

SIGN ORDINANCE OUTLINE

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AN ORDINANCE REGULATING THE ERECTION, CONSTRUCTION, REPAIR, ALTERNATION, LOCATION, OR MAINTENANCE OF SIGNS, BILLBOARDS, MARQUEES, CANOPIES, AWNINGS, AND STREET CLOCKS WITHIN THE CITY OF PEACHTREE CITY, GEORGIA; AND FOR OTHER PURPOSES.

SECTION 1. Short Title

This Ordinance shall hereafter be known and cited as the "Sign Ordinance".

SECTION 2. Purpose and Intent

In order that Peachtree City shall remain an attractive and pleasant community for the benefit of all, it has been determined that it is in the best interest of the city to provide property owners, businessmen and others with guidance in the development of signing. With the hope that the spirit contained herein will continue to enhance our visual environment, we intend that all signs shall compliment the environment, not dominate it. Signs can convey information and provide advertisement, but should not be constructed in any way that would be detrimental to public and private investment nor injurious to public health, safety, and the general welfare.

SECTION 3. Policies

The city therefore adopts the following policies:

- (A) Signing shall serve only to identify the business or activity at its location of business.
 - (B) Signing shall be in proportion with and visually related to the architectural character of the building restrained in size and no larger than necessary for adequate identification.
 - (C) Signing adjacent to, in or near a residential area shall be harmonious with and reflect the residential character of the area.
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- (D) Signing for a business within a commercial or industrial center shall be in harmony with the signing of the entire complex. The signing for any new or remodeled commercial or industrial center shall be reviewed by the Planning Commission at a regular or called meeting to assure that the overall appearance is harmonious in color, form, proportion, and that it is coordinated with the architecture of the completed complex. The signing for new businesses within existing projects shall comply with the provisions of this ordinance.
- (E) Logos, trademarks, and/or three dimensional symbols may be used on signs complying with this ordinance, but shall be restricted to occupying no more than 50% of each exposed surface.
- (F) Where as the majority of existing signs in Peachtree City present harmonious visual impact on the viewing public, this trend shall be encouraged whenever possible. Signs of earth tones (routed letters on wood background or white lettering on dark brown background) should be the directional pattern.
- (G) In order to enhance and maintain the character of the area to which they apply, interpretations and/or guidelines may be established by the Planning Commission.

SECTION 4. Sign Standards

(A) General

The following sign standards by district apply to all zone districts in Peachtree City. The districts

are as defined by the Zoning Ordinance of Peachtree City and official zoning maps. Only signs as described herein and as permitted in Section 5 shall be permitted in each particular district.

(B) Public Use - all districts

A church, public school, community center, or other public or institutional building, may be permitted one identification sign not exceeding 32 square feet in area or 5 feet above ground level.

(C) Residential

1. Single-Family (R1-R43), including ER and VR.

(a) One sign not exceeding two square feet in area shall be permitted for each dwelling unit. Such sign shall indicate no more than name and address of occupant.

(b) One single face sign, one double face sign, or two single face signs bearing identical copy, no larger than twenty-four square feet each may be permitted to identify the name of a single family development at the major entrances.

2. Multi-Family

(a) One sign per building shall be permitted, no larger than 4 square feet. Such sign shall indicate only the name and address of individual building.

(b) One identification sign shall be permitted at each major entry, no larger than 24 square feet.

(c) Any unit in which a sales or rental office is allowed shall be permitted one sign not exceeding 4 square feet.

3. All Residential

(a) All building-mounted signs shall be flush against the building and shall not project above the eave line of the roof.

(b) No free-standing signs shall extend more than 5 feet above the ground level. All signs must be located within the property line except: (Section 4(B) 1.b.) single family development identification.

(D) Commercial, Industrial and Office Institutional

Each individual commercial business site shall be entitled to display one free-standing and one wall sign per site entry (provided entries are not closer than 250 ft.). Each individual business premise located in industrial or office institutional areas may have one free-standing or one wall sign per entry. (Provided entries are not closer than 250 feet.)

Individual tenant in a multi-tenant complex may have one wall sign in addition to the building/complex identification sign. These signs shall contain only the name of the person, business or activity occupying such premises, the standard business category of products and services available on such premises if not included in the name itself, or a registered logo or trademark which identifies the activity.

If a registered trademark identifies the business activity, no other sign shall be permitted on the premises. If a trademark or logo is used on a

free-standing sign, it should not exceed 50 percent of the total sign area.

On-site directional or informational signs not exceeding 2 square feet in size and 2 feet in height shall be allowed.

1. FREE-STANDING SIGNS

Single Tenant

- (a) In Commercial, Industrial, and Office Institutional zones, the maximum size shall

Revised by Council 05/06/82 - Reference
Chart Deleted

be 35 square feet and not exceed 5 feet in height above ground level.

- (b) Only one face of a double-face sign with parallel, opposing faces 15 inches or less apart and bearing identical copy shall be used in computing the area.
 - (c) Area calculation of sign shall not include framing or support structure, unless such supports are designed in such a manner as to form an integral background of the display.
 - (d) Any free-standing sign must be within the property line, not extend into a street right-of-way, and be no closer than 2 feet to the curb line of a driveway or travel lane.
 - (e) Multiple frontage sites are calculated with one major frontage only.
 - (f) A multi-tenant commercial or industrial building or center which has individual tenant wall signage (see wall signs) shall be allowed one free-standing sign at each major entry for overall identification not to exceed 50 square feet and 5 feet in height above ground level.
 - (g) A multi-tenant office institutional building or center which has individual tenant wall signage (see wall signs) shall be allowed one free-standing sign at each major entry for overall identification not to exceed 35 sq. ft. and 5 feet in height above ground level.
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2. Wall Signs

(a) Size

(i) Commercial/Office Institutional

- Single Tenant and multi-tenant with less than 100 linear foot building frontage: 1/2 sq. ft. per linear foot of building frontage, to a maximum area of 40 square feet.
- Multi-Tenant (Commercial Shopping Center with 100 linear foot building frontage or greater) each tenant: 1 square foot per linear foot of building frontage, to a maximum area of 150 square feet.
- Multi-Tenant Office OI: Each building may have 1/2 sq. ft. per linear foot of building frontage to a maximum of 30 square foot as a building identification, or a free-standing sign as defined in Section C.1.a. Each tenant in a multi-tenant office building may have one wall sign not to exceed 10 sq. ft. In a multi building complex each building may have an identification sign not exceeding 5 sq. ft.

(ii) Industrial

- Single Tenant: 1/2 square foot per linear foot of building frontage, to a maximum area of 50 square feet.
 - Multi-Tenant: Each tenant shall be
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allowed one wall sign not to exceed 30 square feet. In a multi-building complex, each building may have an identification sign not exceeding 5 square feet.

--Single or multi-tenant with more than 30,000 sq. ft. of floor space: 1 sq. ft. per linear foot of building frontage, to a maximum area of 150 sq. ft.

- (b) Signs may be flat against the wall or pinned away from the wall, but in no case project more than 15 inches from the wall surface.
 - (c) No wall-mounted sign shall extend above the eave line of the roof or above the parapet.
 - (d) If the building has two or more stories the sign shall not extend above the bottom of the second floor windows.
 - (e) Signs may not cover or interrupt architectural features.
 - (f) Excluded from size and location restrictions are individual tenant door identification signs with a maximum area of 1 square foot.
 - (g) The following provisions apply to calculating the area of a wall sign:
 - (i) If the sign is a panel or box, the total area including background is included.
 - (ii) If the sign consists of individual letters, each attached directly to the building, area shall be measured by the smallest
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rectangle which encloses all the letters.

- (h) Multi-Frontage sites are calculated with one major frontage only.
- (i) Multi-Tenant building directories are allowed if not in excess of 6 sq. ft. width, 2 inch maximum size letters.

3. Window Signs

- (a) Permanent window signs over 2 sq. ft. are not allowed.
- (b) Temporary window signs shall not exceed 50 percent of the glass area, or 20 sq. ft. for each window, whichever is less.
- (c) Temporary signs shall not be displayed any longer than 30 days.
- (d) No window signs are allowed above the first floor.

(E) Auxiliary Design Elements

The Sign Committee has review of auxiliary design elements, having regard to the character of the activity and of the surroundings in which it is located. These include:

1. Awning and marquee graphics are allowed in all districts, provided it is placed on the vertical face or balance thereof and does not project above or below such vertical face.
 2. Kiosks shall be permitted in all districts with Sign Committee review.
 3. Mural graphics shall be permitted in all districts subject to approval by the Sign Committee.
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4. Banners shall be permitted in Commercial districts subject to approval by the Sign Committee.
5. Swinging or projecting signs may be permitted subject to approval by the Sign Committee.
6. Large Village identification signs shall be permitted and may be located within the street right-of-way subject to approval by the Sign Committee.
7. Temporary Signs for the purpose of advertising special civic events, (and the location of such signs) may be permitted subject to approval by the Sign Committee.

SECTION 5. Signs Permitted in all Districts

The following signs may be erected without a sign permit or Sign Committee review, subject to the ordinance and the specific limitations set forth below:

- (A) Real Estate Signs which indicate the sale, rental or lease of the property, provided such signs are located a minimum of five (5) feet from the paved portion of the street, and are erected no more than 5 feet above ground level. Only one (1) sign per property is permitted.
 1. Single Family Residential: maximum size 6 sq. ft. and must be removed no later than 7 days after closing.
 2. All other zoning districts: maximum size 32 sq. ft. and must be removed no later than 7 days after closing.
 - (B) Real Estate/Builder Directional Signs shall be of a uniform design with standard colors and graphics.
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No company names shall appear on the face of the sign. A sample of the approved sign design shall be available at City Hall.

No sign shall be allowed at any intersection with a state highway or at the intersection of any two major thoroughfares.

A maximum of two signs (one per direction) shall be allowed at any other intersection (signs must direct from the major street onto the lesser street only).

If any street intersects another street at more than one place, signs may be placed at only one of the intersections.

A maximum of four (4) directional signs may be located along any single collector street.

(C) Construction Signs are permitted in all districts subject to the following:

Signs can be no more than 5' in height and are limited to one sign for each site. The sign may be erected after a building permit has been issued for the site and work is in progress, this sign shall be confined to the site of construction.

Construction signs shall be used to identify: name of project, architect, engineers, contractor, and other individuals or firms involved with the construction, but not including advertisement of any project.

1. Single Family Residential zones: maximum size 6 sq. ft. and must be removed no later than 7 days after issuance of an occupancy permit by the City (in no case more than 2 years).

In lieu of a builder's construction sign in a single family residential zone, builder may erect one model home sign not to exceed 20 sq. ft. Said sign must be removed when builder places property for sale or no later than 7 days after close of sale.

2. All other zoning districts: maximum size 32 sq. ft. and must be removed no later than 7 days after issuance of an occupancy permit by the City (in no case more than 2 years).
- (D) Future Use Signs are permitted in all districts and shall be used to announce a future use of a now vacant parcel of land. These signs can be no more than 5' in height and shall be limited to one sign for each parcel of land. These signs shall also be limited to a maximum size of 35 sq. ft. and must be removed if replaced with a "Construction Sign". Future Use signs may remain erected for a maximum of 2 years, this limit may be extended after review by the Sign Committee.
- (E) On Premise Signs for the Professional Use of a Practitioner of law, medicine, osteopathy, chiropraction, podiatry, dentistry, optometry, applied psychology, landscape, architecture, land surveyors, masseurs, public accounting, embalming, funeral directors, civil mechanical, hydraulic or electrical engineering or architecture which sign shall be limited to two (2) square feet in area and have no commercial advertising.
- (F) Flags containing no advertising material.
- (G) Memorial Signs or Tablets, names of building and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible material.
- (H) Bulletin Board not over fifteen (15) square feet in area for a public, charitable, or religious institution when same is located on the premises of such institution and located in such manner as
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not to interfere with the vision of motorists.

- (I) Traffic or Other Municipal Street Graphics such as Railroad Crossing Signs, Legal Notices, and such temporary emergency signs as may be authorized by City Council.
 - (J) Signs of Public Utilities Companies indicating danger or which serve as an aid to public safety or which show the location of underground facilities, or of public telephones.
 - (K) Directional, Informational or Public Service Signs not pertaining to private enterprise, excluding Public Utilities, not exceeding two (2) square feet in area, erected for the convenience of the public such as signs identifying entrances, exits, parking areas, no parking, restrooms, public telephones, walkways and similar features.
 - (L) House Numbers, non-illuminated or directly illuminated located on a lot to which the sign is appurtenant and not exceeding two (2) square feet in area.
 - (M) No Trespassing Signs or other such signs regulating the use of property such as no hunting, no fishing, etc. of no more than two (2) square feet in area.
 - (N) Political Campaign Signs announcing candidates seeking public political office and/or political issues and other data pertinent thereto, not exceeding nine (9) square feet in area. These signs shall be confined within private property and set back a minimum of ten (10) feet from the paved portion of the street.
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The candidate, or committee of the candidate and/or committee of the political issue shall obtain the permission of the property owner to place said signs upon the property. No signs shall be placed upon Utility Poles in the City of Peachtree City, or within the right-of-way of any street. Such signs shall not be placed upon the above mentioned private properties before three (3) weeks prior to the called election date, and shall be removed within forty-eight (48) hours after said election, by either the candidate or his/her committee, the committee for the political issue, or the property owner granting such permission.

- (O) Garage Sale Signs or similar type retail signs provided they are acquired at City Hall and not placed on any public highway or street within 200 ft. of any intersection with State Highways Route 54 and 74, or in any median strips. Said signs may be placed the day prior to the sale and removed immediately after the sale has been completed. In addition, each property owner shall limit their sign request to two (2) annually. All signs, other than those acquired at City Hall, are prohibited and any other types will be removed without notice.

SECTION 6. Signs and Sign Devices Prohibited

- (A) Roof Signs
 - (B) Sidewalk, sandwich or curb type signs
 - (C) Portable or trailer display signs
 - (D) Air and gas filled devices
 - (E) Balloon or streamers
 - (F) Pennants
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- (G) Rotating, animated signs, or any sign which produces movement achieved by wind currents or gives the appearance of movement.
 - (H) Flashing, blinking, or varying light intensity signs.
 - (I) All off-premises signs unless otherwise specifically authorized in this ordinance.
 - (J) Signs on public right-of-way except of non-commercial nature and in the public interest, such as public notices, safety signs, danger signs, trespassing signs traffic and street signs, memorial plaques, signs of historical interest, detour signs, city directional and identification signs.
 - (K) Signs which contain or are in imitation of an official traffic sign or signal or contain the words "Stop", "Go", "Slow", "Caution", "Danger", "Warning", or similar words excepting construction signs and barricades and except when the words are incorporated in the permanent name of a business.
 - (L) Search lights and similar devices.
 - (M) Courtesy benches, trash cans, and similar devices on which advertising is displayed.
 - (N) Business signs on which the name of the business, service, or office is identified in conjunction with the trademark or brandname of a particular product on the same sign face. (i.e. Coca-Cola, Pepsi-Cola, etc.)
 - (O) Any sign which contains words, designs, or pictures of obscene, indecent, or immoral character and offend public morals and decency.
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