

COMMISSION
ASHLEY HEAD, CHAIR
ANDREW NEWTON, VICE CHAIR
LUZ MORALES
JULIE CEPIN
KELLY VINES

City of Villa Rica



INTERIM CITY MANAGER: DIANA DESANTO
CITY CLERK: THERESA CAMPBELL
CITY ATTORNEY: C. DAVID MECKLIN

571 W BANKHEAD HWY
VILLA RICA, GA. 30180
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PLANNING AND ZONING MEETING AGENDA

Holt-Bishop Justice Center, Municipal Courtroom, 101 Main Street
February 18, 2025 | 6:00 PM

Meeting Call to Order (Chairwoman)

Adoption of the Agenda (Chairwoman)

A. Old Business

1. Approval of minutes from 12/17/2024

B. New Business

1. TA-05-25 Sign ordinance text amendments; sections 9.03(f), 9.04, 9.29(f), 9.39(3), 9.40(7)(b) and Public Hearing (Shaun Daniels, Zoning Administrator)
2. TA-04-25– Text Amendment to modify the Smoke Shops, Tobacco stores and Medical Marijuana Dispensaries & add a new proposed section 8.23 Vape Shops and definition of Vape Shop to VIII. Definitions

Adjournment (Chairwoman)

City of Villa Rica



PLANNING AND ZONING MEETING MINUTES

Holt-Bishop Justice Center, Municipal Courtroom, 101 Main St

Tuesday, December 17, 2024 | 6:00pm

Meeting Called to Order Chairwoman Ashley Head called the meeting to order at 6:00pm.

Present: Chairwoman Ashley Head, Vice Chairman Andrew Newton, Commissioner Luz Morales, Commissioner Julie Cepin and Commissioner Kelly Vines

Adoption of the Agenda

RESULT:	ADOPTED 5/0
MOVER:	Commissioner Kelly Vines
SECONDER:	Commissioner Luz Morales
AYES:	Chairwoman Ashley Head, Vice Chairman Andrew Newton, Commissioner Luz Morales, Commissioner Julie Cepin and Commissioner Kelly Vines

A. Old Business None

B. New Business

1. RA-05-24 Rezoning Request for .47-acre property located at 628 South Street from Single-Family Urban (R2) to Commercial Medium, Density (C2) and Public Hearing

Applicant Jeff Mathews spoke in favor and shared some information regarding the property owners' history.

Public Hearing: No one came forward

RESULT:	APPROVED 5/0
MOVER:	Commissioner Luz Morales
SECONDER:	Vice Chairman Andrew Newton
AYES:	Chairwoman Ashley Head, Vice Chairman Andrew Newton, Commissioner Luz Morales, Commissioner Julie Cepin and Commissioner Kelly Vines

2. TA-12-24 Text Amendment to Establish Section 6.11 PUD-IND & add new definition to section 13.01

RESULT:	APPROVED 4/1
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MOVER: Commissioner Luz Morales
SECONDER: Commissioner Julie Cepin
AYES: Chairwoman Ashley Head, Commissioner Luz Morales,
Commissioner Julie Cepin and Commissioner Kelly Vines
NAYS: Vice Chairman Andrew Newton

3. Rezoning and annexation for Hwy 61 and South Van Wert- Avemore (ANX-01 &2-24) RA-06-24) and Public Hearing

Joe Fowler spoke in favor on behalf of the applicant.

Marshall Phipps- Spoke in favor of the rezoning and annexation

Ted Williams- Spoke in opposition of the application and raised questions about the placement and locations of public noticing signs

Jackie Childress- Spoke in opposition of the application

Joshua Evans- Spoke in opposition of the application

RESULT: **APPROVED 5/0**
MOVER: Vice Chairman Andrew Newton
SECONDER: Commissioner Luz Morales
AYES: Chairwoman Ashley Head, Vice Chairman Andrew Newton,
Commissioner Luz Morales, Commissioner Julie Cepin and
Commissioner Kelly Vines

Adjournment- Commissioner Luz Morales moved to adjourn at 7:01 pm.

RESULT: **APPROVED 5/0**
MOVER: Commissioner Luz Morales
SECONDER: Commissioner Kelly Vines
AYES: Chairwoman Ashley Head, Vice Chairman Andrew Newton,
Commissioner Luz Morales, Commissioner Julie Cepin and
Commissioner Kelly Vines

Planning & Zoning Chair

Community Development Director



CITY OF VILLA RICA

Planning and Zoning Commission Meeting

Agenda Item Cover Sheet

SUBJECT: TA-05-25 Sign ordinance text amendments; sections 9.03(f), 9.04, 9.29(f), 9.39(3), 9.40(7)(b)

MEETING DATE: February 18, 2025

DATE PREPARED: February 6, 2025

PREPARED BY: Shaun Daniels, Planning & Zoning Administrator

AMOUNT:

GL ACCOUNT #:

FUNDING SOURCE:

BUDGETED ITEM?

PUBLIC HEARING: YES

PURPOSE: TA-05-25 involves various text amendments to the sign ordinances, specifically sections 9.03(f), 9.04, 9.29(f), 9.39(3), and 9.40(7)(b).

BACKGROUND:

The Planning and Zoning Department has collaborated closely with Code Enforcement to revise and enhance several sections of the sign ordinance. The amendments address different aspects of the regulations to improve clarity and enforcement. Section 9.03(f) pertains to amending the sign review fee for submitted sign permit applications, ensuring a streamlined and fair process. Section 9.04 involves removing outdated verbiage related to the issuance of stickers for new signs, reflecting current practices. Section 9.29(f) adds requirements for borders on new metal vinyl wall signs, enhancing aesthetics and compliance. Section 9.39(3) introduces verbiage to ensure that temporary signs abide by the sign setback regulations, thereby maintaining orderly signage. Lastly, Section 9.40(7)(b) incorporates additional verbiage that mandates inflatable objects must be securely affixed to the ground, promoting safety and stability. These amendments aim to provide clearer guidelines for citizens and business owners, while assisting staff in helping the public display signage properly and safely within the city.

STAFF RECOMMENDATION: APPROVAL

IMPACT: N/A

MOTION:

I move to approve the sign ordinance text amendments for sections 9.03(f), 9.04, 9.29(f), 9.39(3), and 9.40(7)(b).

Appendix C SIGN ORDINANCE¹

Notes:

- Sec. 9.03(f) Application Information – Removing \$25 application fee verbiage
- Sec. 9.04 Time for Consideration – Removing sticker issuance to new signs
- Sec. 9.29(f) Wall signs - Added all metal vinyl signs must have a border depending on sign footage
- Sec. 9.39(3) Temporary Signs: **added 1 word** - (All)
- Sec. 9.40(7)(b) - Temporary Signs Standards – Inflatable objects

CHAPTER II. ADMINISTRATION AND ENFORCEMENT

Sec. 9.02. Permits.

- 1) Except as specifically excluded from the requirements for obtaining a permit, it shall be unlawful for any person to post, display, substantially change, or erect a sign in the city without first having obtained a sign permit or any other permit required by this chapter or other ordinances of the city. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this chapter.
- 2) Sign registration. All nonconforming signs which exceed the maximum height and sign area permitted must be registered with the department within ninety (90) days of notification. The information provided for registration will be the same information required in a permit application under section 9.04. No fee will be required.

Sec. 9.03. Application information.

- 1) Applications for sign permits required by this chapter shall be filed by the sign owner or the owner's agent with the director. The application shall describe and set forth the following:
 - a) The street address of the property upon which sign is to be located and a plat map of the property which bears an indication of the proposed location of the sign;
 - b) The name and address of the owner of the real property upon which the subject sign is to be located;
 - c) Consent of the owner, or the owner's agent, granting permission for the placement or maintenance of the sign;
 - d) Name, address, phone number and occupational tax certificate number of the sign contractor;

¹Editor's note(s)—Printed herein is the sign ordinance of the city, a Rev. of 2-9-2021. Amendments to the ordinance are indicated by parenthetical history notes following amended provisions. The absence of a history note indicates that the provision remains unchanged from the original ordinance. Obvious misspellings and punctuation errors have been corrected without notation. For stylistic purposes, headings, catchlines, and citations to state statutes have been made uniform. The original system of capitalization, expression of numbers in text, and organization of subsections has been retained. Additions made for clarity are indicated by brackets.

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- e) The type of sign to be erected, the area of the sign, the height of the sign, the shape of the sign, how the sign is to be illuminated (if at all) and an explanation of how the sign is to be mounted or erected;
 - f) The payment of a ~~\$25.00~~ \$50.00 review fee with the balance of the full application fee due upon issuance; and



Surrounding
Municipalities have

- g) Applications for ground signs shall include a site plan drawn to scale, including a closed boundary survey of the property gross acreage, the proposed location of subject sign, location of all ground signs on the property, entrance driveways from public streets, street rights-of-way, public or private easements, and building locations.
- 2) The director shall develop such forms as may be necessary to facilitate the permit application process.
- a) The applicant shall apply for all other permits or licenses required by city ordinances and state laws and regulations. Obtaining a sign permit does not exempt the permit holder from obtaining and complying with all other permits required for the sign structure.
 - b) Each application shall contain an agreement to indemnify and save the city harmless of all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure. Each applicant shall present to the department, on a request, a certificate of liability insurance prior to the issuance of a sign permit.

Sec. 9.04. Time for consideration and issuance.

- 1) The director shall process all sign permit applications within forty-five (45) business days of the director's actual receipt of an application and a sign permit fee. The director shall give notice to the applicant of his decision by hand delivery, by electronic mail, or by mailing a notice, by certified mail, return receipt requested, to the address on the permit application on or before the 45th business day after the director's receipt of the application. If mailed, notice shall be deemed to have been given upon the date of mailing in conformity with this section. If the director fails to act within the 45-day period, the permit shall be deemed to have been granted. ~~A sticker or other device bearing the sign permit number shall be affixed to the sign structure.~~ The Director may extend the permitting process beyond the 45-day period where a Certificate of Appropriateness is required from the Historic Preservation Commission, or where a Special Exception is required by the Villa Rica City Council—under such cases the Director shall notify the application of the process extension.

Sec. 9.28. Service station signs.

- 1) Monument Signs. See Section 9.22.
- 2) Pylon Signs. See Section 9.24.
- 3) Wall Signs. One (1) wall sign is permitted per building frontage.
 - a) The area of a wall sign shall not exceed one (1) square foot for each linear foot of building frontage.
 - b) Accessory car wash, if a separate drive-through car wash building is on site, one additional wall sign per street facing wall, not to exceed five square feet, may be permitted.

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- 4) Service Station Canopy Signs.
 - a) Number. One (1) canopy sign per street frontage.
 - b) Area. The area of a canopy sign shall not exceed sixteen (16) square feet per frontage.
 - c) Additional Regulations. Canopy signs shall not extend beyond the gable or fascia board of the canopy.
 - d) Color branding shall be permitted and shall not count towards the aggregate sign total.
 - 5) Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two signs per island, not to exceed four square feet per sign. However, total square footage of all pump island signs shall not exceed twenty-four (24) square feet.

Sec. 9.29. Wall signs.

- 1) One (1) sign shall be permitted per building frontage on a public or private street.
 - a) Wall signs shall be securely fastened to the building surface.
 - b) Shall not extend above an eave or parapet, or above or below a fascia on which they are located. Sign length shall not exceed eighty percent (80%) of the length of the fascia.
 - c) Shall not project more than twelve (12) inches from the wall.
 - d) May be either internally or externally illuminated in all districts with the exception of the CBD and AG zoning district or unless as otherwise noted in this Ordinance. Signs in the CBD and AG districts may be externally illuminated, or halo-lit provided that the sign surface is not opaque and the lighting element is concealed.
 - e) Shall be a maximum area of two (2) square feet per one (1) linear foot of the primary tenant façade and signs for secondary frontages shall be calculated at a rate of one (1) square foot per one (1) linear foot of the tenant façade, not to exceed three-hundred (300) sf per sign, except under Sec. 9.18. In the CMU zoning district or the CBD zoning district, sign area shall be based on one and one-half (1½) square feet per one (1) linear foot of the primary tenant façade. Sign area shall be subject to aggregate sign area per lot/parcel as specified in Table 9.1: Permanent Signs.
 - f) For metal vinyl wall signs, a border shall be required. The border size shall be proportional to the size of the wall sign as follows:
 - a) Borders must be either black, white, grey, or tan.
 - b) For wall signs up to 10 square feet, a border of at least 1 inch.
 - c) For wall signs between 10 and 50 square feet, a border of at least 2 inches.
 - d) For wall signs over 50 to 100 square feet, a border of at least 3 inches.
 - e) For wall signs over 100 square feet, a border of at least 4 inches.
- 2) For multi-store and upper-floor uses, if the upper-floors of any structure are occupied by a use that is separate and distinct from any that is located on the ground floor, that use shall be permitted a wall sign. The upper wall sign:
 - a) Shall not exceed one (1) square foot of sign area for every one (1) linear foot of tenant frontage, with a maximum square footage of fifty (50) square feet.
 - b) Shall be located on the structure between the eaves, cornices, or other roof elements and the top of windows on the uppermost floor.

- i. Exterior walls that are horizontally inset or offset from other wall faces along the same side of a building shall only allow affixed sign structures which maintain a minimum distance of one-foot from the vertical side edges and the horizontal top edge of the wall face.

(Amd. of 7-12-2022)

Sec. 9.39. Temporary signs.

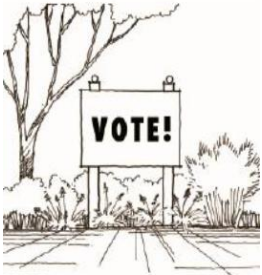
- 1) General Provisions. Temporary signs are allowed in addition to the number of permanent signs allowed for the property. However, combinations of permanent and temporary window signs shall not cover more than twenty-five percent (25%) of any window. In the case of an inconsistency between regulations provided in the sign table and regulations provided for general or specific sign types, the general regulations or regulations for specific sign types shall take precedence.
- 2) Illumination. The sign may not be illuminated.
- 3) Setback. (All) signs shall be placed a minimum of ten (10) feet from any public right-of-way and any other property line.
- 4) Temporary Sign Table Zoning References (Table 9.2 - Chart of Dimensional Requirements)

Zoning Districts	
AGR	AG
RES	R1, R2, SFA, MF1, MF2, PUD
COM	CBD, CMU, C1, C2, OMI, PUD
IND	I1, I2
(*)	In PUD zoned parcels, Residential Uses shall follow the RES regulations, and Commercial Uses shall follow the COM regulations.
NOTE: Zoning districts are subject to change. Interpretation is at the discretion of the Community Development Director.	

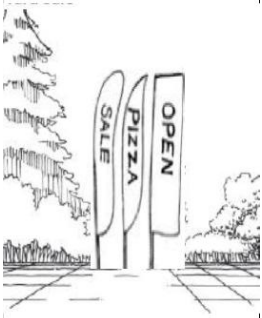
Table 9.2 Temporary Signs	AGR	IND	RES	COM	Specifications	
	■		■		a. Quantity (max.)	NA
					b. Sign Face Area	6 sf
					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(3)c
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(3)
	■		■		a. Quantity (max.)	NA
					b. Sign Face Area	6 sf

Created: 2024-10-17 16:03:39 [EST]

(Supp. No. 13)

Lawn Signs 					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(3)c
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(3)
Post and Panel Signs 	■	■	■	■	a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
Post and Panel Signs 	■		■		a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
Post and Panel Signs 		■		■	i. Permit	Required
					j. Other	9.40(4)
					a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
	■		■		g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(4)
					a. Quantity (max.)	2 per Property

Post and Panel Signs 					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(4)
Hanging Sign Posts 	■	■	■	■	a. Quantity (max.)	2
					b. Sign Face Area	16 sf residential 32 sf commercial/industrial
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	Removed 7 days after Sale/Rent/Lease, 9.42(5)c
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(5)
Banners 	■	■	■	■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
				■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a

Banners 					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
Feather Flags 				■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
Inflatable Objects 				■	a. Quantity (max.)	1
					b. Sign Face Area	NA
					c. Height	10 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	7 consecutive days, twice per year, 9.39(7)(c)
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(7)
Window Signs - Temp 				■	a. Quantity (max.)	1 per Window
					b. Sign Face Area	40% of window
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	9.40(8)(c)
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required

					j. Other	9.40(8)
Sidewalk Signs 				■	a. Quantity (max.)	1 per Business Establishment
					b. Sign Face Area	6 ft
					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	36"
					f. Setback	NA
					g. Time of Display	9.40(9)(g)
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(9)
Model/Temp Sales 	■		■		a. Quantity (max.)	1 per Model Home (4 sf. max), 9.40(10)b
					b. Sign Face Area	32 sf aggregate sign area for all model homes
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(10)

Sec. 9.40. Temporary sign standards (supplement to Table 9.2).

- 1) GENERAL PROVISIONS. In no instance shall this provision be interpreted as temporarily or permanently permitting any sign prohibited by Section 9.13 Prohibited Signs of this Chapter. The following types of signs are permitted as temporary signs and may require a sign permit.
 - a) Lawn Signs
 - b) Post and Panel
 - c) Hanging Sign Post
 - d) Banners
 - e) Inflatable Objects
 - f) Window Signs
 - g) Sidewalk Signs
 - h) Model Home/Temporary Sales Facility Signs

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- i) Weekend Directionals
- 2) MINIMUM STANDARDS. Temporary signs shall comply with the following standards:
- a) Temporary signs shall not be affixed to a permanent sign or its supporting structure, including both building mounted and freestanding permanent signs.
 - b) Temporary signs shall not be affixed to poles, posts, stakes or other supporting structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques.
 - c) Temporary signs shall not be placed in a manner that obstructs clear sight distance (with the required sight triangle) for motorists at street intersections or driveways, consistent with Sec. 9.16(1)(f)—Sight Visibility Triangle.
 - d) Temporary signs shall not be placed on the roof of a building, or affixed to a motor vehicle, tree, utility pole or street sign.
 - e) Temporary signs shall not be illuminated or be provided with any electric service.
 - f) Temporary signs shall not be placed within any public street right-of-way, including within medians, unless expressly permitted by this Ordinance.
 - g) Temporary signs attached to building walls (other than permitted temporary window signs) shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, or street number sign.
 - h) Where temporary signs are limited in the duration of their display and limited in the total number of displays per calendar year, any required period of separation between such displays shall carry through to the following calendar year, and shall be observed prior to initiating the first allowed display during the new calendar year.
- 3) LAWN SIGNS.
- a) Lawn Signs shall be no more than six (6) square feet in surface area and shall be no higher than three (3) feet above adjacent grade.
 - b) No lawn sign shall exceed sixteen (16) square feet in aggregate area on parcels in commercial, industrial, or institutional zoning districts or eight (8) square feet on parcels in residential zoning districts.
 - c) Lawn signs are permitted for thirty (30) days, but can be renewed up to three times per calendar year for a total of ninety (90) days.
 - d) Lawn Signs may be allowed in a public or private right-of-way but shall be located no closer than ten (10) feet from the pavement of a public or private street or five (5) feet from the edge of a sidewalk, bike path, or pedestrian way, whichever is greater as it applies.
 - e) No Lawn Sign shall be:
 - i) Located such that it obstructs, impedes, or otherwise creates a hazardous condition for safe and normal flow of pedestrian or motor vehicle traffic.
 - ii) Erected on private property without the consent of the property owner.
 - iii) Placed on any tree, utility pole, or fences.
 - iv) Placed on government-owned property such as a park.
 - v) Placed on public right-of-way adjoining vacant or abandoned parcels.

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- f) Lawn Signs do not require a sign permit.
- 4) POST AND PANEL SIGNS. Post and Panel Signs shall be permitted on construction sites, provided that they meet the following provisions:
- a) Post and Panel Signs shall not exceed more than two (2) per property in a Planned Unit Development or residential subdivision, and shall not exceed thirty-two (32) square feet per sign in all zoning districts.
 - b) Post and Panel Signs shall be removed when a Certificate of Occupancy is obtained.
 - c) To ensure compliance with the regulations contained in this chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any development construction sign.
 - d) Shall not be illuminated;
 - e) Shall maintain a minimum setback of ten (10) feet from the proposed right-of way and shall be outside of any required sight triangle;
 - f) In a residential construction project, construction signage shall be removed not later than ten (10) days after having sold or leased eighty percent (80%) of the single, two family lots or multi-family development; and,
 - g) To ensure compliance with the regulations contained in this chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any construction sign.
- 5) HANGING SIGN POSTS. Hanging post signs shall be permitted, provided they meet the following provisions:
- a) Hanging post signs do not require a sign permit.
 - b) Hanging post signs shall not exceed more than two (2) per property, and shall not exceed a sign area of sixteen (16) square feet per sign in single-family residential zoning districts and thirty-two (32) square feet per sign in all other zoning districts.
 - c) Hanging post signs associated with commercial or individual home sales shall be removed within seven (7) days from the time the premises is sold, rented, or leased.
 - d) Hanging post signs associated with residential subdivision sales shall be removed when fifty percent (50%) of the planned subdivision has been occupied.
 - e) An extension of four (4) months may be approved at the discretion of the Community Development Director.
- 6) BANNERS. One (1) banner shall be permitted per parcel that meets the following provisions:
- a) Banners shall not exceed twenty-four (24) square feet in area are permitted for thirty (30) days, but can be renewed up to two times per calendar year for a total of ninety (90) days.
 - b) The banner shall be affixed by all four (4) corners to the building or posts where the use associated with the banner is located, except for Feather Banners which must be secured along one full side. Banners may also be located on adjacent contiguous parcels that are under common ownership as the parcel where the use associated with the banner is located.
 - c) Banners shall be associated with non-residential uses only.
 - d) To ensure compliance with the regulations contained in this Chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any banner.
 - e) Signs that are installed by local governments and mounted to light standards or placed on public property shall be permitted.

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- f) Exceptions for public events sponsored or promoted by the local government can be exempted at the discretion of the Community Development Director.
- 7) INFLATABLE OBJECTS. Inflatable objects shall be permitted, provided that they meet the following provisions:
- a) Inflatable objects shall not exceed more than one (1) per property or business use (whichever is greater) at any time.
 - b) No single inflatable object shall exceed ten (10) feet in height.
 - c) For safety and inspection purposes by city staff, inflatable objects must be erected only on the ground.
 - d) No property or business use (whichever is greater) shall make use of any inflatable sign objects or signs more than seven (7) consecutive days two (2) times per calendar year.
 - e) Air dancers shall only be allowed in C2 zoning districts and shall be permitted for thirty (30) days, but can be renewed up to two times per calendar year for a total of ninety (90) days.
 - f) Inflatable objects shall be associated with non-residential uses only.
 - g) To ensure compliance with the regulations contained in this Chapter, a sign permit shall be required

Appendix C SIGN ORDINANCE¹

CHAPTER I. IN GENERAL

Sec. 9.01. Purpose and findings.

- 1) The City Council finds that signs provide an important medium through which persons may convey a variety of noncommercial and commercial messages. However, left completely unregulated, the number, size, design characteristics, and locations of signs in the city can become a threat to public safety as a traffic hazard and a detriment to property values and to the city's general public welfare, as well as create an aesthetic nuisance. The city, further, finds that signs have become excessive and that many signs are distracting and dangerous to motorists and pedestrians, are confusing to the public and substantially detract from the beauty and appearance of the city. The city finds that there is a substantial need directly related to the public health, safety and welfare to comprehensively address these concerns through the adoption of the following regulations. The purpose and intent of the governing authority of the city in enacting the ordinance from which this chapter is derived are as follows:
 - a) To protect the health, safety and general welfare of the citizens of the city, and to implement the policies and objectives of a comprehensive development plan of the city through the enactment of a comprehensive set of regulations governing signs in the city;
 - b) To regulate the erection and placement of signs within the city in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers or pedestrians;
 - c) To preserve the value of property on which signs are located and from which signs may be viewed;
 - d) To maintain an aesthetically attractive city in which signs are compatible with the use patterns of established zoning districts;
 - e) To maintain for the city's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interest of the city;
 - f) To establish comprehensive sign regulations that effectively balance legitimate business and development needs with a safe and aesthetically attractive environment for residents, workers, and visitors to the city;
 - g) To provide fair and reasonable opportunities for advertisement by the business community located within the city so as to promote the economic vitality of local businesses;

¹Editor's note(s)—Printed herein is the sign ordinance of the city, a Rev. of 2-9-2021. Amendments to the ordinance are indicated by parenthetical history notes following amended provisions. The absence of a history note indicates that the provision remains unchanged from the original ordinance. Obvious misspellings and punctuation errors have been corrected without notation. For stylistic purposes, headings, catchlines, and citations to state statutes have been made uniform. The original system of capitalization, expression of numbers in text, and organization of subsections has been retained. Additions made for clarity are indicated by brackets.

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- h) To ensure the protection of free speech rights under the state constitution and the United States Constitution with the city;
 - i) To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of those districts;
 - j) To allow certain signs that are small, safe, unobtrusive and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this chapter but without a requirement for permits;
 - k) To provide for temporary signs in limited circumstances;
 - l) To place reasonable controls on nonconforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said nonconforming signs; and
 - m) To provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

CHAPTER II. ADMINISTRATION AND ENFORCEMENT

Sec. 9.02. Permits.

- 1) Except as specifically excluded from the requirements for obtaining a permit, it shall be unlawful for any person to post, display, substantially change, or erect a sign in the city without first having obtained a sign permit or any other permit required by this chapter or other ordinances of the city. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this chapter.
- 2) Sign registration. All nonconforming signs which exceed the maximum height and sign area permitted must be registered with the department within ninety (90) days of notification. The information provided for registration will be the same information required in a permit application under section 9.04. No fee will be required.

Sec. 9.03. Application information.

- 1) Applications for sign permits required by this chapter shall be filed by the sign owner or the owner's agent with the director. The application shall describe and set forth the following:
 - a) The street address of the property upon which sign is to be located and a plat map of the property which bears an indication of the proposed location of the sign;
 - b) The name and address of the owner of the real property upon which the subject sign is to be located;
 - c) Consent of the owner, or the owner's agent, granting permission for the placement or maintenance of the sign;
 - d) Name, address, phone number and occupational tax certificate number of the sign contractor;
 - e) The type of sign to be erected, the area of the sign, the height of the sign, the shape of the sign, how the sign is to be illuminated (if at all) and an explanation of how the sign is to be mounted or erected;
 - f) The payment of a \$50.00 review fee with the balance of the full application fee due upon issuance; and

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- g) Applications for ground signs shall include a site plan drawn to scale, including a closed boundary survey of the property gross acreage, the proposed location of subject sign, location of all ground signs on the property, entrance driveways from public streets, street rights-of-way, public or private easements, and building locations.
- 2) The director shall develop such forms as may be necessary to facilitate the permit application process.
- a) The applicant shall apply for all other permits or licenses required by city ordinances and state laws and regulations. Obtaining a sign permit does not exempt the permit holder from obtaining and complying with all other permits required for the sign structure.
 - b) Each application shall contain an agreement to indemnify and save the city harmless of all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure. Each applicant shall present to the department, on a request, a certificate of liability insurance prior to the issuance of a sign permit.

Sec. 9.04. Time for consideration and issuance.

- 1) The director shall process all sign permit applications within forty-five (45) business days of the director's actual receipt of an application and a sign permit fee. The director shall give notice to the applicant of his decision by hand delivery, by electronic mail, or by mailing a notice, by certified mail, return receipt requested, to the address on the permit application on or before the 45th business day after the director's receipt of the application. If mailed, notice shall be deemed to have been given upon the date of mailing in conformity with this section. If the director fails to act within the 45-day period, the permit shall be deemed to have been granted. The Director may extend the permitting process beyond the 45-day period where a Certificate of Appropriateness is required from the Historic Preservation Commission, or where a Special Exception is required by the Villa Rica City Council—under such cases the Director shall notify the application of the process extension.

Sec. 9.05. Denial and revocation.

- 1) Procedure. The director shall deny permits to applicants that submit applications for signs that do not comply with the provisions of this chapter, incomplete applications, and applications containing any false material statements. Should it be determined that a sign permit was issued pursuant to an incomplete application or an application containing a false material statement, or that a permit has been erroneously issued in violation of this chapter, the director shall revoke the permit. Should the director deny or revoke a permit, the reasons for the denial or revocation are to be stated in writing and hand delivered, by electronic mail, or mailed by certified mail, return receipt requested, to the address on the permit application on or before the 45th business day after the director's receipt of the application. Any application denied and later resubmitted shall be deemed to have been submitted on the date of resubmission, instead of the date of the original submission. Violation of any provision of this chapter and any other applicable state laws or city ordinance regulating signage will be grounds for denying a permit or revoking a permit granted by the city for the erection of a sign. No permit shall be denied or revoked, except for due cause as hereinafter defined. "Due cause" is the violation of the provisions of this chapter, other applicable ordinances, state or federal law regulating signage, or the submission of an incomplete application or an application containing false material statements.
- 2) Appeals. The City Council shall have the power and duty to hear and decide appeals where it is alleged that there is an error in the denial or revocation of a sign permit under this chapter. All such appeals shall be heard and decided following the notice requirements of Section 11.11 of the Villa Rica Zoning Ordinance, and pursuant to the following criteria and procedural requirements:

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- a) Appeal of decision by administrative officials. A denial or revocation pursuant to this chapter shall be appealable by filing with the City Clerk an application for appeal on the forms provided by the community development department specifying the grounds thereof, within fifteen (15) calendar days after the action appealed from was taken. The application fee for an appeal under this section shall be the same as that established by the City Council for an appeal under Section 11.11 of the Villa Rica Zoning Ordinance.
 - b) Decision of the City Council. Following the consideration of all testimony, documentary evidence, and matters of record, the Council shall make a determination on each appeal. An appeal shall be sustained only upon an expressed finding by the Council that the administrative official's action was based on an erroneous finding of a material fact, or that the administrative official acted in an arbitrary manner. In exercising its powers, the Council may reverse or affirm, wholly or partly, or may modify the order, requirement, decision or determination appealed from, and to that end shall have all the powers of the administrative official from whom the appeal was taken and may issue or direct the issuance of a permit provided all requirements imposed by all other applicable laws are met.
 - c) Time for final decision. A final decision will be rendered by the Council within 90 days from date an appeal is filed. If a final decision is not rendered within the 90-day period, the decision sought to be appealed shall be reversed.
- 3) Notice of public hearings. See also Sec. 11.11 of the Villa Rica Zoning Ordinance. Notice of public hearing before the Council on any application for appeal or variance shall be provided as follows:
- a) Public notification signs shall be posted within the public right-of-way or on the subject property at least fifteen (15) days before the hearing before the Council. One sign shall be posted for each five-hundred (500) feet of street frontage or fraction thereof along each street on which the subject property has frontage. Signs shall be double-faced and posted so that the face of the sign is at a right angle to the street in order that said signs can be read by the traveling public in both directions. The lettering on the signs shall be printed and at least one inch in size and the sign shall state the nature of the proposed application and the date, time and place of the public hearing before the Council; and
 - b) Notice of the nature of the proposed application and the date, time and place of the public hearing before the board shall be published in the newspaper of general circulation within the city in which are carried the legal advertisements of the city at least fifteen (15) days prior to the date of the hearing before the board and not more than forty-five (45) days prior to the date of the hearing before the Council.
 - c) The cost of all signs posted, and notice mailings sent, pursuant to this section shall be specifically paid by the applicant in addition to all other applicable application costs.
 - d) Applications may be withdrawn by the applicant or applicant's representative in writing without prejudice at any time before the vote of the City Council on the application. All fees submitted shall be forfeited in any case where the application is withdrawn after it has been advertised for a public hearing in a newspaper of general circulation.
- 4) Certiorari. In the event a person whose permit has been denied or revoked is dissatisfied with the decision of the City Council, a person may petition for writ of certiorari to the Douglas or Carroll County Superior Court, based on the address of the subject property and the county in which it is located, as provided by law.

Sec. 9.06. Permit expiration.

- 1) A sign permit shall become null and void if the sign for which the permit was issued has not been completed and fully installed within six (6) months after the date of issuance; provided, however, that where an applicant can demonstrate that a contractor was timely engaged to construct the permitted sign, but the

fabrication has not yet been completed due to the fault of the contractor, one 60-day extension may be granted by the director or his designee. No refunds will be made for permit fees paid for permits that expired due to failure to erect a permitted sign. If an individual later desires to erect a sign at the same location, a new application must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Sec. 9.07. Enforcement and penalties.

- 1) The Director of Community Development, or designee, may issue a citation for violation of this chapter by any person, including if applicable, the owner, manager or tenant of the lot upon which a sign is located, for a sign erected, altered, maintained, converted, or used in violation of this chapter or in violation of any other applicable ordinance regulating signage, including, but not limited to the building and electrical codes.
- 2) The director shall have the same duties, authority, and obligations regarding access to private property, inspections, including the procurement of inspection warrants provided in Sec. 6.13(f) of the Villa Rica Unified Development Code, regarding the enforcement of this chapter.
- 3) Any person violating any provision of this chapter shall be guilty of an offense and upon conviction, shall be subject to the general penalty provided in the Code. Each sign installed, created, erected or maintained in violation of this chapter shall be considered a separate violation. For continued violations, citation for each sign issued on separate days shall be considered a separate violation when applying the penalties authorized in this Code.
- 4) The city may seek affirmative equitable relief in a court of competent jurisdiction to cause the removal or repair of any sign in violation of this chapter or other city ordinances.
- 5) The director, any city employee who operates an assigned city-owned vehicle, or any person contracting with the city for such purpose may, without notice, remove and dispose of any prohibited sign, signal, device or other structure erected, placed or maintained on the dedicated right-of-way of any public road. Such removal and disposal of a prohibited sign, signal, device or other structure shall not preclude the prosecution of any person for erecting, placing or maintaining such item in the dedicated public right-of-way.

Sec. 9.08. Variances.

- 1) Where a literal application of this chapter, due to special circumstances would result in an unusual hardship in an individual case, a variance may be granted by the City Council in accordance with the standards and procedures articulated in Section 11.06 of the Villa Rica Zoning Ordinance.
- 2) No variance shall be granted to the height of a sign which increases the height of the sign more than twenty (20) percent of that allowed by this chapter.
- 3) No variance shall be granted which increases the size of a sign more than twenty (20) percent of that allowed by this chapter.
- 4) No variance shall be granted to increase the size or height of a banner, sidewalk, wayfinding, construction or standard informational signage.

Sec. 9.09. Aggregate sign area.

- 1) Aggregate sign area, where applicable, shall refer to the sum total of all signs on a lot or parcel.
- 2) Exempt signs shall not be included in the aggregate sign area for a lot or parcel.
- 3) Aggregate sign area maximums per parcel.

Use	AG	SFR	MFR	IND	COM
Zoning District	AG	R1, R2, PUD ¹	SFA, MF1, MF2	I1, I2	MF2, CMU, CBD ⁴ , C1
Aggregate Sign Area (sf)	64	50 ² / 32 ³		300	300
Multiple Tenant				600	600
¹ PUD—Residential development shall follow residential standards. Commercial development shall follow commercial standards.					
² Institutional uses within residential zoning districts only.					
³ Subdivision entrance signs only.					
⁴ CBD limited to 200 sf.					

CHAPTER III. REGULATIONS AND RESTRICTIONS

Sec. 9.10. Exemptions.

The following signs shall be exempt from the permit requirements of this chapter; provided, however, that such signs shall be subject to all other provisions of this chapter:

- 1) Window signs;
- 2) Standard informational signs;
- 3) One suspended sign per tenant of a multi-tenant building when the area of the sign is less than six square feet per side and a common design for such signs has been established by the owner and approved by the public authority;
- 4) Signs for the sole purpose of displaying street numbers assigned by the United States Postal Service not exceeding six inches in height for residential uses and twelve (12) inches in height for nonresidential uses;
- 5) Flags on lots in all districts and banners on lots in single family residential zoning districts;
- 6) Nongovernmental traffic control devices in or adjacent to parking areas and driveways and signs located at railroad crossings;
- 7) Historic signs where:
 - a) The property, building or structure where the historic sign is to be located is designated as a historic property by the City Council; and
 - b) A previous sign must have been located on the property. The historic sign's former existence, original design, original size, original colors, original composition and other original aesthetic qualities of the historic sign shall be shown to the director's satisfaction by photographs or other documentation. The new historic sign shall be an exact replica of the original sign located on the property;
- 8) Signs and warning devices meeting the standards of the Manual on Uniform Traffic Control Devices and installed or utilized by governmental authority or by persons and entities duly authorized to work on the public rights-of-way while such work is in progress;
- 9) Sidewalk signs;

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- 10) Out-of-store marketing device;
 - 11) A-frame or easel style signs;
 - 12) Wayfinding signs.

Sec. 9.11. Fees.

- 1) The cost of a sign permit shall be established by the City Council and collected by the Community Development Director, or department designee.

Sec. 9.12. Owner's consent required.

- 1) No sign may be permitted or posted on property without the consent of the property's owner or authorized agent. Should it be determined that a sign was erected on a lot pursuant to an alleged agent's incorrect representation that the record owner of the lot in fact gave permission for the erection of a sign, the permit for such sign shall be revoked as provided in Section 9.06.

Sec. 9.13. Prohibited signs.

- 1) The following types of signs are prohibited throughout the city:
 - a) Signs placed in the dedicated right-of-way of any public road other than publicly owned or maintained signs and signs pertaining to railroad crossings;
 - b) Window signs which exceed twenty-five (25) percent of the total window area per façade of a business;
 - c) Signs that contain words, pictures, or statements which are obscene, as defined by O.C.G.A. § 16-12-80, as amended;
 - d) Signs that simulate an official traffic control device, warning sign, or regulatory sign or which hide from view any traffic control device, signal or public service sign;
 - e) Signs that emit or utilize in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing abilities;
 - f) Signs that interfere with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic or which otherwise pose a hazard to traffic due to structural deficiencies in the structure of such signs;
 - g) Signs erected by nailing, fastening or affixing the sign in any manner to any tree, curb, utility pole, natural feature, or other structure except as may be set forth herein;
 - h) Animated signs;
 - i) Signs that obstruct any fire escape, any means of egress or ventilation or that prevent free passage from one part of a roof to any other part thereof, as well as signs attached to any fire escape;
 - j) Signs that do not conform to city building and electrical codes;
 - k) Signs for which a permit is required that do not display the sign permit number;
 - l) Roof signs;
 - m) Multi-faced signs, including:
 - i) Tri-vision signs—Sec. 9.37(2); and
 - ii) LED signs not meeting the standards of Section 9.37(3);

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- n) Signs erected after the effective date of adoption of the ordinance from which this chapter is derived that are in violation of the rules and regulations;
 - o) Balloons, pennant streamers or air or gas filled figures, including air dancers/inflatable tube man and any sign constructed of non-durable material including, but not limited to, paper, cardboard or flexible plastic, except as permissible under Sec. 9.40(7). This provision does not apply to flags, banners, or special event signs;
 - p) Portable signs;
 - q) Bench signs;
 - r) Signs in the public right-of-way, except as otherwise allowed in this ordinance;
 - s) Abandoned signs. Signs (including sign structures) shall be deemed abandoned if it exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, and for which no person accepts maintenance responsibility, or if the business, service or commercial transaction to which it relates has been discontinued for twelve (12) months;
 - t) Any sign that is structurally unsound, or is a hazard to traffic or pedestrians;
 - u) Illegal signs;
 - v) Signs consisting in whole or in part of a series, line, or row of lights, whether supported by cables or other physical means, within one-hundred and fifty (150) feet of a street and visible therefrom. Patio/Bistro lights are exempt from this code section.
 - w) Use of string, rope, neon or LED sequenced lighting to outline windows, doors, or other architectural features of a building below the upper cornice of the structure. Notwithstanding the foregoing holiday lights and decorations displayed not more than thirty (30) days before a holiday shall be exempted from this section. Lights associated with a static window display or store merchandising shall be exempt from this section.
 - x) Twirler and/or curb-cut signs held or worn. Signs held or worn (including costumes) by a person for the purpose of advertising, providing information about, or promoting a business or other activity are permitted with the following limitations:
 - i) Such signs shall only be allowed in nonresidential zoning districts only.
 - ii) Such signs cannot exceed a maximum sign area of six (6) square feet.
 - iii) Only one (1) such sign may be used for each parcel of land and/or tenant per multi-tenant center and may not be combined with any other temporary signage.
 - iv) Signs shall not be held, displayed, or otherwise located on a public street or right-of-way except as otherwise permitted. Signs shall not obstruct pedestrian or vehicular visibility.
 - v) Signs shall not be located within twenty-five (25) feet of another such sign.
 - [vi)] Hand-held signs and costumed characters shall, if possible, be located on a public sidewalk in close proximity to the establishment. If no sidewalk is available, then hand-held signs or costumed characters shall be located in grassy or non-traffic areas, but no closer than six (6) feet to any active land of vehicular traffic.
 - [vii)] Sign bearers shall not use bull horns, amplified music, whistles, or other devices that could disrupt traffic or endanger pedestrian or traffic safety.
 - [viii)] Sign bearers shall not stand on any object, including but not limited to, boxes, ladders, stilts and roller skates.

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- [ix]] Such signs may not utilize any form of illumination, including flashing, blinking or rotating lights.
 - [x]] Such signs shall not utilize any attachments, including, but not limited to, balloons, ribbons, speakers or flags.
 - [xi]] Such signs shall be held, worn, or balanced at all times and shall not twirl or rotate unless located on private property.
 - [xii]] If the Chief of Police or his designee shall deem the placement of hand-held signs or costumed characters to be a hazard to traffic or the sign holders, a warning shall be issued to the establishment.

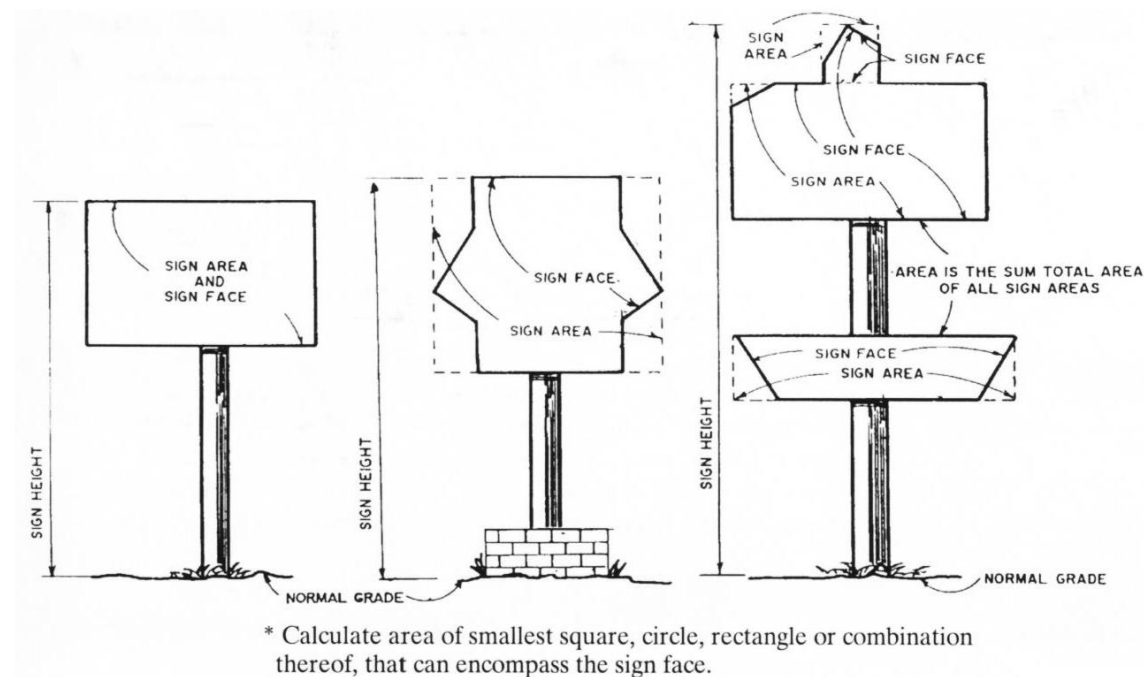
Sec. 9.14. Nonconforming signs.

- 1) The city finds that nonconforming signs may adversely affect the public health, safety and welfare. Such signs may adversely affect the aesthetic characteristics of the city and may adversely affect public safety due to the visual impact of said signs on motorists and the structural characteristics of said signs.
- 2) Any nonconforming sign that is not used or leased for a continuous period of six months shall not be reused for sign purposes unless and until it fully conforms with the terms and requirements of this chapter.
- 3) Illegal signs must be removed within thirty (30) days of notice from the city.
- 4) No structural repairs, or changes in shape, size or design, to any nonconforming sign shall be permitted except to make a nonconforming sign comply with all requirements of this chapter. Routine maintenance and changing of copy shall be permitted as long as such maintenance or changing of copy does not result in or change the shape, size, or design. Any change from a non-electronic format to an electronic format is considered a change in design and not permitted with respect to a nonconforming sign, unless the sign is brought fully into compliance with all requirements at the time of such change. Signs which are structurally unsound or present a hazard to persons or property must be removed within two days upon notification by the city.
- 5) A nonconforming sign structure may not be replaced by another nonconforming sign structure, except that a nonconforming sign may be rebuilt where the original sign structure has been damaged or destroyed by nature or an act of God. No such replacement structure may have a sign area or height greater than the original structure in accordance with the guidelines articulated in Section 3.07(1)b of the Villa Rica Zoning Ordinance. The standard in Section 3.09 is "A non-conforming building which has been damaged by accidental fire, explosion, or act of God to the extent of more than fifty percent (50%) of its reproduction value shall not be restored except in conformity with the regulations of the district in which it is located. When damaged by less than fifty percent (50%) of its reproduction value, a non-conforming building may be repaired or reconstructed and used as before the time of damage, provided that all portions of the structure being restored are not and were not on or over the property line, the non-conformity is not increased, and a Certificate of Occupancy is issued within one year of the date of the damage."

Sec. 9.15. Measurement of sign area and height.

- 1) The area of a sign shall be computed as the area within the smallest continuous polygon comprised of not more than eight straight lines enclosing the limits of a sign face, together with any sign face cabinet or frame or material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed. If polygons established around wall signs located on the same street oriented wall are within twenty-four (24) inches or less of one another, then the area of the sign shall be measured within one continuous polygon. For double-faced signs, the side of the sign with the largest sign area shall be used in computing the sign area.

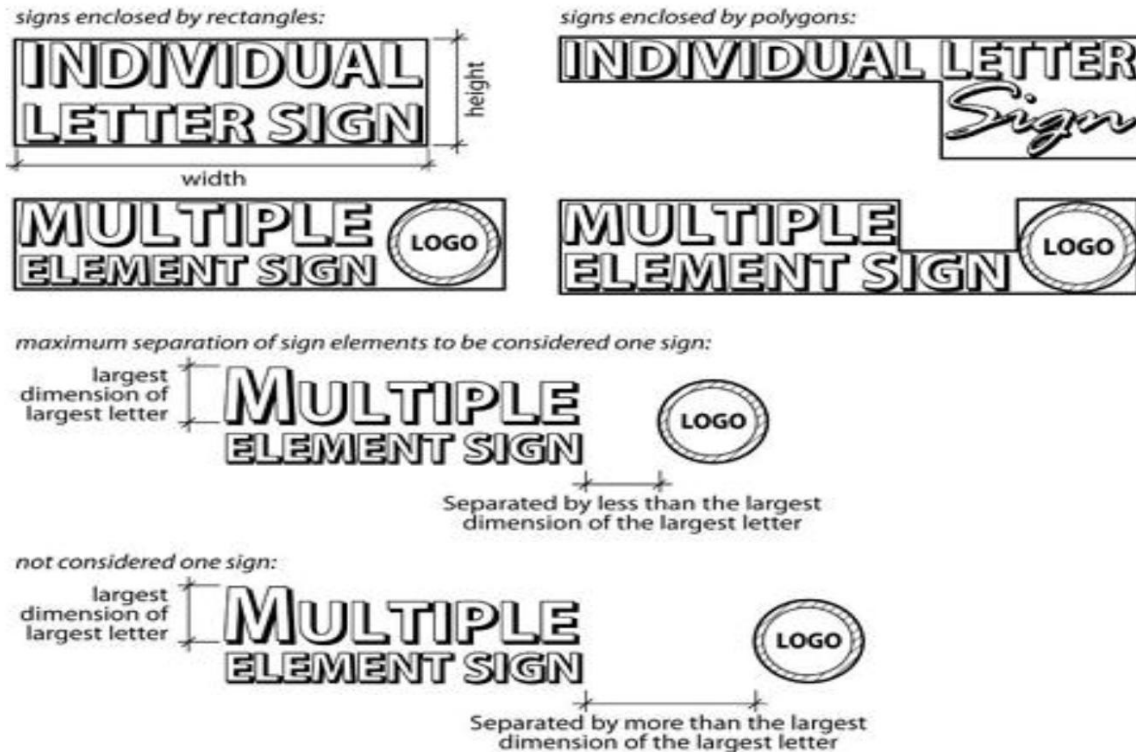
- 2) The height of a sign shall be computed as the distance from the base of the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of existing grade prior to construction or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is greater. Where the normal grade is below the normal grade of a public street, the sign base can be raised to the elevation of the normal grade of the street before the height limitations are applied (surveyor's certificate required).



Sec. 9.16. Height and setback requirements.

- 1) All signs shall be set back as follows, unless a more restrictive setback is specified in conditions of zoning or otherwise in this chapter:
- Ten feet from the right-of-way or twenty (20) feet from edge of pavement if a private street and no sign shall project over the right-of-way.
 - In the Downtown District—Chapter IV, Sec. 9.43-44, all permanently affixed signs shall be setback at minimum five feet from the right-of-way and outside of the required landscape and pedestrian zones.
 - For a residential use, if the distance from the right-of-way to the front of the principal structure is less than ten feet, signs shall be setback two-thirds of the distance between the curb line and the front of the principal structure on the lot on which the sign is located.
 - Along all lot lines which are not adjacent to a road all signs shall be within the buildable area of the lot. All signs shall be so located and shall provide such vertical clearance as to provide for safe, convenient and unobstructed passage for pedestrians and vehicles.

- e) Window signs are only allowed on the ground floor of a building.



- f) Sign Visibility Triangle. No sign or sign structure above a height of three feet shall be maintained within fifteen (15) feet of the intersection of the right-of-way lines extended of two streets (option 1), or of a street intersection with a railroad right-of-way. However, a sign support structure not more than ten inches in diameter may be located within the required corner visibility area if all other requirements of this chapter are met and the lowest elevation of the sign surface is at least 72" above the adjacent street elevation, with a maximum distance of 42" from the street elevation to the top of the message base (option 2). See Figure 4 below.

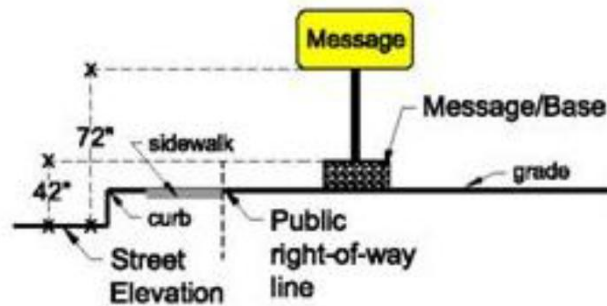
OPTION 1:

15' setback from public right-of-way line



OPTION 2:

free air space in sign between 42" and 72" above the adjacent street elevation

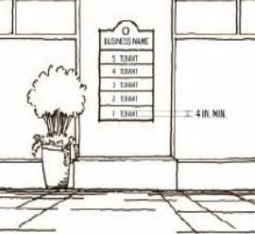


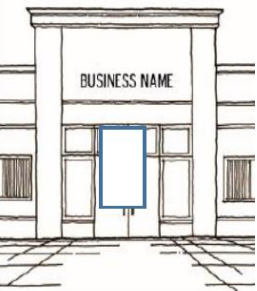
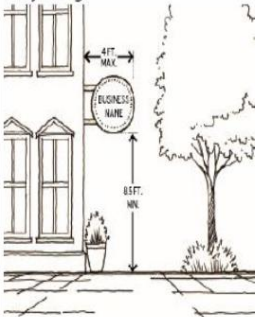
Sec. 9.17. Permanent signs.

- 1) General Provision. The signs specified in the permanent signs table (Table 9.1) are permitted to be erected or maintained upon any structure, building lot, plot, or parcel of land, subject to the standards listed in Table 9.1, the limitations of this Chapter, and the issuance of the appropriate permit, unless specifically required to obtain additional approval, with the exception of signs installed in the Downtown District, which are subject to regulations under Chapter IV, Sec. 9.43-44. If it is possible to define a sign using more than one of the definitions found in Chapter V—Definitions, and one of the corresponding sign types is referenced in Table 9.1, then the sign type that provides the most restrictive standard shall apply. In any instance where the provisions of Table 9.1 conflict with the textual provisions of this section, the textual provisions shall govern.
- 2) Setback. No sign shall encroach into the right-of-way of any public or private street and shall be located outside of the Sight Visibility Triangle per Section 9.16(1)(f) Sight Visibility Triangle. Entry signs placed in the right-of-way, such as in the median of a boulevard, shall be prohibited unless approved by the City Engineer. All signs other than subdivision entry signs and directional/incidental signs shall be set back at least ten (10) feet from all public right-of-way or by actual right-of-way width, whichever is greater. Subdivision entry signs and directional/incidental signs shall be set back at least two (2) feet from all public right-of-way or by the actual right-of-way width, whichever is greater.
- 3) Address Identification. On-site non-residential use identification signs shall contain an address plate identifying the property. Characters shall be a minimum of six (6) inches in height and shall be clearly visible from the public right-of-way day and night. Address plates shall not be calculated against the allowed sign area.
- 4) Illuminated Signs. In addition to standards in this Chapter, all illuminated signs, outside of the downtown district, are subject to the following regulations:
 - a) No sign shall give off light that glares, blinds or has any other such adverse effect on traffic or adjacent properties. The light from an illuminated sign shall be established in such a way that adjacent

- properties and roadways are not adversely affected and that no direct light is cast upon adjacent properties and roadways.
- b) Signs in non-residential districts or for non-residential uses may be internally or externally illuminated. Signs in residential districts or for residential uses, shall only be externally illuminated. Signs for non-residential uses may also be illuminated through the use of indirect lighting such as backlighting a reverse channel sign.
 - c) The light from an illuminated sign shall not be of an intensity or brightness or directed in a manner that will create a negative impact on residential properties in direct line of sight to the sign.
 - d) Lighted signs shall not be located within seventy-five (75) feet of a residential use.
 - e) In agricultural districts, signs for residential and non-residential uses shall follow the respective illumination standards for each development type.
 - f) Government and special-purpose local governments may be exempt from this requirement.
- 5) Landscaping. Landscaping, consisting of shrubs and perennial groundcover, shall be provided for ground-mounted freestanding signs, as indicated in Table 9.1, at a rate of two (2) square feet of landscaping per one (1) square foot of total sign area.
- a) All landscape materials shall be installed and maintained according to accepted nursery industry procedures.
 - b) The owner of the property shall be responsible for the continued property maintenance of all landscaping materials and buffer yards, and shall keep them in a proper, neat and orderly appearance, free from refuse and debris at all times.
 - c) All unhealthy or dead plant material shall be replaced within one (1) year, or by the next planting period, whichever comes first.
 - d) Violation of these installation and maintenance provisions shall be grounds for the Community Development Department to: fine the owner of the property in violation of the conditions of the Improvement Location Permit; require replacement of the landscape material; or institute legal proceedings to enforce the provisions of this section.
 - e) Landscape materials are intended to grow, spread and mature over time. Landscaping materials used to fulfill requirements of this chapter may not be topped or otherwise treated so as to reduce overall height. Pruning, limbing-up, topping, and other inhibiting measures including removal may only be practiced to insure the public safety or to preserve the relative health of the material involved. The use of native or drought-tolerant plantings, and the application of stone, mulch or other water-conserving materials are encouraged.
- 6) Permanent Sign Table Zoning References (Table 9.1—Chart of Dimensional Requirements)

Zoning Districts	
AGR	AG
RES	R1, R2, SFA, MF1, MF2, PUD
COM	CBD, CMU, C1, C2, OMI, PUD
IND	I1, I2
(*)	In PUD zoned parcels, Residential Uses shall follow the RES regulations and Commercial Uses shall follow the COM regulations.
NOTE: Zoning districts are subject to change. Interpretation is at the discretion of the Community Development Director.	

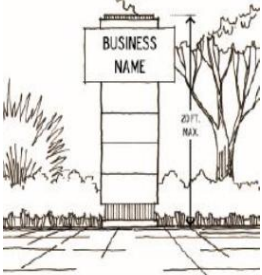
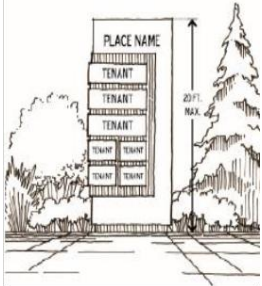
Table 9.1 Permanent Signs	AGR	IND	RES	COM	Specifications	
Awning 				■	a. Quantity (max.)	1 per Awning
					b. Sign Face Area	50% of Awning
					c. Height	NA
					d. Depth/Projection	8 ft
					e. Clearance	8.5 ft
					f. Setback	9.20(6), 3 ft from edge of pavement or curb
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/9.20(7)
					i. Electronic Message Center	No
					j. Other	9.20
Canopy 				■	a. Quantity (max.)	1
					b. Sign Face Area	6 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	8.5 ft
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/Internal Only, 9.17(4)
					i. Electronic Message Center	No
					j. Other	NA
Directory Wall Sign 				■	a. Quantity (max.)	2
					b. Sign Face Area	8 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	4" Letters Minimum
		■		■	a. Quantity (max.)	1 Sign per Frontage
					b. Sign Face Area	2:1 Primary, 1:1 Secondary

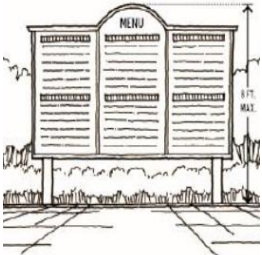
Wall, Single Tenant 						(Square Feet: Linear Feet)
					c. Height	9.29(1)
					d. Depth/Projection	12 inches from wall (max)
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4), 9.29(1)(d)
					i. Electronic Message Center	No
Wall, Multiple Tenant 		■		■	a. Quantity (max.)	1 per Tenant Frontage
					b. Sign Face Area	9.29(1)e and/or 9.29(2)
					c. Height	9.29(2)
					d. Depth/Projection	12 inches from wall (max)
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
Projecting 				■	i. Electronic Message Center	No
					j. Other	9.29(2)
					a. Quantity (max.)	1 per Frontage
					b. Sign Face Area	12 sf (primary frontage), 8 sf (secondary frontage)
					c. Height	NA
					d. Depth/Projection	4 ft
					e. Clearance	8.5 ft
					f. Setback	NA
				■	g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	9.26
					a. Quantity (max.)	1 per Frontage

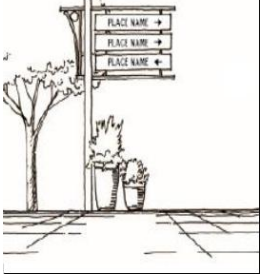
Suspended					b. Sign Face Area	12 sf (primary frontage), 8 sf (secondary frontage)
					c. Height	NA
					d. Depth/Projection	4 ft
					e. Clearance	8.5 ft
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	9.26
Suspended Single-Post	■	■		■	a. Quantity (max.)	1 per Frontage
					b. Sign Face Area	6 sf or 12 sf, 9.27(6-7)
					c. Height	6' or 8', 9.27(6-7)
					d. Depth/Projection	4 ft
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Electronic Message Center	No
					j. Other	9.27
Window				■	a. Quantity (max.)	1 per Tenant Frontage
					b. Sign Face Area	25% of window area
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	NA
					i. Electronic Message Center	No
					j. Other	9.32
				■	a. Quantity (max.)	1
					b. Sign Face Area	9.37(3), Within allowable sign area
					c. Height	9.37(3)

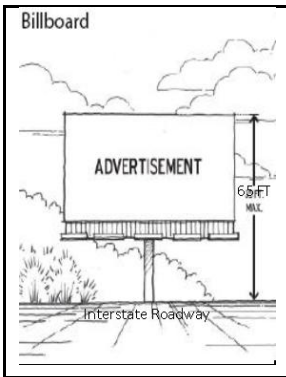
Time & Temperature (Digital) 					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/9.17(4)
					i. Electronic Message Center	No
					j. Other	Permitted on Monument and Wall Signs Only
Monument, Directory 				■	a. Quantity (max.)	1 Sign per Frontage
					b. Sign Face Area	24 sf
					c. Height	6 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft, 50 ft from residentially zoned properties
					g. Time of Display	NA
Monument, Agricultural 	■		■		h. Landscaping/Illumination	Yes, 9.17(5)/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	9.22
					a. Quantity (max.)	1 (Entrance Sign Only)
					b. Sign Face Area	32 sf
					c. Height	6 ft sign, 8 ft w/ decorative elements
					d. Depth/Projection	NA
			■		e. Clearance	NA
					f. Setback	10 sf
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	NA
					a. Quantity (max.)	1 Sign per Entrance
					b. Sign Face Area	32 sf
					c. Height	6 ft sign, 8 ft w/ decorative elements

Monument, Subdivision Entry 					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/External, 9.17(4)
					i. Electronic Message Center	No
					j. Other	NA
Monument, Commercial 				■	a. Quantity (max.)	1 Sign per Frontage
					b. Sign Face Area	50 sf (primary frontage), 24 sf (secondary frontage)
					c. Height	6 ft sign, 8 ft w/ decorative elements
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft, 50 ft from residentially zoned properties
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/Yes, 9.1(4)
					i. Electronic Message Center	Yes
					j. Other	9.22, Multi-tenant allowed 25% more face area
Monument, Institutional 	■		■	■	a. Quantity (max.)	1
					b. Sign Face Area	50 sf
					c. Height	6 ft sign, 8 ft w/ decorative elements
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft, 50 ft from residentially zoned properties
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/Yes, 9.17(4)

					i. Electronic Message Center	Yes
					j. Other	9.22, EMC regulated by 9.37
Pylon, Single Tenant 		■		■	a. Quantity (max.)	1 (Nonpermissible in CBD and CMU)
					b. Sign Face Area	100 sf
					c. Height	20 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	Yes
					j. Other	9.24, 2 ft minimum width
Pylon, Multiple Tenant 		■		■	a. Quantity (max.)	1 (Nonpermissible in CBD)
					b. Sign Face Area	150 sf
					c. Height	20 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	Yes
					j. Other	9.25, 2 ft minimum width
				■	a. Quantity (max.)	2
					b. Sign Face Area	72 sf
					c. Height	8 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/Yes, 9.17(4)

Menu Board 					i. Electronic Message Center	Yes
					j. Other	NA
Service Station Canopy 				■	a. Quantity (max.)	1 per Frontage
					b. Sign Face Area	16 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	9.28
Home Business 	■				a. Quantity (max.)	1
					b. Sign Face Area	6 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Electronic Message Center	No
					j. Other	9.23
		■			a. Quantity (max.)	1 per Frontage
					b. Sign Face Area	20 sf
					c. Height	5 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	Yes, 9.17(5)/No (Yes, in CMU)

Post 					i. Electronic Message Center	No
					j. Other	Permissible in CMU Zoning District
Directional/Incidental 		■	■	■	a. Quantity (max.)	NA
					b. Sign Face Area	6 ft (logo plus text)
					c. Height	4 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	2 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	N/A, 9.17(4)
					i. Electronic Message Center	No
					j. Other	NA
Wayfinding 	■	■	■	■	a. Quantity (max.)	Planning Commission Approval, 9.30
					b. Sign Face Area	Planning Commission Approval, 9.30
					c. Height	Planning Commission Approval, 9.30
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	2 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	Planning Commission Approval/No
					i. Electronic Message Center	No
					j. Other	9.30
		■		■	a. Quantity (max.)	1 Sign with 2 Faces
					b. Sign Face Area	672 sf
					c. Height	65 ft from base of interstate roadway
					d. Depth/Projection	NA
					e. Clearance	NA

					f. Setback	25 ft from closest edge of sign facing interstate ROW
					g. Time of Display	NA
					h. Landscaping/Illumination	No/Yes, 9.17(4)
					i. Electronic Message Center	No
					j. Other	9.37

Sec. 9.18. Master or common signage plan.

- 1) Purpose. The purpose of a master signage plan is to ensure that signage for multi-tenant properties is coordinated and consistent with the standards of this code.
- 2) Applicability. All applications for new construction or reconstruction of shopping centers, business and industrial parks and other multi-tenant developments shall be accompanied by a master signage or common signage plan or amendments thereto. The owner of the property shall be responsible for allocating sign area to tenants of the property. The plan shall be approved the Community Development Director or his designee.
- 3) Master Signage Plan Contents. Any site plan application for applicable development projects shall include a master signage plan, signed by the property owners or their authorized agents, that includes the following information:
 - a) Plot lot plan at scale;
 - b) Location of buildings, parking lots, driveways and landscaped areas;
 - c) Computation of the total frontage of the lot, parcel or tract and maximum total sign area, maximum area of individual signs, heights of signs, and number of pole/post signs;
 - d) Location and placement of all signs;
 - e) Setbacks and sign dimensions; and
 - f) Landscaping and other site improvements to be coordinated with the sign placement.
- 4) Sign Area Bonus for Master Signage Plans. The maximum total sign area allowed for a multi-tenant development may be increased by ten (10%) percent if the Master Signage Plan demonstrates the use of uniform wall signage, graphics, lettering, sizes, colors, materials, and placement. The plan may provide for design variations for colors and lettering that are part of a corporate logo or identification scheme. A single menu sign that incorporates and coordinates with these methods of signage shall be used rather than multiple signs for the property.

Sec. 9.19. Special sign standards by commercial highway corridor.

- 1) Purpose. The purpose of this section is to allow for an increase sign height and signable area for mixed use, commercial and/or industrial developments along the described highway corridor.
- 2) Highway 61 Corridor. The location of the corridor shall be from the intersection of U.S. Highway 78 and S.R. 61 south to the city limits. A development must have road frontage along Highway 61 or frontage road to be considered in this corridor.

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- a) Height. Pylon signs shall be no taller than twenty-five (25) feet in height and Monument Signs shall be no taller than fifteen (15) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure.
 - b) Setback. Signs shall be setback at least five (5) feet from any property line.
 - c) Signable Area:
 - i) Single developments - one-hundred (100) square feet
 - ii) Multi-tenant developments with less than three (3) suites/units—one-hundred twenty-five (125) square feet
 - iii) Multi-tenant developments with more than three (3) suites/units—two-hundred (200) square feet
- 3) Highway 78 Corridor. The location of the corridor shall be along Highway 78 in the City Limits of Villa Rica, excluding properties zoned CMU or CBD. A development must have road frontage along Highway 78 to be considered within this corridor.
- a) Height. Monument signs shall be no taller than ten (10) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure.
 - b) Setback. Signs shall be setback at least five (5) feet from any property line.
 - c) Signable Area:
 - i) Single developments—seventy-five (75) square feet
 - ii) Multi-tenant developments with less than three (3) suites/units—one-hundred (100) square feet
 - iii) Multi-tenant developments with more than three (3) suites/units—one-hundred fifty (150) square feet
- 4) Mirror Lake Boulevard. The location of the corridor shall be along Mirror Lake Boulevard in the City Limits of Villa Rica, from the Hwy. 78 overpass to Shoreline Parkway. A development must have road frontage along Mirror Lake Boulevard to be considered within this corridor.
- a) Height. Monument signs shall be no taller than ten (10) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure. Pylon signs shall be limited to a maximum of twenty-five (25) feet.
 - b) Setback. Signs shall be setback at least five (5) feet from any property line.
 - c) Signable Area:
 - i) Single developments - seventy-five (75) square feet
 - ii) Multi-tenant developments with less than three (3) suites/units—one-hundred (100) square feet
 - iii) Multi-tenant developments with more than three (3) suites/units—one-hundred fifty (150) square feet

Sec. 9.20. Awning signs.

- 1) Lettering, logos, symbols, and graphics are allowed on a shed (slope) portion of the awning and valance portion of the awning.
- 2) Signs shall be applied flat against the awning surface.
- 3) The sign area shall not exceed fifty (50) percent of the shed plus valance.

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- 4) The lowest point of the awning shall not be closer than eight and one-half (8.5) feet above the adjacent grade.
 - 5) Only permanent signs that are an integral part of the awning shall be allowed. Temporary signs shall not be placed on awnings.
 - 6) The maximum projection of an awning shall not exceed eight (8) feet from the building facade nor be any closer to an imaginary perpendicular vertical plane located at the street edge of pavement, curb or outside edge of a sidewalk than three (3) feet.
 - 7) In the CMU and CBD zoning district, awnings shall not be lighted from under the awning (backlit awning) so that the awning appears internally illuminated. External lighting directed downwards is allowed.

Sec. 9.21. Canopy signs.

- 1) Canopy signs shall be no less than eight (8) feet above the ground when erected over pedestrian walkways and fourteen (14) feet above areas of vehicle service access at the lowest extremity of the sign.
- 2) No canopy sign shall extend above the parapet wall.
- 3) The area of the canopy sign shall not exceed ten percent of the area of the canopy. For canopy signs located above flat canopies, the height shall not exceed two feet and the length shall not exceed fifty (50) percent of the length of the canopy.
- 4) The area of a canopy sign shall be deducted from the allowable area of a wall sign.
- 5) This section shall not apply to service station canopies otherwise regulated under Sec. 9.28.

Sec. 9.22. Monument signs.

- 1) Shall not exceed eight (8) feet in height. Within CMU and OMI zoning districts ground signs shall not exceed six (6) feet in height.
- 2) Shall be set back a minimum of ten (10) feet from a street right-of-way as designated in the Thoroughfare Plan or actual right-of-way, whichever is greater, and ten (10) feet from all side and rear property lines.
- 3) Shall be a minimum of one hundred (100) feet between freestanding signs on adjoining sites to ensure adequate visibility for all signs.
- 4) Shall be constructed of decorative brick, stone, or other masonry, wood or metal—solid metal box foundations are not permitted.

Sec. 9.23. Home business sign.

- 1) Home Businesses are eligible for a post sign of up to six (6) square feet in size. No other displays, signs, or advertisements associated with a Home Business shall be permitted. Home Occupations are not eligible for signage of any kind.

Sec. 9.24. Pylon sign, single tenant.

- 1) Pylon signs are permitted by right on lots or parcels zoned C2 or I2, or with primary building frontage on Highway 61 from Highway 78 south to the City Limit, and on Mirror Lake Boulevard south of Shoreline Drive not zoned for a residential use, and by special exception on all other lots or parcels.
- 2) The height of all ground signs at their highest point above the level of the ground shall not exceed twenty (20) feet for nonresidential uses; however, when the ground level is lower than the level of the adjoining

street pavement, then a sign may be raised so as to be no more than twenty (20) feet above the level of the pavement. The height of any directional sign shall not be more than three feet above the ground.

- 3) The base and support structure, when exposed, shall be no less than seventy-five (75) percent of the width of the message face of the sign.
- 4) Have a message area not to exceed one hundred (100) square feet.
- 5) Be set back in minimum of ten (10) feet from all public right-of-way or by actual right-of-way width, whichever is greater.
- 6) All ground signs in the CMU and OMI zoning districts shall be monument signs. Unless otherwise indicated during adoption of a PUD, ground signs shall follow the RES for residential uses, and COM standards for commercial uses.

Sec. 9.25. Pylon sign, multiple tenant.

- 1) Pylon signs are permitted on lots or parcels zoned C2 or I2, with primary building frontage on Highway-61 from Highway-78 south to the City Limit, and on Mirror Lake Boulevard not zoned for a residential use, and by special exception on all other lots or parcels. Structures and/ or centers under one ownership containing multiple businesses may be allowed one (1) monument or pylon sign for the structure or center for the joint use of all tenants for which the facility is designed, including any outparcels. These signs are permitted if the following criteria apply and are met:
 - a) Signs shall be allowed only for parcels with at least one-hundred fifty (150) feet of frontage adjoining a public street. In addition, pylon signs are only allowed when a building is set back from the right-of-way a minimum of seventy-five (75) feet.
 - b) The sign shall be setback a minimum of ten (10) feet from all public right-of way or by actual right-of-way width, whichever is greater.
 - c) The supporting structure of a pylon sign shall not include exposed metal pole(s), but shall be surrounded by a decorative cover that is architecturally compatible with the sign cabinet and the architectural character of buildings on the site.
 - d) The height of all ground signs at their highest point above the level of the ground shall not exceed twenty (20) feet for nonresidential uses; however, when the ground level is lower than the level of the adjoining street pavement, then a sign may be raised so as to be no more than ten feet above the level of the pavement. The height of any directional sign shall not be more than three feet above the ground.
 - e) There shall be a minimum of one hundred (100) feet between freestanding signs on adjoining sites to ensure adequate visibility for all signs.
 - f) Freestanding signs shall be a minimum of fifty (50) feet from a lot line of any residentially zoned or used property.
 - g) These signs shall not count towards the aggregate signage for an individual tenant.
 - h) Sign Area. Multi-tenant pylon and pole signs shall have a message area not to exceed one-hundred fifty (150) square feet.
 - i) All ground signs on parcels or lots zoned PUD, CMU and OMI shall be monument signs.
 - j) For the purposes of this ordinance, out parcels in planned commercial centers shall be eligible for a separate pylon sign in accordance with the standards established in Table 9.1.

Sec. 9.26. Projecting and suspending signs.

- 1) A maximum of one (1) sign per frontage on a public or private street shall be permitted per business.
- 2) Projecting signs shall be securely fastened to the building surface.
- 3) No projecting sign shall extend above the parapet wall.
- 4) No projecting or suspended sign shall, at its lowest point, be less than eight and one-half (8.5) feet above grade level.
- 5) Projecting and suspended sign area shall not exceed twelve (12) square feet for the primary frontage and eight (8) square feet for a secondary frontage.
- 6) Projecting signs shall extend no more than four (4) feet from the facade of the building. Proof of insurance may be required.
- 7) Projecting signs shall not project into an alley or parking area more than three (3) feet and shall not be less than fourteen (14) feet above the surface where vehicles are allowed.
- 8) Projecting signs shall not be closer than ten (10) feet to another projecting sign or to a freestanding sign or five (5) feet from an interior property line or line dividing two (2) separate business frontages.
- 9) Exterior walls that are horizontally inset or offset from other wall faces along the same side of a building shall only allow affixed sign structures which maintain a minimum distance of one-foot from the vertical side edges and the horizontal top edge of the wall face.

Sec. 9.27. Suspended single-post signs.

- 1) Suspended Single-Post Signs are permitted in CMU, CI, I1, AG and OMI zoning districts.
- 2) All Suspended Single-Post Signs shall be located behind the street right-of-way and no portion shall overhang the street right-of-way.
- 3) Suspended Single-Post Signs shall not be internally illuminated.
- 4) Suspended Single-Post Signs and their supporting posts shall be of a color and material which are similar or complimentary to those of the structure housing the subject establishment.
- 5) Suspended Single-Post Signs shall not project more than four (4) feet as measured from the interior of the support post to the exterior plain of the sign structure.
- 6) For non-residential lots between 50-99 feet wide, the sign face shall not exceed six (6) square feet, and a maximum height of six (6) feet at base grade as measured from grade to the top of the sign copy, not the top of the sign structure.
- 7) Port post to the exterior plain of the sign structure.
- 8) For non-residential lots between 100 feet wide or greater, Suspended Single-Post Signs substituted for a monument sign may have twelve (12) square feet of sign face area, and a maximum height of eight (8) feet at base grade as measured from grade to the top of the sign copy, not the top of the sign structure.

Sec. 9.28. Service station signs.

- 1) Monument Signs. See Section 9.22.
- 2) Pylon Signs. See Section 9.24.

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- 3) Wall Signs. One (1) wall sign is permitted per building frontage.
 - a) The area of a wall sign shall not exceed one (1) square foot for each linear foot of building frontage.
 - b) Accessory car wash, if a separate drive-through car wash building is on site, one additional wall sign per street facing wall, not to exceed five square feet, may be permitted.
 - 4) Service Station Canopy Signs.
 - a) Number. One (1) canopy sign per street frontage.
 - b) Area. The area of a canopy sign shall not exceed sixteen (16) square feet per frontage.
 - c) Additional Regulations. Canopy signs shall not extend beyond the gable or fascia board of the canopy.
 - d) Color branding shall be permitted and shall not count towards the aggregate sign total.
 - 5) Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two signs per island, not to exceed four square feet per sign. However, total square footage of all pump island signs shall not exceed twenty-four (24) square feet.

Sec. 9.29. Wall signs.

- 1) One (1) sign shall be permitted per building frontage on a public or private street.
 - a) Wall signs shall be securely fastened to the building surface.
 - b) Shall not extend above an eave or parapet, or above or below a fascia on which they are located. Sign length shall not exceed eighty percent (80%) of the length of the fascia.
 - c) Shall not project more than twelve (12) inches from the wall.
 - d) May be either internally or externally illuminated in all districts with the exception of the CBD and AG zoning district or unless as otherwise noted in this Ordinance. Signs in the CBD and AG districts may be externally illuminated, or halo-lit provided that the sign surface is not opaque and the lighting element is concealed.
 - e) Shall be a maximum area of two (2) square feet per one (1) linear foot of the primary tenant façade and signs for secondary frontages shall be calculated at a rate of one (1) square foot per one (1) linear foot of the tenant façade, not to exceed three-hundred (300) sf per sign, except under Sec. 9.18. In the CMU zoning district or the CBD zoning district, sign area shall be based on one and one-half (1½) square feet per one (1) linear foot of the primary tenant façade. Sign area shall be subject to aggregate sign area per lot/parcel as specified in Table 9.1: Permanent Signs.
 - f) For metal vinyl wall signs, a border shall be required. The border size shall be proportional to the size of the wall sign as follows:
 - a) Borders must be either black, white, grey, or tan.
 - b) For wall signs up to 10 square feet, a border of at least 1 inch.
 - c) For wall signs between 10 and 50 square feet, a border of at least 2 inches.
 - d) For wall signs over 50 to 100 square feet, a border of at least 3 inches.
 - e) For wall signs over 100 square feet, a border of at least 4 inches.
- 2) For multi-store and upper-floor uses, if the upper-floors of any structure are occupied by a use that is separate and distinct from any that is located on the ground floor, that use shall be permitted a wall sign. The upper wall sign:
 - a) Shall not exceed one (1) square foot of sign area for every one (1) linear foot of tenant frontage, with a maximum square footage of fifty (50) square feet.

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- b) Shall be located on the structure between the eaves, cornices, or other roof elements and the top of windows on the uppermost floor.
 - i. Exterior walls that are horizontally inset or offset from other wall faces along the same side of a building shall only allow affixed sign structures which maintain a minimum distance of one-foot from the vertical side edges and the horizontal top edge of the wall face.

(Amd. of 7-12-2022)

Sec. 9.30. Wayfinding signs.

- 1) Non-illuminated signs displayed strictly for direction, safety or convenience of the public including signs which identify rest room, parks, parking area entrances, shopping/entertainment districts shall be permitted upon presentation to, and approval of, the Planning Commission.
- 2) Wayfinding signs shall not be affixed or otherwise attached to trees, traffic signals, benches, street signs, or fencing, and shall be subject to the following regulations:
 - a) Signs must allow for a minimum five-foot-wide clear pedestrian pathway to and from all building entrances and exits.
 - i. Wayfinding Signs for courtyard entries shall be limited to one sign for all businesses located within the courtyard, utilizing the same common entry. Signs shall be located within ten feet of the courtyard entrance.
 - ii. Wayfinding signs shall be a maximum of sixteen (16) square feet in area and ten feet in height.
 - iii. Wayfinding signs shall have a compatible design, be constructed of durable materials with a substantial base and landscape plantings, and colors that complement the existing allowable signage for the center subject to the approval of the director or his designee.
 - iv. Signs shall not be internally illuminated.

Sec. 9.31. Standard informational signs.

- 1) One sign per lot not to exceed sixteen (16) square feet in area, or up to four signs not to exceed an aggregate sign area of sixteen (16) square feet.
- 2) All standard informational signs shall be erected to a height not greater than six feet above ground level.

Sec. 9.32. Window signs.

- 1) Except as otherwise provided in this chapter, window signs are only allowed for each tenant within a non-residential zoning district. Window signs are defined as any type of sign that is located on the interior of a business premises and is either attached to or is located within thirty-six (36) inches of an exterior window, and is intended primarily to be viewed from the exterior of the premises.
- 2) Window signs shall not exceed twenty-five percent (25%) of the window area. For the purpose of this requirement, a window is any glazed area, including glass curtain walls.
- [3)] Window signs shall be restricted to the ground floor only, except when a business has no ground floor frontage.
- [4)] Perforated Window Signs. Perforated window signs in excess of the allowed twenty-five percent (25%) maximum window coverage area, may be approved as a Special Exception by the Villa Rica City Council in accordance with Sec. 11.09 of the Villa Rica Zoning Ordinance. In such cases, the perforated window signs

may be placed, inside or outside, with fifty (50%) percent of poster style signage and one-hundred (100%) percent of perforated vinyl sign on total window surface while keeping door of business clear of signage except name of business and contact / hours of operations.

Sec. 9.33. Sidewalk signs.

- 1) Sign composition material: Wood or metal (dry erase or chalk board style).
- 2) Placement: Must be situated to allow for clear passage with a minimum accessible sidewalk width of thirty-six (36) inches and compliance with the Americans with Disabilities Act.
- 3) Number of signs allowed: One per establishment.
- 4) Maximum height: Three feet.
- 5) Sign area: No larger than six (6) square feet.
- 6) Sign placement per establishment shall not be placed beyond the exterior wall façade per tenant space.
- 7) All sidewalk signs shall be removed daily upon cessation of business hours and shall be stored indoors.
- 8) No sidewalk signs shall be lit, contain neon, or contain plastic construction or embellishment.
- 9) Evidence of neglect or dilapidation of any sidewalk sign shall provide cause for immediate removal.
- 10) Sidewalk signs shall not require a sign permit or authorization sticker affixed to the subject sign.

Sec. 9.34. Flags.

- 1) All flags greater than two square feet shall be displayed on flagpoles, which may be vertical or mast arm flagpoles. In nonresidential districts, flagpoles shall not exceed the height allowed in the applicable zoning district, or sixty (60) feet, whichever is less. Flagpoles in single family residential districts shall not exceed twenty-five (25) feet in height or the height of the primary structure on the lot, whichever is less.
- 2) The maximum dimensions of any flag shall be proportional to the flagpole height. The hoist side of the flag shall not exceed twenty (20) percent of the vertical height of the flagpole. In addition, flags are subject to the following limitations:
 - a) Each lot shall be allowed a maximum of two flagpoles.
 - b) A maximum of two flags shall be allowed per flagpole.
 - c) A vertical flagpole must be set back from all property boundaries a distance which is at least equal to the height of the flagpole.
 - d) Flags and flagpoles shall be maintained in good repair, and to the extent applicable shall be in compliance with the building code. Flagpoles with broken halyards shall not be used and flags which are torn or frayed shall not be displayed.
- 3) On officially designated city, state, or federal holidays, there shall be no maximum flag size or number or other limitations on display.
- 4) This section shall not be construed to restrict the right to display eligible flags as banners or noncommercial signage as provided elsewhere in this chapter.
- 5) Public facilities, not limited to City-owned property and buildings, public schools, libraries, public safety, and other public facilities on the local, county, state, or federal level, shall be exempt from the requirements of this section.

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- 6) Feather flags are classified as temporary banners and are subject to the provisions of *Sec. 9.40 - Temporary Sign Standards*.

Sec. 9.35. Out-of-store marketing device.

- 1) Out-of-store marketing devices shall be allowed for nonresidential uses.
- 2) The marketing device shall not exceed eight feet in height and shall not be illuminated except for illumination intrinsic to the device.
- 3) The marketing device shall be located on a property with an existing principal use.
- 4) The marketing device shall not be located within the minimum setback, landscape areas, or transitional buffers.
- 5) If located within a parking lot, the marketing device shall not reduce the number of parking spaces beyond the minimum required within the zoning district for the subject property.

Sec. 9.36. Construction signs.

- 1) The following regulations apply to construction signs:
- 2) One additional sign shall be allowed during construction on all zoning districts;
- 3) The sign shall not be illuminated, not exceed sixteen (16) square feet in area and six (6) feet in height above ground level; and
- 4) The sign shall be allowed beginning with the commencement of construction and ending with the issuance of a certificate of occupancy or installation of a permanent sign, whichever occurs first.

Sec. 9.37. Billboard signs.

- 1) Billboards
 - a) The regulation and design of all billboard signs shall be governed by this section, subject to the following standards:
 - b) In addition to the other information required in Article 9, Chapter II, a permit issued by the state department of transportation authorizing the installation of the proposed billboard sign shall be submitted to the director simultaneously with the application for a permit to erect said sign.
 - c) Setbacks for billboards shall conform to the accessory structure setbacks in the district for which they are located, or twenty-five (25) feet, whichever is less.
 - d) No billboard sign shall exceed a height of sixty-five (65) feet as measured from the base of the structure to the top of the sign, except where the base of the billboard is located below the adjacent highway road grade, in which case the difference between the base of the billboard and the adjacent road grade may be added to the overall height of the structure.
 - e) A billboard sign shall have a maximum width of forty-eight (48) feet and a maximum sign face area of six-hundred seventy-two (672) square feet.
 - f) No billboard sign shall be located within five-hundred (500) feet of any other billboard sign on either side of the street, road, or highway, including any such sign located outside of the city limits, as measured along the right-of-way.

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- g) Two (2) signs in the same location (back-to-back or "V" formation) shall be the same height above the interstate highway surface.
 - h) Billboards shall not be located within five-hundred (500) feet of the frontage of interstate off-and-on-ramps.
- 2) Tri-Vision or Multiple Message Billboard Signs
- a) In addition to the regulations outlined in Sec. 9.39, Tri-Vision, or multiple message billboard signs shall not be located within five-hundred (500) feet of the nearest residentially zoned property, park, playground, recreation area, scenic area or cemetery, as measured from the outermost edge of such sign to the closest point of the above-referenced property line.
 - b) When a message is changed mechanically, the transition shall be accomplished in three seconds or less.
 - c) No multiple message billboard sign shall be placed within five-thousand (5,000) feet of another multiple message billboard sign on the either side of the street, road, or highway.
- 3) LED/Digital Billboard Signs
- a) As light-emitting diode (LED) billboard signs, also known as digital billboards, present a different set of circumstances regarding their impact on the community, such signs shall be governed by the following additional standards:
 - i. Digital billboards shall be limited to parcels with frontage on a federal interstate highway, except as subject to section xvii of this subsection.
 - ii. No digital billboard shall be located within five-hundred (500) feet of another billboard on the same side of the interstate highway. Billboard signs located outside the city limits shall be included in determining this distance.
 - iii. No digital billboard shall be located within five-thousand (5,000) feet of another multiple message billboard, including any other digital billboard, on the same side of the highway. Billboard signs located outside the city limits shall be included in determining this distance.
 - iv. Digital billboards shall not be located within five-hundred (500) feet of the nearest residentially zoned property, park, playground, recreation area, scenic area or cemetery, as measured from the outermost edge of the sign to the closest point of the above-referenced property line.
 - v. All digital billboard images must remain stationary and not contain any visible moving parts, alternating, "crawling" or other moving messages or have the appearance of having moving parts or messages.
 - vi. The display, background or other message medium on a digital billboard shall not change more often than once every ten seconds, with a transition period of one second or less.
 - vii. No digital billboard shall be placed within five-thousand (5,000) feet of another digital billboard on the same side of the street, road, or highway.
 - viii. A digital billboard shall contain a default design that will freeze the sign in one position should a malfunction occurs.
 - ix. Any maximum size limitations shall apply to the side of the multiple message sign with the greater area.
 - x. All digital billboards shall have installed an ambient light monitor that will continuously monitor and automatically adjust the brightness of the display based on ambient light conditions. Maximum brightness levels for digital billboards shall not exceed three-tenths foot-candles over

ambient light levels measured as prescribed in a "Recommended Night-time Brightness Levels for On-Premise Electronic Message Centers (EMC's)" published by the International Sign Association, August 2016. Certification that the sign has been preset to automatically adjust the brightness to this level or lower must be provided to the Director of Community Development upon request.

- xi. Digital billboards shall meet the same installation and permitting requirements and inspections as adopted for electrified signs and all other signs.
- xii. The owner or permittee of a digital billboard shall coordinate with the city in displaying, when appropriate, emergency information important to the travelling public including, but not limited to, Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues such information.
- xiii. The owner of a digital billboard shall provide contact information to the code enforcement officer for an individual who is available at any time and who is capable of turning off said sign promptly following a malfunction.
- xiv. At any time more than five percent of the LED display lights on a digital billboard malfunction or are no longer working, the owner or billboard permittee shall repair said sign within sixty (60) calendar days or the sign will be subject to removal.
- xv. In the event the director or other enforcement official finds that a digital billboard causes glare, impairs the vision of a motorist, or otherwise poses a traffic safety hazard to motorists or pedestrians, the owner of said sign shall reduce the intensity of lighting on such sign to a level acceptable to the city within twenty-four (24) hours of receipt of written notice by the Director of Community Development or designee.
- xvi. Each digital billboard must comply with all state department of transportation rules and regulations applicable to electronic changeable message signs where not in conflict with this section.
- xvii. Where the owner of a legally nonconforming billboard wishes to change static for digital copy, a Special Exception must be granted by the City Council.

Sec. 9.38. Electronic signs.

- 1) Electronic signs shall be allowed as part of a lawfully permitted sign only in C2 and I2 zoning districts, but only if the electronic sign complies with all of the following requirements:
 - a) No message may be displayed for less than six (6) seconds;
 - b) No message may be repeated at intervals less than three seconds;
 - c) No segmented message may last longer than ten (10) seconds;
 - d) No traveling message may travel at a rate slower than sixteen (16) light columns per second or faster than thirty-two (32) light columns per second;
 - e) Electronic signs shall not exceed a maximum illumination of six-thousand three-hundred (6,300) nits (585 foot candles) during the daylight hours and a maximum illumination of five-hundred (500) nits (46 foot candles) between dusk to dawn, as measured from the sign's face at maximum brightness; and
 - f) The electronic sign shall be limited to twenty-five (25) percent of the sign area of the lawfully permitted sign.

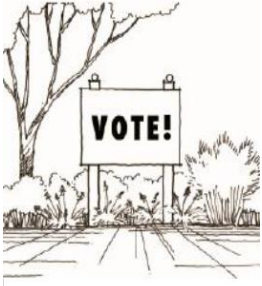
- 2) One electronic sign as part of a lawfully permitted sign shall be allowed for places of worship or for public or private elementary, middle, or high schools, and for other institutional uses so long as the electronic sign complies with all of the following requirements:
 - a) Electronic ground signs shall be limited to a maximum height of fifteen (15) feet, and sign copy area shall be limited to one-hundred (100) square feet;
 - b) Electronic signs may only be located along a major or minor thoroughfare;
 - c) Electronic signs shall not exceed a maximum illumination of six-thousand three-hundred (6,300) nits (585 foot candles) during the daylight hours and a maximum illumination of five-hundred (500) nits (46 foot candles) between dusk to dawn, as measured from the sign's face at maximum brightness;
 - d) Electronic signs shall contain a default of an electronic freeze and a black screen in the event of a sign malfunction; and
 - e) The electronic message portion of the sign shall be limited to twenty-five (25) percent of the one hundred (100) square foot sign area of the lawfully permitted sign.
 - i. No electronic sign shall be illuminated by blinking, scrolling, intermittent, or flashing lights simulating movement.
- 3) Time and Temperature Display (Digital) Signs
 - a) Time and temperature displays shall be included within the allowable sign area of permitted monument and wall signs.

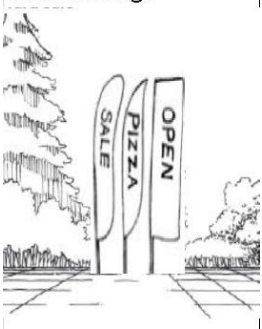
Sec. [9.39]. Temporary signs.

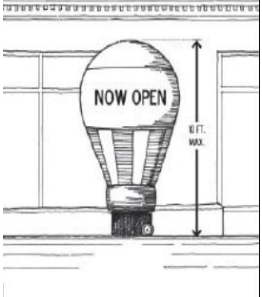
- 1) General Provisions. Temporary signs are allowed in addition to the number of permanent signs allowed for the property. However, combinations of permanent and temporary window signs shall not cover more than twenty-five percent (25%) of any window. In the case of an inconsistency between regulations provided in the sign table and regulations provided for general or specific sign types, the general regulations or regulations for specific sign types shall take precedence.
- 2) Illumination. The sign may not be illuminated.
- 3) Setback. All sign shall be placed a minimum of ten (10) feet from any public right-of-way and any other property line.
- 4) Temporary Sign Table Zoning References (Table 9.2 - Chart of Dimensional Requirements)

Zoning Districts	
AGR	AG
RES	R1, R2, SFA, MF1, MF2, PUD
COM	CBD, CMU, C1, C2, OMI, PUD
IND	I1, I2
(*)	In PUD zoned parcels, Residential Uses shall follow the RES regulations, and Commercial Uses shall follow the COM regulations.
NOTE: Zoning districts are subject to change. Interpretation is at the discretion of the Community Development Director.	

Table 9.2 <i>Temporary Signs</i>	AGR	IND	RES	COM	Specifications	
Lawn Signs 	■		■		a. Quantity (max.)	NA
					b. Sign Face Area	6 sf
					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(3)c
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(3)
Lawn Signs 	■		■		a. Quantity (max.)	NA
					b. Sign Face Area	6 sf
					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(3)c
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(3)
Post and Panel Signs 	■	■	■	■	a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(4)
	■		■		a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA

Post and Panel Signs 					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(4)
Post and Panel Signs 		■		■	a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(4)
Post and Panel Signs 	■		■		a. Quantity (max.)	2 per Property
					b. Sign Face Area	32 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA
					h. Landscaping/Illumination	NA/No
Hanging Sign Posts 	■	■	■	■	i. Permit	Required
					j. Other	9.40(4)
					a. Quantity (max.)	2
					b. Sign Face Area	16 sf residential 32 sf commercial/industrial
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	Removed 7 days after Sale/Rent/Lease, 9.42(5)c

					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(5)
Banners 	■	■	■	■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
Banners 				■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
Feather Flags 				■	a. Quantity (max.)	1
					b. Sign Face Area	24 sf
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	30 days; 9.40(6)a
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(6)
				■	a. Quantity (max.)	1
					b. Sign Face Area	NA
					c. Height	10 ft
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft

Inflatable Objects 					g. Time of Display	7 consecutive days, twice per year, 9.39(7)(c)
					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(7)
Window Signs - Temp 				■	a. Quantity (max.)	1 per Window
					b. Sign Face Area	40% of window
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	NA
					g. Time of Display	9.40(8)(c)
					h. Landscaping/Illumination	NA/No
Sidewalk Signs 				■	i. Permit	Not Required
					j. Other	9.40(8)
					a. Quantity (max.)	1 per Business Establishment
					b. Sign Face Area	6 ft
					c. Height	3 ft
					d. Depth/Projection	NA
					e. Clearance	36"
					f. Setback	NA
Model/Temp Sales 	■			■	g. Time of Display	9.40(9)(g)
					h. Landscaping/Illumination	NA/No
					i. Permit	Not Required
					j. Other	9.40(9)
					a. Quantity (max.)	1 per Model Home (4 sf. max), 9.40(10)b
					b. Sign Face Area	32 sf aggregate sign area for all model homes
					c. Height	NA
					d. Depth/Projection	NA
					e. Clearance	NA
					f. Setback	10 ft
					g. Time of Display	NA

					h. Landscaping/Illumination	NA/No
					i. Permit	Required
					j. Other	9.40(10)

Sec. 9.40. Temporary sign standards (supplement to Table 9.2).

- 1) GENERAL PROVISIONS. In no instance shall this provision be interpreted as temporarily or permanently permitting any sign prohibited by Section 9.13 Prohibited Signs of this Chapter. The following types of signs are permitted as temporary signs and may require a sign permit.
 - a) Lawn Signs
 - b) Post and Panel
 - c) Hanging Sign Post
 - d) Banners
 - e) Inflatable Objects
 - f) Window Signs
 - g) Sidewalk Signs
 - h) Model Home/Temporary Sales Facility Signs
 - i) Weekend Directionals
- 2) MINIMUM STANDARDS. Temporary signs shall comply with the following standards:
 - a) Temporary signs shall not be affixed to a permanent sign or its supporting structure, including both building mounted and freestanding permanent signs.
 - b) Temporary signs shall not be affixed to poles, posts, stakes or other supporting structures that are permanently installed or anchored into the ground through the use of concrete foundations or similar anchoring techniques.
 - c) Temporary signs shall not be placed in a manner that obstructs clear sight distance (with the required sight triangle) for motorists at street intersections or driveways, consistent with Sec. 9.16(1)(f)—Sight Visibility Triangle.
 - d) Temporary signs shall not be placed on the roof of a building, or affixed to a motor vehicle, tree, utility pole or street sign.
 - e) Temporary signs shall not be illuminated or be provided with any electric service.
 - f) Temporary signs shall not be placed within any public street right-of-way, including within medians, unless expressly permitted by this Ordinance.
 - g) Temporary signs attached to building walls (other than permitted temporary window signs) shall not be placed in a manner that obstructs any window, door, fire department sprinkler connection, or street number sign.
 - h) Where temporary signs are limited in the duration of their display and limited in the total number of displays per calendar year, any required period of separation between such displays shall carry through to the following calendar year, and shall be observed prior to initiating the first allowed display during the new calendar year.

3) LAWN SIGNS.

- a) Lawn Signs shall be no more than six (6) square feet in surface area and shall be no higher than three (3) feet above adjacent grade.
- b) No lawn sign shall exceed sixteen (16) square feet in aggregate area on parcels in commercial, industrial, or institutional zoning districts or eight (8) square feet on parcels in residential zoning districts.
- c) Lawn signs are permitted for thirty (30) days, but can be renewed up to three times per calendar year for a total of ninety (90) days.
- d) Lawn Signs may be allowed in a public or private right-of-way but shall be located no closer than ten (10) feet from the pavement of a public or private street or five (5) feet from the edge of a sidewalk, bike path, or pedestrian way, whichever is greater as it applies.
- e) No Lawn Sign shall be:
 - i) Located such that it obstructs, impedes, or otherwise creates a hazardous condition for safe and normal flow of pedestrian or motor vehicle traffic.
 - ii) Erected on private property without the consent of the property owner.
 - iii) Placed on any tree, utility pole, or fences.
 - iv) Placed on government-owned property such as a park.
 - v) Placed on public right-of-way adjoining vacant or abandoned parcels.
- f) Lawn Signs do not require a sign permit.

4) POST AND PANEL SIGNS. Post and Panel Signs shall be permitted on construction sites, provided that they meet the following provisions:

- a) Post and Panel Signs shall not exceed more than two (2) per property in a Planned Unit Development or residential subdivision, and shall not exceed thirty-two (32) square feet per sign in all zoning districts.
- b) Post and Panel Signs shall be removed when a Certificate of Occupancy is obtained.
- c) To ensure compliance with the regulations contained in this chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any development construction sign.
- d) Shall not be illuminated;
- e) Shall maintain a minimum setback of ten (10) feet from the proposed right-of way and shall be outside of any required sight triangle;
- f) In a residential construction project, construction signage shall be removed not later than ten (10) days after having sold or leased eighty percent (80%) of the single, two family lots or multi-family development; and,
- g) To ensure compliance with the regulations contained in this chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any construction sign.

5) HANGING SIGN POSTS. Hanging post signs shall be permitted, provided they meet the following provisions:

- a) Hanging post signs do not require a sign permit.
- b) Hanging post signs shall not exceed more than two (2) per property, and shall not exceed a sign area of sixteen (16) square feet per sign in single-family residential zoning districts and thirty-two (32) square feet per sign in all other zoning districts.

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- c) Hanging post signs associated with commercial or individual home sales shall be removed within seven (7) days from the time the premises is sold, rented, or leased.
 - d) Hanging post signs associated with residential subdivision sales shall be removed when fifty percent (50%) of the planned subdivision has been occupied.
 - e) An extension of four (4) months may be approved at the discretion of the Community Development Director.
- 6) BANNERS. One (1) banner shall be permitted per parcel that meets the following provisions:
- a) Banners shall not exceed twenty-four (24) square feet in area are permitted for thirty (30) days, but can be renewed up to two times per calendar year for a total of ninety (90) days.
 - b) The banner shall be affixed by all four (4) corners to the building or posts where the use associated with the banner is located, except for Feather Banners which must be secured along one full side. Banners may also be located on adjacent contiguous parcels that are under common ownership as the parcel where the use associated with the banner is located.
 - c) Banners shall be associated with non-residential uses only.
 - d) To ensure compliance with the regulations contained in this Chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any banner.
 - e) Signs that are installed by local governments and mounted to light standards or placed on public property shall be permitted.
 - f) Exceptions for public events sponsored or promoted by the local government can be exempted at the discretion of the Community Development Director.
- 7) INFLATABLE OBJECTS. Inflatable objects shall be permitted, provided that they meet the following provisions:
- a) Inflatable objects shall not exceed more than one (1) per property or business use (whichever is greater) at any time.
 - b) No single inflatable object shall exceed ten (10) feet in height.
 - c) For safety and inspection purposes by city staff, inflatable objects must be erected only on the ground.
 - d) No property or business use (whichever is greater) shall make use of any inflatable sign objects or signs more than seven (7) consecutive days two (2) times per calendar year.
 - e) Air dancers shall only be allowed in C2 zoning districts and shall be permitted for thirty (30) days, but can be renewed up to two times per calendar year for a total of ninety (90) days.
 - f) Inflatable objects shall be associated with non-residential uses only.
 - g) To ensure compliance with the regulations contained in this Chapter, a sign permit shall be required in order to erect, move, alter, change copy on, or reconstruct any inflatable object.
- 8) TEMPORARY WINDOW SIGNS.
- a) Window signs do not require a sign permit.
 - b) Temporary signs and decorations painted on or applied to windows and that are less than forty percent (40%) of the window area, shall be permitted.
 - c) All signs and/or decorations shall be removed within ten (10) days following the applicable holiday.
- 9) SIDEWALK, A-FRAME OR EASEL STYLE SIGNS.

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- a) Sign composition material: Wood or metal (dry erase or chalk board style);
 - b) Setback from right-of-way: Must be situated to allow for clear passage with a minimum accessible sidewalk width of thirty-six (36) inches and compliance with the Americans with Disabilities Act;
 - c) In conjunction to a business establishment authorized on the subject lot; and
 - d) Number of signs allowed: One per establishment;
 - e) Maximum height: Three feet;
 - f) Sign area: No larger than six square feet;
 - g) All sidewalk signs shall be removed daily upon cessation of business hours and stored indoors;
 - h) No sidewalk signs shall be lit, contain neon, or contain plastic construction or embellishment;
 - i) Evidence of neglect or dilapidation of any sidewalk sign shall provide cause for immediate removal; and
 - j) Sidewalk signs shall not require a sign permit or authorization sticker affixed to the subject sign.
- 10) MODEL HOME/TEMPORARY SALES FACILITY SIGNS.
- a) Wall, awning, or ground signs shall be permitted on the lot of the sales facility and limited to an aggregate square footage not exceeding thirty-two (32) square feet of sign area.
 - b) Individual model homes may have one (1) sign not to exceed four (4) square feet.
 - c) Any signs located on model homes or temporary sales facility require a permit.
- 11) SIGNS PLACED ON PUBLIC RIGHT-OF-WAY.
- a) Signs placed on public right-of-way are permitted only between the hours of 2:00 p.m. local time on Friday and 8:00 a.m. local time on Monday.
 - b) Such signs may be no larger than six (6) square feet in size and no higher than forty (40) inches from grade.
 - c) Such signs when located in areas other than within residential subdivisions shall be located no less than ten (10) feet from the street pavement and so as not to interfere or obstruct a motorist's view of pedestrian and vehicular traffic.
 - d) Within residential subdivisions, such signs shall be permitted to be located between the street and sidewalk (without written permission) within the public right-of-way so long as they do not interfere or obstruct a motorist's view of pedestrian and vehicular traffic.
 - e) Such signs shall not be placed so as to interfere with the corner vision clearance at intersections.
 - f) Such signs shall not be placed on private property without permission of the property owner on whose property the sign is erected.
 - g) No such signs shall be attached to any existing utility structure, tree, fence, or any existing public or private sign or sign structure.
 - h) No person, group, organization or entity may place more than one (1) sign at a single corner or spaced closer than 500' apart.
 - i) Signs which by color, location, or design resemble or conflict with traffic control signs or signals, or obstruct the view of an intersection, or a street or highway with a railroad crossing are prohibited.

(Amd. of 7-12-2022)

Sec. 9.41. Conversion to a permanent sign.

- 1) No sign manufactured, designed, and otherwise intended for use as a temporary sign shall be used as a permanent sign.

Sec. 9.42. Enforcement.

- 1) The enforcement of violations of the provisions of this Chapter shall be controlled by Chapter II: Administration and Enforcement.

CHAPTER IV. DOWNTOWN SIGN REGULATIONS

Sec. 9.43. Sign guidelines for the downtown district (CBD).

In evaluating applications for signs and awnings, the Historic Preservation Commission considers and evaluates a sign in terms of the quality of its design, materials, and relationship to the surrounding business district. A sign should harmonize with and support a district's unique character and foster design quality that compliments the architectural and historic heritage of Villa Rica. Furthermore, a sign must be consistent with the Zoning Code and the following Sign Standards. Applications for signs in the Central Business District (CBD) are subject to review and approval of the Historic Preservation Commission.

- 1) Style and Design
 - a) Sign style and design should begin with a determination as to whether there is adequate space on the building where a sign would look appropriate. Many commercial buildings are designed with a space for a sign; whether it is a horizontal space (lintel) across the top of the storefront, or a wide space (mullion) separating the storefront window and transom window above.
 - b) A building's proportions, as well as the street character and architectural character of neighboring buildings, are relevant to determining the proper size and style of a sign. Where insufficient "sign space" exists on a building, a wall sign with a vertical format, or a projecting sign may be appropriate.
 - i) The sign should be coordinated with the overall facade composition, including ornamental details and other signs.
 - ii) The scale of the signs should be in proportion to the building, so they do not dominate the building appearance.
 - iii) Signage should be designed and placed in order to avoid a sense of clutter or chaos on the building facade.
 - iv) A sign should be located on a building so it emphasizes and fits within the architectural features of the facade.
 - v) Signs or letters that obscure significant architectural features of a building are inappropriate. Simple designs which are subordinate to the building are appropriate.
 - c) Signage style and type should be harmonious with the character of the building with which it is associated in terms of form, design, scale, and proportion.



Signage style and type should be harmonious with the character of the building with which it is associated in terms of form, design, scale, and proportion.

- i) Custom signs are preferable to mass-produced, standardized signs.
 - ii) The use of symbolic, three dimensional signs, such as the red and white barbers pole, is encouraged.
 - iii) Use of changeable copy signs is strongly discouraged. Where there is a need for changing advertising, portable signage may be a good solution.
 - iv) Electronic message signs are highly inappropriate in a historic district, and are usually not approved.
- d) Use directory signs on multi-tenant buildings to reduce the visual clutter of many signs.



Use directory signs on multi-tenant buildings to reduce the visual clutter of many signs.

- e) Where several businesses share a building, signs should be coordinated. Align several smaller signs, or group them into a single panel to make them easier to locate.
 - f) Similar forms or backgrounds should be used for the signs to visually identify them as serving the same building and make them easier to read.
 - g) The individual nameplates on the sign should match each other in size, colors, letter size, case and styles.
- 2) Size
- a) Awnings that contain signs will have the sign area of the awning sign deducted from the maximum aggregate sign area allowed for the front facade.
 - b) Signs within the historic district should be significantly smaller than those situated on commercial corridors. They should be scaled and oriented to relate to pedestrians, as well as passing motorists.
 - c) Size should be determined by the scale of the building.
 - d) Generally, freestanding signs should not exceed ten square feet. Smaller signs are preferable.
- 3) Placement



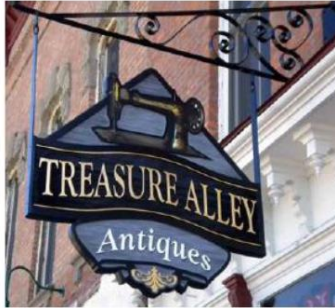
Signs should be sized to the scale of the building, the storefront, and the street.

- a) Signs that are illegible when viewed from the sidewalk, or are located too high upon a building are not encouraged.
 - b) A sign should be located on a building so that it draws an individual's attention toward the building or the use that it is intended to support.
 - c) The majority of signs should be concentrated at the street level close to the entrance of the building or storefront.
 - d) The use of signs placed on upper levels of a building should be limited since they will be visible over an extended distance and may not be related to the street or entrance level of the premises.
 - i) Generally, signs shall not extend above the fascia line or coping line of a one-story building, or above the bottom of the second-story windowsills of a multi-story building.
 - ii) Roofs signs are highly inappropriate, except on one story buildings where there are few other good locations for signage and the roof sign is especially well crafted to integrate effectively into the design of the roof.
 - e) A sign should be installed in a manner that is appropriate for the building.
 - i) Damage to architectural detail when attaching the sign should be avoided.
 - ii) Wherever possible, avoid drilling new holes or creating new fixing positions on historic facades, by using existing holes and fixing positions.
 - iii) On masonry buildings, it is preferable that bolts extend through mortar joints rather than through masonry units.
- 4) Colors



Color should be used both to accentuate the sign design and message, and also to integrate the sign or lettering with the building and its context.

- a) The number of colors used on a sign should be limited. In general, no more than three colors should be used, although additional accent colors may be appropriate. Generally, two colors may be used for all lettering, wording, and accompanying designs and symbols, plus one additional background color.
 - b) Sign colors should complement and be coordinated with the overall building colors. The use of subdued, muted, earth tone or primary colors is encouraged.
 - c) Sign panels should avoid significant areas of white or cream, which have the effect of visually detaching the sign from the building.
 - d) Colors generally best limited to accent areas are bright colors, primary colors and metallic colors.
 - e) Use of high intensity colors, fluorescent colors and "day glow" colors is discouraged.
 - f) Dark or medium colors are preferred for the main, background part of the sign and light colors for the lettering.
- 5) Materials



Sign materials should be compatible with those of the historic building and the district. Materials characteristic of the building's age and style, when used in contemporary designs, can form effective new signs.

- a) Sign material should be high quality and limited to painted wood, metal, stone, architectural glass and canvas. Other materials may be considered on a case-by-case basis through review and approval by the Historic Preservation Commission.
 - b) Solid wood is recommended over plywood since plywood tends to delaminate with age. "Medium Density Overlay" plywood or marine plywood may be used, but it must be edge banded.
 - c) Brushed bronze, antique bronze, aluminum, stainless steel or painted cast iron are appropriate and should have a matt finish and not be reflective nor translucent.
 - d) Unfinished materials should be designed and used carefully due to weathering.
 - e) Highly reflective materials that will be difficult to read are not appropriate.
- 6) Lighting



Illumination of a sign should be done with the objective of achieving a balance between the architecture, the historic district and the sign. Internally illuminated signs are not generally permitted in the downtown historic district.

- a) Use of internal illumination is strongly discouraged. The plastic feel of internally illuminated signs is inappropriate in a historic district. In rare cases, where the wattage is low and the sign is quite dark, internal illumination can be effective and would be acceptable.
- b) Where internal illumination is considered it should be limited to individual cut out letters with only the letter face illuminated, or letters routed out of the face of an opaque cabinet sign.
- c) The light source for internally illuminated signs should be white.
- d) The sign illumination source should be shielded and directed only toward the sign to minimize glare.
- e) Light intensity should not overpower the building or street edge.
- f) Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.
- g) Illumination of signs on upper levels should be limited to the brightness of lower level signs.
- h) Reversed pan-channel letters with an internal light source reflecting off the building may be used for "halo" illumination.
- i) The light source should not be visible.
- j) Neon should be used in limited volume to ensure that it does not become visually obtrusive and dominate the street frontage.
- k) In certain cases, neon may be more appropriate when framed and shielded.
- l) Wiring conduit for sign lighting should be carefully routed to avoid damage to architectural details and concealed as much as possible.

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- m) Copper or colored sheathing should be used for wiring to minimize visibility.
 - n) The wiring should be placed between the brick coursing and recesses to reduce its visibility.
- 7) Historic Signs
- a) Keeping a historic sign is encouraged, even if the business or product promoted is no longer on site. Retaining the sign can exploit the recognition value of the old name and play upon the public's fondness for the old sign, especially when the sign is a community landmark.
 - b) Historic signs add to the overall appearance and character of historic commercial buildings and should be treated as significant features of the property.
 - c) Painted wall signs on a building facade should be left intact and not painted over or removed.
 - d) Preserve signs that: reflect the history of a building or district; are characteristic of a particular historic period or style; are associated with events, people, or places; are evidence of the history of a product or business; display excellent craftsmanship, use of materials, or design; are incorporated into the buildings design or physical fabric.

Sec. 9.44. Design guidelines for specific sign and awning types.

In addition to the General Guidelines for all signs and awnings in Chapter IV, Sec. 9.43, the following guidelines apply to specific sign and awning types. These guidelines and those in Sec. 9.43 are intended to encourage strong design and to provide direction on how to achieve that goal. These guidelines are not intended to limit creativity or restrict imagination, innovations, or variety of sign styles, but they seek to preserve and enhance the unique historic and architectural character of the downtown district.

- 1) Wall Signs.



- a) When planning a wall sign, determine if a horizontal sign board exists on the building. If so, locate flush-mounted signs such that they fit within panels formed by moldings or transom panels on the facade.

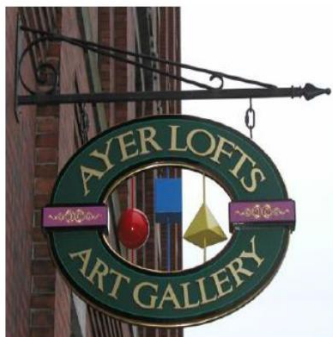
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- b) Wall signs should be generally oriented toward the pedestrian, and thus placed on a lower section of the building.
 - c) Placing or dimensioning a wall sign so that it spans the pilasters or detailing of a building should be avoided.
 - d) The projection of a wall sign should be minimized to the depth of the sign panel or letter so that it is relatively flush with the building façade.
 - e) A wall sign should be designed to sit within, rather than forward of, the fascia or other architectural details of the building.
 - f) In the case of a restaurant, a menu board is essential and will usually be considered appropriate. The board should be positioned near the main restaurant entrance.
 - g) It may be appropriate to place an understated wall sign identifying a building on the band under the cornice (uppermost crown) at the top of a multistory building.
 - h) A wall sign should be placed so that it is framed by the architectural details of the building and so that it reflects the fenestration pattern of the building.

2) Window Signs.



- a) Window signs may be either paint or vinyl applied directly to the surface of the glass or any signage on the inside of the building that is visible through a window or door on a permanent basis and is placed within eighteen inches of the glass.
- b) Only a minimal area should be covered so that the signage does not block the view into the establishment nor appear to be cluttered or chaotic.
- c) Window signage on upper stories, which advertises businesses on the upper stories, is appropriate provided it is not unduly prominent.

3) Projecting Signs.



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- a) Projecting signs should be placed perpendicular to the building, either projecting outward from a building wall or hanging from an architectural support, and should have two faces.
 - b) Signs hung from a support should usually be centered on that support.
 - c) The lowest point of a projecting sign or bracket shall not be less than eight feet above the sidewalk.
 - d) Projecting signs may be illuminated.
 - e) A projecting sign should be positioned where it will not damage or visually intrude upon architectural details, and where it will not obscure a wall sign.
 - f) Brackets or other suspension devices should match the sign style and should be designed as a decorative or complementary part of the sign. Brackets are not included as part of the size of the sign.
 - g) Sign brackets should be made of painted wood or prefinished, pre-painted metal. Guy wires, if needed, should be as inconspicuous as possible.
 - h) A projecting sign should be attuned to the mass and scale of the building to which it is attached. A large projecting sign on a small building would compete with the architectural feel of the structure and therefore would not be encouraged.
 - i) Generally, the appropriate area for projecting signs is above the storefront windows and below the sills under the second floor windows.
 - j) A projecting sign should be located at or near the public entrance to the storefront or building.
- 4) Awnings and Awning Signs.



- a) The awning design should be compatible with the architecture of the building and should not obscure architectural details of the building. Further, awnings should serve as an accent to the building's design but should not be the dominant architectural feature.

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- b) Awnings and canopy signs should be located in a traditional manner above doors and windows, and should conform to the general shape of the opening.
 - c) Awnings may be fixed or retractable, and may have open or closed end panels. Awning valances should be loose.
 - d) Nylon, canvas or other similar materials are suitable for awnings. Material should be high quality, colorfast and sun fade resistant. Vinyl or plastic materials are not appropriate.
 - e) Fixed awnings should have concealed rigid metal frames.
 - f) Awning fabric may be solid or striped.
 - g) The length of the awning should be restricted to the length of the storefront opening. Awnings should not continue over masonry piers.
 - h) The vertical and horizontal dimensions of the awning should be proportional to the overall projection of the awning.
 - i) Awnings shall be constructed and erected so that the lowest portion of the projecting frame shall not be less than eight feet, and the lowest portion of the descending valance shall not be less than 6'-8", above the level of the sidewalk or public thoroughfare.
 - j) On masonry buildings, awnings should be anchored through mortar joints rather than directly into the masonry unit itself.
 - k) Awning signage is only permitted for first floor businesses, and may occupy a maximum of twenty percent of the valance (vertical surface) area on each face of an awning.
 - l) Illuminated/back-lit translucent awnings or translucent letters on opaque backgrounds are discouraged.
- 5) Freestanding Signs.



- a) Freestanding signs are only appropriate for properties where the building is well set back from the street and there are no other means of appropriate signage.
- b) Freestanding signs within a historic district should be carefully designed, located, and scaled in order that they not undermine the scale and character of the district.
- c) Monument signs are a generally less obtrusive alternative to a pole sign.
- d) Lighting of freestanding signs is permitted, provided that the lighting is shielded and directed only toward the sign. Internally illuminated monument signs should be avoided.
- e) Freestanding signs should be small in area and low in height to reinforce the pedestrian character of the district. Larger signs should be further set back from the sidewalk in order not to overwhelm the pedestrian.



CHAPTER V. DEFINITIONS

Sec. 9.45. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned Sign means any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, and for which no person accepts maintenance responsibility. Also, any sign advertising an activity, business, product or service no longer conducted and/or any sign associated with a business or commercial use that has ceased operations for twelve (12) months or more.

Air Dancer means an inflatable moving advertising product comprising a long fabric tube (with two or more outlets), which is attached to and powered by an electrical fan. As the electrical fan blows air through the fabric tube, this causes the tube to move about in a dynamic dancing or flailing motion. Also known as a tube man, sky-dancer, wacky waving inflatable arm flailing tube man.

Animated Sign means a sign that all or any part thereof visibly moves or uses movement or a change of lighting to depict action or to create a special effect or scene. This includes signs that rotate or revolve or signs that display a message in more than one direction. Provided, however, that official traffic control devices and warning signs conforming to the Manual of Uniform Traffic Control Devices are excluded from this definition. Electronic signs are excluded from this definition.

Banner means a sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper or fabric that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners. Standard informational signs are excluded from the definition of a banner.

Beacon means any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.

Billboard, Traditional means a sign which may be supported by a pole structure, with an area of more than seventy-two (72) square feet but not more than six hundred seventy-two (672) square feet. The billboard directs attention to a business, commodity, service, or entertainment conducted, sold or offered at a location other than the premises on which the billboard is located. The billboard may either be illuminated or non-illuminated. This sign type does include dynamic digital billboards as defined by the ordinance.

Business Day means any day during which city government offices are open for public business. The term "business day" shall not include any day during which city government offices are closed after a partial business day due to a holiday, emergency, inclement weather, or the like.

Candela means a unit of luminous intensity equal to 1/60 of the luminous intensity per square centimeter of a blackbody radiating at the temperature of solidification of platinum (2,046 K).

Canopy Sign means a sign affixed to, superimposed upon, or painted on any roof or roof-like structure which is extended over a sidewalk, walkway, or vehicle access area. Canopy sign may also mean awning sign.

Changeable Copy Sign means any sign that incorporates changing letters or images to form a sign message or messages, whether such changes are accomplished electronically or manually. Changeable copy signs shall not incorporate changing lights or electronic images. (Prohibited, except for a church/place of worship or school)

Commercial Message means sign copy which advertises or directs attention to a business, product, service or transaction, whether conducted on- or off-site, whether existing or proposed.

Directional Sign means a sign specifically placed to manage and avoid conflicting vehicular movements.

Director means the Director of the Community Development Department, or a designee thereof.

Double-Faced Sign means a sign which has two display areas placed back to back against each other and the interior angle formed by the display areas is not greater than sixty (60) degrees, where one sign face is designed to be seen from one direction and the other face from another direction.

Electronic Sign means a message on a lawfully permitted sign, the electronic portion of which may be changed at intervals by electronic process or by remote control.

Facade means the exterior wall of a building or tenant space.

Feather Flag means a sign with or without characters, letters, illustrations, or ornamentations applied to cloth, paper, flexible plastic, or fabric of any kind with only such material for backing. Feather flags are generally a single sign attached to a support post and typically having a dimensional ratio of 4:1 (height/width). This definition

also applies to Tear Drop Flags, Windfeather Flags, Bow Flags, and other similar type signs. For the purposes of this ordinance, Feather Flags shall be regulated as vertical banners.

Flag means any fabric containing colors, patterns, or symbols used as symbol of government or other entity or organization.

Flagpole means a freestanding structure or a structure attached to a building or to the roof of a building on a parcel of record and used for the sole purpose of displaying flags.

Ground Sign means any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure. A permanently affixed sign which is wholly independent of a building for support with a base of a width not less than the width of the sign face. The base of the sign face shall be flush with the supporting base, and the supporting base shall be flush with the ground and extend the full width of the sign. The term "ground sign" shall not include sidewalk signs.

Historic Sign means a sign deemed worthy of preservation under Section 5.29 of the Unified Development Code because of its value to the city for one or more of the following reasons:

- (1) It is an outstanding example of a sign representative of its era;
- (2) It is one of the few remaining examples of past sign design or style;
- (3) It is a sign associated with an event or person of historic or cultural significance to the city; or
- (4) It is a sign of esthetic interest that is continuing to contribute to the cultural or historical development and heritage of the city.
- (5) Building names, year built, and cornerstones are exempt from sign regulations so long as they are determined to be a part of the architecture of the structure.

Home-Based Business means a business based in the dwelling and/or accessory structures of its owner or operator which results in limited business practices within certain single family residential districts, the scope and character of which is defined by the requirements of the Home Business standards of this Ordinance.

Home Occupation means a business based in the dwelling of its owner or operator which results in minimal business practices within residential zoning districts, the scope and character of which is defined by the requirements of the Home Occupation standards in Section 8.11 of the Villa Rica Zoning Ordinance.

Illegal Sign means any sign that was erected in violation of the laws, as they existed at the time the sign permit was issued or signs that were not built in conformity with the issued permit or signs requiring a permit that were erected without a permit first having been obtained.

Illuminated Sign means a sign that has light cast upon the sign from a source either internal to the sign or from an external light source directed primarily toward such sign.

LED Sign means an electronically controlled sign utilizing light-emitting diodes or similar technology to form some or the entire sign message. LED signs are a form of electronic signs.

Luminance means a measure of the brightness of a luminous surface, measured in candelas per unit area.

Monument Sign means a ground sign with a base constructed of brick, stone, or other architectural masonry material. The sign shall constitute a solid visual block from the base to the top of the sign.

Multi-faced Sign means a sign structure with more than two sign faces situated so that each sign face is facing a different direction.

Nits means a unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter.

Nonconforming Sign means any sign, legal at the time of erection, but which does not conform to the provisions of this chapter.

Out of Store Marketing Device is any facility or equipment which is located outside of a primary building on a site zoned for nonresidential uses, which is used for the primary purpose of providing a product or service without the owner's or agent's immediate presence, and which is manufactured to include a color, form, graphic, illumination, symbol, and/or writing thereon to communicate information regarding the product or service provided thereby to the public. Examples of out-of-store marketing devices include: bank ATM units, vending machines, newspaper racks, drink machines, ice boxes, and phone booths.

Pennant, Streamer means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

Perforated Window Sign means a sign made of adhesive-backed PVC vinyl or other similar material that is perforated with a pattern of round, evenly-spaced holes. This type of sign is generally applied over windows.

Planned Commercial Center means any commercial, office, industrial or mixed-use development that contains any combination of offices, residences, retail or industrial uses with a common entry from a public street and are managed as a whole and in accordance with all applicable requirements of the zoning ordinance set forth in the Unified Development Code.

Portable Sign means any sign which is not permanently affixed to the ground or to a structure, including but not limited to signs on trailers or signs mounted or painted or wrapped on vehicles which are parked in such a manner as to serve the purpose of an advertising device, or not routinely parked at the immediate premises of the business or entity indicated, advertised or identified by said sign. Portable signs are prohibited, except for authorized public safety use.

Projecting Sign means any sign which is attached perpendicular to a building or other structure and extends more than twelve (12) inches horizontally from the plane of the building wall.

Pump-island Sign means a sign located on, affixed to, or under a canopy over pump islands of a service station or convenience store with gas pumps.

Pylon Sign means a freestanding sign supported by vertical supports encased in brick, stone or materials architecturally compatible with the main building or structure on the property.

Right-of-Way (R.O.W.) means a strip of land acquired by reservation, dedication, forced dedication, prescription or condemnation and intended to be occupied or occupied by a road, crosswalk, railroad, electric distribution or transmission line, telephone line, oil or gas pipeline, water line, sanitary or storm sewer and other similar uses.

Right-of-Way Line means the limit of publicly owned land encompassing a public facility, such as a street or an alley.

Road, Accessible means any road or street that provides a means of ingress and egress to the lot.

Roof sign means a sign attached to or supported by the roof of a building that extends above the immediately adjacent roof line of the building or a sign that is wholly or partially above the roof line of a building.

Rotating Sign. See Animated sign.

Sidewalk Signs are defined as an A-frame or easel style sign to be placed on or adjacent to the sidewalk in conjunction with a business establishment.

Sign means a device, structure or representation for visual communication which is used for the purpose of bringing the subject thereof to the attention of others. For purposes of this chapter, the term "sign" shall include the structure upon which a sign face is located. Flags and banners shall be included within this definition only as

provided elsewhere herein. Seasonal holiday decorations shall not be included within the definition of "sign" and regulated as such.

Sign Copy means the visually communicative elements, including but not limited to words, letters, numbers, designs, figures or other symbolic presentation incorporated into a sign with the purpose of attracting attention to the subject matter or message.

Special Event shall be defined for the purpose of this chapter any organized for profit or nonprofit activity having as its purpose entertainment, recreation, and/or education which takes place on public property or takes place on private property but requires special public services such as the use of parks, public streets, rights-of-way, or sidewalks. Special events may include, but are not limited to, activities such as run/walk events, cycling events, street festivals, parades, triathlon/biathlon, grand openings, concerts, assemblies, block parties, and certain outdoor promotional events.

Standard Informational Sign means a non-illuminated sign with a rigid sign face made for short term use, containing no reflecting elements, flags or projections and which is mounted on a post, stake or metal frame with a thickness or diameter not greater than 3.5 inches. Banners are not included in the definition of a standard informational sign.

Suspended Sign means a sign securely suspended above a pedestrian passageway or sidewalk from beneath a canopy or awning and oriented perpendicular to the adjacent building façade.

Temporary Sign means a sign displayed for a fixed, terminable length of time. Temporary signs are intended to be removed after the temporary purpose has been served.

Tri-vision Sign means a sign designed with a series of triangular slats that mechanically rotate in sequence with one another to show three different sign messages in rotation.

Wall Sign means a sign fastened, placed or painted upon or parallel to the exterior wall of the structure itself, whether front, rear or side of the structure.

Wayfinding Sign means signage used to assist the public in navigating and locating parking, individual tenants, activity centers, ingress/egress points, and other features internal to a site and that is not visible from public rights-of-way.

Window Sign means any sign that is placed inside a window, within two (2) feet of a window, or upon the window panes or glass, either inside or outside the building, and is visible from the exterior of the structure. Window signs shall not cover more than twenty-five (25) percent of the total window area per façade of a business.



CITY OF VILLA RICA

Planning and Zoning Meeting Agenda Item Cover Sheet

SUBJECT: TA-04-25– Text Amendment to modify the Smoke Shops, Tobacco stores and Medical Marijuana Dispensaries & add a new proposed section 8.23 Vape Shops and definition of Vape Shop to VIII. Definitions

MEETING DATE: February 18, 2025

DATE PREPARED: February 13, 2025

PREPARED BY: Nina Shabazz, Community Development Director

PUBLIC HEARING: Yes

PURPOSE:

Staff reviews the zoning ordinance and from time to time, it becomes necessary to amend or update certain language, add new sections or further define language that needs additional clarification. The proposed text amendments seeks to modify section 8.22 Smoke shops, Tobacco and medical marijuana dispensaries section of the Villa Rica zoning ordinance. Further, the amendment seeks to add a new section and add “Vape” to the definitions of the zoning ordinance. The purpose of the amendment is to ensure responsible development and to discourage the proliferation of certain uses within the city.

BACKGROUND:

Staff has been working on text amendments to update language, uses and processes to ensure that the City makes appropriate and pertinent changes as needed. These changes should continue to encourage zoning compatibility, adherence to zoning ordinance and continued responsible growth. On November 19th, staff held a workshop with Planning and Zoning Commissioners to discuss and gain feedback from the Commissioners with respect to the text amendment proposals. Staff received feedback and made modifications, based on the discussion and suggestions provided by the Commissioners.

STAFF RECOMMENDATION: Approval

IMPACT: N/A

POTENTIAL ACTION: Approval as recommended by staff

MOTION: I motion to approve the modification of Sec. 8.22. - Smoke shops, tobacco stores, and medical marijuana dispensaries and add new section 8.23 Vape Shops

PART II - CODE OF ORDINANCES
Appendix B Zoning- SUPPLEMENTARY CONDITIONS FOR SPECIFIC USES

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CHAPTER VIII. - SUPPLEMENTARY CONDITIONS FOR SPECIFIC USES

Sec. 8.22. - Smoke shops, tobacco stores, and medical marijuana dispensaries

1)Notwithstanding any other provision of this title to the contrary, smoke shops, tobacco stores, and medical marijuana dispensaries shall be permitted by Special Exception only in the Commercial, Medium-Density (C-2) zoning district.

a). Smoke shops and tobacco stores, shall not be located within three-hundred (300) feet, measured property line to property line, from a school (public or private), family day care home, child care facility, youth center, community center, recreational facility, park, church or religious institution, hospital, or other similar uses where children regularly gather.

b.)Smoke shops, tobacco stores, and medical marijuana dispensaries shall not be located within five-hundred (500) feet, measured property line to property line, from another smoke shop and tobacco store.

Sec. 8.22. - Smoke shops, tobacco stores, vape shops and medical marijuana dispensaries

1)Notwithstanding any other provision of this title to the contrary, smoke shops, tobacco stores, medical marijuana dispensaries and vape shops shall be permitted by Special Exception only in the Commercial, Medium-Density (C-2) zoning district. No properties within the CBD shall be rezoned to allow smoke shops, tobacco stores or Vape shops.

a). Smoke shops, tobacco stores, Vape Shops and Medical marijuana dispensaries shall not be located within one-thousand-five hundred (1500) feet, measured property line to property line, from a school (public or private), family day care home, child care facility, youth center, community center, recreational facility, urgent care or hospital, park, church or religious institution, hospital, or other similar uses where children regularly gather.

b) Smoke shops, tobacco stores, vape shops and medical marijuana dispensaries shall not be located within fifteen-hundred (1500) feet, measured property line to property line, from another smoke shop and tobacco store.

5) Vape shop means any business whose principal product line for retail sale is alternative nicotine products, vape juice or vape products. For the purposes of this chapter, "principal" shall mean that alternative nicotine products, vape juice or vape products constitute at least 25 percent of the business's aggregate retail sales.

Notes:

- Sec. 8.22 (1) Overview of section; removing medical marijuana dispensary
- Sec. 8.22 (2) Adding new language identifying Vape Shops
- Sec. 8.22 (a)(b) Prohibited location and distance from other similar shops and sensitive uses
- Sec. 8.23 (1) Overview of Vape Shops
- Chap. XIII Sec. 13.01 Definitions-Vape Shop

PART II - CODE OF ORDINANCES
Appendix B Zoning- SUPPLEMENTARY CONDITIONS FOR SPECIFIC USES

CHAPTER XIII. - DEFINITIONS

Sec. 13.01. - Definitions.

UTILITY SUBSTATION: A building or structure used for the distribution or transmission of utilities such as water, gas, electricity, or sewer.

- V -

Vape or vape juice refers to any liquid that contains compounds containing pharmaceutical grade vegetable glycerin, propylene glycol, nicotine, food grade flavoring, or water, and can be used for vaping by means of an alternative nicotine product.

Vaping products refers to any products or devices that employ an electronic heating element, power source, electronic circuit, battery, or other electronic, chemical, or mechanical means to produce a vapor that delivers nicotine, synthetics, or illegal substances to the person inhaling from the device, including electronic cigarettes, electronic cigars, electronic hookahs, electronic bongs and electronic pipes, whether manufactured, distributed, marketed, or sold as an electronic cigarette, electronic cigar or electronic pipe. This definition shall not apply to medical treatments prescribed or administered by medical professionals to reduce inflammation in the bronchial airways. This definition shall include vape juice.

Vape shop means any business whose principal product line for retail sale is alternative nicotine products, vape juice or vape products. For the purposes of this chapter, "principal" shall mean that alternative nicotine products, vape juice or vape products constitute at least 25 percent of the business's aggregate retail sales.

Notes:

- Sec. 8.22 (1) Overview of section; removing medical marijuana dispensary
- Sec. 8.22 (2) Adding new language identifying Vape Shops
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