division director or designee, shall not project more than 42 inches beyond the face of the building, nor exceed 16 square feet in area.
    - B. Projections shall be at a 90-degree angle to the building face.
    - C. All sides of a projecting sign shall be finished.
  - v. Miscellaneous building signs as allowed under section (w)(3).
  - vi. Building signs may be internally or externally illuminated.
  - vii. Ground clearance under signs.
    - A. Projecting signs shall provide a minimum of eight feet of clearance from ground level to the bottom of the sign.
    - B. Under-canopy signs of greater than four square feet shall be rigidly mounted, and there shall be eight feet of clearance below the base of any rigidly mounted under-canopy sign. There shall be a minimum clearance of seven feet below the base of any non-rigidly mounted under-canopy sign.
    - C. Awning, mansard and marquee signs shall be no less than eight feet above the ground when erected over pedestrian walkways at the lowest extremity of the sign.
2. *Principal freestanding signs, nonresidential uses.* Principal freestanding for commercial, institutional or industrial uses are subject to the following restrictions:
- i. Maximum sign face area and height shall be in accordance with subsection (v)(3).
  - ii. Minimum setback is 13 feet from the curb or five feet behind the right-of-way, whichever is greater. See subsection (t)(4) regarding the visibility clearance area. No more than one principal freestanding sign may be located within the minimum front yard as specified by the zoning district applied to the property.
  - iii. The principal freestanding sign authorized by such street frontage shall be located in accordance with subsection (t)(4).

- iv. Principal freestanding signs shall be separated from other principal freestanding signs as follows:
  - A. Signs 48 square feet in area or less. Each principal freestanding sign having an area of 48 square feet or less shall be located at least 50 feet from any other principal freestanding sign on the same side of the street. The division director or designee may reduce this distance 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.
  - B. Signs between 48 and 99 square feet in area. Each principal freestanding sign having an area of between 48 and 99 square feet shall be located at least 100 feet from any other principal freestanding sign on the same side of the street. The division director or designee may reduce this distance 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.
  - C. Signs greater than 99 square feet in area. Each principal freestanding sign having an area greater than 99 square feet shall be located at least 1,000 feet from any other principal freestanding sign having an area greater than 99 square feet, and at least 100 feet from any other principal freestanding sign on the same side of the street. Distance measurements are to be made horizontally in all directions from the nearest edge of the sign structure.
- v. Principal freestanding signs located within 100 feet of a public right-of-way shall display the street address of the property. Within a planned center where multiple addresses exist, the highest and lowest street address numbers shall be identified. This section does not apply to any principal freestanding sign where the sign is located on property that has more than one street frontage and the property address is assigned from a street other than the street frontage whereupon such sign is erected. Street numbers shall be of contrasting colors against the background, visible from both directions of travel along the street, no less than six inches or more than nine inches in height.
- vi. Miscellaneous freestanding signs as allowed under subsection (u).
- vii. Principal freestanding signs may be internally or externally illuminated.
- viii. Monument signs are preferred. Pylon signs shall be allowed, provided that the pylon is no smaller than 36 inches wide. Pylon materials shall coordinate with those of the primary structure(s) on the site.

3. *Table of Maximum Size and Height Requirements*

<b>Sign Type, Location</b>	<b>Gross Building or Tenant Space</b>	<b>Sign Face Area and Height Allowed</b>	
<b>Principal freestanding sign, single establishment on nonresidential property or undeveloped nonresidential property</b>	0-10,000 sq. ft. 10,001-50,000 50,001-100,000 100,000+	60 sq. ft. 93 sq. ft. 125 sq. ft. 180 sq. ft.	12 feet 12 feet 15 feet 15 feet
<b>Principal freestanding sign, planned multi-tenant office, commercial or industrial center</b>	0-10,000 sq. ft. 10,001-50,000 50,001-100,000 100,000+	100 sq. ft. 125 sq. ft. 150 sq. ft. 200 sq. ft.	18 feet 18 feet 20 feet 20 feet
<b>Building signs, single establishment on nonresidential property</b>	1-2,500 2,501-15,000 15,001-50,000 50,000+	60 sq. ft. 80 sq. ft. 125 sq. ft. 200 sq. ft.	N/A
<b>Building signs, tenants within planned office, commercial or industrial center</b>	1-2,500 2,501-15,000 15,001-50,000 50,000+	60 sq. ft. 80 sq. ft. 100 sq. ft. 200 sq. ft.	N/A
<b>Interstate Signs</b>	0-50,000 sq. ft. 50,000 +	150 sq. ft. 200 sq. ft.	100 feet 110 feet

4. *Signs in planned centers.* Signs in planned (i.e., multitenant) centers must adhere to the minimum requirements of this article or uniform guidelines established by master signage plans. Master signage plans are to be filed with the division director or designee and approved by the Board of Commissioners prior to issuance of a sign permit.
5. *Canopy signs.* Canopy signs are restricted to one canopy sign, not to exceed 12 square feet per side facing public or private road.

6. *Double frontage and corner lots.* Where any lot, parcel, or tract of land exists and has frontage on two or more streets, only one principal freestanding sign per road frontage shall be allowed. Each such sign shall conform to the requirements of section 111-73(b) individually.
7. *Window signs.* Window signs, as defined by this section, placed on, inside, or outside of the window may obstruct no more than 50 percent of the window area. Window signs shall not obstruct a clear line of sight into the place of business.
8. *Signs along arterial roadways.* Signs for nonresidential uses on parcels with frontage on roadways classified as arterials shall be granted size and height increases not to exceed 25 percent over the maximum sizes and heights allowed in subsection (v)(3). Size and height increases will be allowed on the following roads:

Appling Harlem Road	Furys Ferry Road
Baston Road	Horizon South Parkway
N. Belair Road	Jimmie Dyess Parkway
S. Belair Road	Lewiston Road
Bobby Jones Expressway	River Watch Parkway
Columbia Road	Washington Road
Davis Road	William Few Parkway
Flowing Wells Road	Wrightsboro Road

9. *Interstate signs.* Maximum sign face area and height of freestanding signs on non-residential parcels within 660 feet of the right-of-way of any interstate highway shall be allowed in accordance with subsection (v)(3).

(w) *Other signs allowed*

1. *Billboard signs*
  - i. Billboard signs shall be erected or placed in conformity with the side, front and rear setback requirements for permanent structures for the district in which the sign is located.
  - ii. No billboard sign shall be erected which contains a sign face that exceeds 750 square feet in area, or which is more than 60 feet in height above ground level, or 55 feet in length. The bottom coping of a billboard sign shall be at least three feet above ground or street level.

- iii. The erection, construction or maintenance of billboard signs shall be limited to properties adjacent to either side of the right-of-way of roads designated as part of the state road system, excluding roads which are temporarily designated as part of the state road system, which properties are located in the C-2, C-3, M-1 and M-2 zoning districts; provided, however, that no billboards shall be constructed or maintained in the ETCSO (Evans Town Center sign overlay) district, and no billboard shall be constructed or maintained in any location which is more than 500 feet from an operating commercial or industrial building.
  - iv. Billboard signs erected adjacent to interstate highways shall not be located closer than to 500 feet to another billboard sign. No more than two billboard signs are allowed per quadrant of any interchange adjacent to an interstate highway. These signs shall be restricted to an area of 1,200 feet long in each quadrant beginning 550 feet from the road that crosses the interstate highway or 500 feet beyond the point where the pavement begins to widen on the main travelway of the interstate highway to accommodate an exit or entrance ramp, whichever is farther from the interchange. All billboard signs must comply with state regulations.
  - v. Billboard signs erected adjacent to roads other than interstate highways shall not be located closer to another billboard sign on the same side of the road than 1,000 feet; nor shall such a billboard sign be located within 500 feet, as measured in any direction, of any other billboard sign.
  - vi. No portion of a billboard sign shall be located within 300 feet in any direction of a zoning district other than in the C-2, C-3, M-1 or M-2 zoning districts.
  - vii. No billboard sign shall be attached to a wall, building or rooftop.
  - viii. Billboard signs shall not advertise tobacco, distilled spirits, beer, wine or any other product that a minor cannot legally use, within 1,000 feet of public or private schools, or within 500 feet of a place of worship, a publicly owned recreation center or a publicly owned park designed for use by minors.
2. *Miscellaneous freestanding signs.* Freestanding signs in addition to those allowed under section 90-135(u) are allowed as accessory uses on a property occupied by any multifamily, commercial, institutional, or industrial use if each sign complies with all of the following:
- i. Within the area between a street and the minimum front yard setback for principal buildings required for the zoning district, additional signs may be located within three feet of driveways that provide access into or from the property. There shall be no more than two such signs per driveway and each such sign shall not exceed three square feet in sign area, nor be more than three feet in height. Signs shall be located at least 12 feet from the curb or two feet behind the right-of-way, whichever is greater.

3. *Miscellaneous building signs.* Miscellaneous building signs are allowed in addition to the principal building signs allowed under section 90-135(u). Miscellaneous building signs shall not exceed the following:
  - i. For single-occupant buildings, the maximum allowed area for a miscellaneous building sign shall be 0.25 square feet of sign face area per linear foot of the length of the wall on which the sign is affixed, or the applicable total aggregate in the table following subsection (v)(3), whichever is smaller.
  - ii. For planned centers, the maximum allowed area for a miscellaneous building sign for each business or tenant shall be 0.25 square feet of sign face area per linear foot of the tenant frontage (as defined in this chapter), or the applicable total aggregate in the table following subsection (v)(3), whichever is smaller.
4. *Project entrance signs.*
  - i. Project entrance signs are signs located at an entrance into a residential subdivision, into a multifamily development, or into a mixed use development. Each project entrance shall have no more than one such sign per entrance if double-faced or two signs if attached to symmetrical entrance structures.
    - A. Minimum setback is 12 feet from the curb or two feet behind the right-of-way, whichever is greater.
    - B. The maximum sign face area is 32 square feet per sign face.
5. *Temporary signs.*
  - i. *Time period*
    - A. Temporary signs allowed under this section may be displayed for a maximum of 30 days per calendar year.
    - B. Inflatable signs, as defined by this section, may be displayed for a maximum of 12 days per calendar year.
    - C. One banner of not more than 16 square feet of sign area and five feet in height may be located at the entrance into a residential subdivision, into a multifamily development, or into a mixed use development.
  - ii. *Size limitations*
    - A. One freestanding sign may be permitted per road frontage with a sign face of no more than 32 square feet.
    - B. One temporary building sign may be permitted per business and may be no larger than five percent of the building frontage.



iii. *Sign identification labels.*

- A. With each sign permit, the division director or designee shall issue a sticker bearing the same number as the permit with which it is issued. It shall be the duty of the permittee or his agent to affix such sticker to the sign in the lower right-hand area so it will be easily seen. The absence of a proper sticker shall be prima facie evidence that the sign has been or is being erected or operated in violation of the provisions of this chapter.
- B. It shall be unlawful for any person to attach a sign decal to any sign for which it was not issued, or to remove, tamper with, deface or mutilate any sign identification label or sticker issued or placed pursuant to this section

iv. *Seasonal sales*

- A. Seasonal sales, as described in Section 90-143, are allowed one temporary freestanding sign per location with a maximum of 32 square feet of sign face for the duration of the seasonal business.

(x) *Variances*

- 1. Changes to the dimensional requirements of this section or to the size or number of signs allowed by this section, as they apply to a particular parcel of land or a particular business not covered by a master signage plan, must be sought through an application for a variance in accordance with the requirements of Section 90-179 of this Chapter.
- 2. Changes to the design requirements of this section, as they apply to freestanding or building signs on a particular parcel or particular business not covered by a master signage plan, may be approved at the discretion of the Planning Services Director, or his or her designee. An appeal of the Director's decision shall be made in accordance with the requirements of Section 90-179 of this Chapter.