

Forsyth County Sign Ordinance

Chapter 66 - SIGNS

FOOTNOTE(S):

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Cross reference— Buildings and building regulations, ch. 18; planning, ch. 58; unified development code, app. A. ([Back](#))

State Law reference— signs used by retail distilled spirits dealers, signs advertising Georgia lottery, O.C.G.A. § 3-4-3; prohibited placement of campaign posters, signs and advertisements, O.C.G.A. § 21-1-1; control of signs and signals, O.C.G.A. § 32-6-50 et seq.; unlawful placement of signs within right-of-way of public road, O.C.G.A. § 32-6-51; outdoor advertising near state highways, O.C.G.A. § 32-6-70 et seq. ([Back](#))

ARTICLE I. - IN GENERAL

Secs. 66-1—66-30. - Reserved.

ARTICLE II. - OUTDOOR ADVERTISING AND SIGNAGE

FOOTNOTE(S):

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Editor's note— Ord. No. 74-E, adopted June 1, 2006, amended Art. II in its entirety to read as herein set out. Former Art. II, §§ 66-31—66-112, pertained to similar subject matter, and derived from Ord. No. 74-D, §§ 1.1—4.11, adopted Apr. 20, 2006.

Sec. 66-31. - Findings on the public health, safety, and welfare rationales of sign regulations.

Building code requirements address many public concerns about dangerous signs. Georgia Standard Building Code provisions relative to signs are supposed to ensure that they will not pose a fire hazard and are appropriately anchored or secured so that they do not fall or blow down. However, the building code does not regulate the location of signs, except to prevent them from interfering with an entryway or fire escape (Southern Building Code Congress International, Inc. Standard Building Code. 1994. Section 3108.1.9., Location Restrictions).

Sign regulations achieve public safety rationales not achieved by the standard building code. Without a sign ordinance, signs can pose a clear danger to public safety. It has long been recognized that signage controls are needed to promote traffic safety and avoid traffic accidents. A 1980 Federal Highway Administration study found a positive correlation between billboards and accident rates (Scenic America. Fact Sheet (1): Billboard Control: Fighting Visual Pollution, <http://www.scenic.org/fact1.htm>).

Signs too close to the road can cause accidents. Without additional regulation, signs can be placed dangerously close to rights-of-way in locations where they might be struck by an oncoming vehicle using the road or having to veer off the road.

Signs can impair visibility. The placement of signs can interfere with the sight of motorists trying to exit a driveway onto a public road. Traffic safety is improved by restricting the size, height, and spacing of signs.

Signs distract motorists. By their very nature, signs are designed to direct attention to something and distract motorists to view a message or turn off the roadway and into a property to frequent a business,

place, or activity. To the extent that signage captures the sight and attention of a motorist, it distracts motorists from the primary purpose of safely maneuvering a vehicle along the road.

Signs can confuse motorists by mimicking traffic safety signals and signs. Motorists might confuse signs that contain flashing or blinking red, green, or yellow lights (such as a lighted portable sign adjacent to the road) with roadway traffic signals, emergency vehicles, or other hazards. Signs constructed of shapes like an octagonal "stop" sign might also impair public safety by confusing the motorist.

Limitations on window signs can increase visibility from the public right-of-way and thus deter crime and robberies. Sign controls that limit the amount of storefront window and door areas that can be covered with signs enhance visibility of activities within the store or building. Limits on window signs can provide for an appropriate minimum of exterior visibility and thus increase public safety of commercial areas through a reduction in crime potential.

Signs can degrade property values. A principal purpose of land use regulations, including sign controls, is to protect and preserve property values. There is no question that signs affect the character of districts and the value of buildings, or that they are not appropriate in different parts of a community.

The size, height, materials of construction, location, condition, and attributes of signs can have an impact on surrounding and nearby land uses. For instance, if signs were unregulated, large, tall signs could be erected in the county's single-family residential districts. Such signs, if erected, would be out of character with residential neighborhoods and could result in the lowering of property values for residential use. As another example, blighted signs and antiquated signs and sign structures (i.e., the pole with a blank structure for a sign face) can contribute to an overall image of blight and a reduction of property values in declining areas, if not addressed and removed via sign controls. Forsyth County's sign regulations are needed to ensure that signage is compatible with its surroundings and does not take away from the character of particular districts.

Unregulated signage can degrade the utility of public safety signs. In some places, unregulated signs can reduce the effectiveness of signs needed to direct the public due to competition with other signs and the resulting reduction in visibility of public purpose signs.

All other advertising mediums are regulated, so why not unavoidable impacts of advertising signs? The Federal Communications Commission regulates our air waves and television stations and the content that passes through them. Aside from the Highway Beautification Act of 1965, there is little if any federal involvement in the regulation of signs. This lack of federal regulation is interesting in the sense that signs are one of the most obtrusive forms of advertising. Signage is probably the only type of advertising that cannot be turned off or rejected by the consumer. Radio advertisements can be avoided by turning off the radio. The same is true with television advertisements; we flip channels or take a break when television commercials come on. Junk mail can be thrown away. We quickly flip past the advertisements in our favorite magazine when we are disinterested. Phone solicitations can be avoided with "caller identification" or terminating the conversation. The same cannot be said of outdoor advertising structures and commercial signs. One's vision of signage cannot be turned off. We are captivated by signage when we drive down the road. How do you avoid signs? We must keep our eyes open to drive and cannot block out signs from our peripheral vision. Perhaps one could take an alternative route that is not developed with signs, but that is not always feasible. Absent federal and significant state regulation, it is in the public interest for cities and counties to control signage.

Signs derive their value from public improvements. Businesses locate, and signs are constructed, because of the access the community provides to business locations. It is precisely these types of advertising that are the principal target of local sign regulation—the signs controlled locally are those which are visible from public ways. It is the public way that creates the value for the person erecting the sign, and visibility from the public way is what creates the problems which give rise to the need for sign controls. This is a sound rationale for sign regulation. It logically follows that, because the public way provides value, the public therefore has a right, and indeed an obligation, to control the problems that arise from creating that value.

Unregulated signs adversely impact public investments. Sign regulation helps to assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets and

other public structures and spaces are protected. Unregulated signs have the potential to negate those public investments, as well.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 1.1, 12-4-2008)

Sec. 66-32. - Findings on the business interest rationales of sign regulations.

Sign regulation is in the interest of businesses. One often overlooked justification for the regulation of signs is that sign regulations benefit those businesses that seek to advertise. Unregulated competition among business results in too many signs and can reach a point of diminishing returns where individual business signs are not adequately visible. Patrons of individual businesses located along the unregulated commercial strip may miss their destination because they cannot find the particular business in the sea of signage. The unregulated commercial strip signage also can work to the detriment of individual businesses in that they are forced to erect larger and more costly signs to outdo their neighboring businesses and competitors. Therefore, sign regulations benefit individual business owners.

The lack of sign controls causes uncertainty among prospective business owners. Forsyth County's sign ordinance provides prospective businesses with guidance on how much signage they may have, where it is allowed to be located and what types of signs are permitted. Without sign controls, business owners lack such guidance. Such a situation could have detrimental impacts on businesses, either through inequitable treatment or a delay in the time involved in the permitting of signs. Such potential detrimental impacts would not exist or would be mitigated with a clear set of sign regulations.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 1.2, 12-4-2008)

Sec. 66-33. - Findings on the aesthetic rationales of sign regulations.

There are many reasons to justify the county's sign ordinance. However, among the most relevant reasons are to promote and ensure the aesthetics of the community. In the earliest days of sign regulations, relying on aesthetics as a rationale could not legally justify local sign controls. The United States Supreme Court began a slow transformation, from its previous position that aesthetics alone could not justify land use regulations, to a position that aesthetic considerations were legitimately within the scope of police power. In 1954, Justice Douglas of the high court found the following: The concept of public welfare is broad and inclusive. The values it represents are spiritual as well as physical, aesthetic as well as monetary. It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well balanced as well as carefully controlled (*Berman v Parker* 348 U.S. 26, 75 S. Ct. 98, 99 L. Ed. 27 1954).

Sign regulations help communities maintain their scenic heritage and unique character. Without Forsyth County's brand of sign regulation its commercial areas will likely end up looking like any other place. Signs can interfere with scenic views. The appearance of the community, which is substantially influenced by signs, is essential to the county's long-term economic viability and helps determine how residents and visitors alike perceive it. Sign control is an integral part of improving visual character and quality of life.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 1.3, 12-4-2008)

Sec. 66-34. - Objectives.

The objectives of this article include but are not limited to the following:

- (a) Provide a reasonable balance between the right of an individual to identify his or her business and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices.
- (b) Permit the reasonable dissemination of all forms of speech.
- (c) To guard against an excess of large, ugly, intense signs which cause visual blight on the appearance of the county. Visual blight adversely affects the aesthetic quality of life and traffic safety in the county for residents, businesses, pedestrians, and persons in vehicles.

- (d) Protect the public health, safety and general welfare while protecting the rights of sign owners to expression and identification.
- (e) Promote economic development.
- (f) Protect property values by minimizing the possible adverse effects and visual blight caused by signs.
- (g) Insure that signs are compatible with adjacent land uses and with the total visual environment of the community.
- (h) Encourage signs that are well designed and compatible with their surroundings and with the buildings to which they are appurtenant, and encourage signs that are integrated with and harmonious to the buildings and sites they occupy.
- (i) Eliminate excessive and confusing sign displays.
- (j) Recognize that the size of signs that provide adequate identification in pedestrian-oriented business areas differs from those that are necessary in vehicular-oriented areas where traffic is heavy, travel speeds are greater, and required setbacks are greater than in pedestrian areas.
- (k) Preserve and improve the appearance of the county as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade.
- (l) Encourage creative and well-designed signs that contribute in a positive way to the county's visual environment, express local character, and help develop a distinctive image for the county, and to discourage mediocre and poorly designed signs.
- (m) Encourage new and replacement signage that is appropriately sized in its context so as to be easily readable.
- (n) Encourage the construction, alteration, and repair of signs according to accepted and approved standards.
- (o) Ensure the fair and consistent enforcement of sign regulations.
- (p) Further the objectives of the county's comprehensive plan and the Unified Development Code.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 1.4, 12-4-2008)

Sec. 66-35. - Authority, adoption, and scope.

This article is adopted to serve substantial governmental interests of correcting and avoiding multiple problems that would occur without the regulation of signs. The regulations contained herein are no more extensive than necessary to serve the substantial governmental interests identified in this article. It is not the intent of this article to apply regulation to signs based upon the message that they convey. It is not the intent of this article to foreclose important and distinct mediums of expression for political, religious or personal messages. Furthermore, it is not the intent of the county, nor any of its boards, commissions, or agents, to regulate, in any manner, the message content of signs, except to the extent of obscenity or other messages prohibited by state or federal law.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 1.5, 12-4-2008)

Sec. 66-36. - Definitions.

For the purposes of this article, certain terms and words are hereby defined. As used in this article, unless the context otherwise indicates, the following words and terms shall have the following meaning ascribed to them:

Animated sign: A sign with action, motion, sound, or changing colors. This includes signs that blink, flash or fluctuate lights or other illuminating devices which have a changing light intensity, brightness or color; provided however, that this definition does not include automated changeable copy signs as defined by this article.

Area of sign: The area within a continuous perimeter enclosing the limits of writing, representation, emblem, or any figure of similar character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such writing, representation, emblem or any figure of similar character from the background against which it is placed. For double-faced signs, only the largest display face shall be measured in computing the sign area.

Automated changeable copy sign: A sign, usually freestanding, containing copy that changes at intervals.

Banner: A temporary sign with or without characters, letters, illustrations or ornamentation applied to natural or synthetic paper or fabric, vinyl and other flexible, roll stock materials that is located on a building face or window or is attached to a fence, post(s), pole(s) or a pedestrian light fixture. Posters, labels, decals, characters or designs applied to, or sign materials produced in, sheet form such as corrugated plastic, PVC and acrylic, are excluded from this definition and may not be used to create a banner. For purposes of this ordinance, a banner is a sign.

Blade sign: A double-sided sign oriented perpendicular to the building wall.

Canopy: A fixed overhead shelter used as a roof which is attached to a building.

Canopy sign: A sign with a single or double face copy hung from a canopy.

Commercial and industrial zoning districts: For the purposes of this article the following zoning district are defined as commercial and industrial: HB, CBD, HC, BP, O&I, OCMS, M1, M2, and MINE. Additionally, any zoning district created after the adoption of this article will be classified as a "residential", "office residential" or "commercial and industrial" zoning district, by the director of the department of planning and community development, depending on the characteristics of the new zoning district.

Double-faced sign: A sign which has two display areas against each other or where the interior angle formed by the display areas is 60 degrees or less, where one face is designed to be seen from one direction and the other face from another direction.

Discontinued sign: A sign intended to identify, announce, direct, inform, or bring to the attention of others a subject that has been discontinued.

Electronic message board (LED): A sign with a fixed or changing message composed of a series of lights that may be changed through electronic means. The LED display shall not be animated, flashing, or scrolling. The frequency of message change on an LED shall be no more than once every ten seconds.

Expression sign: A type of sign, not otherwise specifically defined and permitted in this article, which involves the expression of any idea that could be characterized as free speech, and which is not related to a particular use of land.

Flashing sign: Any sign, except those defined by this article as a "changeable copy" sign, which is not kept constant in intensity of illumination at all times when in use, and which exhibits marked changes in lighting effects.

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

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

Ground sign: A permanently affixed sign which is wholly independent of a building for support (i.e., freestanding).

Height of sign: The distance in vertical feet from the ground to the highest point of the sign face.

Illuminated sign, direct: A sign illuminated by an internal light source which is viewed through a translucent panel.

Illuminated sign, indirect: A sign illuminated by an external light source directed primarily toward such sign.

Kiosk sign: A freestanding and multiple-sided structure owned by the county and located in public rights-of-way that displays directional information to residential and commercial developments.

Lot: A designated parcel, tract, or area of land established by plat, subdivision, or as otherwise permitted by law, to be separately owned, used, developed, or built upon.

Marquee: A roofed structure and attached to and supported by a building and projecting over private sidewalks or private pedestrian travel ways.

Marquee sign: A sign painted on, attached to or hung from a marquee. For purposes of this article marquee signs shall be considered wall signs.

Monument sign: A freestanding sign where the base of the sign structure is on the ground. The width of the sign structure can be no more than 120 percent of the width of the base.

Nonconforming sign: Any sign that lawfully existed on the effective date of this article but which does not conform to the provisions of this article.

Office residential zoning district: For the purposes of this article the following zoning district is defined as an office residential district: OR. Additionally, any zoning district created after the adoption of this article will be classified as a "residential", "office residential" or "commercial and industrial" zoning district, by the director of the department of planning and community development, depending on the characteristics of the new zoning district.

Pedestrian-oriented project: For the purposes of this article, the following zoning districts are classified as pedestrian-oriented projects: NS, UV, MPD, as well as any other zoning districts where the anticipated build-out clearly exhibits identifiable pedestrian elements including an internal vehicular network that incorporates sidewalks, continuous internal pedestrian walkways, pedestrian lighting, pedestrian scaled facades, and amenity features such as outdoor seating and attractive landscaping. A pedestrian-oriented project shall be subject to the NS, UV, MPD and pedestrian-oriented project performance standards as may be amended from time to time.

Permittee: A person and/or entity erecting a sign on the property of an owner and/or permittee.

Planned center, office, commercial, or industrial: A group of retail stores, service establishments, offices, industries, or any other businesses, institutions or activities planned to serve the public, which is in common ownership or condominium ownership.

Portable sign: A sign which is not permanently affixed, including but not limited to signs mounted or painted on vehicles which are parked in such a manner as to serve the purpose of a sign.

Projecting wall sign: A wall sign projecting more than 13 inches from the outside wall or walls of any building upon which it is located.

Pylon sign: A freestanding sign that rests upon a pylon or pole(s).

Residential zoning district: For the purposes of this article the following zoning district are defined as residential: Res1, Res2, Res3, Res4, Res6, MHP, R1R, CR1, R1, R2R, OSR, R2, R3, R4, LR, A1, A2, ARES, CONS, and PUD. Additionally, any zoning district created after the adoption of this article will be classified as a "residential", "office residential" or "commercial and industrial" zoning district, by the director of the department of planning and community development, depending on the characteristics of the new zoning district.

Roof sign: A sign projecting above the coping of a flat roof, above the ridge of a gable, hip or gambrel roof, or otherwise located more than 12 inches above the front building wall and supported by or attached to said roof.

Sidewalk sign: A movable sign not secured or attached to the ground or surface upon which it is located.

Sign: A lettered, numbered, symbolic, pictorial, or illuminated visual display, device, or communication designed or used for the purpose of identifying, announcing, directing, informing, or bring to the attention of others the subject thereon, that is visible from the public right-of-way of a county, city, or state road.

Sign face: That part of a sign that is or can be used for communicating a message.

Temporary sign: A sign of a nonpermanent nature.

Time, place, and manner restriction: Regulations to protect governmental interests unrelated to speech, such as size, shape, location, appearance, and number. Time, place, and manner restrictions on signs have a content neutral effect on speech.

Trailer sign: Any sign mounted on wheels and that may be moved from one location to another.

Wall sign: A sign applied to or mounted to the wall or surface of a building or structure, the display surface of which does not project more than 12 inches from the outside wall of such building or structure. The total lettering on one side of a building or structure shall constitute one wall sign.

Window sign: A sign installed inside a window and intended to be viewed from the outside. For purposes of this article, the area of any window sign shall be measured on the basis of the proportion of area within each individual window frame, not the total window area of a building window visible from a public street.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 2.1, 12-4-2008; Ord. No. 74-K, 1-5-2012; Ord. No. 74-L, 7-5-2012)

Sec. 66-37. - Jurisdiction.

The provisions of this article shall apply to all signs erected within Forsyth County, except those signs that are within the limits of the City of Cumming or specifically exempted from compliance with this article.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 2.2, 12-4-2008)

Sec. 66-38. - Exemptions.

The following types of signs are specifically exempted from compliance with this article:

- (a) Flags.
- (b) Traffic safety and traffic directional signs installed within the right-of-way of a public street, and traffic safety and traffic directional signs along private streets driveways, and in off-street parking lots that are installed per the requirements of the county engineer or per county, state, or federal ordinance.
- (c) Street address numbers attached to buildings (maximum letter height 12 inches).
- (d) Signs erected by or on the order of a public officer in the performance of his duty, such as public notices, safety signs and the like. Any sign not visible from a public street.
- (e) Signs pertaining to the time a business, activity, or establishment is open, and conditions under which patrons may receive service, including credit card identification signs or stickers up to one square feet in area per lot.
- (f) County owned kiosk signs.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 2.3, 12-4-2008)

Secs. 66-39—66-60. - Reserved.

DIVISION 2. - PERMITS, ADMINISTRATION, AND ENFORCEMENT

Sec. 66-61. - Sign permit required.

Except as specifically excluded from the provisions of this article, it shall be unlawful for any person to post, display, substantially change, or erect a sign in the county without first having obtained a sign permit. For purposes of this article, application for a sign permit and a building permit may be made simultaneously.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.1, 12-4-2008)

Sec. 66-62. - Sign permit application.

Applications for sign permits shall be filed by the sign owner or his agent in the department of planning and community development upon forms furnished by said office. The application shall describe and set forth the following:

- (a) The type of sign as defined in this article.
- (b) A design of the sign which shows the height of the sign, the area of the face of the sign, and the structural supports of the sign.
- (c) The street address of the property upon which subject sign is to be located.
- (d) A survey of the property, on which the sign will be located. The survey shall include the proposed sign location and the distance from the proposed sign to property lines, structures, paved street surface, existing signs, and right-of-way.
- (e) The square foot area per sign and the aggregate square foot area if there is more than one sign face.
- (f) The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located, and consent of the owner, or his agent, granting permission for the placement or maintenance of subject sign, which shall include a copy of the lease or other document from the owner of the sign which authorized the erection thereof and signed written consent.
- (g) The director of planning and community development may require additional information of such print or sketch to insure compliance with this article.
- (h) Name, address, phone number and business license number of the sign contractor.
- (i) If applicable, member number of listed testing agency.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.2, 12-4-2008; Ord. No. 74-K, 1-5-2012)

Sec. 66-63. - Building permit required.

For any monument sign or any sign connected to electrical power, it shall be a violation of this article to post, display, substantially change, or erect a sign in the county without first having obtained a building permit, except for those signs specifically exempted in section 66-104. The applicant for a building permit shall submit application materials as specified by the chief building inspector, including a sketch or print drawn to scale showing pertinent information such as wind pressure requirements and display materials in accordance with the standard building code. The modification of a sign with existing electrical power will not require a building permit if the applicant is a member of a listed testing agency and has included this information in their sign permit.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.3, 12-4-2008)

Sec. 66-64. - Process for issuance of sign permits.

The director of planning and community development shall be authorized to issue sign permits in accordance with the provisions of this article. The county shall process all sign permit applications within 30 business days of the county's actual receipt of both a complete sign permit application and a sign permit fee. For purposes of this section only, the term "process" shall mean to make a decision on sign permit applications that can be administratively approved. In no event, except with permission of the applicant, may the director of planning and community development delay acting upon a sign permit application. Any delay in excess of 45 days shall result in automatic issuance of a sign permit.

The director of planning and community development 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 original submission. Should it be determined that a sign permit was issued pursuant to an application containing a false material statement or omission, the director

of planning and community development shall revoke said application and the subject sign shall be removed. A revocation pursuant to this section shall be appealable pursuant to this article.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.4, 12-4-2008; Amd. of 12-1-2011)

Sec. 66-65. - Sign permit expiration date.

A sign permit shall become null and void if the sign for which the permit was issued has not been completed within 12 months after the date of issuance. No refunds will be made for a permit after the permit is issued. If later an individual desires to erect a sign at the same location, a new application for the sign must be processed and another fee paid in accordance with the fee schedule applicable at such time.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.5, 12-4-2008)

Sec. 66-66. - Sign permit fees.

No sign permit shall be issued until the appropriate application has been filed with the director of the department of planning and community development and fees have been paid as adopted from time to time by the Forsyth County Board of Commissioners.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.6, 12-4-2008; Ord. No. 74-K, 1-5-2012)

Sec. 66-67. - Sign identification labels.

With each sign permit, the director of the department of planning and community development or his designee shall issue a sticker. 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 article.

The director of the department of planning and community development, or his designee, shall inspect all existing signs in the county to determine if such signs conform to the provisions of this article.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.7, 12-4-2008; Ord. No. 74-K, 1-5-2012)

Sec. 66-68. - County occupation license, public liability insurance required.

It shall be a violation of this article for any person to engage in the business of erecting or maintaining signs within the county, unless and until such entity shall have obtained a county occupational license and a certificate of insurance from an insurance company authorized to do business in the state evidencing that the person or entity has in effect public liability and property damage insurance 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 and/or restriction of the coverage.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.8, 12-4-2008)

Sec. 66-69. - Termination of sign permit and/or county occupation license.

Violation of any provision of this article will be grounds for terminating the sign permit granted by the county to the owner and/or the occupation tax certificate of the person or entity erecting the sign. Except as otherwise provided in this article, no permit and/or occupation tax certificate shall be suspended, revoked or canceled except for cause as hereinafter defined, and the permittee is granted a public hearing before the board of commissioners. The permittee will be given ten days' written notice of the time, place and purpose of the hearing, with a statement of the reason for the suspension, revocation or canceling of such permit and/or license. "Cause" is the willful and/or continued violation of the provisions of this article. The termination of the permit and/or license does not in any way preclude the person or persons alleged to have violated the provisions of this article from being tried under the enforcement provisions of this article, or

preclude the county from taking any other action authorized by the Unified Development Code, and/or any action authorized by law.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.9, 12-4-2008)

Sec. 66-70. - Removal of discontinued signs.

It is the intent of this section to establish reasonable time periods for the removal of discontinued signs. For purposes of this section, all signs pertaining to a business, service, institution, industry, or other activity that ceases operations shall be deemed to be discontinued signs. For purposes of this section, "ceases operations" shall be interpreted literally and to include cases where there is substantial evidence that a business or activity has vacated the building or grounds; provided, further, that this section shall not apply to any case where a business or activity is temporarily suspended and there is evidence that the business or activity will resume operations within a specifically designated period. It shall be the responsibility of the property owner, the operator of a business or activity discontinuing a lease if any, and the leasehold manager if any, for ensuring compliance with the provisions of this Section and each owner, operator, or manager shall be considered individually responsible for compliance with this section.

- (a) All discontinued signs, with the exception of pole signs and monument signs, shall be removed within ten days from the date of discontinuance. The director of planning and community development may permit an extension of this removal period only in cases where special equipment is needed to remove the sign and removal of the structure cannot reasonably be arranged by the sign owner within the ten-day time period.
- (b) All discontinued signs that meet the definition of a pole sign shall be removed within 60 days from the date of discontinuance. The director of planning and community development may permit one 30-day extension of this removal period only in cases where special equipment is needed to remove the sign or sign structures, and removal of the structure cannot reasonably be arranged by the sign owner within the 60-day time period.
- (c) This section shall not apply to the structure of a monument sign, provided that it might reasonably be used by a future tenant or property owner, complies with the provisions of this article, and is maintained in good condition; provided further, that the following shall be met:
 - (1) If a discontinued monument sign contains an message panel that is removable from the monument structure without disassembling the monument, then within 30 days of the date of discontinuance said panel shall be removed and the portion of the monument structure that previously held the message panel shall be covered with durable cloth or canvas to avoid the appearance of blight, until such time as a new sign permit is applied for and granted and an approved sign panel is installed in said monument.
 - (2) If a discontinued monument sign contains a sign copy area that is not removable without disassembling the monument, then said sign copy area shall be modified (e.g., painted over) or covered with durable cloth or canvas so that the sign copy pertaining to the business or activity discontinued is no longer visible, until such time as a new sign permit is applied for and granted and approved sign copy is affixed on the sign copy area of said monument.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.10, 12-4-2008; Amd. of 12-1-2011)

Sec. 66-71. - Removal of signs not maintained.

All signs shall be maintained by the property owner in good condition so as to present a neat and orderly appearance. The director of the department of planning and community development may remove or cause to be removed after notice any sign which shows gross neglect, becomes dilapidated, or in the opinion of the chief building inspector poses a threat to public safety. The director of the department of planning and community development or his designee will give the owner 45 days' written notice to correct the deficiencies or to remove the sign or signs, except signs which pose a threat to public safety which shall be removed in accord with section 66-101. If the owner refuses to correct the deficiencies or remove the sign, the director of the department of planning and community development or his designee will have the sign removed at the expense of the owner.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.11, 12-4-2008; Ord. No. 74-K, 1-5-2012)

Sec. 66-72. - Enforcement.

This article shall be administered and enforced by the director of the department of planning and community development or his or her designee. In case any sign is proposed to be erected, constructed, altered, converted, or used in violation of any provision of this article, the director of the department of planning and community development may, in addition to other remedies, and after notice to the appropriate person, issue a citation for violation of the county ordinance thereby requiring the presence of the violator in magistrate court; institute the filing of a petition for an injunction, or other appropriate action or proceeding to prevent such unlawful erection, construction, alteration, conversion, or use to correct or abate such violation. Additionally, the director of the department of planning and community development may have the sign removed at the expense of the owner and may issue a citation for violation of the county ordinance to the agent that placed the sign, as well as those parties responsible for directing the agent, including the person or business owner whose name, message, and/or address, and/or telephone number appears on the sign. Any sign located within a public street right-of-way may be removed immediately by the county without warning or notice to the sign owner.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.12, 12-4-2008; Ord. No. 74-K, 1-5-2012)

Sec. 66-73. - Penalty for violation.

Any person violating any provision of this article, permitting condition, or stop-work order shall be subject to a fine up to \$1,000.00 per violation or by imprisonment for a period not to exceed 60 days, or both.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 3.13, 12-4-2008)

Sec. 66-74—66-100. - Reserved.

DIVISION 3. - PERMITTED SIGNS AND DIMENSIONAL REQUIREMENTS

Sec. 66-101. - Nonconforming signs.

Nonconforming signs that met all legal requirements when erected may stay in place until the deterioration of the sign or damage to the sign makes it a threat to public safety, and no repairs have been effected within five days of receipt of registered or certified notice from the director of planning and community development directing that immediate repairs are necessary to protect public safety. Nonconforming signs may not be enlarged or altered except as noted in subsections (b) and (c). Content changes are not considered an alteration. Any sign removed in accord with this section, or sections 66-70, 66-71 and 66-72, shall not be replaced except in accord with the current requirements of this article.

- (a) A nonconforming sign adjacent to a public road that is subject to disassembly, razing or removal due to condemnation or state or county-initiated road work may be re-erected on the same lot so long as the height and sign face of the replacement sign is equal to or less than that of the removed sign.
- (b) Notwithstanding any provision in this article to the contrary, any nonconforming sign that is 20 feet or greater in height with a sign face of no less than 10'6" x 36' may upgrade to a LED sign face upon the owner of such sign entering into a standardized public safety notification agreement with Forsyth County that will establish uniform daily time requirements for the display of Amber Alerts, Levi's Call and other public safety/service messages. This agreement shall be binding upon the then-current owner of the sign and any subsequent owner. Light produced by a LED sign shall not exceed .3 footcandles over ambient light levels at a measurement distance of two-hundred feet. LED signs shall have automatic dimming capability. A permit shall be required for an upgrade under this subsection.

- (c) Notwithstanding any provision in this article to the contrary, any nonconforming sign not otherwise governed by subsection (b) may receive a new or upgraded sign face, to include automated changeable copy in conformance with section 66-102(b)(2), so long as the aggregate dimensions of the new sign face do not exceed the aggregate sign face being removed. For multi-faced signs the aggregate sign face shall be measured per side and aggregating multiple sides to achieve a larger single-sided sign face shall not be permitted. A permit shall be required for an upgrade under this subsection.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.1, 12-4-2008; Ord. No. 74-G, 11-5-2009; Ord. No. 74-J, 7-7-2011; Amd. of 12-1-2011; Ord. No. 74-L, 7-5-2012)

Sec. 66-102. - Prohibited signs.

The following types of signs are prohibited in all zoning districts of the county, except as otherwise specifically provided by this section:

- (a) Animated signs.
- (b) Automated changeable copy signs, subject to following exceptions:
 - (1) As provided in section 66-102(b);
 - (2) Where the copy changes at a frequency of no more than once every three hours; or
 - (3) Devices that display the date, time and temperature.
- (c) Flashing signs.
- (d) Any air- or gas-filled balloons or other similar devices.
- (e) Permanent signs made of paper, natural or synthetic fabric, vinyl or other flexible, roll stock materials, except as specifically approved by special permit in accordance with this article. Temporary banner signs made of non-rigid material are permissible within neighborhood shopping, urban village, and master planned districts when attached to pedestrian lighting fixtures for a period up to 60 days. These temporary banner signs shall be permitted only by issue of a sign permit.
- (f) Portable signs.
- (g) Pylon signs, except for traffic and pedestrian movement directional signs located within neighborhood shopping, urban village, master planned districts, and pedestrian-oriented projects within other zoning districts. These exempted signs are for multi-tenant planned commercial or missed used centers and must be set back at least 200 feet from the right-of-way.
- (h) Roof signs.
- (i) Sidewalk signs, except when located within neighborhood shopping, urban village, and master planned districts.
- (j) Streamers and pennants, except as specifically approved by special permit in accordance with this ordinance.
- (k) Projecting wall signs.
- (l) Signs that imitate an official traffic sign or signal. This includes signs that use colored lights used at any location or in any manner so as to be confused with or construed as traffic control devices.
- (m) Signs within the right-of-way, including those attached to traffic signs or telephone poles.
- (n) Signs attached to trees.
- (o) Signs attached to courtesy benches, trashcans, and similar devices, with the exception of signage related to the ownership of such items.
- (p) Trailer signs.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.2, 12-4-2008; Ord. No. 74-I, 5-6-2010; Ord. No. 74-L, 7-5-2012)

Sec. 66-103. - Sign devices allowed for up to ten days.

The following types of signs shall be permitted only by issue of a sign permit, and a building permit and electrical permit if required, allowing usage of this type sign for a period not exceeding ten consecutive days, except as more specifically provided in this section. No such permit shall be issued for the same lot at less than four-month intervals. All signs must be set back at least ten feet from the right-of-way. A fee as may be established from time to time by resolution of the Forsyth County Board of Commissioners shall be charged and must be paid for each sign permit and any required building and electrical permits.

- (a) Air- or gas-filled balloons or other devices which have a capacity for air or gas which exceeds three cubic feet, per lot.
- (b) Streamers or two pennants, per lot.
- (c) Banners, not specifically exempted from compliance with this article, each with a maximum size of 32 square feet, not to exceed three on any given lot.
- (d) Two searchlights or similar devices per lot.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.3, 12-4-2008)

Sec. 66-104. - Weekend signs.

Weekend signs shall be allowed without the necessity of obtaining a permit, subject to the following requirements:

- (a) Such signs shall be allowed only on Fridays from 12:00 p.m. through Sundays until 6:00 p.m.
- (b) No more than one weekend sign shall be allowed on any given lot.
- (c) No such sign shall be located on any public right-of-way, and it must be on private property with the consent of the property owner.
- (d) Signs shall not exceed a maximum area of six square feet each.
- (e) For identification purposes the owner of said sign shall stamp or write legibly its name and contact information, on the backside or in a corner of the sign.
- (f) In order to confirm legitimacy of sign placement, the owner of every weekend sign shall stamp or write legibly on the backside or corner of the sign the name of the property owner providing authorization for placement of the sign and a telephone number of that property owner.
- (g) Such signs shall not be illuminated.
- (h) The minimum fine for placement of a weekend sign in contravention of this article shall be \$100.00.
- (i) For purposes of prosecuting this article, it is hereby established that if the subject matter of a wrongfully placed weekend sign is a business, individual or entity subject to identification, then a rebuttable presumption exists that the business, individual or entity so identified caused the sign to be so placed and is subject to citation.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.4, 12-4-2008)

Sec. 66-105. - Expression signs.

Expression signs shall be allowed without the necessity of obtaining a permit, subject to the following requirements:

- (a) Conformity to the performance tables and all other general requirements of this article;

- (b) No more than two expression signs shall be allowed on any lot, except as provided in subsection (c) of this section;
 - 1. To the extent a numerical limitation on placement of expression signs in residentially zoned lots conflicts with O.C.G.A. § 21-2-3(a)(2), then the provisions of O.C.G.A. § 21-2-3 shall control;
- (c) Within 60 days prior to any local, state or federal primary, special or general election or ballot initiative wherein citizens of Forsyth County are entitled to vote, an additional four expression signs shall be permitted on any lot thereby raising the total number of expression signs allowed during this period to six;
 - 1. To the extent a numerical limitation on placement of expression signs in residentially zoned lots conflicts with O.C.G.A. § 21-2-3(a)(2), then the provisions of O.C.G.A. § 21-2-3 shall control;
- (d) The placement of expression signs in accord with subsection (c) of this section shall not require that such signs contain a message related to said election or ballot initiative, and such signs may contain any lawful, nonobscene content;
- (e) Any expression signs placed in accord with subsection (c) of this section shall be removed 15 days after the election or ballot initiative, at which time the maximum number of expression signs shall revert to two per lot;
 - 1. To the extent a numerical limitation on placement of expression signs in residentially zoned lots conflicts with O.C.G.A. § 21-2-3(a)(2), then the provisions of O.C.G.A. § 21-2-3 shall control;
- (f) Expression signs placed on a lot in contravention of this section shall be subject to ail enforcement action allowed under section 66-72 of this article. However, if the sole basis for enforcement action is the number of expression signs on a lot, the enforcing officer shall notify the pertinent lot owner and provide the lot owner an opportunity to remove that minimum number of expression signs such as will result in code compliance. If the lot owner cannot be readily located, the enforcement officer shall be entitled to utilize the enforcement measures of section 66-72

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.4.5, 12-4-2008)

Sec. 66-106. - Maximum height of signs.

The maximum height of any ground sign regulated by this article shall be in accordance with section 66-112.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.5, 12-4-2008)

Sec. 66-107. - Increase in height of ground signs.

A maximum height, as established in section 66-112, shall apply any to any ground sign, except that signs situated below road grade may, where necessary to achieve adequate visibility, request approval to increase ground sign height from the director of planning and community development, but in no event shall such ground sign exceed the maximum height allowed for zoning designations set forth in section 66-112.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.6, 12-4-2008; Amd. of 12-1-2011)

Sec. 66-108. - Monument signs.

Monument signs shall comply with the following standards:

- (a) Base material shall be brick or stone or other similar materials as approved by the director of planning and community development. The base shall be at least two (2) feet in height.
- (b) No portion of the supporting structure shall be visible between display areas of a double-faced sign.

(Ord. No. 74-K, § 4.7, 1-5-2012; Ord. No. 74-L, 7-5-2012)

Sec. 66-109. - Minimum setback from right-of-way.

No sign regulated by this article shall be placed or erected within a city, county, state, or federal right-of-way. Additionally, no sign, in excess of 30 inches high shall be placed within ten feet of a city, county, state, or federal right-of-way.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.7, 12-4-2008)

Note—Formerly, § 66-108

Sec. 66-110. - Classification of PUD zoning district.

For the purposes of this article any property in the PUD zoning classification will be classified as a residential district. However, based on the zoning site plan approved by the board of commissioners, the director of the department of planning and community development shall designate specific areas, within PUD zoning classifications, as commercial and industrial, when such areas have the characteristics of a commercial or industrial district.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.8, 12-4-2008; Amd. of 12-1-2011)

Note—Formerly, § 66-109

Sec. 66-111. - GA400 corridor.

No signage intended for viewing along a limited access highway shall be erected, except the following:

- (a) Sign on any property which is for sale or for rent, but is vacant and contains no building or structure, during period the property is for sale or rent;* or
- (b) Sign on any property where more than one lot or dwelling is for sale or rent for residential purposes, or where more than one building space is for sale or rent for nonresidential purposes, during the period said lots, dwellings, or building spaces are for sale or for rent.*

Any signage provided by this section shall be a maximum of 12 feet in height and have a maximum of 32 square feet of sign face.

** Identification of property where sign may be erected does not require the sign message be related to such identification.*

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.9, 12-4-2008)

Note—Formerly, § 66-110

Sec. 66-112. - Appeals authorized.

Appeals to the zoning board of appeals may be taken by any person aggrieved by any decision of the director of the department of planning and community development or other official with authority to administer or interpret this Code. In accordance with the appeals provisions from decisions of the zoning board of appeals in the Unified Development Code, any aggrieved party may appeal a decision of the zoning board of appeals. Appeals will follow the requirements and procedures defined in the Unified Development Code of Forsyth County. Where the denial of any sign permit is appealed, a final determination shall be issued by the appellate body within 45 days from the date that the appeal is formally filed in writing by the sign applicant. If such determination is not made within 45 days, the sign can be

posted as if permitted. If the applicant later loses the appeal, however, the sign must be removed within ten business days of issuance of the decision in writing.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.10, 12-4-2008; Adm. Of 12-1-2011)

Note—Formerly, § 66-111

Sec. 66-113. - Sign requirements per zoning district.

Any sign, regulated by this article, shall comply with the requirements outlined for the zoning district in which the sign is located.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.11, 12-4-2008)

Note—Formerly, § 66-112

Sec. 66-114. - Additional sign options for malls with multitenant occupation.

In addition to aggregate sign face standards per individual establishment, the developer business association body, or other entity that has decision making authority for the overall mall is granted four additional wall signs when gross building space is a minimum of 400,000 square feet or eight additional wall signs when gross building space reaches 750,000 square feet or above. This authorization for additional signage is not transferable to any other person or entity associated with the mall. All general requirements of this ordinance shall apply to signs permitted under this section, except the following performance standards shall apply:

- (a) Maximum sign face for buildings up to 7,500 square feet: Limited to ten percent of overall facade or 36 square feet, whichever is greater.
- (b) Maximum sign face for buildings over 7,500 square feet: Limited to ten percent of overall facade or 200 square feet, whichever is less.
- (c) Direct and indirect illumination is permitted.

(Ord. No. 74-E, 6-1-2006; Ord. No. 74-F, § 4.12, 12-4-2008; Ord. No. 74-H, 3-4-2010)

Note—Formerly, § 66-113

Sec. 66-115. - Additional sign options for master-planned business parks.

In addition to aggregate sign face standards per individual establishment, the developer, business association body, or other entity that has decision making authority for the overall campus is granted eight additional monument signs when the overall campus exceeds 500 acres in size. This authorization for additional signage is not transferrable to any other person or entity associated with the campus. All general requirements of this ordinance shall apply to signs permitted under this section, except the following performance standards shall apply:

- (a) Maximum sign face: 24 square feet.
- (b) Maximum height: Six feet.
- (c) Minimum setback: Three feet from right-of-way or ten feet from back of curb, whichever is greater.
- (d) Minimum separation between signs permitted under this section: 300 feet.
- (e) Illumination is prohibited.

(Ord. No. 74-H, 3-4-2010)

Note—Formerly, § 66-114

**Residential Zoning Districts
Performance Standards**

Any lot within a residential zoning district shall be limited to 40 square feet of aggregate sign face. Limitations on the allowable square feet of signage are aggregate and may be distributed among any permitted signs (the 40 square feet of aggregate sign face may consist of any combination of permitted signs). Type of classification of sign shall not require that sign message be related to type or classification.

<i>Type of Sign</i>	<i>Maximum Sign Face (square feet)</i>	<i>Maximum Height of Ground Signs (feet)</i>	<i>Lighting</i>			<i>Maximum Number Allowed Per Lot</i>	<i>Other</i>
			<i>Non-Illuminated</i>	<i>Indirect Illuminated</i>	<i>Direct Illuminated</i>		
Sign on lots zoned A-1 or A-2 where agricultural products are sold	6	8	Permitted	Prohibited	Prohibited	One per road frontage	None
Sign on any lot which is for sale or for rent, but is vacant and contains no building or structure, during the period the lot is for sale or for rent	6	8	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only
Sign on any lot where more than one lot or dwelling is for sale or rent	16	8	Permitted	Prohibited	Prohibited	One per road frontage	None

for residential purposes, or where more than one building space is for sale or rent for nonresidential purposes, during the period said lots, dwellings, or building spaces are for sale or for rent							
Sign on any lot where one or more buildings are being constructed, during the period of construction	16	8	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only. Sign shall be mounted between two posts at least 3.5 inches by 3.5 inches in dimension
Monument signs located at the entrance of a residential subdivision	36	8	Permitted	Permitted	Prohibited	Two per road frontage	None

Signs on lots zoned residential which have a nonresidential use	36	8	Permitted	Permitted	Permitted for monument signs on collector streets, minor and major arterials. Prohibited for wall signs.	One per road frontage	Monument or wall signs only. Signs shall not incorporate electronic message boards or automated changeable copy.
Expression sign	6	4	Permitted	Prohibited	Prohibited	Per section 66-105 or as otherwise authorized by O.C.G.A. § 21-2-3(a)(2)	Per section 66-105
Weekend sign	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104
Sign device valid for ten days	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103

**Office Residential Zoning Districts
Performance Standards**

Any lot within an office residential zoning district shall be limited to 40 square feet of aggregate sign face. Limitations on the allowable square feet of signage are aggregate and may be distributed among any permitted signs (the 40 square feet of aggregate sign face may consist of any combination of permitted signs). Type or classification of sign shall not require that sign message be related to type or classification.

<i>Type of Sign</i>			<i>Lighting</i>		<i>Other</i>
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	<i>Maximum Sign Face (square feet)</i>	<i>Maximum Height of Ground Signs (feet)</i>	<i>Non-Illuminated</i>	<i>Indirect Illuminated</i>	<i>Direct Illuminated</i>	<i>Maximum Number Allowed Per Lot</i>	
Sign on lots zoned A-1 or A-2 where agricultural products are sold.	na	na	na	na	na	0	na
Sign on any lot which is for sale or for rent, but is vacant and contains no building or structure, during the period the lot is for sale or for rent	16	8	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only
Sign on any lot where more than one lot or dwelling is for sale or rent for residential purposes, or where more than one building space is for sale or rent for nonresidential purposes, during the period said	16	8	Permitted	Prohibited	Prohibited	One per road frontage	None

lots, dwellings, or building spaces are for sale or for rent							
Sign on any lot where one or more buildings are being constructed, during the period of construction	16	8	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only. Sign shall be mounted between two posts at least 3.5 inches by 3.5 inches in dimension
Monument signs located at the entrance of a residential subdivision.	36	8	Permitted	Permitted	Prohibited	Two per road frontage	None
Signs on lots zoned residential which have a nonresidential use	na	na	na	na	na	0	na
Expression sign	6	4	Permitted	Prohibited	Prohibited	Per section 66-105	Per section 66-105
Weekend sign	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104	Per section 66-104
Sign device valid for ten days	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103	Per section 66-103

Signs located on lots containing a business, institution, or establishment that is not part of a planned office, commercial or industrial center	0.5 Sq. Ft. of sign allowance per linear ft. of road frontage not to exceed 30 Sq. Ft.	8	Permitted	Permitted	Prohibited	One per road frontage	Monument sign only
Signs located on lots containing a planned office, commercial or industrial center	0.5 Sq. Ft. of sign allowance per linear ft. of road frontage not to exceed 30 Sq. Ft.	8	Permitted	Permitted	Prohibited	One per road frontage	None
Wall sign or marquee or canopy sign on lots containing a business, institution, or establishment in a multi-tenant planned office, commercial or industrial center	na	na	na	na	na	0	na
Sign on lots containing businesses, institutions, or	16	8	Permitted	Permitted	Prohibited	One per entrance	Monument sign only

establishments located in a multi-tenant building which do not have a visible building frontage from an off-street parking lot serving the site							
Window signs	na	na	na	na	na	0	na

Commercial or Industrial Zoning Districts*

Except for lots in planned office, commercial, or industrial centers, a lot within a commercial and industrial zoning district shall be limited to 140 square feet of aggregate sign face. Limitations on the allowable square feet of signage are aggregate and may be distributed among any permitted signs (the 140 square feet of aggregate sign face may consist of any combination of permitted signs). Type or classification of sign shall not require that sign message be related to type or classification. Aggregate sign face for signs in planned office, commercial, or industrial centers shall be determined based upon gross building space, as provided below.

*Exempting NS, UV, MPD zoning districts.

<i>Type of Sign</i>	<i>Maximum Sign Face (square feet)</i>	<i>Maximum Height of Ground Signs (feet)</i>	<i>Lighting</i>			<i>Maximum Number Allowed Per Lot</i>	<i>Other</i>
			<i>Non-Illuminated</i>	<i>Indirect Illuminated</i>	<i>Direct Illuminated</i>		
Sign on lots zoned A-1 or A-2 where agricultural products are sold	na	na	na	na	na	0	na

Sign on any lot which is for sale or for rent, but is vacant and contains no building or structure, during the period the lot is for sale or for rent	32	10	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only
Sign on any lot where more than one lot or dwelling is for sale or rent for residential purposes, or where more than one building space is for sale or rent for nonresidential purposes, during the period said lots, dwellings, or building spaces are	32	10	Permitted	Prohibited	Prohibited	One per road frontage	None

for sale or for rent							
Sign on any lot where one or more buildings are being constructed, during the period of construction	18	10	Permitted	Prohibited	Prohibited	One per road frontage	Freestanding ground sign only. Sign shall be mounted between two posts at least 3.5 inches by 3.5 inches in dimension
Monument signs located at the entrance of a residential subdivision	36	8	Permitted	Permitted	Prohibited	Two per road frontage	None
Signs on lots zoned residential which have a nonresidential use	na	na	na	na	na	0	na
Expression sign	32	10	Permitted	Prohibited	Prohibited	Per section 66-105	Per section 66-105

Weekend sign	Per Section 66-104		Per Section 66-104	Per Section 66-104	Per Section 66-104	Per Section 66-104	Per Section 66-104	Per Section 66-104
Sign device valid for ten days	Per Section 66-103		Per Section 66-103	Per Section 66-103	Per Section 66-103	Per Section 66-103	Per Section 66-103	Per Section 66-103
Signs located on lots containing a business, institution, or establishment that is not part of a planned office, commercial or industrial center	1 Sq. Ft. of sign allowance per linear foot of road frontage not to exceed 120 Sq. Ft.		12	Permitted	Permitted	Permitted	Two per road frontage	Monument or wall signs only
Signs located on lots containing a planned office, commercial or industrial center.	Gross Building Space	Max. Sign Face	12	Permitted	Permitted	Permitted	Two per road frontage	None
	0—10,000	75 Sq. Ft.						
	10,001—50,000	150 Sq. Ft.						
	50,001—	300 Sq. Ft.						

	100,000								
	100,001 +	360 Sq. Ft.		16					
Wall sign or marquee or canopy sign on lots containing a business, institution, or establishment in a multi-tenant planned office, commercial or industrial center.	Gross Building Space	Max. Sign Face Per Elevation	Agg. Total All Elevations	12	Permitted	Permitted	Permitted	Two per establishment. An additional canopy sign may be used so long as pedestrian-oriented dimensions are followed.	None.
	0—2,500	36	72						
	2,501—15,000	60	120						
	15,001—50,000	100	200				Two per establishment. Two additional canopy signs may be used so long as pedestrian-oriented dimensions are followed.		
	50,000 +	200	400				Two per establishment. Four additional canopy signs may be used so		

								long as pedestrian-oriented dimensions are followed.	
	120,000 +	500	600					Four per establishment. Six additional canopy signs may be used so long as pedestrian-oriented dimensions are followed.	
Sign on lots containing businesses, institutions, or establishments located in a multi-tenant building which do not have a visible building frontage from an off-street parking lot	32			12	Permitted	Permitted	Permitted	One per road frontage	Monument sign only

serving the site							
Window signs	32	na	na	na	na	na	Not to exceed 30% of any individual window frame

Neighborhood Shopping District, Urban Village District, Master Planned District and Pedestrian-Oriented Projects within other Zoning Districts*

Refer to Sign Design Manual for Graphic Illustrations of Performance Standards

<i>Type of Sign</i>	<i>Maximum Sign Area (Sign face plus structural elements comprising the sign perimeter)</i>	<i>Maximum Height of Ground Signs (feet)</i>	<i>Lighting</i>			<i>Maximum Number Allowed Per Lot</i>	<i>Other</i>
			<i>Non-illuminated</i>	<i>Indirect illuminated</i>	<i>Direct illuminated</i>		
Wall sign	Overall sign area: 0—7,500 s.f.: 10% of overall facade or 36 s.f., whichever is greater 7,500 s.f. and above: 10% of overall facade or	na	Permitted	Permitted	Permitted	1 per facade per establishment	Display surface shall not project more than 12 inches from the building

	200 s.f., whichever is less Length: 80% of facade horizontal length						
Marquee sign	Overall sign area same as wall sign. Sign area consists of attached lettering and background if present. It does not include the projecting marquee itself which provides a roof-like structure over a pedestrian walkway	na	Permitted	Permitted	Permitted	1 per facade per establishment. Not to be combined with a wall sign on the same facade	Maximum 6' foot projection from building or ½ of sidewalk width, whatever is less. Minimum clearance of 8' above ground level to the bottom of sign. Minimum setback of 18" behind curb
Blade sign Oriented perpendicular to facade	12 square feet per side not including support brackets. If this is	na	Permitted	Permitted	Permitted	1 per entrance per establishment. Not to be combined with a canopy sign for the	Maximum 4' projection from building or 1/3 of sidewalk

	the primary sign and no wall sign is present, 24 s.f. per side not including support brackets					same entrance	width, whatever is less. If this is the primary sign and no wall sign is applied, maximum 6' projection from building. Minimum clearance of 8' above ground level to the bottom of sign. Minimum setback of 18" behind curb
Canopy sign	12 square feet per side not including support brackets	na	Permitted	Permitted	Permitted	1 per entrance per establishment. Not to be combined with a blade sign for the same entrance	Minimum clearance of 8' above ground level to the bottom of sign. Minimum setback to 18" behind curb.
Window sign	30% of total transparent glass area excluding	na	Illuminated window graphics are permitted provided they are located on the inside surface of the glass. All electrical supply cord, conduit and electrical			1 per window pane or framed window area	Any graphic with lettering of more than 1" in height,

	doors or one square foot per linear foot of street frontage, whichever is less		transformers are hidden from view through the window				mounted within 4' of a window shall be considered a window sign except: Displays with lettering incorporated Products on shelves for sale Information panels with 80% of the text in lettering less than 2" in height
Monument Sign fronting freeways, arterial and collector streets	0—50,000 gross building space 75 square feet per side	8	Permitted	Permitted	Permitted	1 per entrance	Monument sign shall be located within a landscape area. Wing walls prohibited
	50,001—100,000 gross building space 150 square feet per side	8	Permitted	Permitted	Permitted	2 per entrance	Monument sign shall be located within a landscape area. Wing walls prohibited

	100,001+ gross building space 250 square foot per side not including wing walls, if present	10	Permitted	Permitted	Permitted	2 per entrance	Monument sign shall be located within a landscape area. Wing walls are not to exceed 4.5' in height and 60 square feet in area for each side of the monument sign
Monument sign fronting local roads and interior streets within proposed development	20 square feet per side	4	Permitted	Permitted	Permitted	1 of following requirements are met: Single tenant building where entrance is set back at least 15 feet from the street	Monument sign shall be located within a landscape area. Graphic shall be limited to a single tenant.
Pole directional signs Traffic and pedestrian	24 square feet per side not including pole supports	8	Permitted	Permitted	Permitted	0—40,000 sf: 1 per development 40,001—100,000 sf: 2 per development 101,001—250,000 sf: 6 per development	For multi-tenant planned commercial or mixed use centers only. Pole directional signs shall be set back

						250,001— 500,000 sf: 12 per development 500,001+ sf: 20 per development	at least 200 feet from external frontage right-of-way
Banner sign Attached to pedestrian light fixture	18 square feet per side not including support brackets	Restricted to height of pedestria n light fixture	Permitted	Permitted	Prohibited	Restricted to number of pedestrian light fixtures located along building frontage.	The lowest point of the banner shall be at least 8' above the surface of the sidewalk or pedestrian way
Sidewalk sign and menu board/holder	6 square feet per side	na	Permitted	Permitted	Prohibited	1 located on exterior façade or sidewalk in front of building façade per establishmen t	Lettering shall not exceed ½" in height. Shall be located and oriented so as not to create a safety hazard
Awning and umbrella graphics	15% of total awning or umbrella area. If awning is the primary sign and no wall	na	na	na	na	na	These standards apply when the awning is not the primary sign. Maximum letter height is 8"

	sign is present, dimension standards for wall signs shall apply.						and the business logo shall not exceed 2 square feet in area
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*Pedestrian-oriented projects within other zoning districts require planning and community development staff approval before pedestrian signage performance standards are implemented. Without prior approval, projects will be reviewed per the performance standards outlined for other commercial and industrial zoning districts.

(Amd. of 12-1-2011; Ord. No. 74-L, 7-5-2012)